



Energy Efficiency Marketing Capabilities

Promos, tools and the marketing portal



Meet the team

Mike Gross



Maggie Bagan



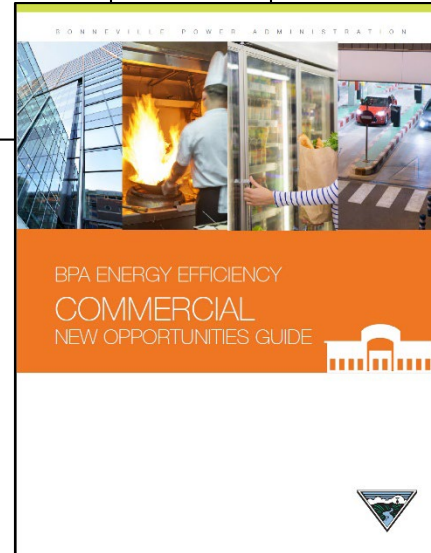
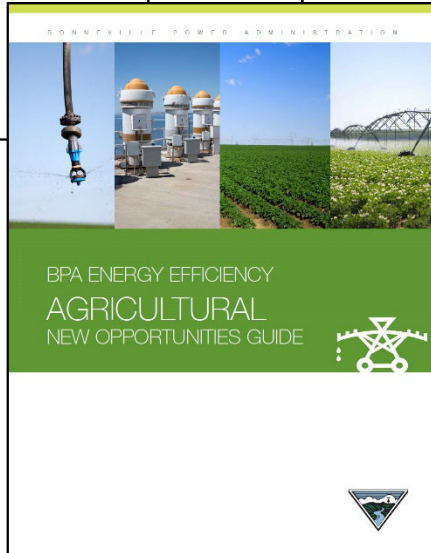
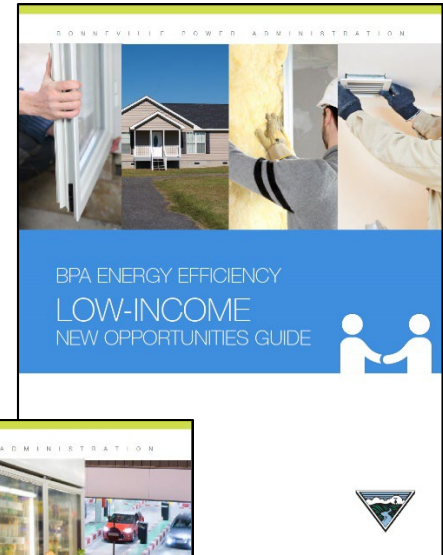
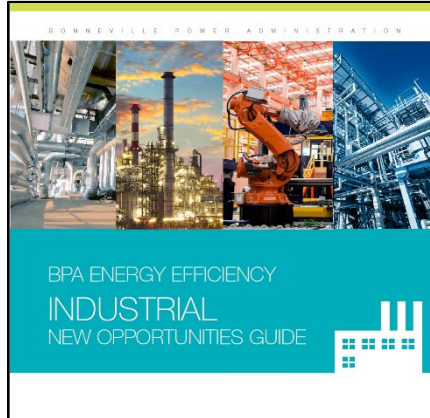
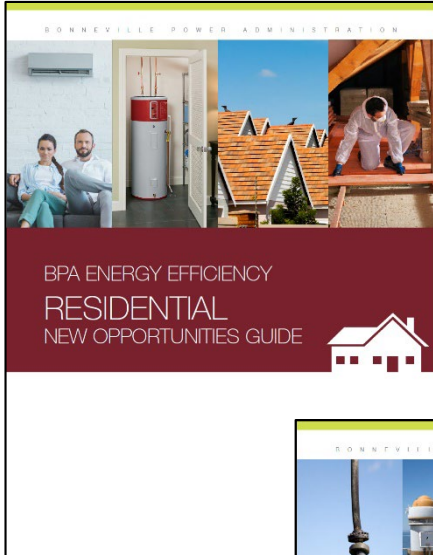
Michele Francisco



Collectively, our skills include:

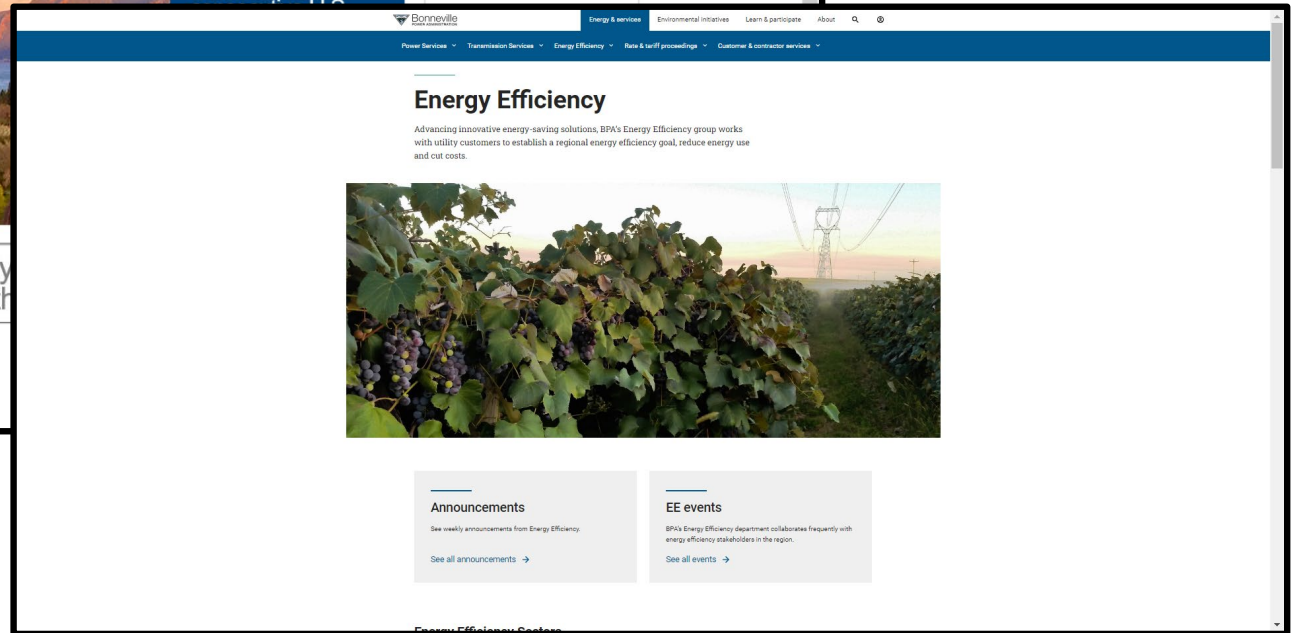
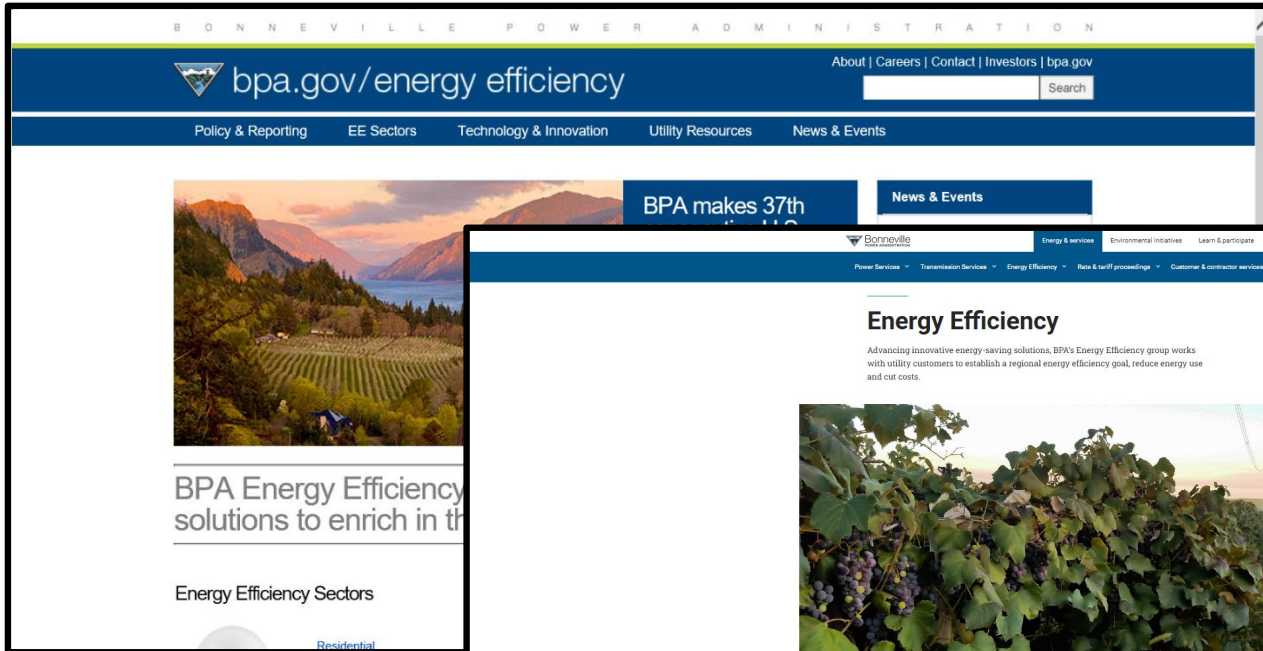
- Graphic design
- Production Design
- Technical, public relations and creative copywriting/editing
- Presentations
- Instructional and social media videos
- Web design
- Marketing strategy and planning

Sector New Opportunities Guides



Major projects

Bpa.gov redesign



Major projects

EFX conferences



The graphic features a central figure of a person in a suit pointing at a large screen. The screen displays various icons representing energy efficiency and technology, including a lightbulb, a pie chart, a magnifying glass, a smartphone, a house, a person in a hard hat, a person in a business suit, a globe, and a control panel. The background is a dark blue gradient with a faint map of Tennessee. The text 'efficiency exchange' is in a green speech bubble on the left. The main title '2021 VIRTUAL CONFERENCE' is in large white letters at the bottom, with the dates 'MAY 25-27, 2021' below it.

efficiency exchange

**2021
VIRTUAL CONFERENCE**

MAY 25-27, 2021

Marketing materials

Marketing materials are available for utility customization on the [BPA marketing portal](#) or in the [marketing toolkits](#) on the BPA website.

If you need assistance in creating or customizing marketing materials, please contact your energy efficiency representative.

Marketing Portal

Customizable marketing assets available to utility customers, trade allies, and contractors

The collage features several marketing assets:

- WE ARE THE 30%:** A yellow graphic highlighting that 30% of energy is used by residential buildings.
- SMALL CHANGES ADD UP TO BIG SAVINGS:** A green and white flyer about irrigation hardware upgrades.
- SAVE THE POWER:** A red and white flyer about smart power strips.
- Small Business BIG SAVINGS:** A green and white flyer offering incentives for small businesses.
- It's a Good Place to Be:** A flyer featuring a child in a superhero costume, promoting energy efficiency in homes.
- INSULATION FOR COMMERCIAL BUILDINGS:** A flyer about the benefits of insulation for commercial buildings.
- It's a Good Place to Be:** A flyer featuring a child in a warm hat, promoting energy efficiency in homes.

Other ways we can help you be successful

1. Designing, customizing and printing marketing materials
2. Developing or customizing social media content
3. Logo/Icons
4. Marketing Consulting



Big Bend Electric Cooperative Residential Promotional Incentives

To help supporting local community economic recovery efforts, Big Bend Electric Cooperative, Inc. will be increasing rebate payments for select projects listed in the tables below.

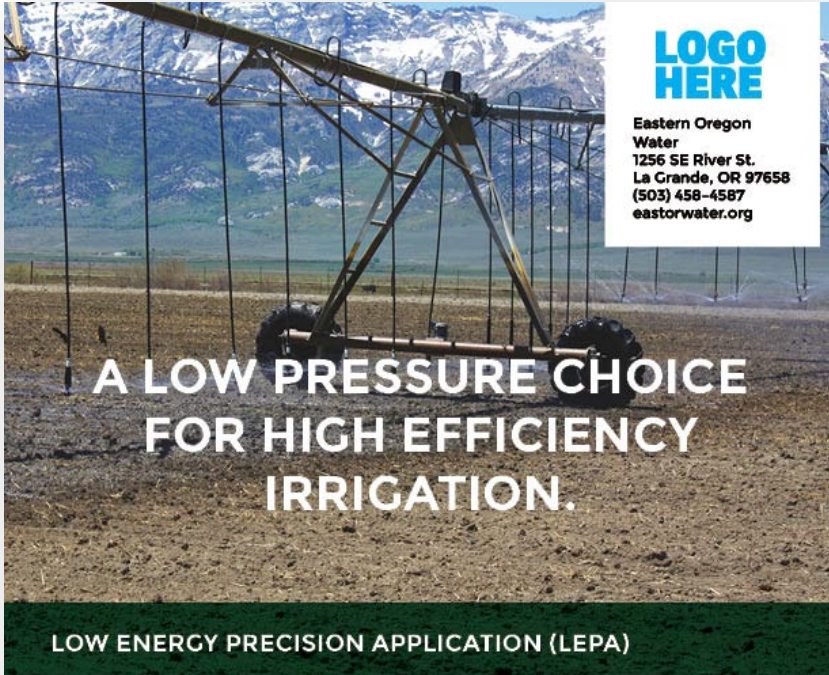
ENERGY EFFICIENCY PROJECT	STANDARD PAYMENT RATE PER UNIT: EFFECTIVE OCT. 1, 2019 - SEPT. 30, 2021	PROMOTIONAL PAYMENT RATE PER UNIT: EFFECTIVE JULY 1, 2020 - SEPT. 30, 2021
Ductless and Ducted Mini-Split Heat Pumps Conversion	\$800	\$1,300
Ductless and Ducted Mini-Split Heat Pumps New Construction	\$500	\$1,000
Ductless Heat Pump Upgrade	\$100	\$300
PTCS Air Source Heat Pumps Upgrade	\$500	\$700
PTCS Air Source Heat Pumps Conversion	\$1,400	\$1,900
PTCS Variable Speed Air Source Heat Pumps Conversion	\$1,800	\$2,100
PTCS Variable Speed Air Source Heat Pumps Upgrade	\$700	\$900
PTCS Commissioning Controls and Sizing	\$300	\$500
PTCS Ground Source Heat Pumps without Desuperheater	\$3,000	\$3,200
PTCS Ground Source Heat Pumps with Desuperheater	\$3,500	\$4,000
PTCS Ground Source Heat Pumps Compressor Only	\$500	\$700
Air Source Heat Pump Conversion from Electric Forced-Air Furnace to Air Source Heat Pump (without PTCS)	\$800	\$1,300
Air Source Heat Pump Conversion from Electric Forced-Air Furnace to Variable Speed Air Source Heat Pump (without PTCS)	\$1,000	\$1,500
Advanced Smart Thermostats: Standard Payment, Retail, By Request, or Coupon	\$100	\$150
Advanced Smart Thermostats: Direct Install	\$125	\$175

All rebate offers must meet BPA guidelines and are subject to change at any time. Some items MUST be on our qualified products list to be eligible for a rebate. Please contact Kelly Haugh at 866-844-2363 prior to starting your project to see if it qualifies, and to answer any questions about the rebates offered.



Big Bend Electric Cooperative, Inc.

Big Bend Electric Cooperative, Inc.
 PO Box 348
 Ritzville, WA 99169-0348
 Rebate Information: 866-844-2363
 Main Office: 509-659-1700
www.bb.ec.org



LOGO
HERE

Eastern Oregon
Water
1256 SE River St.
La Grande, OR 97658
(503) 458-4587
eastorwater.org

A LOW PRESSURE CHOICE
FOR HIGH EFFICIENCY
IRRIGATION.

LOW ENERGY PRECISION APPLICATION (LEPA)

Reduce water and energy usage by up to 30% with a new Low Energy Precision Application (LEPA) conversion. Opportunities are now available through your local utility to test your field's adaptability for LEPA.

LEPA can provide more uniform irrigation application for all of your crops through the conversion of your center pivot irrigation system and lowering sprinkler heads so they are closer to crops. This greatly reduces water evaporation during irrigation, as well as reducing the overall pressure—and energy—required to efficiently water crops for a true low pressure way to save!

LEPA is a great addition for sandy soils and is currently being tested on additional soil types. Contact your local utility to determine if your soil type and topography is suitable for LEPA conversion. Your utility can set up a trial with a LEPA test stand to review your field's adaptability.

LEPA Provides:

- More uniform application
- Reduced water evaporation
- Lower pressure requirements for greater energy reduction

CONTACT YOUR LOCAL UTILITY TO GET STARTED. ▶



GET CONTROL WHERE
YOU NEED IT MOST.

VARIABLE FREQUENCY DRIVES

Save energy and extend the life of your equipment when you install a new Variable Frequency Drive. Designed to match all of your changing irrigation needs, a Variable Frequency Drive can save up to 20% off your annual energy costs! Financial incentives may be available from your utility; call today to learn more.

CONTACT YOUR LOCAL UTILITY TO GET STARTED.

Your utility is here to assist you and make it easy to start saving. Call today to learn more about the Variable Frequency Drive program.

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SMALL CHANGES ADD UP TO BIG SAVINGS.

IRRIGATION HARDWARE UPGRADES

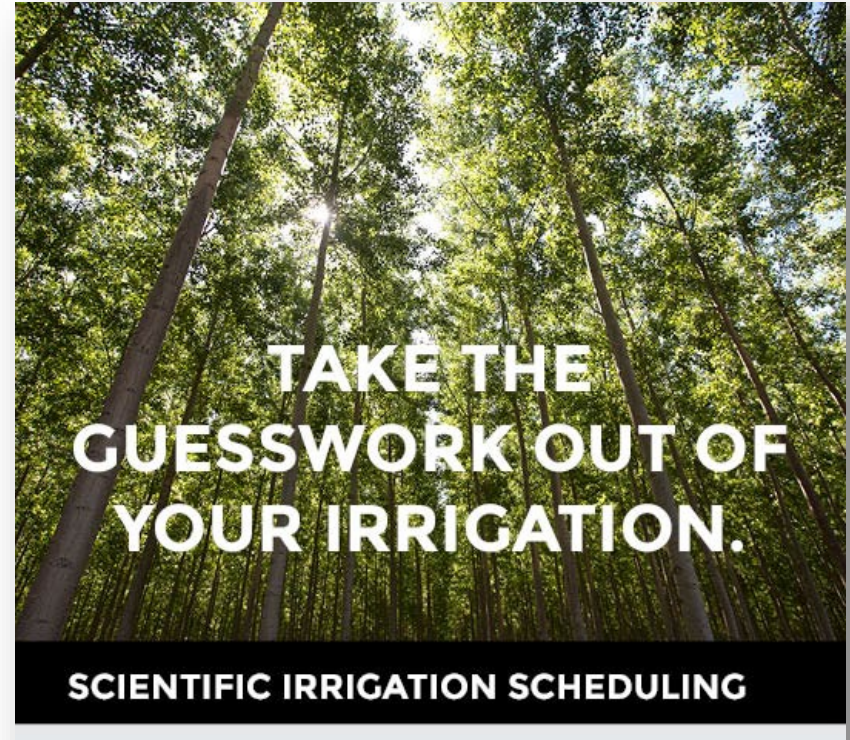
Nozzles, sprinklers, and gaskets are just some of the small changes that can add up to **BIG savings in water and energy**. Many local utilities now offer additional incentives when you replace older equipment with more efficient components. Start saving big today!

CONTACT YOUR LOCAL UTILITY TO GET STARTED.

Your utility is here to assist you and make it easy to start saving. Call today to learn more about the Irrigation Hardware Upgrade program.

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TAKE THE GUESSWORK OUT OF YOUR IRRIGATION.

SCIENTIFIC IRRIGATION SCHEDULING

SIS takes the guesswork out of irrigation by combining monitoring and analysis of crop and weather information to create a watering schedule that's optimized for the best results. By working in harmony with your crops, SIS helps you save up to 10% on your annual water use. By working in harmony with your crops, SIS can help you save up to 10% annually!

CONTACT YOUR LOCAL UTILITY TO GET STARTED.

Your utility is here to assist you as you start planning for the Scientific Irrigation Scheduling program. Call today to learn more.

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COMPANY LOGO
PUBLIC UTILITIES

UPGRADE TO EFFICIENCY

WINERIES

You work long, hard hours to keep your agricultural business productive, bountiful and profitable. But how much time does it leave for you to consider how to operate at a lower cost?

Upgrading to more energy-efficient tools and devices is proven to help you do just that—without sacrificing productivity. And thanks to available utility incentives, can put cash back into your hands.

Use this guide to learn more about potential energy-saving upgrades you can make to your business.

Many processing applications at wineries including irrigation, harvest, and storage are ripe for energy improvements. Energy-saving enhancements such as lighting upgrades, HVAC, pipe insulation, compressed air, VFDs, and refrigeration are all eligible opportunities for utility incentives. Reduce utility costs and improve cash flow with energy-efficient upgrades from the field to the office.

Lighting

In addition to energy-cost savings of 25% to 50%, energy-efficient LED lighting upgrades and controls can increase visual acuity and lighting equipment life, improve security, and may also improve worker safety, productivity, and quality of work. You can save energy by converting old incandescent, halogen, and fluorescent lights to more efficient LEDs anywhere on your farm where lights are used. LEDs have improved significantly in the past 10 years, lasting much longer than other types of bulbs, and come in a wide selection of colors and color temperatures (warm or cool light). For greater savings, add controls to these lighting systems to ensure they only operate when needed.

Compressed air VFDs

As much as 80% of the energy used to produce compressed air turns into heat. For many compressors over 15 horsepower, even when using very little air, a lot of energy is still being wasted. This is especially true for compressors that run continuously but are not milking around the clock, and where the air demand varies. By adding VFD technology, the air compressor can slow down, waste less energy, and still deliver the required airflow. Savings of more than 50% have been documented.



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UPGRADE TO EFFICIENCY

THERMOSTATIC CONTROLS

Did you know homes that use well water or have farm animals can operate at lower energy costs? Upgrading to more energy-efficient tools and devices is proven to help you do just that—without sacrificing comfort or convenience. And thanks to available utility incentives, can put cash back into your hands.

Use this guide to learn more about potential energy-saving upgrades you can make to your business.

Livestock Waterers

Do you take care of livestock during the winter months? An electric tank heater uses a lot of electricity, and keeping it running when water is not close to freezing wastes energy and costs money. Replace the livestock water tank with a freeze-protected non-electric tank, or add a thermostatically controlled outlet to limit tank-heater operation on freezing days. Thermostatically controlled water tank heaters will turn on when the weather is cold, and shut off automatically when the threat of freezing has passed. These energy-efficient options still provide fresh water to your animals while saving electricity cutting and costs.

Thermostatic Controls

If your home uses well water, cold weather can threaten to freeze pipes and leave you without water for days or longer. Many homeowners will have a heater installed in their pump house to prevent freezing during winter months; however, operating them all winter can be costly. With a thermostatically controlled outlet, the heater will only turn on when the weather is cold enough to warrant use, to help keep your pipes from freezing or bursting—and reducing operating costs. Installation of thermostatic controls can be as simple as plugging the device in between the space heater and the outlet.

Ready to take the next step?

Contact us for more information. Our engineers and program staff can walk you through the steps that make sense for your agricultural business, and help you find the best-fit incentives for your energy-efficiency upgrades.

XXX-XXX-XXXX

www.utilitywebsite.com

CONTACT UTILITY NAME TO GET STARTED. ▶



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UPGRADE TO EFFICIENCY

IRRIGATION PUMPING AND SPRINKLER SYSTEM UPGRADES

You work long, hard hours to keep your agricultural business productive, bountiful and profitable. But how much time does it leave for you to consider how to operate at a lower cost?

Upgrading to more energy-efficient tools and devices is proven to help you do just that—without sacrificing productivity. And thanks to available utility incentives, you can put cash back into your hands.

Use this guide to learn more about potential energy-saving upgrades you can make to your business.

Irrigation Pump Testing and System Analysis

Regular maintenance and repairs keep your irrigation system running; however, it may not identify the inefficiencies that drive higher operating costs as your equipment ages. Pump testing can help determine if you would benefit from a rebuild, or if replacement is a better option. Analysis can also identify opportunities to increase the efficiency of the irrigation delivery system. As technology has advanced, many technologies and upgrades have shown to improve irrigation while reducing wasted water and energy. Incentives for inspections by industry professionals, and upgrades made to your system based on the information revealed in your analysis may be available.

New High-Efficiency Irrigation Pumps

Over time, some irrigation pumps may become worn out or less efficient than ideal. Or, your old irrigation pump might not be a good match to your current system requirements. Installing a new, more efficient pump will help restore your irrigation system to the best operating point and save energy.

Variable Frequency Drives (VFD)

VFDs are designed to adjust water-pump motor speed to match your changing irrigation needs, controlling the frequency of the electrical power that's supplied to your motor. Even minor speed adjustments using a VFD can create big energy savings, often as much as 10% to 20%. You will also get greater precision and tighter control over water distribution and pressure, and help the pump match-flow requirements. A calculator is available to make estimating savings and applying for incentives easier than ever. If installed with a new high-efficiency irrigation pump, the energy savings could be even greater.

Pump House Thermostatic Controls

During cold winters, pump house temperatures can get below zero and threaten to freeze or burst pipes. Heaters are often used to prevent freezing conditions during those cold winter months. Thermostatic controls manage the operation of the heaters to prevent the freezing of pipes and tanks, and shut off automatically when the threat of freezing has passed. Installation of thermostatic controls can be as simple as plugging the device in between the space heater and the outlet.



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UPGRADE TO EFFICIENCY

DAIRIES

You work long, hard hours to keep your agricultural business productive, bountiful and profitable. But how much time does it leave for you to consider how to operate at a lower cost?

Upgrading to more energy-efficient tools and devices is proven to help you do just that—without sacrificing productivity. And thanks to available utility incentives, you can put cash back into your hands.

Use this guide to learn more about potential energy-saving upgrades you can make to your business.

Dairies need new ways to get cost-competitive. The price of milk has not changed, but the cost of doing business has increased, making it difficult to earn a profit. With more than 1,100 dairies in the Pacific Northwest, dairies are very keen on keeping their assets at peak performance. Enhancements such as lighting upgrades, VFD-driven compressed air, VFDs on pumps, wastewater treatment, heat exchangers and refrigerators are all opportunities to use energy more efficiently and reduce costs, while maintaining peak performance. BPA supports utility incentives for dairies that implement barn and area LED lighting, chiller improvements, and VFD applications on vacuum pumps.

Pump House Thermostatic Controls

During cold winters, pump house temperatures can get below zero and threaten to freeze or burst pipes. Heaters are often used to prevent freezing conditions during those cold winter months. Thermostatic controls manage the operation of the heaters to prevent the freezing of pipes and tanks, and shut off automatically when the threat of freezing has passed. Installation of thermostatic controls can be as simple as plugging the device in between the space heater and the outlet.

Lighting and Controls

In addition to energy-cost savings of 25% to 50%, energy-efficient LED lighting upgrades and controls can increase visual acuity and lighting equipment life, improve security, and may also improve worker safety, productivity, and quality of work. You can save energy by converting old incandescent, halogen, and fluorescent lights to more efficient LEDs anywhere on your farm where lights are used. LEDs have improved significantly in the past 10 years, lasting much longer than other types of bulbs, and come in a wide selection of colors and color temperatures (warm or cool light). For greater savings, add controls to these lighting systems to ensure they only operate when needed.

CONTACT UTILITY NAME TO GET STARTED. ▶

CONTACT UTILITY NAME TO GET STARTED. ▶

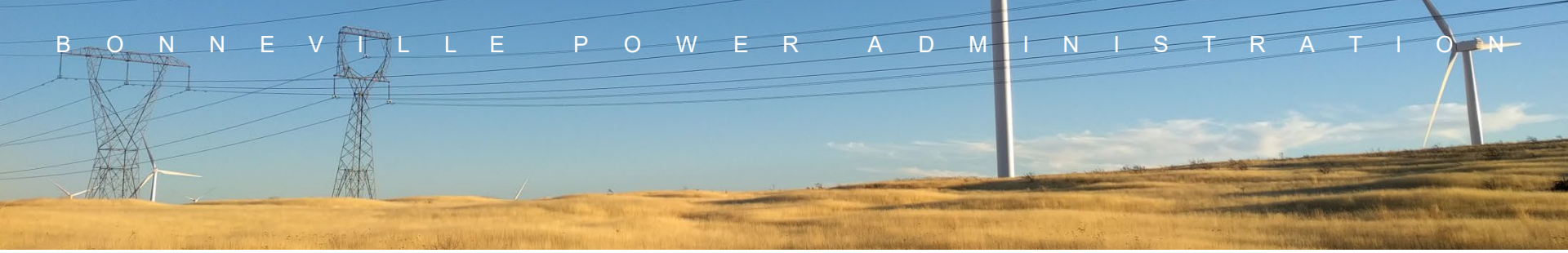
Discussion

1. Please share any recent marketing efforts.
2. What marketing channels are most effective for your customers?
3. How are the EE promos working out for you?
4. How can we help?

How to contact us

- Reach out to your energy efficiency representative
- OR email eemarketing@bpa.gov

www.bpa.gov/ee



Additional marketing examples

EE Promos

Tips infographic and social media

Save money and energy:
Delay the dishwasher to run at midnight outside of peak hours.

bpa.gov/ee

Save money and energy:
Check and replace furnace filters regularly.

bpa.gov/ee

Save money and energy:
Replace incandescent and CFL lighting with LEDs.

bpa.gov/ee

Save money and energy:
Install high-efficiency showerheads.

bpa.gov/ee

Tips for Saving Energy at Home

Spending more time at home — whether you're teleworking, homeschooling, or both — can create concerns about finding the balance between keeping energy costs down and using the amount of energy needed to maintain your home. Here are a few easy ways you can help reduce energy use and costs while spending more time at home.

- Improve efficiency with insulation.
- Let the sunlight in to warm your home without using electricity.
- Plug your TV, cable box, computers and video games into a smart power strip.
- Delay the dishwasher to run at midnight outside of peak hours.
- Set water heater to 120 degrees.
- Check and replace furnace filters regularly.
- Replace incandescent and CFL lighting with LEDs.
- Wash full loads in cold water.
- Schedule time into your routine to break away from electronic devices.
- Install a smart thermostat. Set your thermostat to 68 degrees in winter.
- Seal around leaky doors, windows and ducts.
- Install high-efficiency showerheads.

Bonneville Power Administration

EE Promos

Ductless heat pump social media

The dog days of summer are here.

Cool off with a ductless heat pump.




Contact us for increased rebate incentives!

Keep your family cool and comfy this summer.



When temperatures rise, tempers rise.

Cool down with a ductless heat pump.



The dog days of summer are here.

Stay cool with a ductless heat pump.



Contact us for increased rebate incentives!

Keep your family cool and comfy this summer.



When temps rise, tempers rise.

Cool down with a ductless heat pump.

Contact us for increased rebate incentives!



EE Promos

Smart Thermostat social media

Here's to less energy and more cheer this holiday season!



Contact us for increased incentives!

This promotional graphic features three smart thermostats (Ecobee and Nest) set to 72 degrees. The background is a snowy winter scene with pine branches and pinecones. The text is positioned at the top and bottom of the image.

Here's to less energy and more cheer this holiday season!



Contact us for increased incentives!

This promotional graphic features three smart thermostats (Ecobee and Nest) set to 72 degrees. The background shows a bowl of mulled wine with oranges and spices. The text is positioned at the top and bottom of the image.

Here's to less energy and more cheer this holiday season!



Contact us for increased incentives!

This promotional graphic features three smart thermostats (Ecobee and Nest) set to 72 degrees. The background shows two wrapped gift boxes with red ribbons. The text is positioned at the top and bottom of the image.

Here's to less energy and more cheer this holiday season!



Contact us for increased incentives!

This promotional graphic features three smart thermostats (Ecobee and Nest) set to 72 degrees. The background is a snowy field with evergreen trees. The text is positioned at the top and bottom of the image.

Here's to less energy and more cheer this holiday season!



Contact us for increased incentives!

This promotional graphic features three smart thermostats (Ecobee and Nest) set to 72 degrees. The background shows a snowy landscape with bare trees. The text is positioned at the top and bottom of the image.

Here's to less energy and more cheer this holiday season!



Contact us for increased incentives!

This promotional graphic features three smart thermostats (Ecobee and Nest) set to 72 degrees. The background shows pine branches with red berries and pinecones. The text is positioned at the top and bottom of the image.



Energy Efficiency Rebate Program
Incentives for Single-Family Homes



Free Energy Audits and other services are also available.

Need more information?
UTILITY NAME
UTILITY PHONE
UTILITY EMAIL

10 Tips for Saving Energy

No Cost

1. **Bring on the cold: Wash clothes in cold water.**
Unless your clothes are really dirty — choose cold water. It is the most energy efficient and economical choice!
- 68° 2. **Set low standards: Set your thermostat to 68 degrees Fahrenheit in winter.**
For every one degree Fahrenheit you turn your thermostat down, you will use 1% less energy.
3. **Let the sunshine in: Open or close your blinds depending on the season.**
Open curtains and blinds in cooler months to allow the sunlight to warm your home. Close them in warmer months to keep rooms cooler.
- 120° 4. **Save energy and avoid scalding burns: Set water heater temperature to 120 degrees Fahrenheit.**
The default temperature setting on water heaters is around 140 degrees. Turning the temperature down to 120 degrees is safer and will save 4% to 22% energy annually.
5. **Close the fireplace damper when not in use.**
Keep the damper in your fireplace closed unless a fire is burning. Otherwise your heated or cooled air can escape through the chimney.
6. **Change direction with the seasons.**
In the winter, set ceiling fans to a clockwise rotation to circulate warm air. In summer, set fans to counter-clockwise to circulate cool air.

Low Cost

7. **Keep the lights on longer: Replace incandescent and CFL lighting with LEDs.**
ENERGY STAR® residential LEDs use less energy and last longer than incandescent and CFL lighting.
8. **Avoid energy vampires: Plug your TV, cable box and video games into a smart power strip.**
Idle electronics suck energy and can contribute to up to 10% of a household's monthly electric usage. Plugging equipment into a smart power strip reduces energy waste and saves money on your electric bill.
9. **Keep it clean: Check and change furnace filters regularly.**
Clogged or dirty air filters cause your furnace to work hard and waste energy. Clean filters increase efficiency, extend the life expectancy of your furnace and help cut energy costs.
10. **Take better showers: Install high-pressure/low-flow showerheads.**
Aerators and high-pressure/low-flow showerheads not only save water, they save on the cost of heating water. Less water used is less water to heat.





RESIDENTIAL WEATHERIZATION: INSULATION AND AIR SEALING FACT SHEET



Figures are estimates. Actual heat loss varies by house.

Insulation

Improve the comfort of your home and reduce energy costs with proper insulation.

Did you know insulation plays an important role in how your home uses energy? It's also one of the main players in heating and cooling costs. In fact, the Environmental Protection Agency estimates homeowners can save an average of 15% on heating and cooling costs by air sealing their homes and adding insulation to attics, floors above crawl spaces and accessible basement rim joists.*

Most people associate insulation with fuzzy rolls of pink stuff and a recognizable cartoon character, but what is it?

Insulation is a classification of materials that are used to reduce heat transfer from the inside and outside of a building. Most commonly, insulation is used in attics, ceilings, walls, floors and crawl spaces to help maintain more constant, comfortable temperatures in your home.



Batt Insulation Installation

Types of insulation

- Batts (or rolls)** are the most common and available form of insulation, and are often referred to as blanket insulation.
 - Benefits:** Flexible fiberglass batts are manufactured in the right size to fit between wall joists, studs and under floors, and can be easily cut by hand and installed.
- Loose fill or blow-in** is made of small particles of different materials that can be blown into areas.
 - Benefits:** Can be blown into areas that may be hard to reach or where it is difficult to apply other types of insulation. Commonly used materials for loose-fill or blow-in are:
 - Cellulose: recycled newsprint.
 - Fiberglass: comprises 40%-60% recycled glass.
 - Mineral wool: 75% post-industrial recycled content.
- Spray foam insulation** is a liquid mixture that can be sprayed, injected or poured into place to insulate and reduce air leakage.
 - Benefits:** Conforms to the space where it is applied and is very effective at sealing small cavities and cracks. Some types can have a higher R-value than traditional batt and roll insulation.

*https://www.energy-star.gov/campaign/seal_insulate/methodology_0



Air leaks and insufficient insulation contribute to drafts and uncomfortable temperatures in your home. Contact **(Insert utility name here)** to find a recommended contractor who can make improvements to your home that help keep you comfortable year-round and save money on energy bills. Improvements could also be eligible for incentives from **(Insert utility name here)**. Be a hero in your home. Take control of comfort and energy bills, and make your home *A Good Place To Be*.

Learn more about weatherization and available incentives at yourutility.com or call (xxx) xxx-xxxx.





COMPANY LOGO
PUBLIC UTILITIES

Did you know? Heat pump water heaters have the flexibility to efficiently meet all your hot water needs. They can also reduce hot water costs by up to 50 percent. **Insert utility name here** can help you find a qualified installer and offers incentives to help offset the cost. Take control of your comfort and make your home *A Good Place To Be*.

Contact us about installing a heat pump water heater at yourutility.com or call (xxx) xxx-xxxx.



Did you know? Heat pump water heaters have the flexibility to efficiently meet all your hot water needs. They can also reduce hot water costs by up to 50 percent. **Insert utility name here** can help you find a qualified installer and offers incentives to help offset the cost. Take control of your comfort and make your home *A Good Place To Be*.

Contact us about installing a heat pump water heater at or call .



*It's a
Good
Place*
TO BE

Lower heating bill and a warmer home —
now I can get *really* comfortable.

COMPANY LOGO
PUBLIC UTILITIES

Providing both heating and cooling all-in-one, a Ductless Heat Pump in the main living area of your house can keep you warm in the winter and cool in summer. The DHP delivers even, consistent heating with an ultra-quiet fan, making your home *A Good Place To Be*.

Find more information about our ductless heat pump program at [\[utility website\]](#), or call [\(xxx\) xxx-xxxx](#).

Help make homes
more comfortable
and reduce
energy waste
with weatherization
solutions from
your utility.



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and
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to
costs.

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Contact [\(insert utility name here\)](#) about weatherization programs and the incentives available at [yourutility.com](#) or call us at [\(xxx\) xxx-xxxx](#).

Get all your ducts in a row!

Do you have cold and drafty spots in your home?

You may benefit from having a Performance Tested Comfort Systems® (PTCS) Technician take a look at your home's heating and cooling ducts for potential improvements.



Feel the difference. Count the savings.

COMPANY ⚡ LOGO
PUBLIC UTILITIES



Therapy for the Dysfunctional House



Duct Testing & Sealing
House Pressure Diagnostics
Combustion Appliance Safety Testing
Heat Pump & Air Conditioner Diagnostics



 **PERFORMANCE TESTED COMFORT SYSTEMS®** **How to Get Certified**

- 1** Attend a Training
Or show proof of completion from a certified trainer.
- 2** Create an Account on the PTCS Online Site Registry at ptcs.bpa.gov
Click on "Register" in the top right-hand corner to get started.
- 3** Submit an Application
Submit the completed Certified Technician Application by email to ResHVAC@bpa.gov, or fax to 1-877-848-4074.
- 4** Approved to Work
Once your account is activated, you will receive approval to start working.


For more information, go to ptcs.bpa.gov or call 1-800-941-3867



Let's get comfortable!

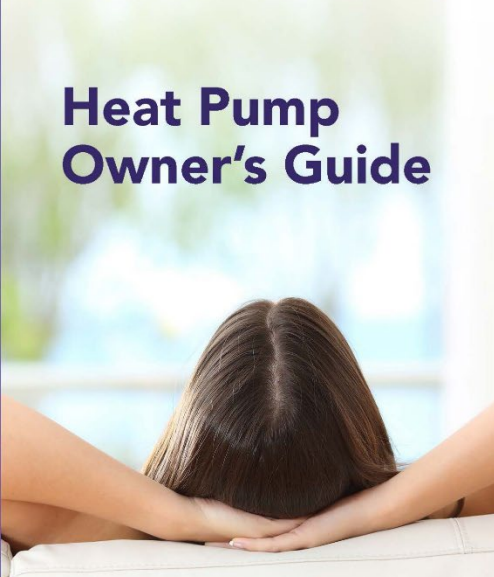


 **PERFORMANCE TESTED COMFORT SYSTEMS®**
Feel the difference. Count the savings.



**PERFORMANCE TESTED
COMFORT SYSTEMS®**
Feel the difference. Count the savings.

Heat Pump Owner's Guide


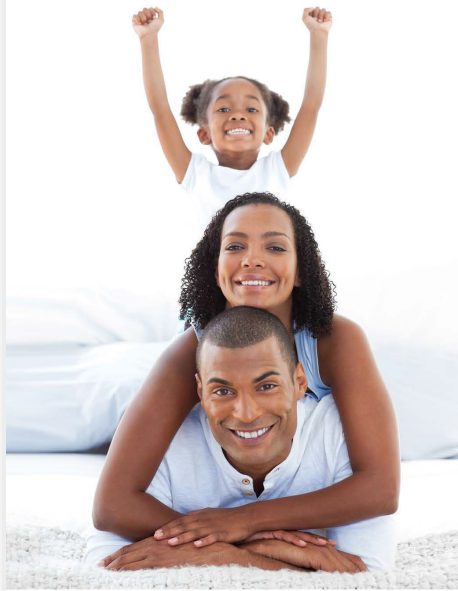


**Congratulations on your new
energy efficient heat pump!**

Your Performance Tested Comfort
Systems® Certified installation
will maximize your comfort while
saving you energy.

Let's get comfortable!

An air-source heat pump can provide energy
efficient heating and cooling for your home.
Use a Performance Tested Comfort Systems®
certified technician to install the system and
you can qualify for valuable utility incentives.



**PERFORMANCE TESTED
COMFORT SYSTEMS®**
Feel the difference. Count the savings.

**MORE
COMFORT**
IN YOUR HOME

**MORE
MONEY**
IN YOUR WALLET

COMPANY  **LOGO**
PUBLIC UTILITIES





LESS IS MORE

when it comes to your energy bill, too.

With ductless heat pumps, you use **less** energy and save up to 50% **more** on your monthly electric heating costs.

All while giving you even more control over your home's comfort.



LOGO


Visit [Website](#) to learn more.



TERMOSTATOS INTELIGENTES

¡EXISTEN **INCENTIVOS** ECONÓMICOS
POR LA COMPRA DE TERMOSTATOS
INTELIGENTES QUE REÚNAN
CIERTOS REQUISITOS!

Obtenga más información en www.utilitysite.org



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TERMOSTATOS INTELIGENTES

Un hogar que le ayude a tomar decisiones inteligentes para ahorrar energía... Eso es comodidad.

EXISTEN INCENTIVOS ECONÓMICOS POR LA COMPRA DE TERMOSTATOS INTELIGENTES QUE REÚNAN CIERTOS REQUISITOS.

Obtenga más información en www.utilitysite.org

UN SISTEMA MÁS INTELIGENTE

COMODIDAD MODERNA

No hay opción más moderna de comodidad que un termostato inteligente que le permita controlar la temperatura de su hogar desde cualquier lugar y, además, ajustar automáticamente la configuración del sistema para maximizar su comodidad.

LA IMPORTANCIA DEL HOGAR

Independientemente de dónde esté ubicado su hogar, todos tenemos la responsabilidad de ahorrar energía. Los termostatos inteligentes ayudarán a reducir sus gastos energéticos y el consumo de energía de nuestra región.

AHORRE CON UN TERMOSTATO INTELIGENTE

Ahorre energía

Los termostatos inteligentes no solo ajustan la temperatura a su estilo de vida, sino que también registran el verdadero consumo de energía de su hogar.

Ahora es sumamente fácil ser testigos de que cómo los cambios pequeños ayudan a ahorrar más en electricidad.

Ahorre dinero

Es un hecho comprobado que los termostatos inteligentes reducen los gastos en electricidad mientras mejoran la comodidad de su hogar.

No tiene que hacer sacrificios para que disminuyan sus cuentas de la calefacción y refrigeración de su hogar.

¡Reciba dinero!

Ofrecemos incentivos económicos por la compra de un termostato inteligente que reúna los requisitos establecidos.

Tan solo compre e instale su nuevo termostato inteligente para poder pedir su incentivo.

Obtenga más información en www.utilitysite.org



Oregon Trail Electric Co-op - Baker City, Oregon Headquarters
Teléfono: 1-866-430-4265
Dirección: 4005 23rd Street Burns, Oregon 97720

Waste Less, **Save More**

Saving on your **energy** bill is always a **good** look.



A **Smart** Choice

You didn't think you needed a smartphone either, but now you can't live without it! The smart **thermostat** might just be your next greatest discovery.

A **Smarter** System

It only sounds like science fiction. Smart **thermostats** learn your habits and adjust temperatures to reduce energy waste and improve your comfort.

The **Smartest** Part

Smart **thermostats** have been proven to help lower heating and cooling costs while making sure your home stays warm and toasty.

FINANCIAL **INCENTIVES** ARE NOW AVAILABLE FOR ALL **QUALIFIED** SMART THERMOSTAT PURCHASES.

Visit www.utilitysite.org for more information.



Oregon Trail Electric Co-op - Baker City, Oregon Headquarters
 Phone: 1-866-430-4265
 Address: 4005 23rd Street Burns, Oregon 97720

How it **Works**

Smart thermostats help you **save** money and **reduce** energy waste.



Claim Your Incentive

Purchase and install a new smart thermostat to claim your **financial incentive**.

Learn **Together**

Over time, the smart thermostat **learns** your habits and adjusts to save energy.

Enjoy **Saving**

That's it! Enjoy watching your energy costs go down and your home's comfort improve.

Financial **incentives** are now available for all qualified smart **thermostat** purchases.

Visit www.utilitysite.org for more information.

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 Phone: 1-866-430-4265
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HIGH TECH COMFORT

Smart Thermostat Savings

Save Energy

The smart thermostat adjusts your home's temperature based on your lifestyle.

The result? Greater comfort, less waste, and parents who are SO proud of you!

Save Money

Smart thermostats are proven to lower energy bills so you have more money to enjoy doing the things you love.

Exotic travel or exotic button collecting? We don't judge.

Get Cash Back!

We've even sweetened the pot with financial incentives for your qualified smart thermostat purchase.

Financial incentives are available for all qualified purchases. Contact us for details!



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SMART THERMOSTATS

Comfort gets a high-tech makeover.

A HOME THAT HELPS YOU MAKE SMARTER ENERGY CHOICES? NOW THAT'S COMFORT.

Learn more at www.utilitysite.org

Modern Comforts

Bye bye, cold feet! Nothing says modern comfort like a smart thermostat that lets you control your home's heating and cooling from anywhere using a smartphone or other internet-enabled device.

Even cooler? New smartpantz technology "learns" your household's habits to automatically adjust temperatures for maximum comfort.

Home Matters

No matter where you call home, we all have a role in saving energy. Smart thermostats' highly advanced technology helps you lower your energy bills while reducing our region's demand for energy.

Pro Tip: The thermostats' tracking and reporting features show you when your household uses the most energy so you can adjust for extra savings.



VARIABLE REFRIGERANT FLOW SYSTEMS

FOR COMMERCIAL BUILDINGS

CONNECTED THERMOSTATS

FOR COMMERCIAL BUILDINGS

ZONE CONTROL
OCCUPANT COMFORT

COMFORT AND CONTROL ANYWHERE YOU WANT IT

Your local utility may offer up to \$800 per ton for qualifying energy efficient variable refrigerant flow (VRF) systems in commercial buildings.

Utilizing VRF technology allows for better zone control, an increase in occupant comfort, and increased efficiency of heating and cooling in a building.



INCREASE FUNCTIONALITY
MAXIMIZE COMFORT
OPTIMIZE ENERGY USAGE

TAKE CONTROL OF COMFORT

Making the switch to a connected thermostat gives you more control over your building's HVAC system and can help you manage and reduce your energy consumption and costs.

Your local electric utility may offer up to \$200 for qualifying connected thermostat installations.



BENEFITS MAY INCLUDE



Quiet operation



Increased value of commercial space



Precise temperature control

BENEFITS MAY INCLUDE



Simple programming



Remote access via smart devices



Automatic updates



Web-based monitoring and alerts



Reduced energy costs

CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.

CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.



VARIABLE FREQUENCY DRIVES

FOR COMMERCIAL BUILDINGS

ON AIR HANDLING UNIT FANS

- INCREASE ENERGY SAVINGS
- REDUCE MAINTENANCE
- LOWER OPERATING COSTS

DRIVING DOWN CONSUMPTION

Your **local utility** may offer up to \$300 per horsepower for qualifying variable frequency drives (VFD) on air handling unit (AHU) fan installations.

Adding a VFD on a constant speed AHU fan allows the drive to match the amount of energy the motor needs for the amount of work that is being done. This allows for greater energy savings and an extended life of the motor.



BENEFITS MAY INCLUDE



Reduced energy costs



Reduced fan usage



Long life span



Precise temperature control

CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.

CUSTOMIZED ENGINEERING SOLUTIONS

- MAXIMIZE BUILDING PERFORMANCE
- INCREASE OCCUPANT COMFORT
- SAVE MONEY

ENGINEERING EXPERTISE STRAIGHT TO YOUR DOOR

Thinking about a building or equipment upgrade? Need help understanding your options?

Efficiency has benefits beyond energy savings—it can improve customer comfort, help workers get their jobs done and increase your bottom line. Your local electric utility has engineers, tools, and incentives to help you get energy efficiency projects off the ground.

These experts will analyze your building and help you understand your building's unique energy savings opportunities—from indoor and outdoor lighting to HVAC equipment, windows, insulation and more.



When you know you can save energy in the building, but it doesn't have prescriptive incentives, you might have a custom project on your hands.

BENEFITS MAY INCLUDE



Technical expertise and support



Free, customized on-site assessment



Reduced energy costs

INCENTIVES

Not only can you get free assistance, you may be eligible to receive incentives that cover 30-50% of project costs.

Involve your local utility early on in the process so we can ensure you get the support and incentives for your project.

Call us early in the design phase!

CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.



HEAT PUMP UPGRADES AND CONVERSIONS

FOR COMMERCIAL BUILDINGS

ADVANCED ROOFTOP-UNIT CONTROLS

FOR COMMERCIAL BUILDINGS

INCREASE COMFORT
REDUCE ENERGY COSTS



MAXIMUM COMFORT MINIMUM COST

Your local electric utility may offer up to \$1,000 per heat pump (less than six tons) or \$200 per ton of cooling capacity (between six and 20 tons) for installing a heat pump upgrade, or \$500 per ton of cooling capacity for heat pump conversions.

Upgrading your existing heat pump or installing a heat pump as part of a new construction project will help increase comfort for occupants and increase the value of your commercial space.

Full and Lite Retrofits

OPTIMIZE PERFORMANCE
REDUCE MAINTENANCE
SAVE MONEY



SAVINGS THROUGH THE ROOF

Older inefficient rooftop-units can waste thousands of dollars annually.

By retrofitting those rooftop units with Advanced Rooftop-Unit Controls (ARC), building owners and operators can save money and make their building more comfortable.

Your **local electric utility** may offer incentives anywhere from \$100-225 per ton of cooling capacity for qualifying retrofits.

BENEFITS MAY INCLUDE

BENEFITS MAY INCLUDE



Increased value of commercial space



Less maintenance than traditional heating systems



Long life span



Improved comfort



Improved indoor air quality



Reduced fan usage



Remote energy monitoring and control

CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.

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DUCTLESS HEAT PUMPS

FOR COMMERCIAL BUILDINGS

REDUCE ENERGY COSTS
INCREASE COMFORT
ZONE CONTROL



DITCH THE DUCT

Upgrading your existing heating system to a ductless heat pump (DHP) can help increase occupant comfort and the value of your commercial space.

Your **local electric utility** may offer up to \$800 per ton for qualifying energy efficient DHPs in commercial buildings.

BENEFITS MAY INCLUDE



25% more efficient than central air systems



Improved indoor air quality



Quiet operation



Easy, low-cost installation

CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.

ENERGY EFFICIENT COMMERCIAL LIGHTING

REDUCE MAINTENANCE

IMPROVE APPEARANCE

SAVE MONEY

A BRIGHT IDEA!

Upgrading your lighting to energy efficient LEDs will reduce your monthly utility bill while increasing the comfort, and value of your commercial space.

WHY ACT NOW?

Your local utility may offer incentives covering **25-70%** of the project costs for most LED lighting upgrades.



BENEFITS MAY INCLUDE



Improved appearance



Reduced maintenance costs



Brighter, safer environment



Reduced operating cost



Northwest Trade Ally Network
Commercial & Industrial Lighting

CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES.
UTILITY PARTICIPATION AND INCENTIVES VARY.

COMPANY LOGO PUBLIC UTILITIES

HIGH-EFFICIENCY SHOWERHEADS

FOR COMMERCIAL BUILDINGS

REDUCE ENERGY COSTS

SAVE WATER

POWERFUL FLOW

MAKE IT RAIN SAVINGS

Take advantage of reduced energy costs and save water—without impacting performance—when you upgrade to high-efficiency showerheads. Savings for high-efficiency showerheads in commercial buildings range from 32 kWh per year to 86 kWh per year.

Qualifying commercial buildings, excluding fitness centers, may be eligible for high-efficiency showerheads for free or at a reduced cost. Commercial spaces including hotels, motels, health care facilities, and buildings with employee showers are eligible.

BENEFITS MAY INCLUDE



Reduced water-heating costs



Reduced water usage



Same performance as traditional showerheads



Easy, low-cost installation

CONTACT UTILITY NAME FOR MORE INFORMATION

WINDOWS FOR COMMERCIAL BUILDINGS

INCREASE PROPERTY VALUES

ENHANCE AESTHETICS

REDUCE COSTS

SEAL IN THE SAVINGS!

Upgrading your windows will reduce your monthly utility bill while making you more comfortable and increasing the value of your commercial property.

WHY ACT NOW?

Your local utility may offer between **15-30%** off for qualifying installations.

BENEFITS MAY INCLUDE



Greater comfort



Reduce energy costs



Improve indoor air quality



Increase value of commercial space



CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.

INSULATION FOR COMMERCIAL BUILDINGS

INCREASE OPERATING EFFICIENCY

MAXIMIZE COMFORT

REDUCE COSTS

SHIELD WITH COMFORT

Having a professional install insulation in your building will reduce your monthly utility bill while keeping you warmer in the winter and cooler in the summer.

WHY ACT NOW?

Your local utility may offer between **30-60%** of total project costs for qualifying installations.

BENEFITS MAY INCLUDE



Greater comfort



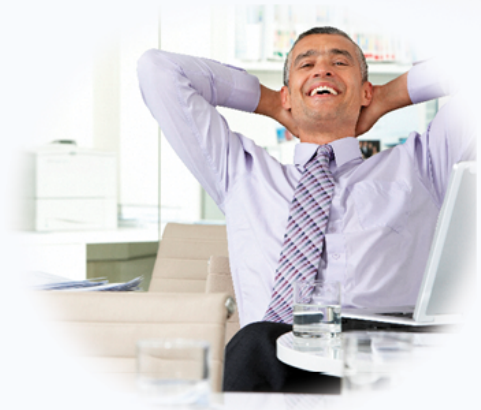
Precise temperature control



Reduced energy costs



Increase value of commercial space



CONTACT YOUR LOCAL UTILITY ABOUT INCENTIVES. UTILITY PARTICIPATION AND INCENTIVES VARY.



TAKE ACTION!

Join the Revolution. Outfit your work spaces and save on every smart power strip purchase. Utilities and efficiency contractors have joined the cause and have put up a united front against the wasteful forces occupying your outlets by offering valuable incentives to make Smart Power Strips more affordable.

Together we will Save the Power!



SAVE THE POWER

USE SMART POWER STRIPS



SAVE THE POWER

USE SMART POWER STRIPS



SAVE ^{THE} POWER
USE SMART POWER STRIPS

PLUG IN AMERICA!

Much of the energy we use is used by things we aren't even using. Copiers, computers, printers, heaters and other freeloading electronics are stealing our power. We cannot stand idle any longer while our resources are decimated by this wasteful menace. We must rise up and take back what is rightfully ours.

The current is changing. United with our strongest ally, the smart power strip, we will overcome this kilowatt hungry enemy. These revolutionary strips eliminate waste by turning off electricity to devices that aren't being used.

Together, we will Save the Power!

Act now and save \$X on every smart power strip purchase. To learn more, visit [\(Utility URL\)](#) or call [\(Utility Phone Number\)](#).



COMBAT WASTE!

Our once trusted office devices are actually kilowatt consuming maniacs, eating up to 70% of their total energy consumption when they're not even being used. Smart power strips are the quick and simple way to win the fight against energy waste. These revolutionary strips eliminate loss by cutting power to devices that aren't being used.

1. Connect your primary device (most likely your computer monitor) to the control outlet.
2. Connect your dependent devices. These devices will automatically power down when your control device is turned off.
3. Connect your devices that must remain on (such as your CPU or router) to the constant-on outlets.

COMPANY LOGO
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Act now and save \$X on every smart power strip purchase. To learn more, visit [\(Utility URL\)](#) or call [\(Utility Phone Number\)](#).

THE BIG BENEFITS OF SWITCHING

TO 28 OR 25 WATT T8 LAMPS

LONGER LIFE
Lifetimes up to 84,000 hours

LESS MAINTENANCE
Up to 50% fewer trips up the ladder for your maintenance staff

EASY TO INSTALL
Often compatible with existing ballasts for instant replacements

ENERGY SAVINGS
Low wattage T8s are up to 20% more efficient than 32 watt T8s

REDUCED LIFETIME COSTS
23%
Low wattage T8s are comparably priced to 32 watt T8s, and reduce lifetime costs by up to 23%

RIGHT AMOUNT OF LIGHT
Low wattage T8s are bright but won't over-light your space

BETTER COLOR
The light from low wattage T8s can portray colors more accurately

WHY WAIT?

SAVE NOW WITH LOW WATTAGE T8S

PLACEHOLDER FOR UTILITY LOGO AND PROGRAM INFORMATION

LUMINAIRE LEVEL LIGHTING CONTROLS

Placeholder for logo

THE NEXT GENERATION OF EFFICIENT LIGHTING

Luminaire Level Lighting Controls (LLCs) combine LEDs, controls, connectivity and data for a flexible lighting product that can improve occupant comfort and space utilization. Controls strategies built in to LLCs include occupancy sensing, daylight harvesting, continuous dimming and more.

THE BENEFITS:

- 1) Easy Installation and Use**
Fixtures can be ordered from the manufacturer with the sensors and control programming integrated into the fixture, so set-up is easy out of the box. Many products allow remote commissioning and control through an app or tablet. Available retrofit kits make this a simple install for those with existing linear fluorescent fixtures.
- 2) Long-Term Flexibility**
Adaptable for changes in space usage, fixtures with LLCs reduce the cost of change-over to new tenants. Simply re-group to the new lighting layout and adjust settings for new tenants.
- 3) Energy Cost Savings**
LLCs use 25 to 70% less energy than non-controlled fixtures.
- 4) Better Occupant Experience**
The right amount of light provides occupants with a better environment to complete their work.
- 5) Additional Benefits**
Some systems are more comprehensive and enable valuable benefits such as asset tracking, space utilization, enhancements to safety systems and much more.

LLCs are widely available. For the DesignLights Consortium® Qualified Products List, visit: www.designlights.org/lighting-controls/download-the-qpl/ Click on the "Qualified Systems by Capability" tab and screen for those under "LLC."

Contact your utility representative for more information on qualified LLC products.

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LUMINAIRE LEVEL LIGHTING CONTROLS



Simple Installation

Sensors and control programming are integrated into fixtures for straightforward setup out of the box.

Occupant Comfort

With the ability to adjust each individual fixture, LLLCs boost occupant comfort and productivity.

Flexible Control

Adaptable for changes in space usage, LLLCs reduce cost of change-over to new occupants.

Savings

Energy savings of 25 to 70%, and decreased installation and maintenance costs.

Better Lighting

Overall light quality is improved with LED and sensor light fixtures.

Building Improvement

LLLCs can enable emergency lighting, demand response, asset tracking and integrate with other building systems.

SMARTER CONTROLS, BIG BENEFITS

Combining LEDs with integrated controls and sensors, Luminaire Level Lighting Controls (LLLC) offer a single solution that will improve buildings, deliver maximum energy savings and enable long-term flexibility.

Contact your utility representative for more information on qualified LLLC products.

Placeholder
for Logo

LUMINAIRE LEVEL LIGHTING CONTROLS FAQ



WHAT ARE LLLCS?

Luminaire Level Lighting Controls (LLLC) are lighting products with wirelessly networked integrated sensors, enabling luminaires within the system to communicate with each other. These systems provide multiple control capabilities in one package, from occupancy and vacancy sensing to daylight harvesting and data transmission, as well as combinations of each.

WHY ARE LLLCS THE FUTURE?

- **Strong savings potential:** Preliminary estimates show 25 to 70 percent savings compared with non-controlled fixtures.
- **Simpler lighting path:** LLLCs address limitations of earlier generations of controls:
 - Pre-programmed settings offer a better out-of-the-box experience
 - Less wiring
 - Same basic installation process as non-controlled fixtures
 - Wireless features and apps ease the commissioning process
- **Finer tuned controls** offer a better customer experience, such as daylight harvesting for even space lighting and continuous dimming, which allows dimming over a continuous range, as opposed to step dimming which only allows for preset increments between off and full output.
- Each fixture is embedded with sensors and software that work together to adapt to the space and can be individually controlled via smartphone or tablet, making it easier for customers to reconfigure as needs change.

WHEN IS A LLLC SYSTEM RIGHT FOR MY CUSTOMER?

For all building types, today's LLLC systems provide the best light quality and most aggressive energy savings currently on the market. They also provide a simple path to multiple control capabilities including:

- Occupancy & vacancy sensing
- Daylight harvesting
- Task tuning
- Continuous dimming

LLLC systems can also provide high value non-energy benefits*:

- Asset tracking
- Space utilization planning
- Simple adaptability for new tenants
- Integration with building systems, including HVAC and CO² sensing systems
- Integration with building security and emergency response systems such as facial recognition
- Demand response capabilities
- Energy code compliance

* Not all systems have all of the capabilities listed

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