

Market Research & Momentum Savings Team

Quarterly Call | May 5, 2021





Org Name
+
Favorite Summer
Fruit

Agenda

- Refresher: Momentum Benefits (20 min)
- Communications Survey Results (10 min)
- Summer Learning Series (5 min)

REFRESHER BENEFITS OF MOMENTUM SAVINGS RESEARCH





WHAT MOMENTUM SAVINGS ARE

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Momentum Savings are cost-effective energy efficiency happening above regional planning baselines (i.e., the Power Plan baseline).



“Non-Programmatic Savings are everything we haven’t counted that’s worth counting.”

Tom Eckman, NWPCC

In addition...

Momentum Savings are:

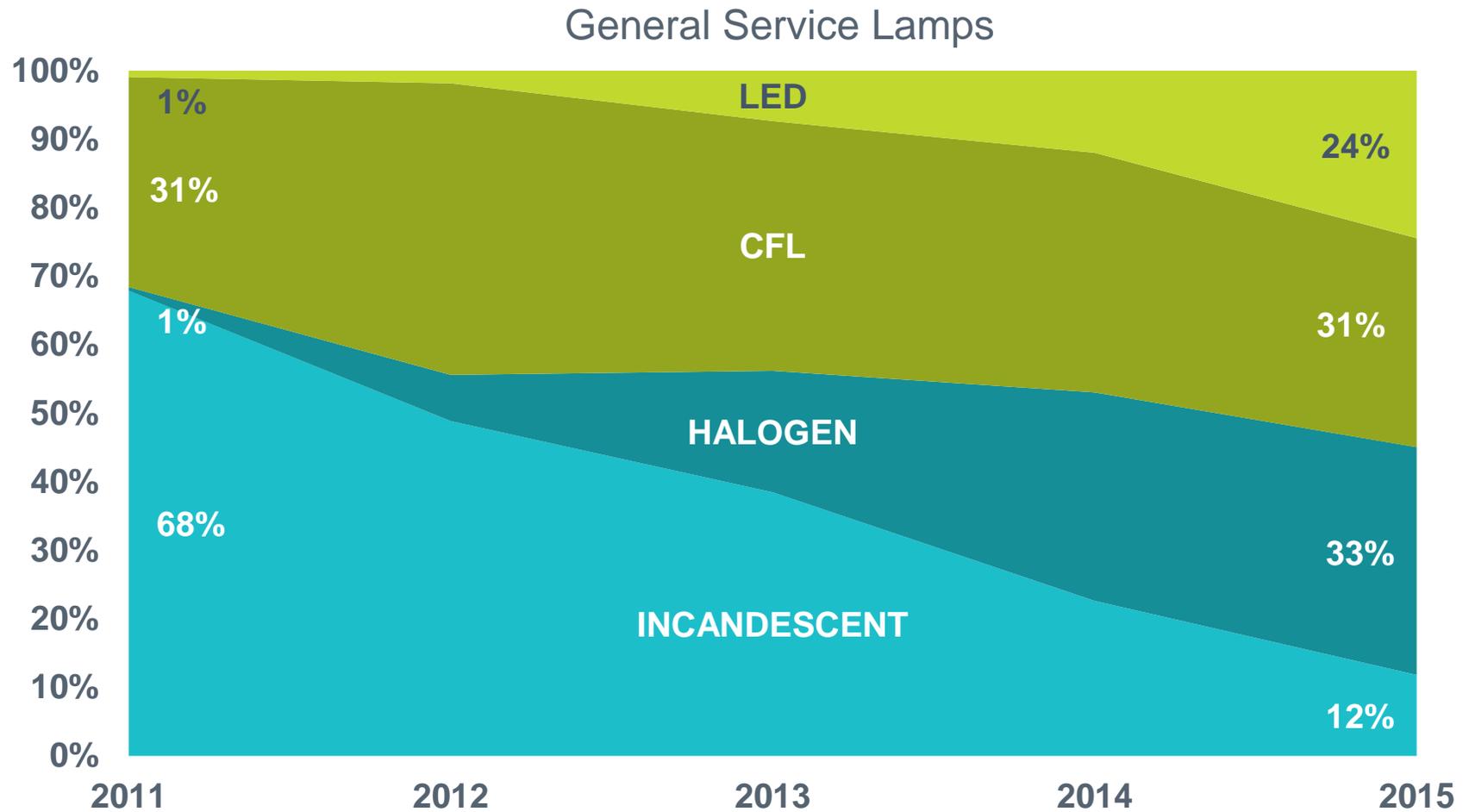




BENEFITS OF MOMENTUM SAVINGS RESEARCH

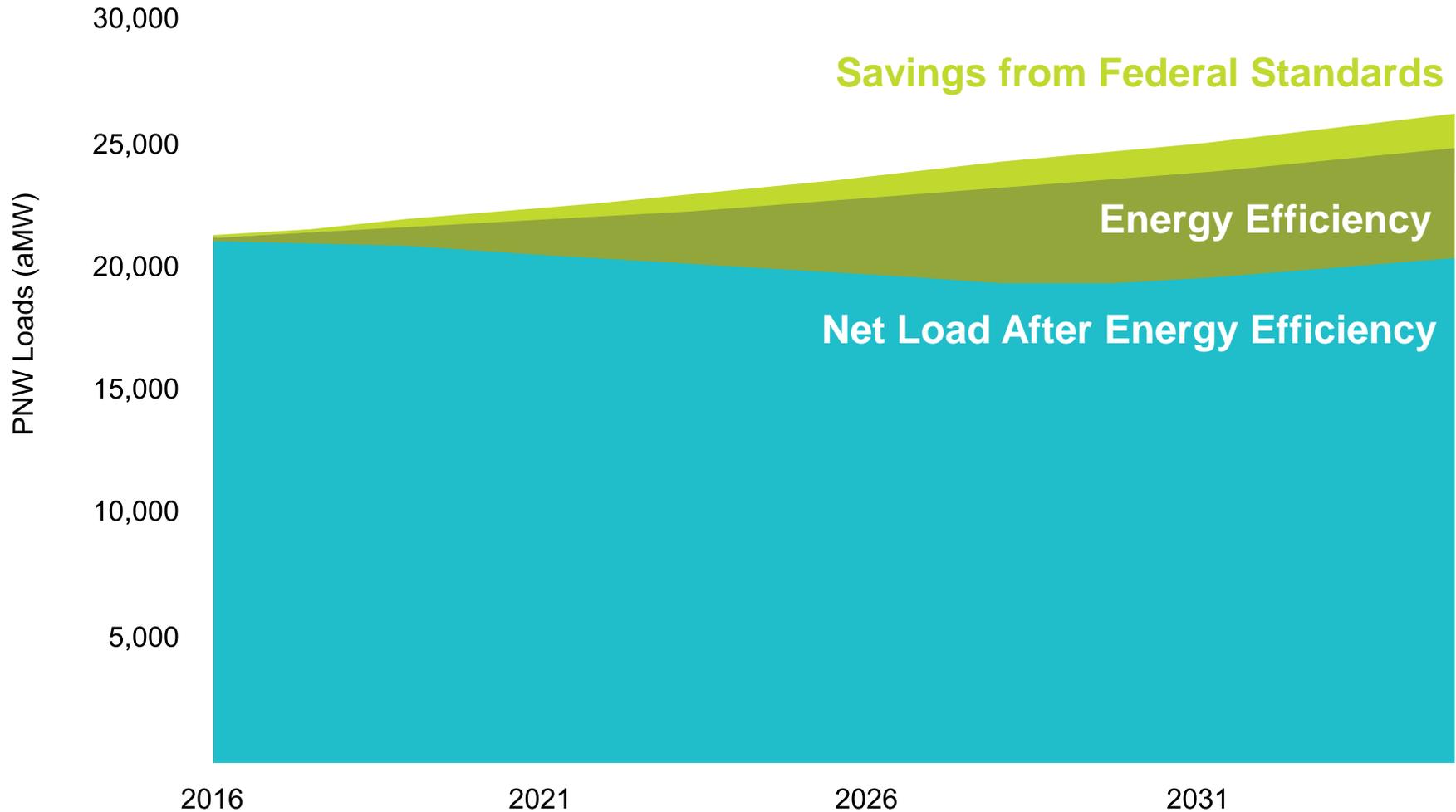
Benefit #1:
Responsible Stewards
of Ratepayer Funds

Benefit #1 in Action: Residential Lighting

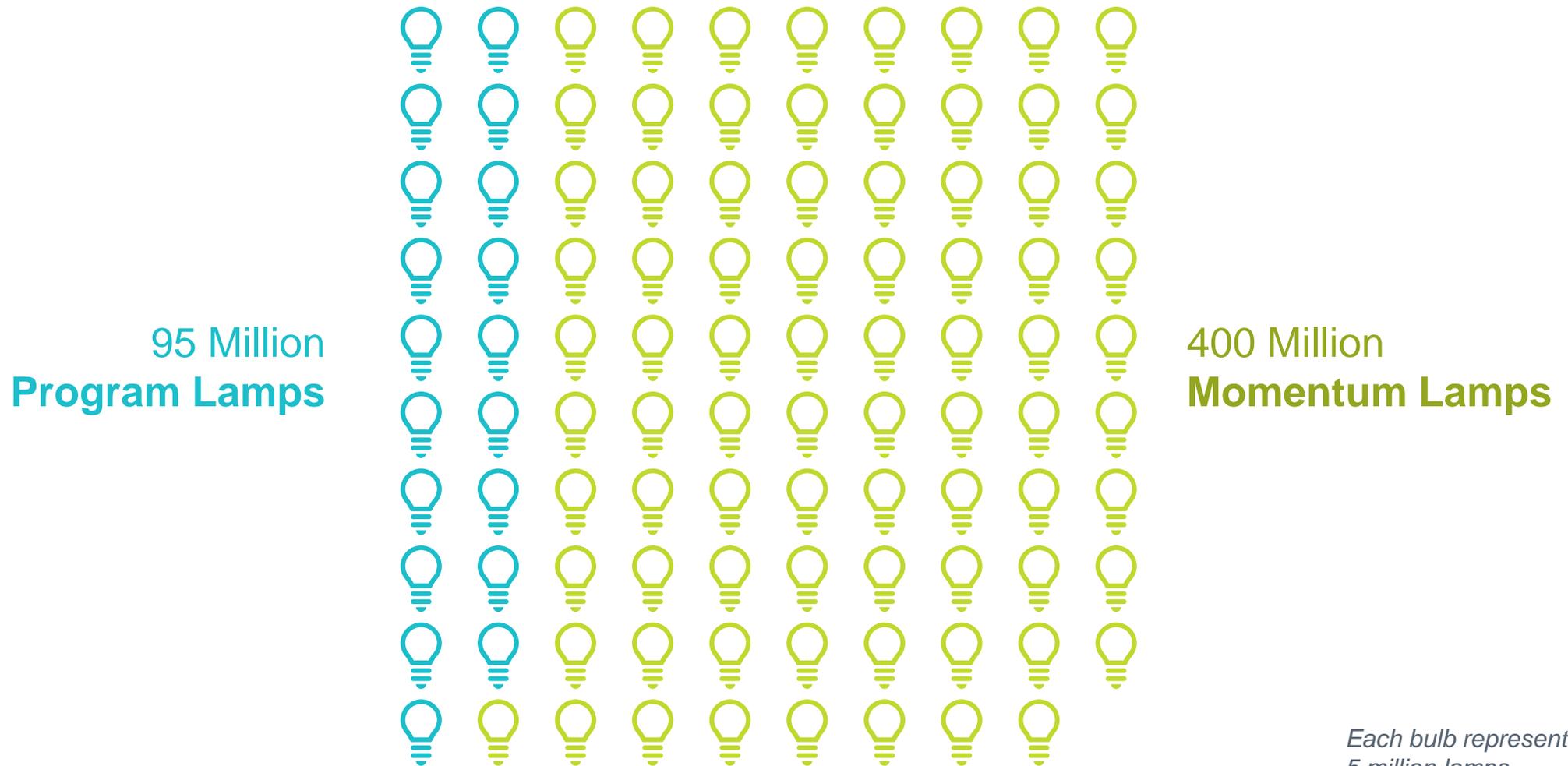


Benefit #2: Measures the Total EE Resource

Benefit #2 in Action: Standards



Benefit #2 in Action: Efficient General Purpose Lamps



Benefit #3: Market Intelligence for Programs

Benefit #3 in Action: Insulation Research

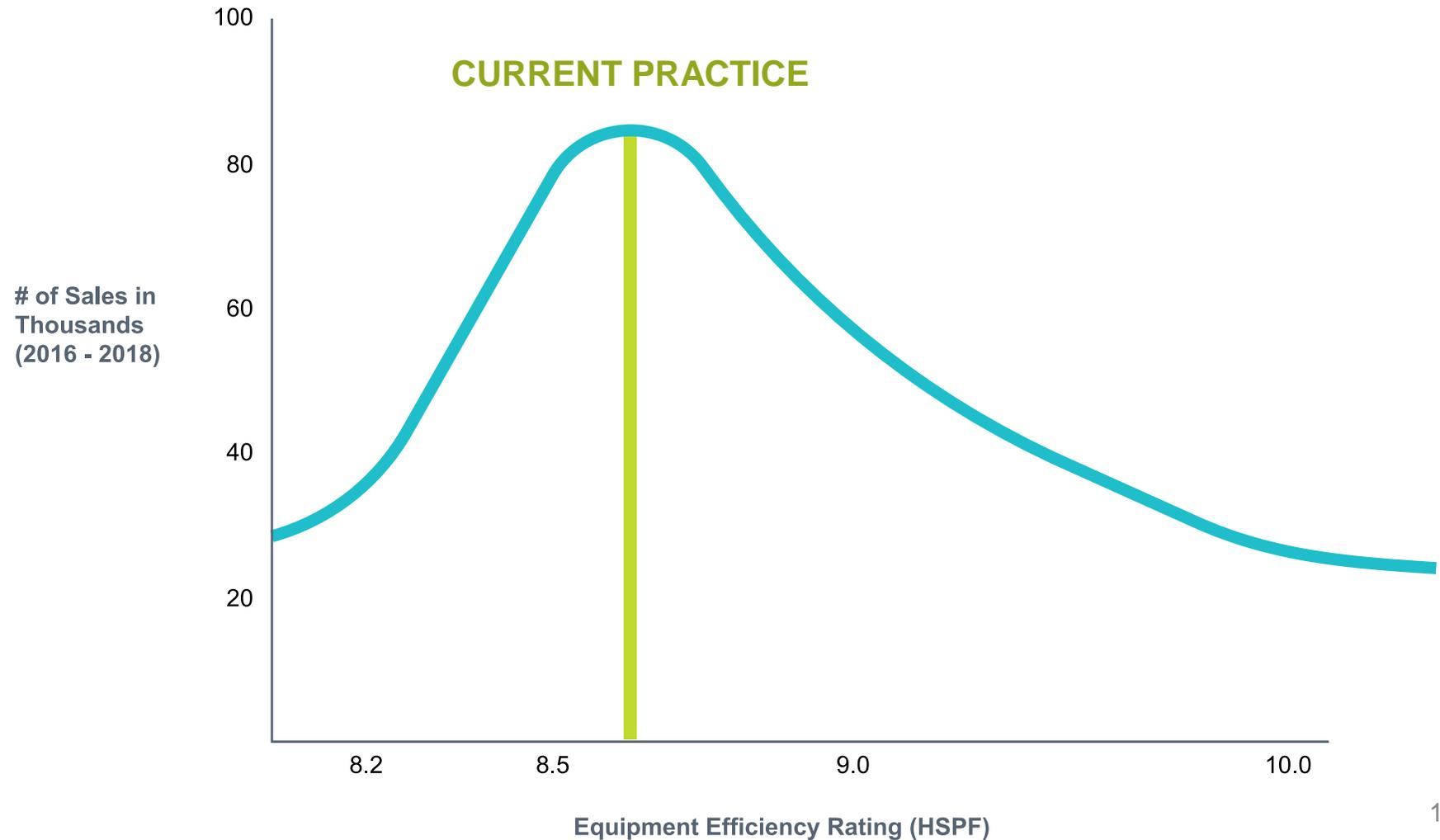


Benefit #3 in Action: Commercial HVAC Permit Database



Benefit #4: Data Support for Regional Planners

Benefit #4 in Action: RTF Baseline Data



Summary: Key Takeaways

Momentum Savings research...

1. Helps us be more responsible stewards of ratepayer funds
2. Provides a complete picture of the total EE power resource
3. Offers valuable market intelligence for programs
4. Delivers critical data support for regional planners

Additional Resources



Explainer videos:

<https://www.bpa.gov/EE/Utility/Momentum-Savings/Pages/Videos.aspx>

PART 2: PRINCIPLES OF RESEARCHING MOMENTUM SAVINGS

Mark Your Calendars:
August 4, 2021, 9-10am

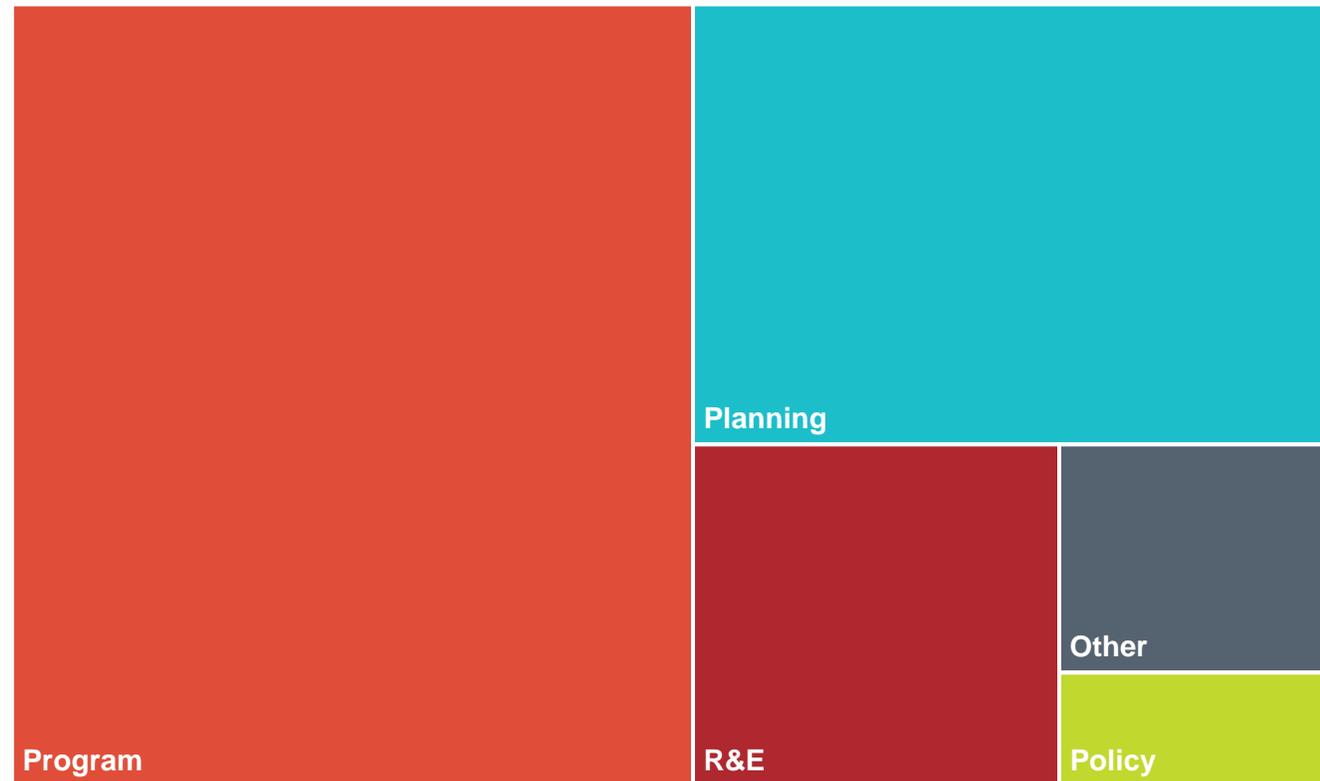


MOMENTUM COMMUNICATIONS SURVEY RESULTS

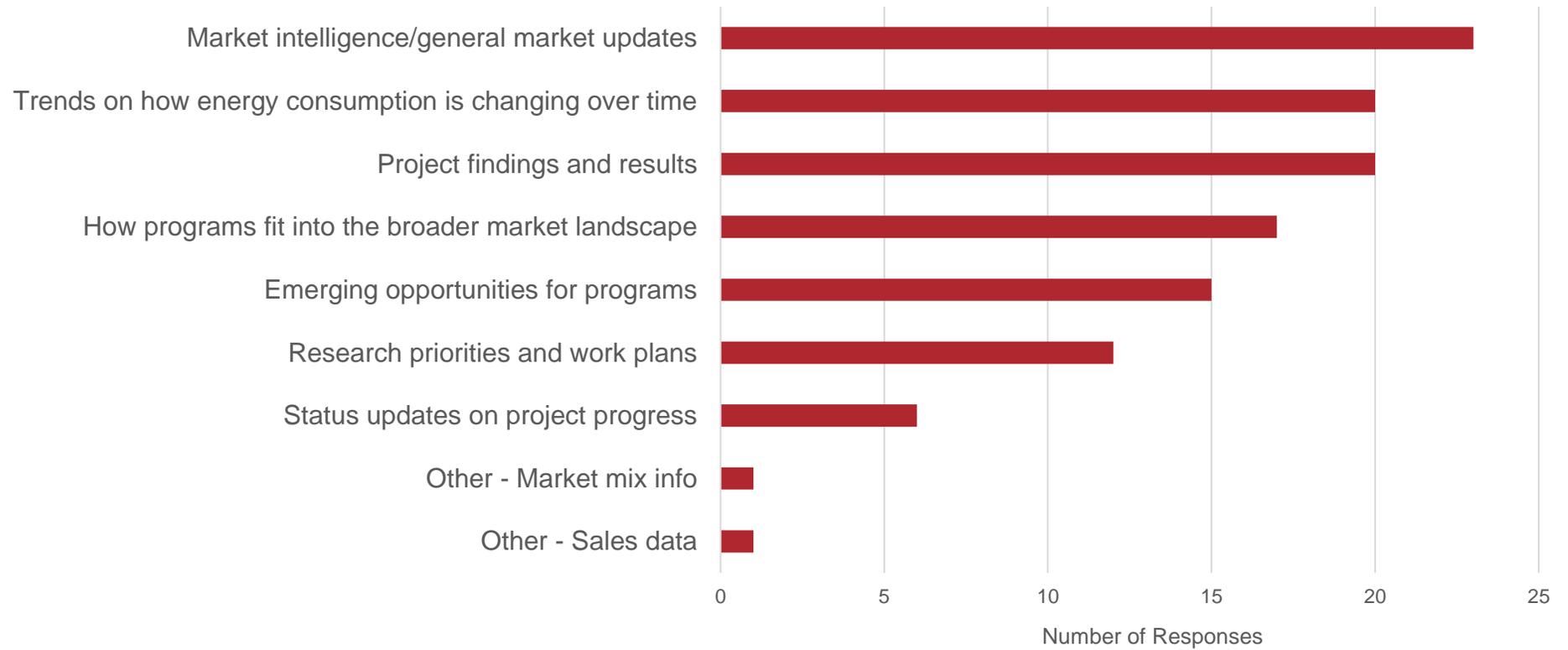


Summary of Respondents

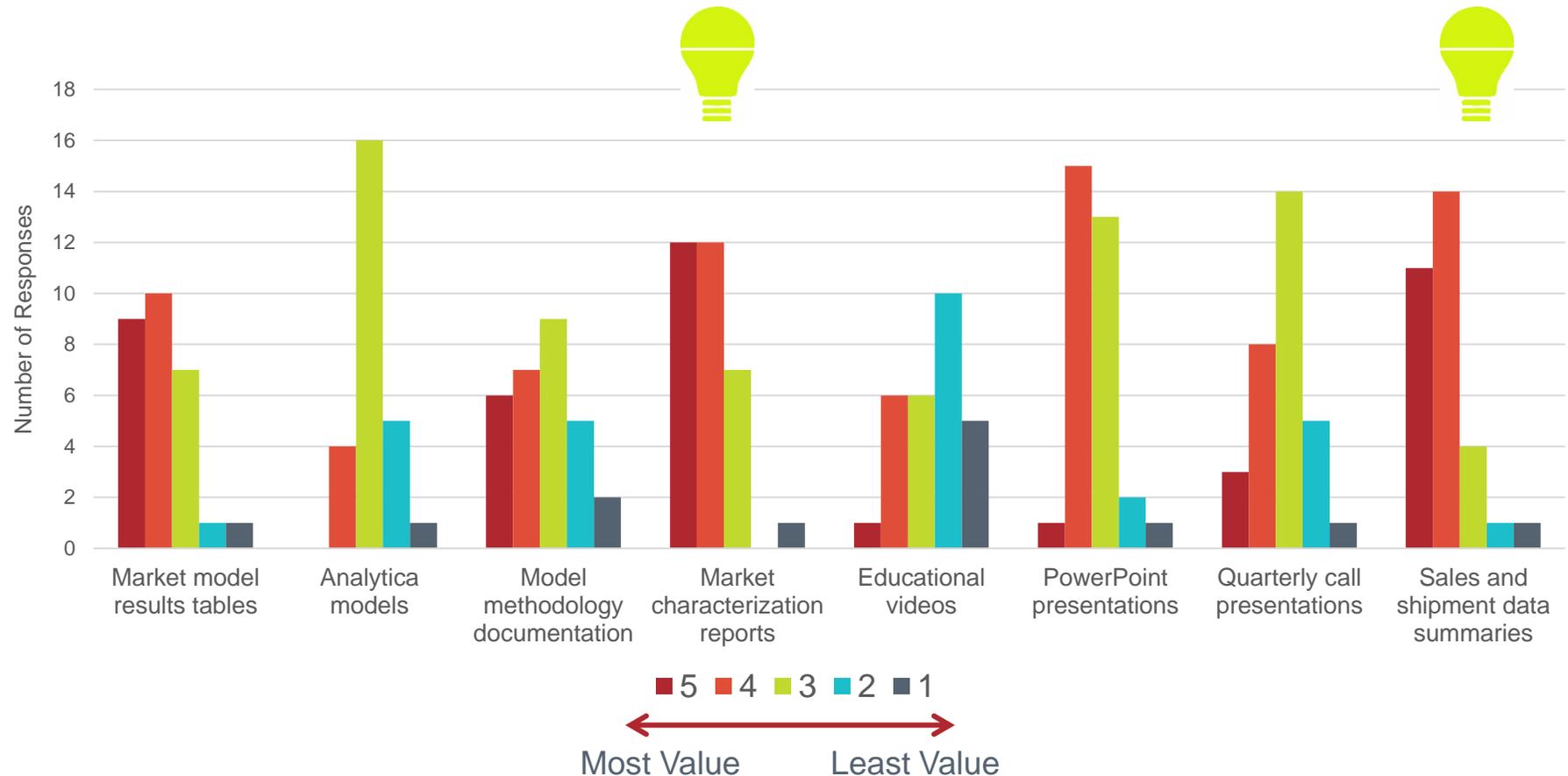
By Job Function



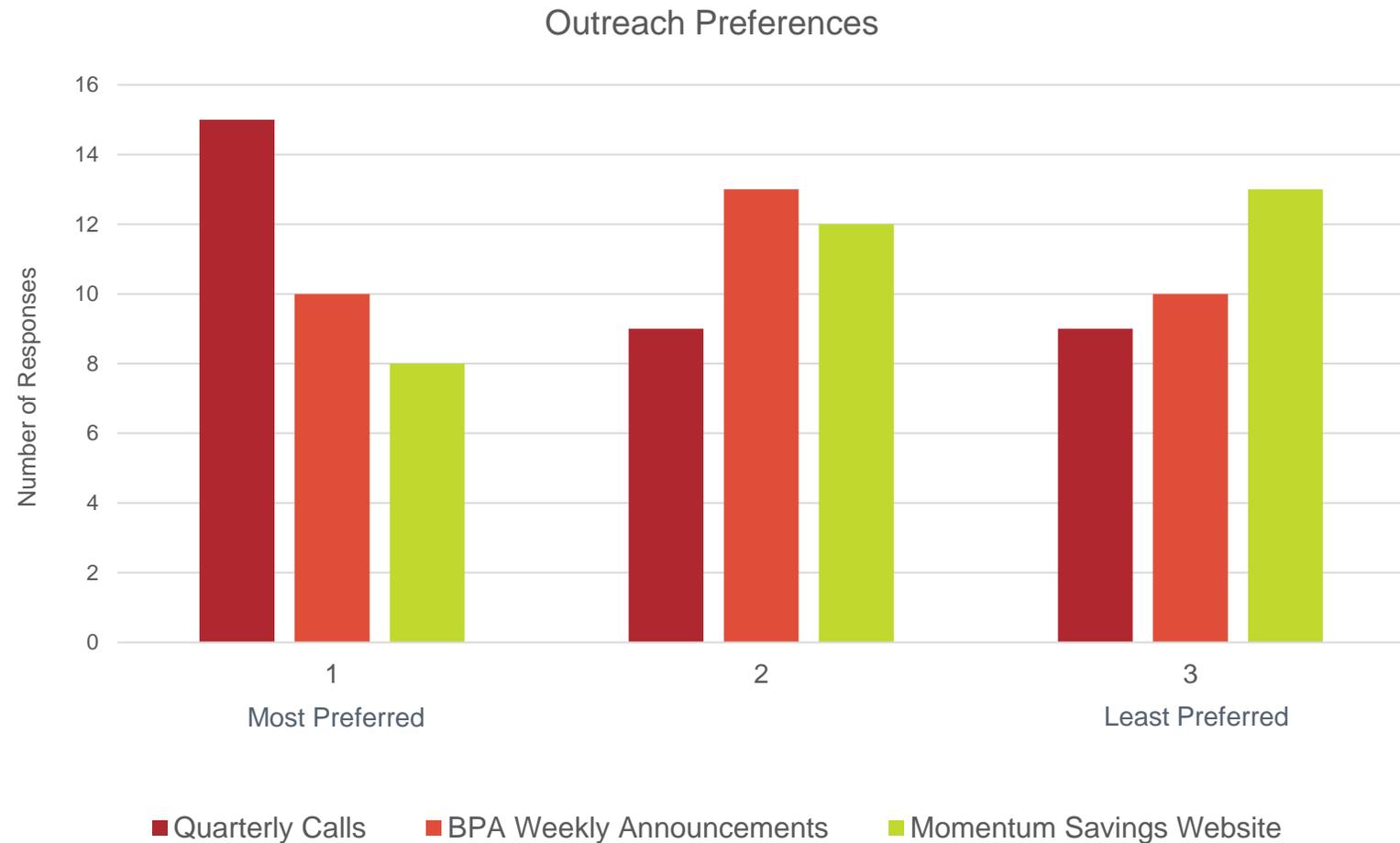
What types of information do you find most valuable?



Which work products are most valuable to you?



What are the best ways for us to share new information with you?



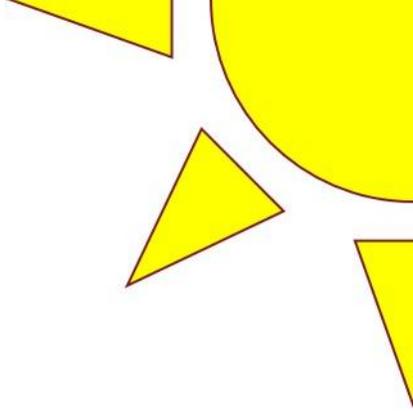
We heard you.
Thank you for your
feedback and
recommendations.

- E-mail/Newsletter with links
- More frequent outreach
- Record calls
- More targeted information by utility
- Comparison of results and trends to other regions
- How Momentum is different from market transformation
- Website updates



MOMENTUM SUMMER LEARNING SERIES

[LINK: Momentum Savings Calls \(bpa.gov\)](https://bpa.gov)



Summer Learning Series Dates & Topics:

- 6/2, 9-10 AM – HVAC Market Actor Interviews
- 6/24, 9-10 AM – ASD Market Actor Interviews
- 8/4, 9-10 AM – Quarterly Call
- 9/8, 9-10 AM – Non-Res Lighting Sales Data

<https://www.bpa.gov/EE/Utility/Momentum-Savings/Pages/Calls.aspx>



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