

Energy Efficiency Alliance

The Energy Efficiency Alliance (EEA) is a collaboration between Rocky Mountain Power and local contractors, distributors and vendors. Advantages to participating include:

- Improved business visibility
- Qualified business leads
- Incentive program training
- Marketing support
- Notifications of program updates

If you are not currently participating in the FinAnswer Express program and are interested in joining the EEA, **contact us today.**

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Training Recap

The training on May 6th for the Rocky Mountain Power Energy Efficiency Alliance, at the Hilton Garden Inn in Idaho Falls, was a success. 57 people participated in the training on the FinAnswer Express program. Recent successes from this past year and information regarding upcoming program changes were discussed. Copies of the presentations will be available on the [Energy Efficiency Alliance web page](#) for those who weren't able to attend. Please contact your Energy Efficiency Alliance coordinator for any questions or follow-up regarding the trainings. We would like to thank everyone who attended for participating and we look forward to meeting again in the future.

LED Product Incentive Measures

Due to the recent growth in availability of LED lighting products, Rocky Mountain Power has introduced qualifying requirements for LED products to receive incentives through the FinAnswer Express program. The requirements became effective on March 26, 2010 and can be obtained on the [Rocky Mountain Power Alliance web page](#) or from your EEA Coordinator. Products must be Energy Star certified or meet the Rocky Mountain Power qualifying requirements to be eligible for an incentive.

Premium Efficiency Motors

Provisions of the Energy Independence and Security Act (EISA) of 2007 mandating higher motor efficiency standards will become effective on Dec. 19, 2010. EISA requires all motors manufactured for sale within the U.S. on or after that date to meet the nominal full load efficiency defined in NEMA MG-1 (2006) Table 12-12. In accordance with the new Federal Standard, Rocky Mountain Power is planning to discontinue offering incentives for NEMA Premium motors purchased on or after Dec. 19, 2010.

It is important that your customers are prepared for the change. While equipment manufacturers and machine builders must adjust their designs and retest their products to meet the requirements of EISA, changes must also be made in how motors are presented and sold to the customer. Customers can expect lower electric bills and longer motor life with the premium motors, but up-front costs may be higher as well. The following are a few tips to help prepare for the transition.

- Understand the new federal efficiency regulations – The more you know, the better you can serve your customers.
- Inform the customer – The more they know about these changes the more capable they become to make the best decisions for them and their company.
- Promote the positives – The change will make equipment more energy efficient.
- Sell the incentive – Encourage customers to purchase the more efficient, longer lasting, higher priced motor now while an incentive is still available rather than wait until the motor fails.

FinAnswer Express Program Changes

Due to changes in the federal mandated minimum efficiency regulations ([CFR Title 10 Section 431](#)), Rocky Mountain Power is planning to make modifications to the FinAnswer Express program this summer. The details of these modifications will be discussed in the June newsletter and on the Rocky Mountain Power Alliance web page. For additional information please contact your EEA coordinator.

Program Contacts for EEA Participants

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