



NW Energy Coalition

THE ENERGY ACTIVIST

Special Edition

Spring 2009



Leo Cullen

"It saves energy and makes me feel holier."

Efficiency counts many heroes

The Coalition's decision to put special emphasis in its strategic plan on energy efficiency takes me back to my roots. I started work at Seattle City Light in 1978 when the utility's ambitious plan to deliver 230 average megawatts of conservation by 1990 was not yet a year old. Despite pockets of support and encouraging trends, it would not be until the Coalition's pioneering Model Conservation Plan five years later that we had any serious, independent confirmation of this wild idea that we could count on energy efficiency to meet rising electric demand.

Thirty-one years later we have built a vast but nearly invisible set of "conservation power plants" – 3,400 aMW, enough to avoid three nuclear power plants or as many as eight coal power plants. And we see a bright future in which we can build many more invisible conservation power plants even faster than we built the last ones, providing a strong foundation for a climate-friendly power system.

I have bemoaned the invisibility of energy efficiency of late for many reasons, especially because it's harder to promote than, for example, tall and graceful wind turbines. But recently I remembered a tribute to a colleague that celebrated the invisibility, dispersion and hard work of delivering energy efficiency as a reliable resource.

I hired John Baniago as a legal intern in 1989. He worked in Seattle City Light's energy conservation program until his death in 1995 at the age of 38. In a posthumous Coalition Conservation Leadership Award presentation, I enumerated John's many accomplishments at City Light and recounted our only serious argument. John didn't want to take the bar exam after he finished law school, and I couldn't change his mind. John had found how he was going to contribute his talents for a bright future; he dedicated himself to energy conservation. He had become indispensable at City Light by then.

And yet, almost none of you have ever heard of John. The Coalition honored John because he exemplified the dedication, hard work and talent that delivering energy efficiency requires from many, many people, working in obscurity in many, many places. In offices, in agencies, in attics, in equipment rooms, in factories



and in showrooms — unfamous people work to make conservation happen. Conservation does not end up with large concrete structures you can name after dead presidents.

Conservation does have heroes, and John Baniago is one of them. We honor

his memory and build a bright future by rededicating ourselves to the work he chose.



NW Energy Coalition

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ACTIVIST

Founded in 1981, the NW Energy Coalition is dedicated to the pursuit of clean and affordable energy. As a 501 (c) (3) nonprofit organization, all donations to the NW Energy Coalition are tax-deductible.

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Boise State program to help small firms cut energy costs

Recognizing that small firms pay disproportionately high power bills and are far more vulnerable to energy price spikes than their big-business counterparts, Boise State University is developing a Small Business Energy Assistance Program.

Small businesses employ about half the workers in the United States, account for slightly more than half the gross domestic product and over the past decade have created nearly three-fourths of the nation's new jobs. Rising energy costs, however, could limit their role in regional and national economic recovery.

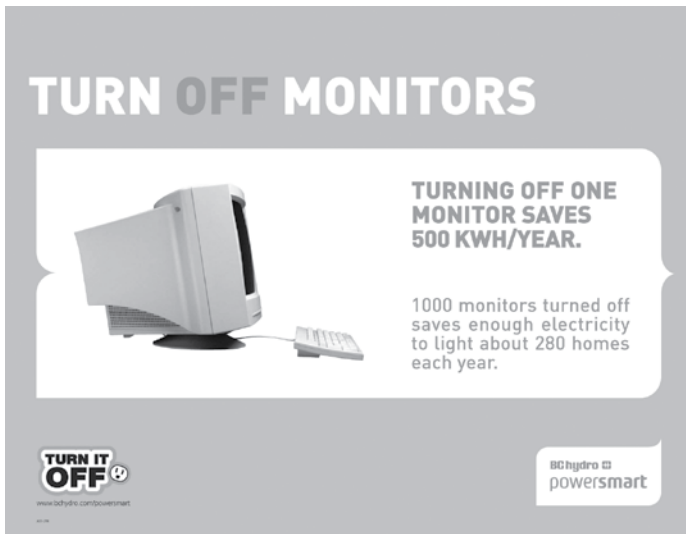
BSU's Small Business Development Center has received a federal grant to train students as energy-efficiency auditors before sending them to work as interns helping small business owners calculate how much they'd cut their utility bills by investing in efficiency technologies.

The curriculum will cover energy accounting, building envelope weatherization, lighting fundamentals and Energy Star equipment. Business owners will receive information about financing options, utility incentive programs and on-line tools for calculating savings and return on investment. They'll also be referred to pre-qualified energy-efficiency and green-building professionals and suppliers.

Several private companies, as well as the state Department of Environmental Quality, the state Office of Energy Resources and Idaho Power Co., already have expressed an interest in the program.

Coalition Efficiency Works Idaho outreach associate Ron Whitney will consult with BSU's Small Business Development Center as the program nears its anticipated launch this fall. If successful, the program could expand to Idaho State University and the University of Idaho.

To get involved, email Whitney at ron@nwenergy.org.



BC Hydro is changing cultures, not just light bulbs



BC Hydro is wrapping up a one-year pilot project to foster a culture of energy efficiency inside nine of its large, so called Tier 1 customers.

"No projects," says Workplace Conservation Awareness program manager Simon Vickers. "Just awareness."

The program aims to teach major BC Hydro customers how to mount an internal efficiency campaign around simple behavior changes like turning off computers, printers and lights. BC Hydro trains employees to set savings targets, recruit "champions" to rally colleagues, develop communications materials and strategy, and monitor results, rewarding employees for their success.

While some efficiency advocates complain that behavior-change campaigns are a distraction for a government utility that should be focused instead on technology solutions, early data from the BC Hydro pilot show promise

A Vancouver Island health district conducted its own audit during the yearlong pilot and showed a 23% decline in energy consumption.

The program could roll out across the province in April.

--John Healy

-- Ron Whitney

Continued on page 4

Innovative finance scheme aims to boost efficiency investment



“Up-front cost” may be the most troublesome phrase in the energy efficiency business. That’s because normally rational people will often balk at a common-sense energy upgrade with a huge return on investment because of the dread “up-front cost.”

Now, as energy efficiency grows in prominence, creative programs to overcome a lack of affordable, easily available up-front financing are cropping up in the Northwest and elsewhere.

The Energy Trust of Oregon and the City of Portland are beginning a pilot program backed by a state energy loan fund that will provide homeowners in specified areas with loans of between \$5,000 and \$6,000 to pay for energy audits, weatherization and heating and cooling upgrades. The local utility, Portland General Electric, will then collect repayment on monthly bills in an amount equal to the new energy savings. When the loan’s paid, the bill goes down to reflect the lower usage.

If a house sells before the loan is repaid, the utility will continue to collect via the power bill.

Berkeley, Calif., has created a Sustainable Energy Financing District that allows residential and commercial property owners to install efficiency upgrades and solar panels with no up-front costs. Property owners then pay for the improvements over 20 years through their property tax bills. The city acquires the capital to cover the up-front costs through sale of taxable bonds.

Similar programs are being tested in Babylon, N.Y., Boulder, Colo., Austin, Tex., and in Vermont and Connecticut.

--John Healy

A little energy savings goes a long way



What kind of home energy savings could you get for \$1,000? You’d be surprised.

In January, NW Energy Coalition member AERO (the Alternative Energy Resources Organization) joined with Loken Builders, the Montana Department of

Environmental Quality and the newly formed Helena Sustainable Builders Guild to answer that question.

With donations from local hardware stores, the team descended upon the East Helena residence of 93-year-old World War II veteran “Mac” McKay.

The group tackled the home’s cold spots and leaks, employing a variety of low-cost weatherization techniques: insulating the walls, attic, hot water heater and pipes; weather stripping and caulking; replacing a cracked window. They also installed a smoke detector and carbon monoxide monitor.

And the results? Air infiltration was cut by a sixth. McKay felt more comfortable and safe, and was thrilled to learn he could expect nearly \$380 a year in savings. Thus the investment would pay for itself in less than three years, and continue to provide free savings after that.

The McKay project demonstrates that even modest efficiency investments can pay sizable dividends. And homeowners can take advantage of state and federal loans, tax credits and utility rebates to help finance their projects.

-- Patrick Judge

Efficiency a growth industry as PSE exceeds 2008 targets

The broad economy may be in the tank, but judging by Puget Sound Energy’s numbers the Washington trade in conservation upgrades is booming.



PSE reports that it beat its 2008 electricity efficiency target by 26% and its natural gas target by 46%.

PSE estimates that its efficiency investments resulted in 450 new jobs throughout Western Washington in 2008, including new staff positions at the utility.

PSE customers saved enough electricity to power 23,000 homes and enough gas to serve more than 4,000. Electric savings for 2008 beat the utility’s previous record by 8%. Natural gas savings exceeded 2007 savings by 30%.

PSE says customers will save nearly \$30 million annually on their energy bills as a result of 2008 investments, on top of the \$45 million in rebates, grants and discounts for installing energy-saving equipment.

--John Healy

Saving energy: The region's secret weapon for meeting power needs and climate responsibilities

A new **NW Energy Coalition study** shows the Pacific Northwest can meet all new demand for electricity through 2020 and cut by half the growth of natural-gas use with low-risk, high-yield, job-producing investments in energy efficiency.

The Power of Efficiency: Pacific Northwest Conservation Potential Through 2020 demonstrates that bold investment in existing and emerging technologies — from programmable thermostats to next-generation LED lighting systems — can generate enough savings to cover growing electricity needs and to replace the worst climate-polluting power plants now serving the region.

The study, conducted by leading Northwest energy research firm Ecotope Inc., provides powerful backing for policies that boost energy-efficiency research, development and investment across the region.

The Power of Efficiency is the product of the Coalition's *Efficiency Works!* campaign, launched last fall after the Coalition decision to make energy efficiency the organization's top strategic priority. *Efficiency Works!* is also publishing a paper detailing how Northwesterners can overcome the perceived obstacles to efficiency investment. The campaign will take the messages of both reports to business people and policy makers across the region.

The efforts of Efficiency Works! dovetail with the recent release of *Bright Future: How to keep the Northwest's lights on, jobs growing, goods moving and salmon swimming the era of climate change*. This collaboration with The Sierra Club and Save Our wild Salmon explains how the region can meet new electric demand, electrify transportation, restore wild salmon and decommission all the coal plants that serve the Northwest with new energy efficiency and clean renewable energy by 2050 at an incremental cost of two-thirds of a cent per kilowatt hour.

The Power of Efficiency lays out the framework for achieving more than 6,000 average megawatts of electrical savings and some 500 million therms of annual natural gas savings by 2020. As important, it makes clear that without efficiency at that level, the region likely will fail to reduce global warming pollution in line with levels scientists say are required to avert climate catastrophe.

Power planners and utilities expect Northwest electricity needs to rise nearly 25% and natural-gas use to grow even faster between now and 2025. Demand for natural gas — a major source of greenhouse-gas emissions — is growing 40% faster than electric demand.

The report also spells out the benefits increased energy efficiency brings to businesses, consumers and utilities by boosting the bottom line, stabilizing energy prices, creating good jobs and improving the health of our natural and built environments.

Read *The Power of Efficiency* at nwenergy.org/powerofefficiency. Read *Bright Future* at lightintheriver.org/brightfuture.

-- John Healy



Efficiency NW Energy Coalition **Works!**

Everyone benefits when utility incentives motivate real-world upgrades

In addition to the power of persuasion, governments and utilities have at their disposal a range of tax incentives and cost rebates that help customers of all kinds get over the hurdles that stand in the way of deep and long-lasting energy savings.

What follows are a few Northwest examples of how those programs work in the real world to help individual businesses and their fellow energy customers.

Spokane's Quarry Tile entered the new century knowing it needed to get bigger to compete with foreign manufacturers and preserve more than 100 local jobs. As it eyed a \$449,000 investment in a new 90-foot-long gas-fired kiln in 2003, Quarry Vice President Tom Sawyer looked to his local utility for guidance and a financial boost.

Avista Utilities sent an energy-efficiency engineer to devise tests for an existing kiln and the proposed new one to ensure greater productivity while using less energy. With favorable test results and a \$225,000 contribution from Avista toward the more efficient equipment, Quarry Tile went ahead with the purchase.

Quarry, whose outlay for the new gear was \$224,000, has saved 75,000 therms of gas each year for a \$48,000 annual savings, allowing the firm to book a simple 21 percent annual return. Payback will happen inside of five years.

Quarry benefits from greater productivity and freed-up cash flow. And Avista saves energy that it otherwise would generate at a much higher cost, keeping service reliable and costs low for customers in its three-state market.

Francis Suarez's Allstate Insurance Agency office in north Seattle had old T-12 fluorescent lights that were both too dim and too expensive to run.

Suarez hired Ostrea Lighting to replace the old lights with modern, high-efficiency T-8 lamps and ballasts. The installation cost \$626, but by taking advantage the \$480 rebate offered by **Seattle City Light's** conservation program, his out-of-pocket cost was just \$176.

During the first year, he saved an estimated \$202 on his light bill by using 3,379 fewer kWh. His payback was less than a year (more than a 100 percent annual return!) and he gets to pocket the annual savings from now on.

Portland property manager Wyse Investment Services Co. has implemented a simple strategy to keep the buildings it serves full of happy tenants while increasing building value: replacing aging mechanical systems with high-efficiency heat pumps and programmable thermostats. It's not flashy, but it works.

Wyse installed the systems in three Portland area buildings—a 20,000-square-foot high-tech facility, a 33,000-square-foot office building and a 15,000-square-foot strip mall.

The cost to the owners was \$200,000 after \$98,000 in incentives from **Energy Trust of Oregon**. The owners are eligible for additional tax credits from the state.

Old favorite

You know the energy-savings b and set the heat below 68 degree

There are still more good ways

- Almost all electronic shut off multiple de
- New "smart" power
- Programmable ther
- On cold days, help
- Buying a new TV? TV: New screens
- Replace old applia appliances.
- Find out how you

The annual energy savings are \$30,000, meaning the project will pay for itself in about six years.

That's a roughly 15 percent annual return, before considering the additional net operating income from a building full of tenants happy to lease a healthy indoor environment.

Seattle resident Evelyn Wong's heat seemed like it was always on in the winter, yet the temperature in her Seattle home of 50 years never climbed much above 50 degrees. Her answer was two or three layers of clothes.

Now, thanks to the city low-income weatherization program known as HomeWise, the 80-year-old's Beacon Hill home stays comfortable in winter and her energy bills are dramatically lower.

Following an energy audit, a private contractor performed \$9,000 in upgrades to Wong's home at no cost to her-- including insulation, weather stripping, efficient lighting and new energy-efficient appliances. In addition, HomeWise installed a heat pump to replace her old oil heat as part of a special pilot program, cutting her heating costs by roughly \$1,000 per year.

The Seattle program upgraded 877 homes in 2008 and expects to improve 1,000 homes in 2009 thanks to increased federal funding. The American Recovery and Reinvestment Act of 2009 includes \$62 million in new weatherization money for Washington state. Oregon is in line for \$39 million, Idaho for \$31 million and Montana for \$27 million.

-- John Healy



Tips and new hits for saving energy at home and work

Basics: keep the water heater at 120 degrees, make sure the dish and clothes washers are full, use CFLs, turn off the lights and the AC above 78 degrees.

To save energy -- and some may be new to you:

Use power strips -- computers, printers, stereos, televisions, etc - draw some electrical current even when off. A power strip allows you to turn off devices with the flick of a switch.

Smart power strips automatically turn off power when they sense the devices aren't in use.

Programmable thermostats can cut heating and cooling costs by 25%. Get one that is easy to read and use.

Warm the house with solar gain by opening curtains and shades. Close them at night to keep the warmth in.

Choose LCDs over Plasma--they use about half as much energy. And the smaller the TV, the less energy it uses. Dim your lights. TVs are frequently set to maximum brightness. Turning them down can save energy without a notable picture difference.

Energy-efficient appliances. For instance, today's refrigerators are 40% more efficient than those built as recently as 2001. Always buy Energy Star certified products.

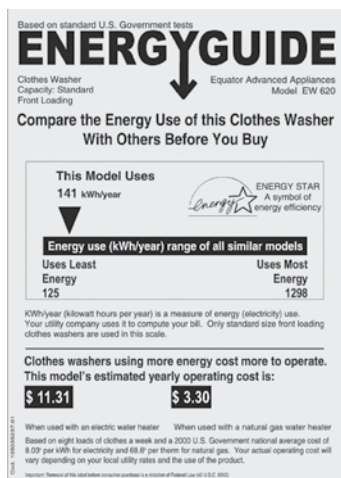
-- Kim Drury

Behavior change ‘the new energy savings frontier’

What does the field of behavioral economics have to do with accelerating energy efficiency? A lot, according to energy efficiency market researcher Linda Dethman.

Dethman told a packed room at the NW Energy Coalition’s December Board Meeting and Conference in Portland that behavioral change is “the new energy savings frontier.”

Dethman, speaking as part of a panel, said energy efficiency marketers usually neglect behavior change strategies because it’s hard to predict and measure how much energy savings will be produced. But behavior change does result in real savings, perhaps as much as 10% to 15% beyond what we are counting on today from conservation programs, she said. She cited the recent experience of Juneau Alaska where energy savings of 8% to 10% persisted long after the city ended its emergency call to curtail energy use following an avalanche that cut off hydro-power.



Habitual or Rational?
Which brain does *this* appeal to?

The key question is how to influence human behavior to get those long term savings.

“Forget what you learned in Economics 101,” she said. “While people may *tell* you they make economic decisions by weighing costs and benefits – research shows it’s a lot more complicated. And we need to really think about the results of that research as we plan our conservation programs.”

“Forget what you learned in Economics 101. While people may tell you they make economic decisions by weighing costs and benefits – research shows it’s a lot more complicated.”
- Linda Dethman

Some of the research highlights Dethman touched on, along with implications for stepping up our plans for more energy savings, are:

- Many of our daily decisions—including those involving efficiency behavior--are rooted in what is termed the “habitual” corner of our brains, sort of our brain’s default operating system. Even at work, only occasionally do we engage the rational part of our brain to truly weigh costs and benefits of individual actions. So, can we simplify conservation marketing to appeal to the habitual brain?
- People are motivated more by fear of loss than opportunity for gain; we’re more miserable losing \$100 than happy at gaining \$100. Research demonstrates that people will act to avoid loss. Can we use fear of loss constructively as we approach energy conservation planning and marketing?
- Behavioral research shows that “free” works, which likely accounts for the breakthrough in customer acceptance of compact fluorescents.
- Inertia and the status quo are incredibly powerful. Once people opt in to default decisions – for example, monthly savings deductions – they stick with them. Are there ways to make energy efficiency the default decision?

Check www.nwenergy.org to view Dethman’s presentation.
--Kim Drury

Ralph Cavanagh:

Federal administration can assure huge energy-efficiency gains



Ralph Cavanagh, a founding member of the NW Energy Coalition, is co-director of the Natural Resources Defense Council's energy program and a legendary leader of the national energy-efficiency movement. We asked him to comment on what the new federal government can and should do to accelerate efficiency savings.

Q. How should the Obama administration promote broad investment in energy efficiency? What specific priorities should it adopt?

RC. The stimulus bill will pump billions of dollars into housing retrofits and reserve at least \$3 billion more for energy efficiency investments in all sectors, delivered through institutions like utilities and state energy offices. It's great that the administration and Congress worked together to ensure that some of the new funds will come with conditions that should accelerate progress on enforcement of tighter energy efficiency standards in buildings, and on state-level regulatory reforms to align utility incentives with those of their customers in saving energy.

Beyond that, big opportunities include breaking the logjam on federal efficiency standards for essentially all major equipment categories, which have been pretty much dead in the water for the past eight years. It's important also for the federal government to stop blocking progress at the state level; the Department of Energy, for example, has so far refused to let California adopt new efficiency standards for clothes washers. And there will be a host of opportunities to accelerate energy efficiency deployment at federal buildings and facilities, including military bases.

Energy efficiency is likely to be a major theme of the long-overdue federal climate legislation, as priority No. 1 in a long-term effort to minimize costs and maximize benefits from sustained reductions in global-warming pollution.

Q. What are the prospects for a federal energy efficiency resource standard (EERS)? What elements are most important to such a standard, and is U.S. Rep. Ed Markey's bill, H.R. 2529, the right approach?

RC. Establishing an EERS should be a policy priority, and NRDC supports the Markey bill. Key elements of such a standard include targets framed as a percentage of total electricity and natural gas consumption (not consumption growth) that can ratchet up -- but not down -- over time, and full integration of verified savings from upgraded or new efficiency standards so utilities have a strong incentive to support more and better standards. And all retail energy providers should be covered, regardless of ownership.

Q. How should the federal government approach appliance efficiency standards? What's the right balance between mandated standards and incentives for manufacturers and retailers?

RC. The federal government should regularly review and upgrade all its efficiency standards. The residential furnace standard is a prime candidate for immediate upgrades. The federal standards shouldn't mandate compact fluorescent light bulbs or any other efficiency technology. Rather, it should ensure compliance with the performance goals Congress adopted in December 2007 (which will require CFL-equivalent efficiency performance for virtually all screw-in bulbs by 2020). And we need both standards and incentives. Tighter standards should lock in gains achieved by well-designed incentives. That virtuous cycle has been operating across the Pacific Northwest for the better part of three decades now.

--John Healy

NorthWestern CEO Bob Rowe Aligning interests in pursuit of 'the right thing'



Bob Rowe, CEO of NorthWestern Energy, was a 2003 recipient of the NW Energy Coalition's Headwaters Award for his efforts in support of clean and affordable energy on the Montana Public Service Commission. In this exclusive interview, Rowe discusses his energy efficiency priorities for NorthWestern:

Concerning my priorities, three recurring themes are investment, engagement, and alignment of interests. I need to be able to make the business case to do the "right thing." If we can do that, the alignment of interests should follow.

You can think about our stakeholders as including employees, shareholders, customers, and the larger public interest. We are a regulated utility. We take the idea that we have public responsibilities very seriously.

At the recent Montana Energy Summit, we tried to facilitate a broad discussion of energy-related issues, and also committed to convening follow-up workshops on several specific subjects. We're also trying to strengthen our Technical Advisory Committee, with its focus on supply and efficiency issues. We've had a number of stakeholder meetings; and as often as not, we have our entire executive team present. I can't imagine there are too many other utilities where you could get all of the senior leaders of the company together to meet with stakeholders on such an intensive basis. Over the long term, we can align the interests of most key stakeholders on most of the big subjects, provided there is good information and analysis, good process, and good faith.

One of the first topics we would like to focus on is "decoupling." Decoupling makes the utility at least neutral about its supply choices. Going beyond that, I want the company to be able to be as excited about the business case for investments in cost-effective efficiency

or renewables as we are about any other opportunity that may present itself.

We already get about 8.5% of our electricity from wind and renewables, more than any investor-owned utility in the region, and are working hard on wind integration to allow us to bring on even more, in the most cost-effective way possible.

On the efficiency side, we've seen real benefits from community-based initiatives like the Green Blocks program in Missoula. We'd love to expand that to other communities. As you know, we also support the regional market transformation efforts of the Northwest Energy Efficiency Alliance, which are clearly producing value.

Finally, we want to expand our work with our large- and mid-sized customers, both in the industrial-commercial and in the not-for-profit sectors -- schools, healthcare facilities, and the like. We're somewhat challenged in doing that, however, because a large part of that load is served by (power purchased by industrial customers on the spot) market and we're the distribution company. Still, there's a lot of bang for the buck, both in terms of environmental opportunities and also in allowing some very important institutions to remain economically viable.

A longer transcript of Rowe's conversation with Montana Efficiency Works! advocate Patrick Judge appears at nwenergy.org.



NW Energy Coalition

Individual Membership*
join or renew online today!

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*For organizational membership, contact Cy Berryman at cy@nwenergy.org

Avista Utilities – Bruce Folsom, Senior Manager of Demand Side Management

At a glance

Organization: Avista Utilities
Year founded: 1889
Office location: Spokane, Wash.
Contact information: 1-800-227-9187
Web site: www.avistautilities.com
Number of staff: Approximately 2,000
Geographic scope: Washington, Oregon, Idaho, Montana

What is your organization's mission?

Avista provides electric and natural gas service to about 481,000 customers in a service territory of more than 30,000 square miles in eastern Washington, northern Idaho, and parts of Oregon. Headquartered in Spokane, Avista's five strategic priorities are operational excellence, responsible resource mix, customer orientation, environmental stewardship and community partnership.

How did you get involved with your organization?

I began my career in 1979 as the Regional Director of the Environmental Intern Program/Pacific Northwest, initiating the national non-profit organization's Seattle office. In 1984, I started an eight-year run with the Washington Utilities and Transportation Commission, most recently leading its tariff and rate case analysis section as the electric program manager. I respected the customer focus of the Washington Water Power Company and joined WWP in 1993 in the rates and regulation department. (WWP changed its name to Avista in 1999.) I was named senior manager of DSM in 2006.

What are the most important and exciting energy efficiency programs Avista is involved in?

First, our commercial and industrial site-specific program provides financial incentives to any electricity- or gas-saving measures with a simple payback of greater than one year. This is our "work-horse" offering. Second, we've taken a "something-for-everyone" program emphasizing low- and no-cost options for residential customers, including compact fluorescent light bulbs, to more than 40 communities. Having the energy efficiency message constantly before customers should lead to greater awareness of our bigger ticket residential rebates and commercial incentives. Finally, our Every Little Bit informational campaign (everylittlebit.com) has been driving customers to our website to use our energy efficiency rebates.

What is the most effective strategy to help consumers and businesses achieve energy efficiency savings?

The bottom line is that a member of a household, a small business person or a facilities manager needs to decide they want to reduce their energy bills and improve the comfort and/or efficiency of their homes and premises. The most effective strategy is to have broad and deep programs and, as important, to deliver the energy efficiency message in a manner that will encourage the customer to decide to act. We exceeded our 2007 annual electric savings target by 13% and our natural gas savings target by 40% through this approach.



Bruce Folsom is senior manager of demand side management at Avista Utilities and a 1999 winner of the Coalition's Headwaters Award. He has a B.S. and B.A. from the University of Washington and an M.B.A. from Seattle University.

How does membership in the NW Energy Coalition further the work of your organization?

Avista has been innovative for the past 119 years. It is part of our culture. (Throughout our history) our communities, key stakeholders, opinion leaders and the expert public have informed our innovations. The NWECA embodies some or all of these entities. Further, the NWECA staff participates in and adds value to our Integrated Resource Plan Technical Advisory Committee and our External Energy Efficiency Board.

What is one thing you would like to see happen in the region to accelerate energy efficiency?

The one thing I'd like to see is "cultural and systemic" messaging for energy efficiency on a par with a host of other societal issues, such as seat belt usage, anti-smoking, dental flossing, anti-littering or anti-drunk driving.

--Jesse Stanley

NW Energy Coalition

3TIER Environmental Forecast Group - Int.
A World Institute for a Sustainable Humanity - Int.
Advocates for the West - ID
Alaska Housing Finance Corporation - AK
Alliance to Save Energy - D.C.
Alternative Energy Resources Organization - MT
American Rivers - WA
Apollo Alliance - CA
Audubon Washington - WA
Avista Utilities - WA
BC Sustainable Energy Association - BC
Bonneville Environmental Foundation - OR
Central Area Motivation Program - WA
Citizens Utility Alliance - WA
Citizens Utility Board of Oregon - OR
Climate Solutions - WA
Climate Trust, The - OR
Community Action Partnership of Oregon - OR
Community Action Partnership Association of Idaho - ID
Conservation Services Group - OR
David Suzuki Foundation - BC
Earth Ministry - WA
Earth and Spirit Council - OR
Ecological Design Center - OR
Ecos - OR
eFormative Options, LLC - WA
Emerald People's Utility District - OR
The Energy Project - WA
Energy Trust of Oregon - OR
Environment Oregon - OR
Environment Washington - WA
enXco Development Corporation
Eugene Water & Electric Board - OR
Friends of the Earth - DC
Golden Eagle Audubon Society - ID
Horizon Wind Energy - OR
Housing and Community Services Agency of Lane County - OR
Human Resources Council, District XI - MT
Iberdrola Renewables - OR

Idaho Conservation League - ID
Idaho Rivers United - ID
Idaho Rural Council - ID
Idaho Wildlife Federation - ID
Interfaith Network for Earth Concerns - OR
Kootenai Environmental Alliance - ID
League of Utilities and Social Service Agencies - OR
League of Women Voters, ID - ID
League of Women Voters, WA - WA
League of Women Voters of Oregon - OR
Metrocenter YMCA - WA
Missoula Urban Demonstration Project - MT
Montana Audubon - MT
Montana Environmental Information Center - MT
Montana Public Interest Research Group - MT
Montana Renewable Energy Association - MT
Montana River Action - MT
Montana Trout Unlimited - MT
The Mountaineers - WA
National Center for Appropriate Technology - MT
Natural Resources Defense Council - CA
New Buildings Institute - WA
Northern Plains Resource Council - MT
Northwest Energy Efficiency Council - WA
Northwest Resource Information Center - ID
Northwest Solar Center - WA
Northwest Sustainable Energy for Economic Development - WA
NW Natural - OR
Olympic Community Action Programs - WA
Opportunities Industrialization Center of Washington - WA
Opportunity Council - WA
Oregon Action - OR
Oregon Energy Coordinators Association - OR
Oregon Energy Partnership - OR
Oregon Environmental Council - OR
Oregon HEAT - OR
Oregon State Public Interest Research Group - OR
Pacific Energy Innovation Association - BC
Pacific NW Regional Council of Carpenters - WA

Pacific Rivers Council - OR
The Policy Institute - MT
Portland Energy Conservation Inc. - OR
Portland General Electric - OR
PPM Energy - OR
Puget Sound Alliance for Retired Americans - WA
Puget Sound Energy - WA
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Salmon for All - OR
Save Our Wild Salmon Coalition - WA
Seattle Audubon Society - WA
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