



**Energy
Smart
Services**

solutions & incentives for business

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Seattle City Light's Enduring Conservation Commitment

ACEEE National Conference on Energy Efficiency and Reliability

30 October 2001

About Seattle City Light

- ★ **Municipal Utility Serving 340,000 Customers**
- ★ **100 Years Old in 2002**
- ★ **Owns Hydro Power Meeting about 70% of Load**
- ★ **Serves City of Seattle & Some Adjoining Suburban Areas**
- ★ **Department of City Government Regulated by the Seattle City Council**
- ★ **25 Year History of Commitment to Energy Conservation as a Resource**

Seattle Conservation Policies

- ★ **Conservation is the first-choice resource for the City of Seattle.**
- ★ **Conservation programs should address all customer segments: residential, commercial, industrial and governmental.**
- ★ **Conservation services to low-income and disabled customers are a priority.**
- ★ **Conservation programs with long-life measures can be capitalized and debt-financed.**
- ★ **Conservation is supported through all customer rates.**

Status of Seattle's Conservation Effort

- ★ **Consistent Support from Elected Officials**
- ★ **Stable and Sustained Program Offerings**
- ★ **Programs Amended Due to Market Saturation and Transformation -- Conservation Victories**
- ★ **Current Offerings Serve All Sectors**
- ★ **Special Initiatives in 2001**
- ★ **Conservation Acceleration for 2002**

Impetus for Special Conservation Initiatives

★ Nature of Crisis at City Light

- ★ Not considered a reliability issue; no blackouts
- ★ Focus on cost avoidance by reducing wholesale market energy purchases
- ★ Exacerbated by Northwest drought and resulting hydropower supply reductions

★ Senior Management Request

- ★ Support conservation information campaign to achieve voluntary conservation and curtailment
- ★ Look for programmatic alternatives that bring in more savings quickly

Special Conservation Initiatives for 2001

★ **Conservation Kit Mailing**

- ★ 2 CFLs + faucet aerator to all residential customers
- ★ Mailed USPS to customers who returned coupons

★ **Quick Building Tune-Ups**

- ★ Targeted large office building energy management systems
- ★ Not as quick as we hoped

★ **Conservation Workshops & Outreach**

- ★ Partnerships with trade associations and other utilities
- ★ Focus on actions customers can do on their own: homeowners, building operators and building tenants
- ★ “Energy Focus” pilot test of tenant conservation

Special Conservation Initiatives for 2001 (con't)

★ 10 + 10 Incentive Bonus Offer

- ★ Special Offer Only for Medium and Large Customers Pursuing Retrofit Projects
- ★ Projects Signed by 7/31/2001 get extra 10% added to the normal SCL incentive
- ★ Same Projects if Completed, Inspected and Approved by 11/30/2001 get another 10% added to the normal SCL incentive
- ★ Waive funding caps (% of installed costs)

Challenges Implementing the Special Initiatives

- ★ **Getting the Word Out Quickly**
- ★ **Staffing Up to Meet Peak Workload Approaching Deadlines; Arranging Consultant Support**
- ★ **Getting Sufficient Product (CFLs)**
- ★ **Dealing with Customer and Contracts Appeals for Exceptions and Extensions of 10+10 Deadlines**
- ★ **Managing within Budget, Even After Supplemental Council Funding**

Customer Response to the Special Initiatives

- ★ **Conservation Kit Distribution Exceeded Projections**
 - ★ **56% of residential customers requested conservation kits vs. 30% planning assumption**
- ★ **Building Tune-Up Service Suffered from Limited Marketing and Lack of Focus**
- ★ **Receptive Environment for Conservation Workshops**
 - ★ **Partnerships with business organizations & other utilities**
 - ★ **Participated in > 40 events**

Customer Response to the Special Initiatives (con't)

★ C&I 10+10 Offer Tremendous Success

- ★ **Doubled Contracting Activity by July 31 Deadline Compared to Previous Years**
- ★ **In One Month (July) wrote a normal year's worth of contracts**

Conclusions

- ★ **Media Exposure and Ad Campaigns Heightened Customer Awareness**
- ★ **Demonstrated that Conservation Programs Can Be Ramped Up Quickly**
- ★ **Conservation Kits Popular with Residential Customers**
- ★ **10 + 10 Bonus Offer More than Doubled C&I Contracts**
- ★ **Staff Responded Heroically and Showed Great Teamwork**
- ★ **Budget Management a Significant Challenge Due to High Customer Response**