



**ROCKY MOUNTAIN
POWER**

FinAnswer Express: Collaborating to Save Energy

2010 Energy Efficiency Alliance Workshop

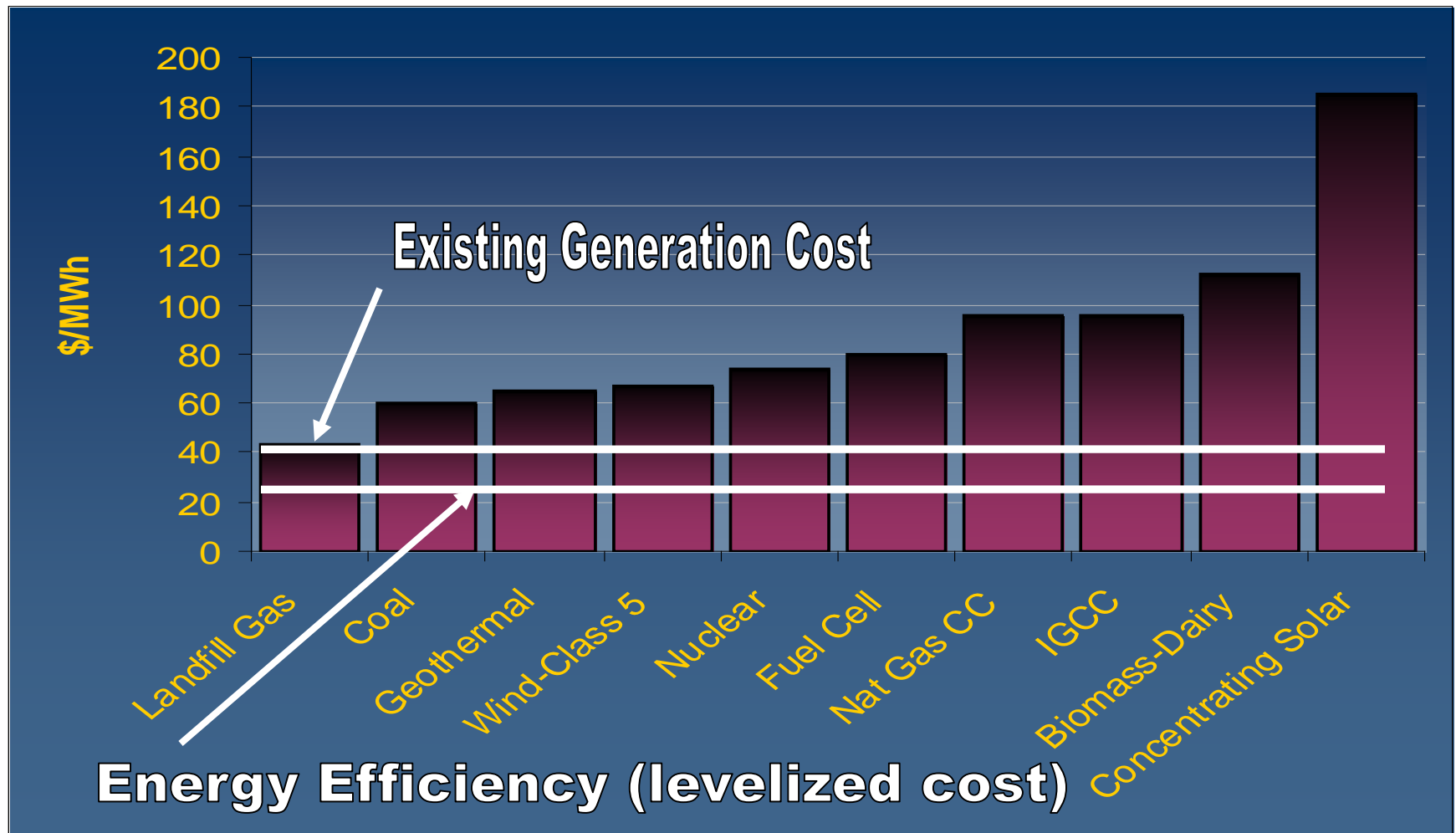
Carol Hunter

**Vice President
Rocky Mountain Power**

February 4, 2010



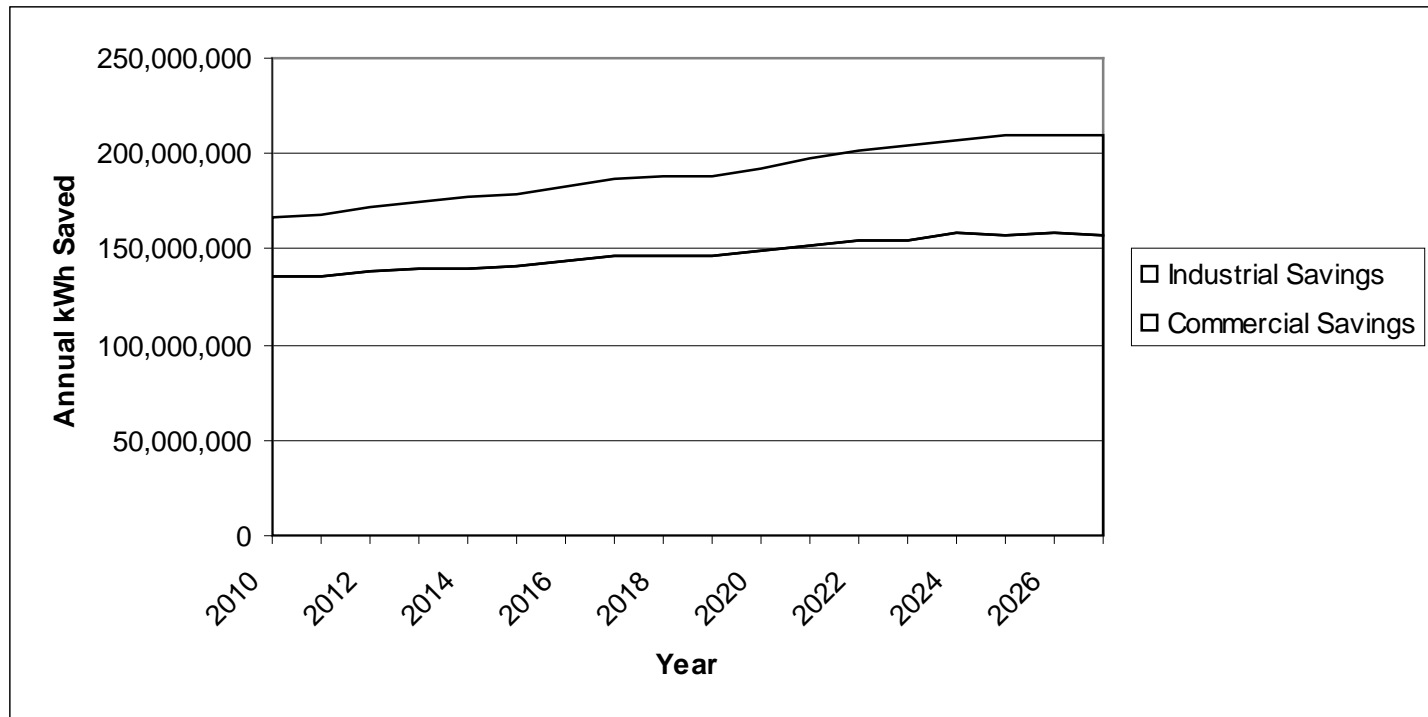
Energy Efficiency Is Generally Least Cost



Source: California Energy Commission, June 2007

How Much Savings Are Out There?

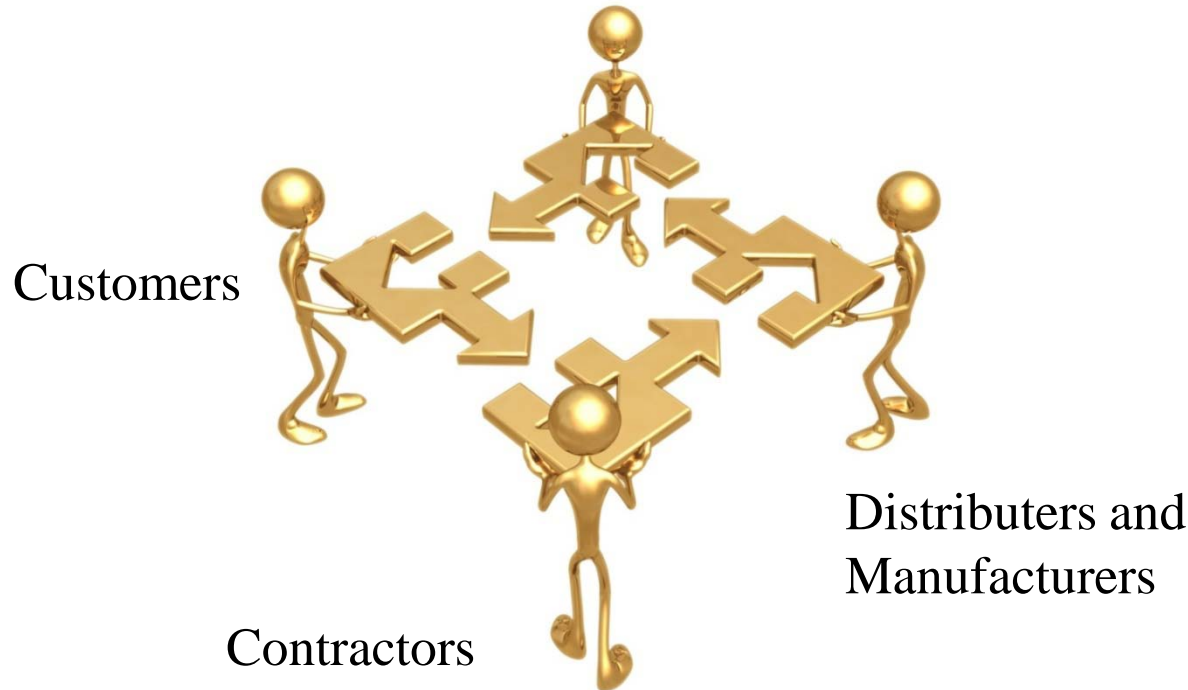
– Utah Commercial & Industrial Energy Efficiency Potential



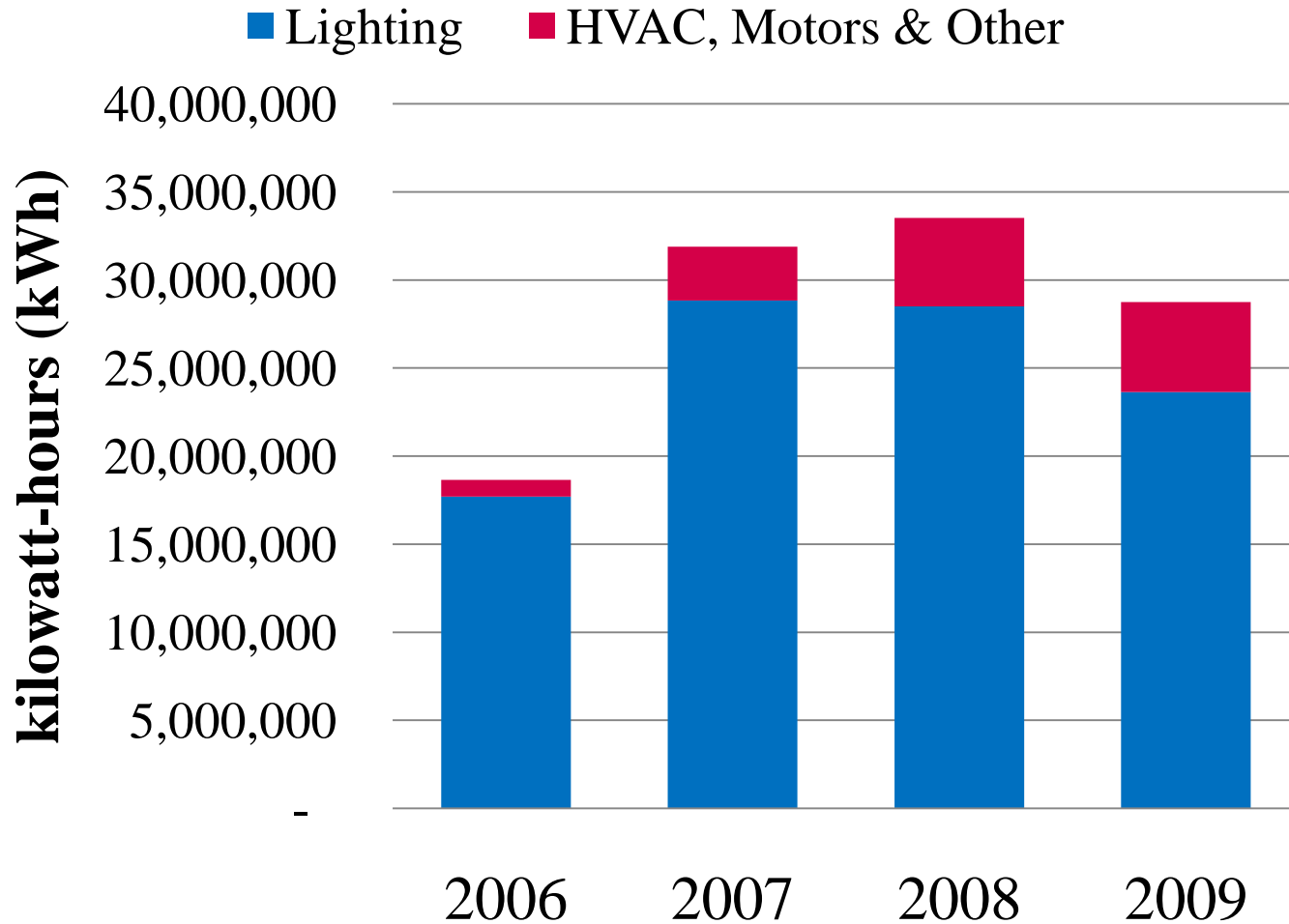
The Energy Efficiency Alliance . . .

A Partnership to Save Energy and Money

Rocky Mountain Power
FinAnswer Express



Success with FinAnswer Express and you



Energy Efficiency Alliance Accomplishments

- **72** Alliance participants submitted lighting projects
- **15** Alliance participants submitted HVAC, motors & other projects
- **599** projects were submitted in 2009

2009 Utah Savings

Lighting

23,642,558 kWh (82%)

HVAC, Motors & Other

5,109,965 kWh (18%)

Foundations for Continued Success

– Continue to build partnership with you

- ▶ New Calculation Tools
- ▶ Targeted Program Training
- ▶ Increased Support



– Continue to evolve FinAnswer Express

- ▶ Match incentives and measures to changing needs of customers, availability of new technologies
- ▶ Increase awareness through program marketing, new outreach & communication initiative, and your efforts

What is *wattsmart*?

wattsmart

*See ya later
refrigerator*

Cool
Keeper

Home
Energy
Savings

Cool Cash
Incentives

ENERGY
STAR New
Homes

Time of
Day

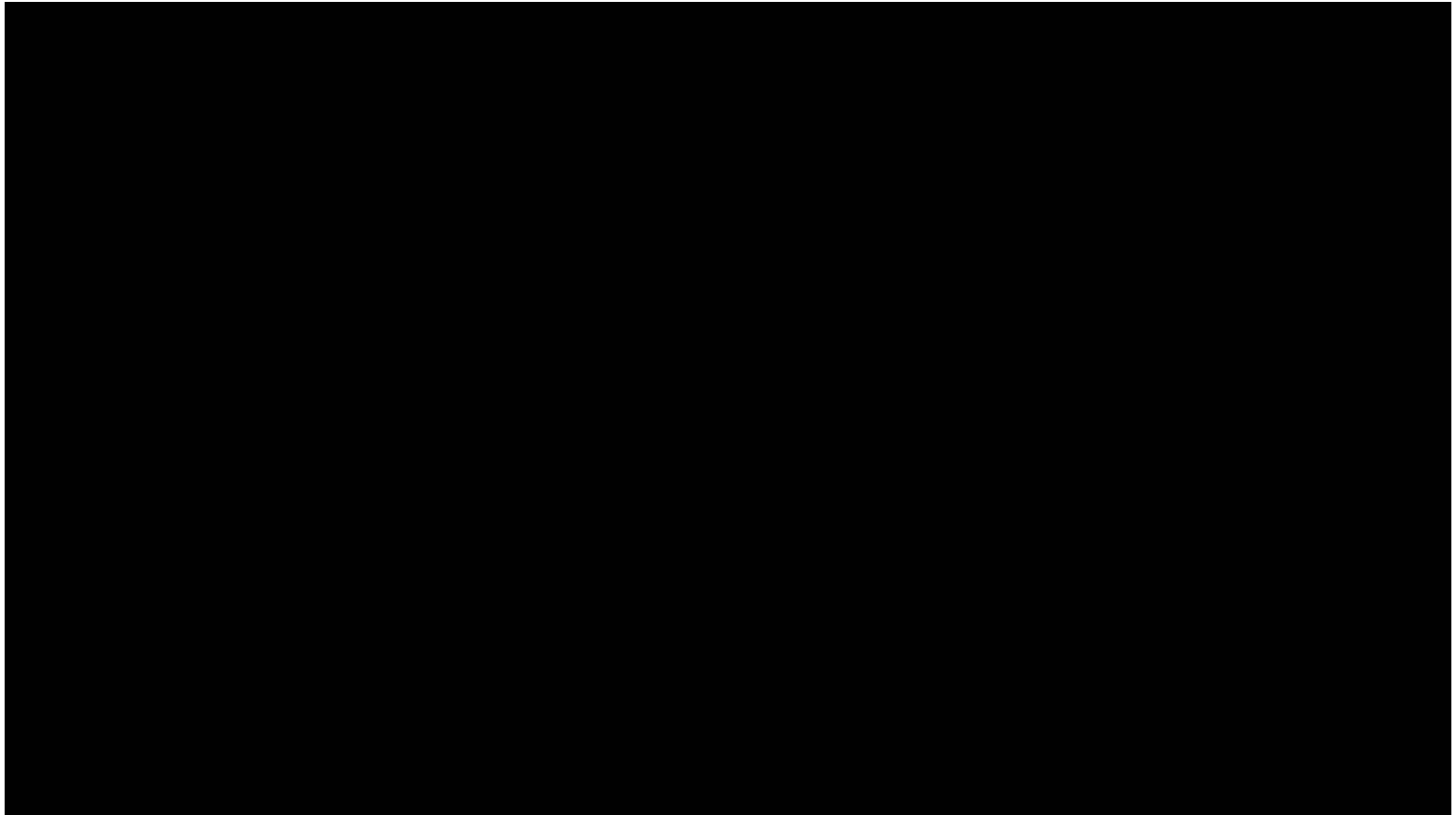
Energy
FinAnswer

Bright Ideas

Load
management

FinAnswer
Express

What is *wattsmart*?



Looking Back ... Looking Forward



THANK YOU!

- Recognition for top performing companies

