

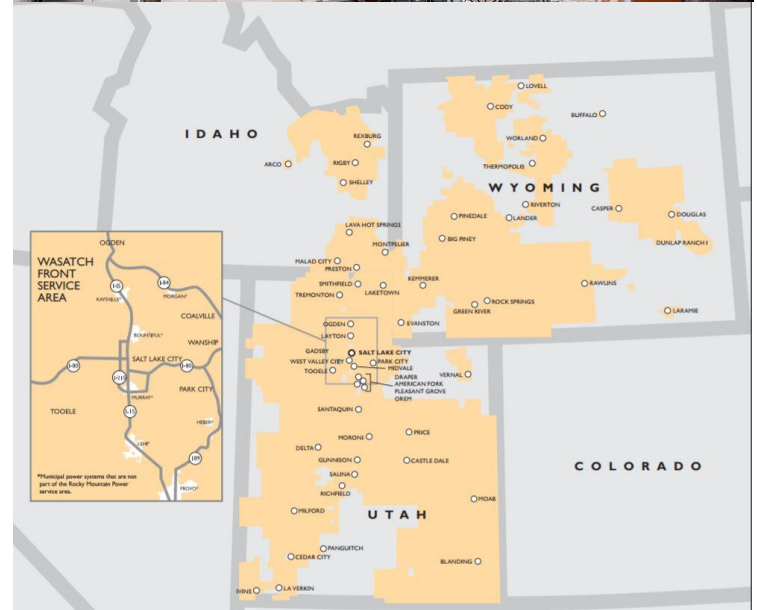
Geo-Blitzing Direct Install Program

Engaging Underserved Rural and Urban
Small Business Customers



Who, What, and Why

- wattsmart Small Business Direct
 - Willdan Energy Solutions chosen to design and implement
- ~65,000 square miles of territory
- ~40,000 eligible customers
- New design offers direct-install services
 - Willdan implements administration and sales to install
- Eligible customers < 200kW past 12 months
- Incentive is 75% and \$4,000 cap
- Average savings 8,200 kWh
- Approximately 1,600 projects in 2017
- Rural customer focus on the underserved
 - Historically ~<2% participation
 - Lack of trade allies, upfront costs and time



*Cedar City, Utah (2-month geo-blitz)
203 audits, 194 projects sold
1.5 million kWh savings in first year*

Successes and Challenges

Success

- Participation - 14% rural and 6% urban
- High percent of savings ~30% of usage
- High level of T-12s removed in rural areas
- High level of community engagement
- Ease of participation for the customer

Challenges

- Geo-blitz duration and locations
- Limited measures and incentive cap
- Each community unique and unknown
- Trade ally perspectives



*Rocky Mountain Power wattsmart Small Business
Direct Commercial Video*

Lessons Learned

- All communities are unique
- Civic and community leaders have different perspectives and priorities
- No project or customer is the same
- Some Trade Ally partners view offer as competition
- Duration of geo-blitz
- Savings opportunities left behind
- Multiple utility offers confuse customers and trade allies



*Lander, Wyoming (1.5-month geo-blitz)
48 audits, 47 sold projects
413,225 kWh saved in first year*

Key Takeaways: Looking Forward

- Increase civic and business leadership engagement
 - Incorporation of Small Business Direct into community energy planning
- Increase Trade Ally participation in remote rural communities
- Increase geo-blitz duration, depth of savings increased
- Increase measure offers:
 - Add smart T-stats, HVAC tune ups, and more cost-effective lighting options
- Increase project size to better serve customers and improve cost-effectiveness



*Springdale, Utah - Scheduled for 2018
105 eligible customers
300,000 kWh savings potential*

Questions and Contact Info

- Rocky Mountain Power *wattsmart* Small Business Direct Offer
 - <https://www.rockymountainpower.net/bus/se/utah/sb.html>
 - Clay Monroe, C&I Program Manager
 - clay.monroe@pacificorp.com
 - 801-220-3443
- Willdan Energy Solutions
 - <http://www.willdan.com/energy/>
- Jason Berry, Principle Program Manager, Willdan Energy Solutions
 - jberry@willdan.com
 - 801-641-7041