
The Northwest Energy Efficiency Alliance: A Regional Experiment in Collaboration

SWEEP Workshop, Las Vegas

October 28, 2004



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Alliance History

In 1997, the alliance set out to improve the efficiency of electricity use in the Northwest:

1. Implement cost-effective projects using “market transformation” approach
2. Develop a balanced portfolio of projects
3. Conduct ongoing evaluations
4. Become an effective and efficient organization



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Alliance Mission

Catalyze the Northwest marketplace to embrace energy-efficiency products and services



NORTHWEST ENERGY EFFICIENCY ALLIANCE

The Alliance Is

- A **regional organization** serving the four Northwest states (Oregon, Washington, Idaho, Montana).
- Devoted only to increasing **energy efficiency**
- An organization that uses a strategic tool called **market transformation** to leverage longer term, sustainable change.



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Alliance Stakeholders

- Northwest electric utilities
- Bonneville Power Administration
- State and local governments
- Utility regulators
- Consumer interest groups
- Efficiency industry representatives



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Alliance Stakeholder Accountability

- Private corporation acting in public interest
 - open Board meetings
 - public access to information
- Specific criteria for project selection
- Yearly financial audits
- Strong, frequent evaluation of projects for use in adaptive management



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Alliance Board of Directors

Non-Utility

Oregon Office of Energy
WA Office of Trade and Economic Development
NW Power Planning Council, Montana
NW Power Planning Council, Idaho
Consumer Representative I
Consumer Representative II
NW Energy Coalition (NVEC)
NW Energy Efficiency Council (NEEC)

IOUs/Administrators

Avista Utilities
Puget Sound Energy
PacifiCorp
Idaho Power
NorthWestern Energy
Energy Trust of Oregon

Utility Commissions

WA Utilities and Transportation Commission
Montana Public Service Commission
Oregon Public Utility Commission
Idaho Public Utilities Commission

Public Power

Bonneville Power Administration
Tacoma Power
Snohomish County PUD
Kootenai Electric Cooperative
Salem Electric
Seattle City Light
Eugene Water & Electric Board
Clark Public Utilities
Cowlitz County PUD
Grant County PUD



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Benefits of Energy Efficiency

- Lowers electric bills, which is an economic benefit to Northwest businesses and consumers.
- Enhances the reliability of generation supplies in the region.
- Lowers market volatility by keeping the rate of demand and its growth manageable.
- It's easier on the environment.



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Market Transformation

- Acquisition-one energy customer at a time
- Market Transformation – work with existing market environments to accelerate acceptance of energy-saving products and services
- Currently serve residential, commercial, industrial and agricultural markets



Project Portfolio

Alliance projects focus on three sectors:

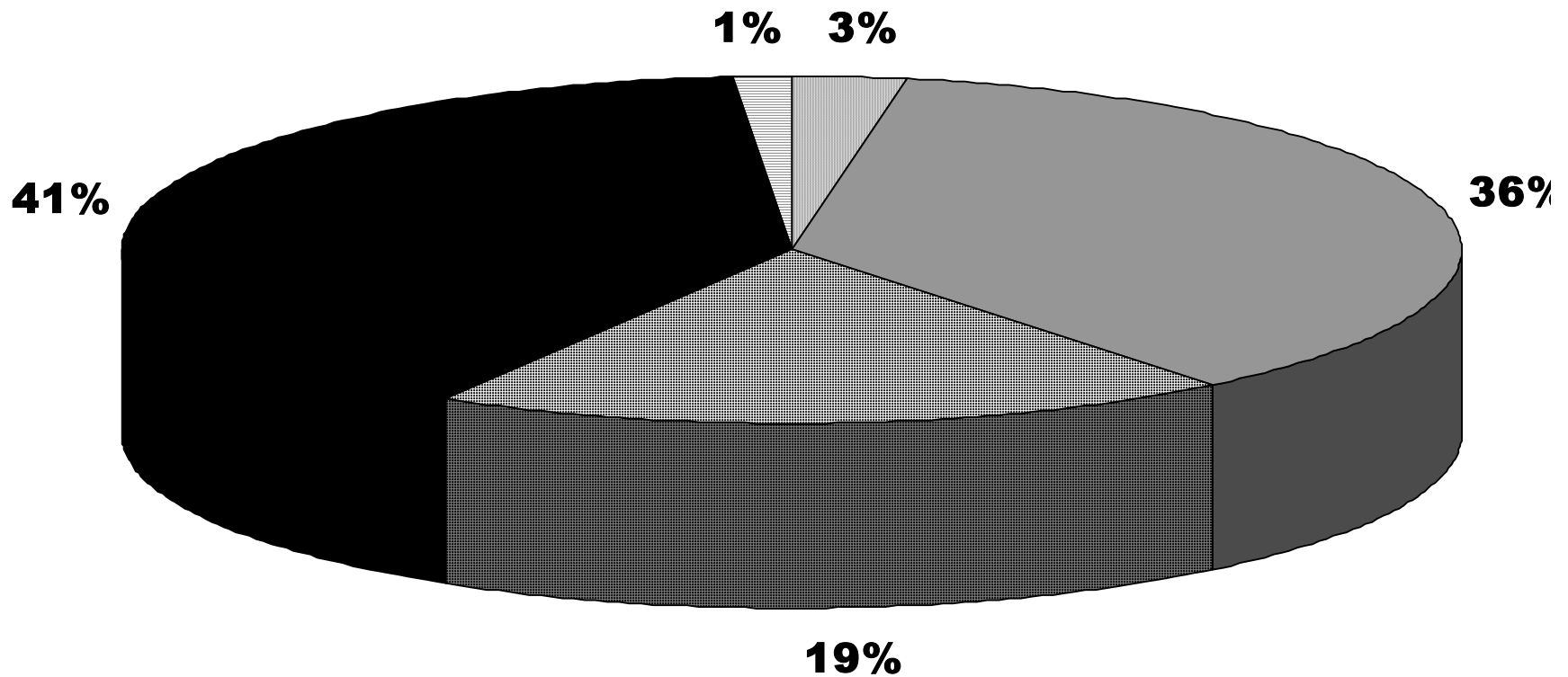
- Residential
- Commercial
- Industrial/Agriculture

Also includes projects that support energy efficiency efforts such as information and training resources.



Project Allocation \$137 million

(all potential Board allocations thru Oct 03., Ops thru 2005)



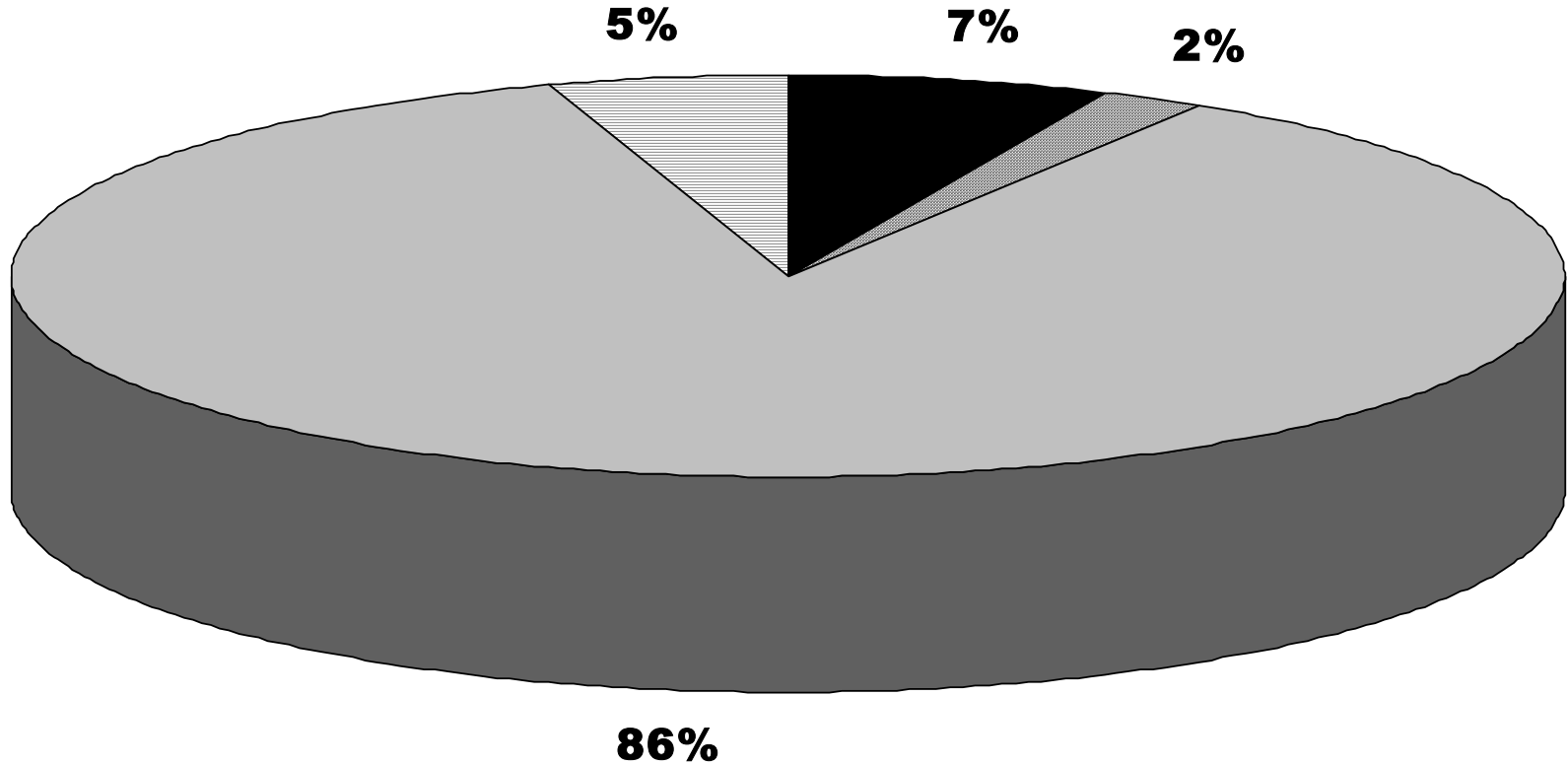
■ Agriculture ■ Commercial ■ Industrial ■ Residential ■ Other



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Total Allocation \$159.5 million

(all potential Board allocations thru Oct 03., Ops thru 2005)

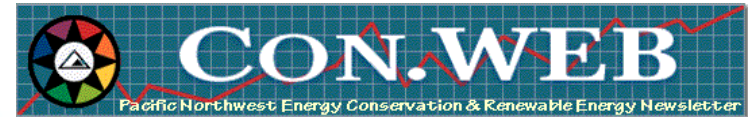


■ Operations (thru 2005) ■ Market Research ■ Projects ■ Information Resources



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Northwest Market Transformation Efforts

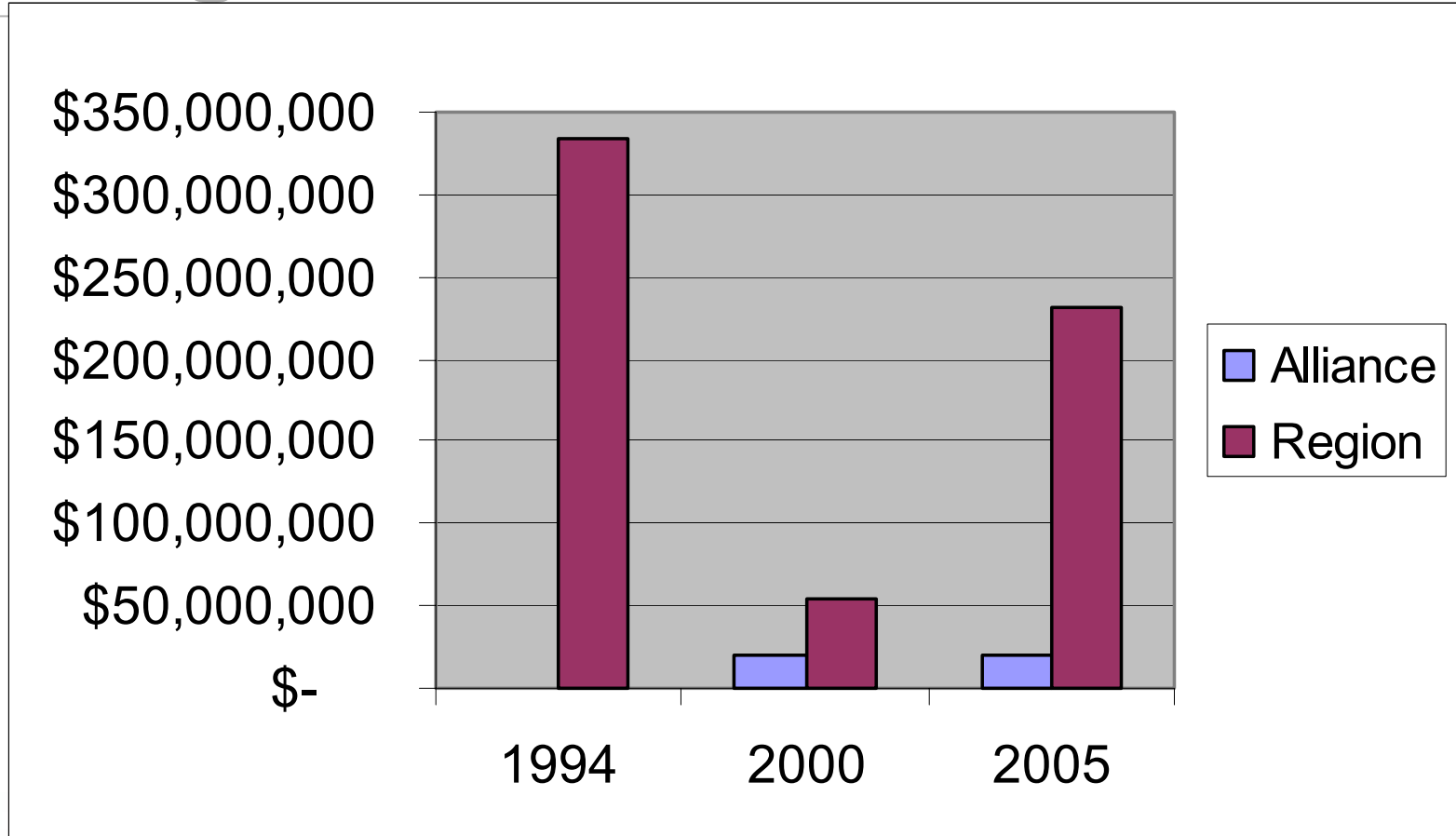


The First Six Years

- 134 aMW saved to date in the region
 - Cost is about 1 penny per kilowatt hour
- Alliance and related efforts will save over 550 aMW by 2010
 - Enough to offset the need for two new power plants in the region
- NW region leads the nation in adoption of energy-efficient technologies:
 - sales of CFLs
 - sales of energy efficiency windows
 - Market share of ENERGY STAR clothes washers
 - building operators certified



Utility and Alliance Annual Budgets



Regional Cooperation Approach Works

The Northwest Power Planning Council estimates:

- Alliance's contributions to regional energy savings in 2002 was about one-quarter of all savings
- Cost of Alliance program was about 15% of all energy efficiency expenditures in the region in 2002



NORTHWEST ENERGY EFFICIENCY ALLIANCE

Contact Information

For more information about the Alliance or its programs, visit www.nwalliance.org.



NORTHWEST ENERGY EFFICIENCY ALLIANCE