

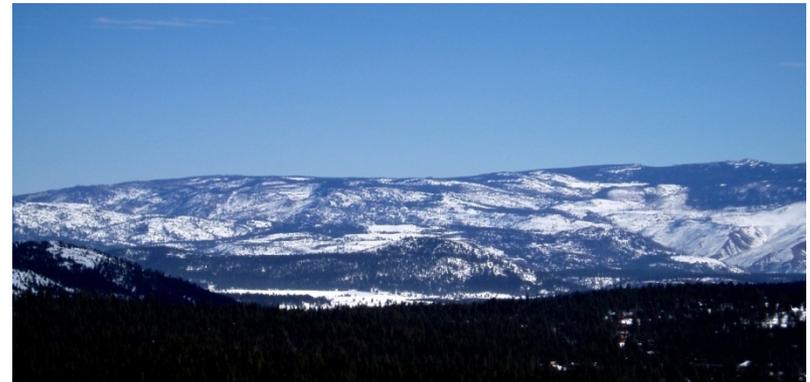


Truckee Donner Public Utility District

California Energy Commission Workshop

June 9, 2009

Public Owned Utilities' Energy Efficiency Achievements & Challenges





Truckee Donner Public Utility District

Truckee Donner PUD:

- Established in 1927
- 13,155 Customers, 88 % Residential
- 2008 Peak Demand – 35.1 MW
 - Winter Peaking
- 2008 Energy Use – 148.3 gigawatt-hours
- Locally Elected Board of Directors
 - 5 Directors
 - 4-Year Terms, Staggered
- Electric and Water Utility
 - Serving Greater Truckee Area





Truckee Donner Public Utility District

“From A Coal Debate To Leading The State”

- TDPUD Slow to Respond to Renewables and Energy Efficiency
- Public Outcry in 2006
- New Citizens Advisory Conservation Committee in 2007
 - Elevated Energy Efficiency
 - Substantial Increase in Spending (>3.5% Retail Sales in 2008)
- Cost-Effective Emphasis
 - “Money in Customer’s Pocket”
- New Board Members





Truckee Donner Public Utility District

TDPUD Energy Efficiency Programs:

- Lighting Rebates and Giveaways
- Appliance Rebates
- Building Efficiency Rebates
- Space & Water Heating Rebates
- Home & Business Electronics Education
- “Keep Your Cool” Commercial Refrigeration
- Low/Moderate Income Assistance Program
- Water Conservation Programs

A vertical flyer for TDPUD Conservation Programs. At the top, it says 'Truckee Donner Public Utility District' in black text on a light green background. Below that, 'Conservation Programs' is written in a large, black, serif font. A photograph of a young child with red hair, wearing a patterned sweater, is shown reaching up towards some greenery. Below the photo, the text reads: 'Contact us and learn how you can save \$\$\$, energy and water in your home and business!'. At the bottom of the flyer, there is a small version of the TDPUD logo, the slogan 'Go green for me.' in a stylized font, and the contact information '530.582.3931' and 'www.TDPUD.org'.



Truckee Donner Public Utility District

TDPUD Energy Efficiency Programs:

- Lighting Program Rebates & Giveaways
 - Residential & Commercial rebates
 - Million CFL 12-Pack Giveaway
 - Business & Residential Green Partners
 - LED Holiday Light Exchange
 - LED MR-16 Pilot
 - LED Exit Sign Program

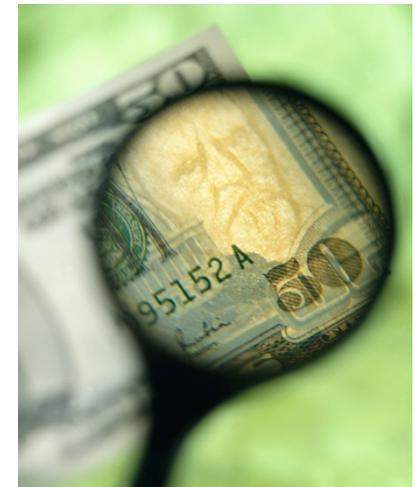




Truckee Donner Public Utility District

2008 Evaluation, Measurement, & Verification (EM&V)

- First Complete EM&V of All Programs
- On-Site Measurement & Verification
- Statistically Significant (>90% Confidence)
- Solid Baseline (3-5 years)
- Performed by Robert Mowris & Associates
- The Numbers Don't Lie:
 - TRC of 7.12
 - First-Year Load Reduction ~3%
 - Validates & Refines Increased Program Spending





Truckee Donner Public Utility District

TDPUD Energy Efficiency – What Worked!

- Local Initiative, Local Accountability
- Commitment to ROE
 - Low-Hanging Fruit
- Reducing Barriers
 - Giveaways & Direct Install
 - Face-To-Face Delivery & Education
- Significant Marketing & Outreach
- Northern California Power Agency (NCPA)
- Leveraging Local Partnerships
- Timely Feedback
 - EM&V Completed 3-Months After Program Year





Truckee Donner Public Utility District

TDPUD's Business Green Partner Program

- Customized Screw-In Lighting Giveaway
- Starts With Lighting Survey
- Screw-In CFL & LED Lighting Provided Free Of Charge
 - Most Lighting Purchased from Local Stores
- Very Cost-Effective
- Over 120 Businesses Served in 2008
 - Goal of Over 200 in 2009
- Builds Relationship With Business Customers

**Save Energy,
Save Money...**

Become a **Green Partner**

This is a **FREE** business program offered by the Truckee Donner Public Utility District.

1. Make an appointment to evaluate your current lighting system
2. Replace your old incandescent bulbs with our **FREE** energy efficient CFL bulbs
3. Start **SAVING** money!

530.582.3931
www.TDPUD.org



Truckee Donner Public Utility District

TDPUD's LED Holiday Light Exchange Program

- Customers Exchange Holiday Lighting At TDPUD
 - Opportunity to Educate and Promote Other Programs
 - Builds Relationships With Customers
- Residential & Business Lighting
 - Town Christmas Tree, Train Depot, ...
 - Business Accent Lighting Very Cost-Effective
- Introduces LED Technology
 - “Highly Visible”
- Wildly Successful Program
 - 5% Customer Participation in 5-Week Period!
 - 10 Miles of LED Lighting in Community
 - Customers Love It!

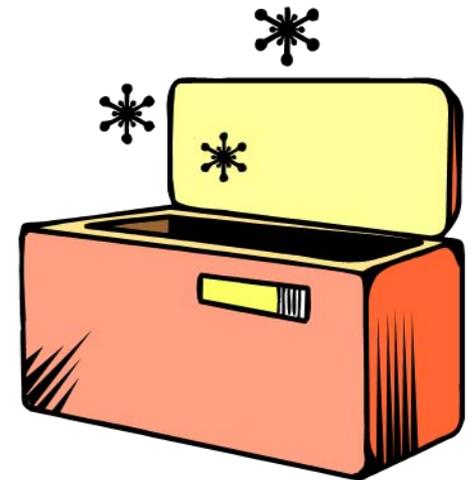




Truckee Donner Public Utility District

“Keep Your Cool” Commercial Refrigeration Program

- Specialized “Direct-Install” Program
 - Replaces Gaskets & Door Closers
- NCPA Brought Program To Members
 - Silicon Valley Power Developed Program
- Program Also Identifies Future Energy Efficiency Opportunities
- Easy To Implement
- Very Cost-Effective





Truckee Donner Public Utility District

TDPUD Energy Efficiency – Challenges!

- The Economic Crisis
 - All Rebates At Risk
- Politics Of Growing Budgets
- Building Efficiency And Heating Programs
- Challenges Securing Stimulus \$s
 - TDPUD Not A City/County
- Financing For Energy Efficiency
- Market Capacity
- Integrating EE With Resource Planning





Truckee Donner Public Utility District

Integrating EE & Resource Planning – Prove It!

- Econometric Modeling Barrier
 - Does Not Break-Out Energy Efficiency
 - All Factors Are Blended
- Credibility of Energy Efficiency Results
 - EM&V Just A “Study”
 - Behavioral Changes
 - Technology Life-Time Debate
- Resource Planning Culture
 - Conservative
 - Resistant To Change
- We Need Resource Planners At The Table!





Truckee Donner Public Utility District

TDPUD Commitment To Conservation

- Build Upon Success
- Continue To Monitor & Refine
- Innovate
- Build Upon Partnerships
- Integrate Into Utility Culture
- **Listen To Our Customers!**

