Nevada Power Company
Sierra Pacific Power Company

SWEEP’s 2006 Regional
Energy Efficiency Workshop
November 16, 2006
Introduction

- Who
- Portfolio of DSM projects
- Rapid Program Growth
- New and Expanded Projects
Where are we?

- **Service Territory:**
  - 1.1M Customers
  - 7,500 MW Peak
  - 4% Growth
## Nevada Power Overall Portfolio

<table>
<thead>
<tr>
<th>Project</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget</strong></td>
<td>$25,020,000 ($10,695,000)</td>
<td>$31,852,000</td>
<td>$37,352,000</td>
<td>$36,272,000</td>
</tr>
<tr>
<td><strong>First Year Energy Savings (MWH)</strong></td>
<td>122,217</td>
<td>154,928</td>
<td>160,766</td>
<td>150,285</td>
</tr>
</tbody>
</table>

| 2007-2009 Totals              | $105,326,000             | 465,979 MWH              |

## Existing Projects No Change

<table>
<thead>
<tr>
<th>Project</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sure Bet Schools</td>
<td>$400,000</td>
<td>$400,000</td>
<td>$400,000</td>
<td>$400,000</td>
</tr>
<tr>
<td>Non-Profit Grants</td>
<td>$100,000</td>
<td>$100,000</td>
<td>$100,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Total</td>
<td>$500,000</td>
<td>$500,000</td>
<td>$500,000</td>
<td>$500,000</td>
</tr>
</tbody>
</table>
# Existing Projects Expanded

<table>
<thead>
<tr>
<th>Project</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACLM</td>
<td>$3,200,000</td>
<td>$7,938,000</td>
<td>$11,811,000</td>
<td>$13,133,000</td>
</tr>
<tr>
<td>Sure Bet Commercial Incentives</td>
<td>$1,600,000</td>
<td>$6,000,000</td>
<td>$6,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Energy Star Appliances</td>
<td>$700,000</td>
<td>$3,100,000</td>
<td>$3,100,000</td>
<td>$3,100,000</td>
</tr>
<tr>
<td>Low Income</td>
<td>$740,000</td>
<td>$2,200,000</td>
<td>$3,380,000</td>
<td>$3,380,000</td>
</tr>
</tbody>
</table>

Continued
<table>
<thead>
<tr>
<th>Project</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refrigerator Recycling</td>
<td>$500,000</td>
<td>$1,650,000</td>
<td>$1,650,000</td>
<td>$1,650,000</td>
</tr>
<tr>
<td>Sure Bet New Construction</td>
<td>$300,000</td>
<td>$1,600,000</td>
<td>$1,600,000</td>
<td>$1,600,000</td>
</tr>
<tr>
<td>Market &amp; Technology</td>
<td>$125,000</td>
<td>$425,000</td>
<td>$400,000</td>
<td>$400,000</td>
</tr>
<tr>
<td>Energy Education</td>
<td>$330,000</td>
<td>$400,000</td>
<td>$400,000</td>
<td>$400,000</td>
</tr>
<tr>
<td>Total</td>
<td>$7,495,000</td>
<td>$23,313,000</td>
<td>$28,341,000</td>
<td>$28,663,000</td>
</tr>
</tbody>
</table>
## Existing Project - Declining

<table>
<thead>
<tr>
<th>Project</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Efficiency AC Rebate</td>
<td>$14,500,000</td>
<td>$5,545,000</td>
<td>$5,485,000</td>
<td>$5,428,000</td>
</tr>
</tbody>
</table>
# New Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool Controls</td>
<td>$1,180,000</td>
<td>$1,340,000</td>
<td>$0</td>
</tr>
<tr>
<td>Pool Pumps</td>
<td>$814,000</td>
<td>$898,000</td>
<td>$1,033,000</td>
</tr>
<tr>
<td>Energy Star Manufactured Homes</td>
<td>$350,000</td>
<td>$358,000</td>
<td>$411,000</td>
</tr>
<tr>
<td>Zero Energy Homes</td>
<td>$100,000</td>
<td>$330,000</td>
<td>$270,000</td>
</tr>
<tr>
<td>Total</td>
<td>$2,444,000</td>
<td>$2,926,000</td>
<td>$1,714,000</td>
</tr>
</tbody>
</table>
“Working Together for Change”
SHELLEY BRUNER
shelley.bruner@fox5vegas.com
The 2007 Challenge:

Move

1.2+ MILLION CFLs
In-store Events
Recognition

Nevada Power Company received a 2005 Energy Star Special Recognition Award for Leadership in Hispanic Outreach about Energy Star.

Presented by the US EPA and the US Dept of Energy for commendable industry leadership and continued dedication to reducing greenhouse gas emissions through superior energy efficiency.
Outreach Targeted Events
Where do we go from here?

- In 2007 - Expand the supported lighting products.
  - 3-way & dimmable CFLs
  - add high quality R-CFLs to address the numerous recessed fixtures included in recent new construction, and
High Traffic Area Displays
Crack the market

- Strive to crack the builder market:
  - Energy Star CFL fixtures,
  - R-CFLs for the recessed can lighting
  - Pin–based fluorescent fixtures and lamps,
  - Fixtures included in the CEE CFL family catalog.
How?

- Through builder channels, lighting distributors, electrical contractors & showrooms.
  - Provide training
  - Provide program support
  - Provide design assistance
How?

- Through retail channels
  - Determine appropriate incentive strategies for products with low current market share such as R-CFLs.
  - Increase customer education for “new” products.
  - Increase and monitor availability of “new” products such as pin-based CFL replacements, and R-CFLs.
Retail Partners
2007 Marketing Mix

- New marketing channels
  - Innovative point-of-purchase materials
  - Expanded advertising campaigns

- Program messaging
  - Build on Energy Educator Messages
  - Utilize Local Community Group Networks
Change a Light, Change the World

- Expand participation in the National Change a Light, Change the World Campaign.
  - Change a Light (CAL) Media Events,
  - Develop marketing materials to support the campaign
  - Plan retailer events to support the campaign.
Some one is changing light bulbs!
Easy as 1 -2 -3
Even a Clown can do it!
Energy Star Appliances

- Energy Star Clothes Washers – 2007 plan to rebate only higher CEE Tier III models.
  - (75% above federal standards)

- Super efficient Refrigerators – Tier I
  - (20% above federal standards)
Technology and Performance evaluation completed over the past four years.

Plan for a major increase in participation level over the next 3 years

- 2006 $3,200,000
- 2007 $7,938,000
- 2008 $11,811,000
- 2008 $13,133,000
ACLM

- 125 MW
- Program design
  - Thermostats
  - Switches when thermostats are not applicable
  - Pool Pumps
Sure Bet Commercial Incentives

- Nearly 400% increase in funding
- 2006  $1,600,000
- 2007  $6,000,000
- 2008  $6,000,000
- 2009  $5,000,000
Sure Bet Commercial Incentives

- Prescriptive
- Custom
- Building Optimization Assessment
  - Control Upgrades
- Direct Install
- Upstream HVAC Buy-downs
- Upstream Motors Buy-downs
Challenges

• Rapid Growth  300+%  

• Introduction of free riders and spillover  

• M&V savings determination for CFLs
Conclusion

• Rapid growth
• Balanced DSM portfolio
• Exploiting new market channels
• Leveraging existing market channels
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