Overview of Existing Utility Incentive Programs

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Overview of Existing Utility Incentive Programs

- Who offers them?
- Typical program requirements
- Incentive amounts
- Program promotion
- Customer interest and participation levels
- Program evaluations

Who Offers Incentive Programs?

- Austin Energy
- Avista
- BC Hydro
- Bonneville Power Administration[i]
- Idaho Power
- Los Angeles Department of Water and Power
- Manitoba Hydro
- Northeast Utilities
- Oregon Energy Trust
- Pacific Gas and Electric
- Sacramento Municipal Utility District
- San Diego Gas and Electric
- Seattle City Light
- Silicon Valley Power
- Snohomish PUD
- Southern California Edison

Utilities w/ Custom Incentives

Arizona Public Service (APS)
Connecticut Light and Power
Hawaii Electric Company
New York Power Authority
NSTAR
PacifiCorp
Puget Sound Energy
Salt River Project (SRP)
The United Illuminating Company
Xcel Energy

Regional CPM Incentives

Association of Bay Area Governments Energy Watch Program (PG&E)
New York State Energy Research & Development Authority (NYSERDA)
Oregon Department of Energy
San Francisco Energy Watch (PG&E)
Wisconsin Focus on Energy

i This incentive is available to over 130 utilities in the Pacific Northwest

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Typical Program Requirements

- Deploy a commercial software solution that can
  - Centrally manage the power settings of networked computers
  - Produce aggregate energy savings reports
- A report verifying number of computers controlled, or access to the site for spot-checks
- Pre- and post-implementation energy consumption estimates to confirm savings

Typical Program Requirements, cont.

- Minimum average savings
  - E.g., Avista requires at least 120 kWh annual savings per participating PC
- Must be able to be reset end-user changes to power management settings
  - E.g., at a minimum of every 24 hours
- Network software must remain in operation for a minimum of 2-3 years

Incentive Amounts Typically Range from $3 to $15

Utility	Incentive Amounts
Austin Energy	Up to 50% of installed cost
Avista	$10 per computer
BC Hydro	$6 per computer
Bonneville Power Administration[i]	$10 per computer
Idaho Power	$10 per computer
Los Angeles Department of Water and Power	$15 per computer
Manitoba Hydro	Up to 100% of installed cost
Northeast Utilities	Up to 50% of installed cost
Oregon Energy Trust	25% of installed cost
Pacific Gas and Electric	$15 per computer
Sacramento Municipal Utility District	$10 per computer
San Diego Gas and Electric	$15 per computer
Seattle City Light	$8 per computer
Silicon Valley Power	Up to 80% of installed cost
Snohomish PUD	$8-10 per computer
Southern California Edison	$15 per computer

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Approaches to Program Promotion Vary

- Passive promotion:
  - Include CPM incentives in the “basket” of EE measures offered to customers
- Active promotion:
  - Typically target school districts, hospitals, and computer-intensive businesses
  - Include customer presentations, website, and mailings
  - Leverage the resources of ENERGY STAR and solution vendors

Customer Interest and Participation

- Interest surged in late 2008
  - Example:
    - PG&E debuted their rebate program in 2008
    - 35,642 computers by the end of the year
    - 350 rebate applications, with the majority coming in after Labor Day

Program Evaluations

- No formal evaluations to date, but initial indications are positive
- Savings of 200 kWh per computer yields a cost of only 1.67 cents per kWh saved, assuming a $10 rebate
- “Bottom line: it’s cost effective. Certainly in the same range as incentives for lighting, controls and sensors, and in many cases, better.” – Mark Bramfitt, PG&E

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