



Plug Into Savings

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Clatskanie People's Utility District

The screenshot displays a Google Maps interface with a route from Clatskanie, Oregon to Arrowrock Reservoir, Idaho. The route is highlighted in blue and is 1,270 miles long, taking 21 hours and 5 minutes. An inset map shows the Clatskanie PUD Service Territory, which includes the Georgia Pacific Wauna facility, Swampy Lake, and Rainier. The main map shows the route passing through Eugene, Oregon, and Boise, Idaho, before reaching Arrowrock Reservoir. The Clatskanie PUD Service Territory is highlighted in a green box on the inset map.

Clatskanie PUD Service Territory

Georgia Pacific, Wauna facility
Swampy Lake
Clatskanie, OR
Rainier

via US-30 E 21 h 5 min
21 h 5 min without traffic 1,270 miles

- ⚠️ This route has restricted usage or private roads.
- ⚠️ This route has tolls.
- ⚠️ Your destination is in a different time zone.

DETAILS

Clatskanie People's Utility District

- 275 square miles
- 4709 electric meters
- About 200 commercial customers
- 5 industrial customers, 90% of load
- \$60M annual budget
- BPA customer, supplement with market power

Energy Efficiency

- BPA Energy Efficiency budget set based on load, \$3 million for current 2 year rate period
- Due to large load and low amount of industrial projects, large budget available for residential and commercial customers

Background

- Current BPA emphasis on residential DHPs, HPWHs, windows, and insulation
- Extra focus on income qualified major measures
 - DHP, \$3800
 - HPWH, \$1700
 - Insulation, dollar for dollar reimbursement
 - Windows, \$20 per square ft

Background

- Income qualified customer segment has been hard to reach
- Renters not in position to invest capital, landlords unwilling
- Shortage of active contractors
- Traditional income qualified program through CAP agency is understaffed resulting in low volume of jobs and long waitlists

Program Objectives

Create a program that reaches a high number of income qualified customers with major measures, providing meaningful energy savings and quality of life improvement.

Plug Into Savings

- Partnership with ESG reduced internal staffing needs
- Direct install of LEDs, showerheads, aerators, power strips, TSVs
 - Instant savings / value to customer
 - Allowed for snapshot audit to verify home eligibility
 - Generate enthusiastic customer participation
 - Identify major measure opportunities
 - Allow customer to conveniently apply for income eligibility
 - Created solid major measure leads given directly to contractors for follow up installations

Plug Into Savings (cont'd)

- Outreach through phone calls, office sign up sheets, social media, summer events, door to door
- ESG developed relationship with contractors to install major measures at set pricing
- Program hotline to address customer questions and provide assistance when needed
- Quality control inspections
 - Verify approved equipment was installed properly
 - Receive feedback from customers on impact of program

Learnings – What Went Well

- Upper management support for program and objectives
- Plenty of funding!
- Residential home data from previous direct install initiatives
- Income qualification in home with customer
- ESG experience and expertise

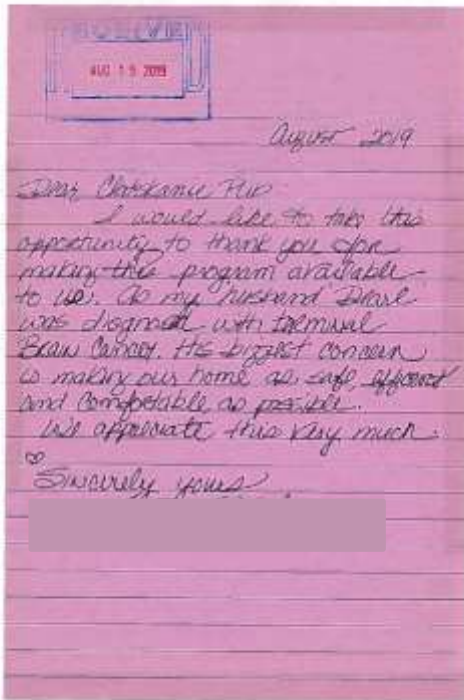
Learnings - Challenges

- BPA cap (\$20/sq ft) on windows
- Limited knowledge of housing stock
- Despite marketing efforts, difficult to effectively communicate program opportunity to targeted customers
- COVID
 - Halted in person program presentations
 - Attempted “self install” with minor measures
 - Very few income qualified major measures

Results

- Total Customers Served – 1,239
- LEDs installed/distributed – 33,598
- Showerheads installed/distributed – 1,044
- HPWHs installed – 46
- DHPs installed – 103

Customer Feedback



Just so happy for
everything!
Thank you

I want to thank Clatskanie PUD, 50 much for all the great light bulbs so much brighter than my other bulbs!

Also, thank you very much for the duckless cooler/heating unit!!! It is unbelievable! The installers were very nice, professional & cleaned up everything afterwards!!!

Customer Feedback

- *“Wow it is a new world.”*
- *“Just so happy for everything!”*
- *“... making our home as safe, efficient, and comfortable as possible. We appreciate this very much.”*
- *“We really do appreciate it. It is something we have wanted, but never could afford with all the necessities required with six children. The contractors were helpful, courteous and professional.”*

Conclusions

- Increased comfort almost more important to customers than energy savings
- “Too good to be true” suspicion by customers
- Giving away minor measures builds credibility
- Income qualified headway requires in person communication and guidance

Conclusions (cont'd)

- Learning curve for contractors regarding service level expectations, program prioritization and procedures
- Sales pitch in the home is paramount, and a skill that takes time to develop
- Partnership with ESG has been more than just a program

Questions