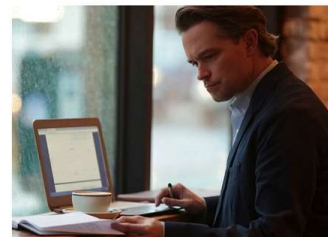


# Wattsmart® Program

## Idaho Annual Training



WATT**SMART**®

 **ROCKY MOUNTAIN  
POWER.**



# Agenda

- Introduction – Program Changes
  - New Implementer/Program Administrator
  - Program Rebrand
- Program Overview
  - Wattsmart Business
    - Lighting
    - Non-lighting
  - Wattsmart Homes
    - Existing
    - New Construction
  - Wattsmart Marketing
- Comfort Ready Home (CRH) Program Overview
- Award Winners and Raffles

# Program Changes

Wattsmart Business Implementer change



# Program Implementers



Wattsmart Business  
Lighting and Non-lighting  
(prescriptive)



Wattsmart Business  
Managed Non-lighting



Wattsmart Business  
Agricultural and Industrial



# Program Implementers



Wattsmart Homes  
Existing and Multi-family



Wattsmart Homes  
New Construction



# Program Changes

What does this mean for Wattsmart Business partners?

- Need to re-enroll in the Network
- New support Teams
- Name change from Vendors to Trade allies
  - Premium Vendor now known as Pro Network
- New Website for Trade Allies
  - Find a Trade ally Tool

# Program Overview

## Wattsmart Business



WATT**SMART**<sup>®</sup>  
BUSINESS

 **ROCKY MOUNTAIN  
POWER**  
POWERING YOUR GREATNESS

# Meet the Team



**Tony Allen**  
Vendor Support



**Chase Harris**  
Vendor Support



**Molly Roth**  
Associate Marketing Manager



**Sarah Fitzgerald**  
Marketing Manager



**Alison Kilpack**  
Project Coordination



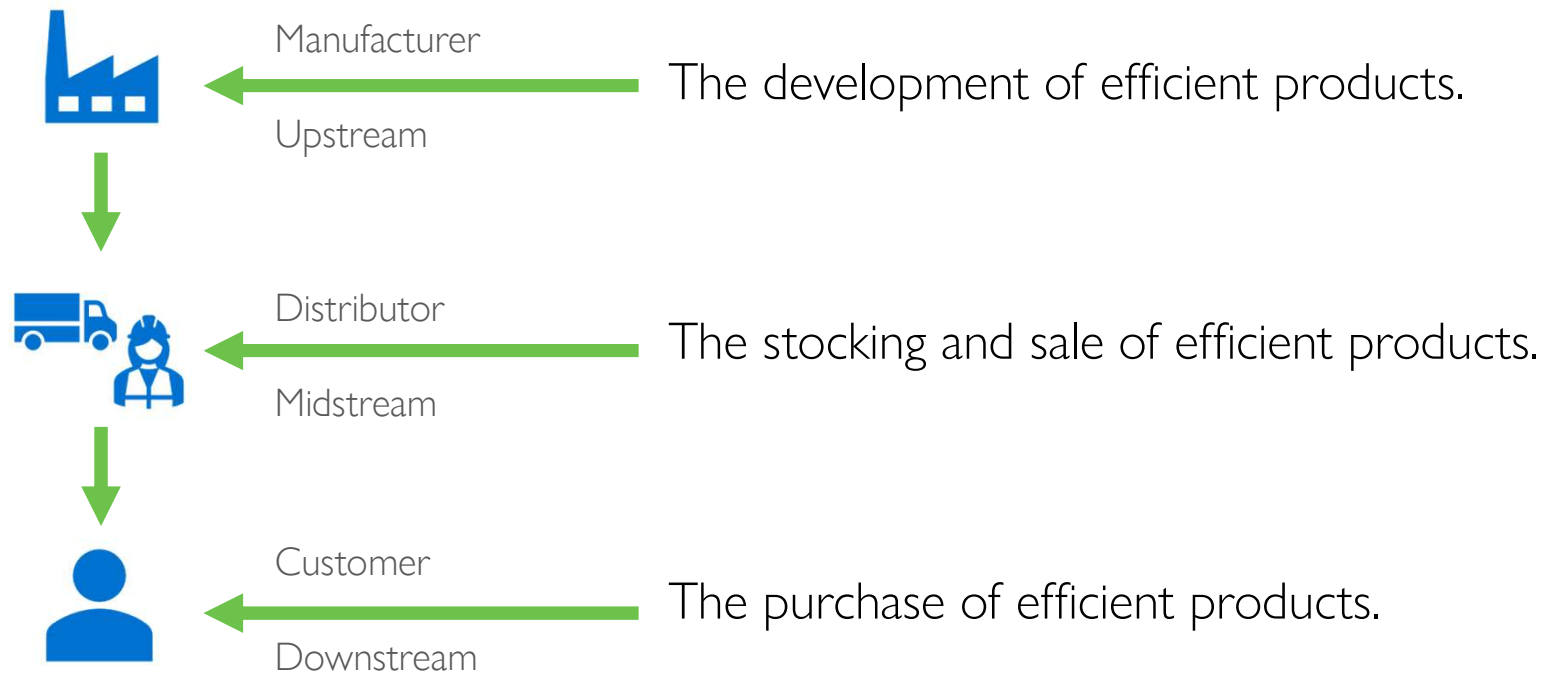
**Wilmer Cabrera**  
Program Manager



**Melissa Miranda**  
Training & Events

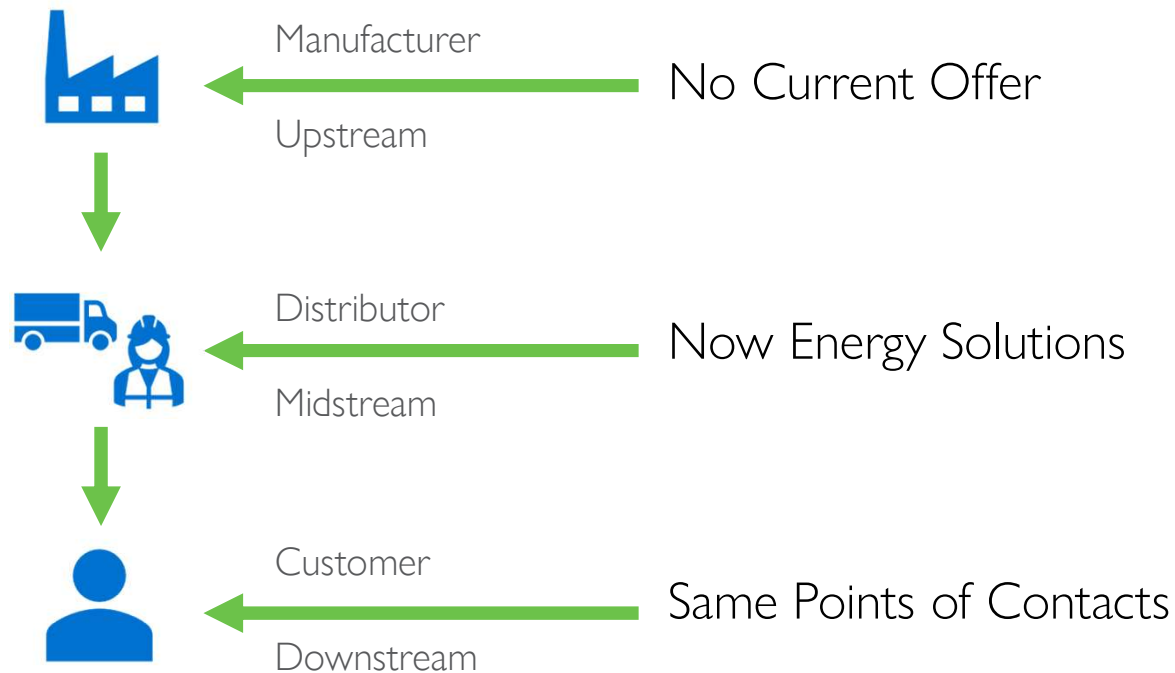
# Motivate through targeted offers

## PRODUCT FLOW

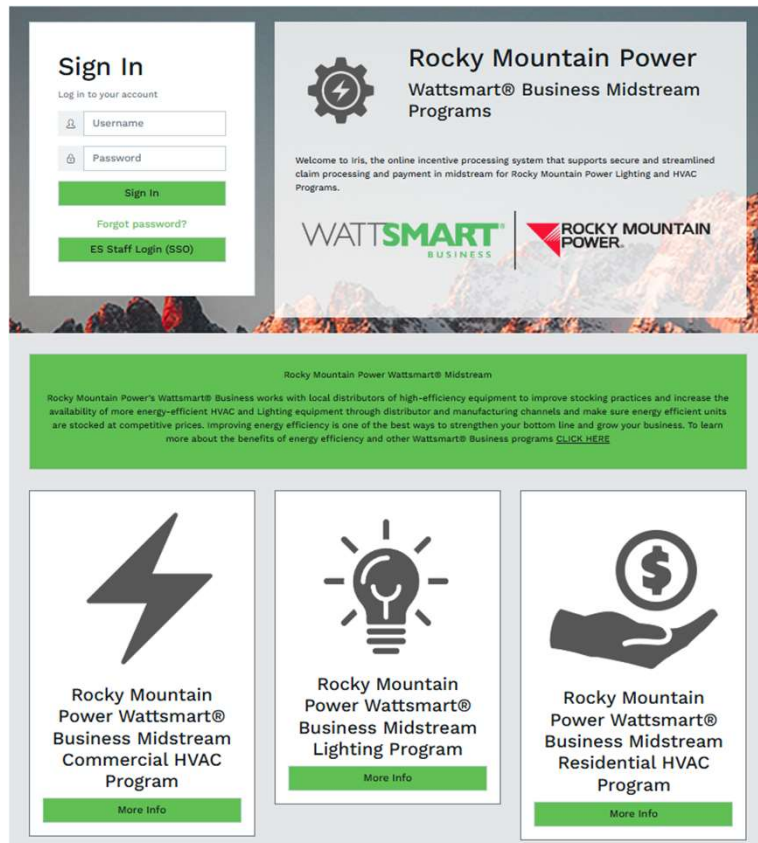


# Motivate through targeted offers

## PRODUCT FLOW



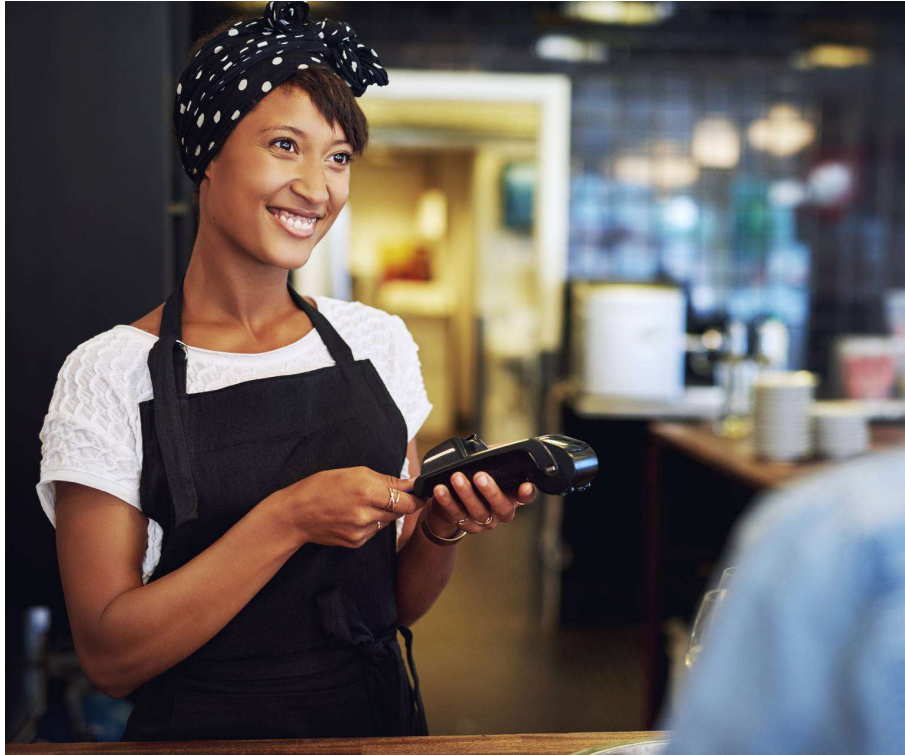
# New Midstream Process, Point of Contacts, and Software



## IRIS KEY FEATURES:

- Options for individual or bulk claim entry
- Real-time payment and claim tracking features
- Participation dashboard for tracking sales and program performance
- Incentive and equipment lookup tool to check eligibility and rebate amounts

# Small Business Enhanced



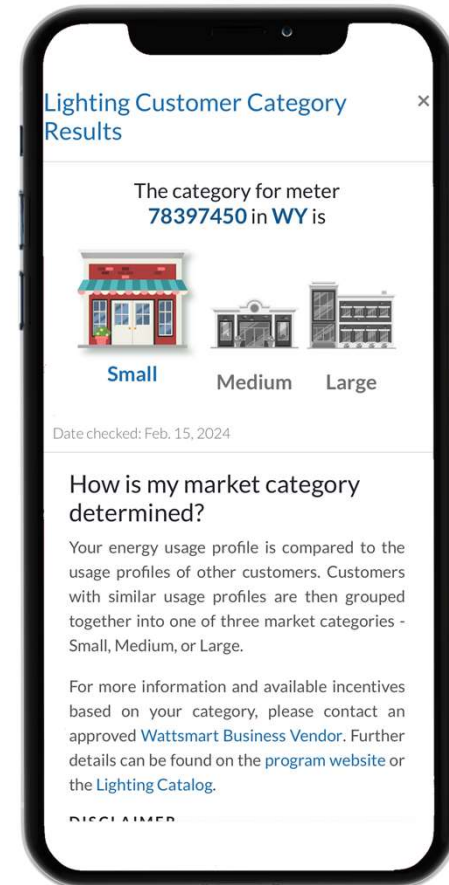
- Our SBE offering helps small business owners save money, time and energy when upgrading existing lighting systems to LED
  - Incentives cover up to 75% of project costs, up to \$5,500
  - Most projects involve re-lamping fluorescent tubes with LED tubes
  - In some cases, we will install new fixtures (exception required)
- Customers receive instant incentives and pay you 25% of the project cost. You receive the 75% on the back end after submitting the project
- Rate Schedules: 6, 6A, 23, 23A, 35, 35A



# Small Business Enhanced

Need to verify a meter? Scan QR Code and bookmark this website.

[https://verify.wattsmartbusiness.com/verify\\_customer/](https://verify.wattsmartbusiness.com/verify_customer/)



# Small Business Enhanced

## Requirements for project submittals:

- Copy of the lighting tool (filled out)
  - Ensure there is no missing information in the customer info page
  - Project must meet cost-effectiveness standards ( $\leq \$0.45/\text{kWh}$ )
- A signed General Application
- Invoice showing deduction for RMP incentive
- Incentive is required to be paid to vendor
- Spec sheets for equipment installed

## What affects a project's CE (cost-effectiveness)?

Total Project Metrics	
9.05 yrs - SPB w/o Incentive <small>(2.26 yrs - SPB w/ Incentive)</small>	Review Needed (>8.0 yrs)
\$0.33 Cost/kWh	Good (<\$0.35)
\$0.25 - Incentive/kWh	Review Needed (>\$0.20)

- Project costs.
  - CE is mainly dictated by the cost to install new fixture
- Hours of operation
  - Businesses with low hours of operation don't tend to yield a lot of savings

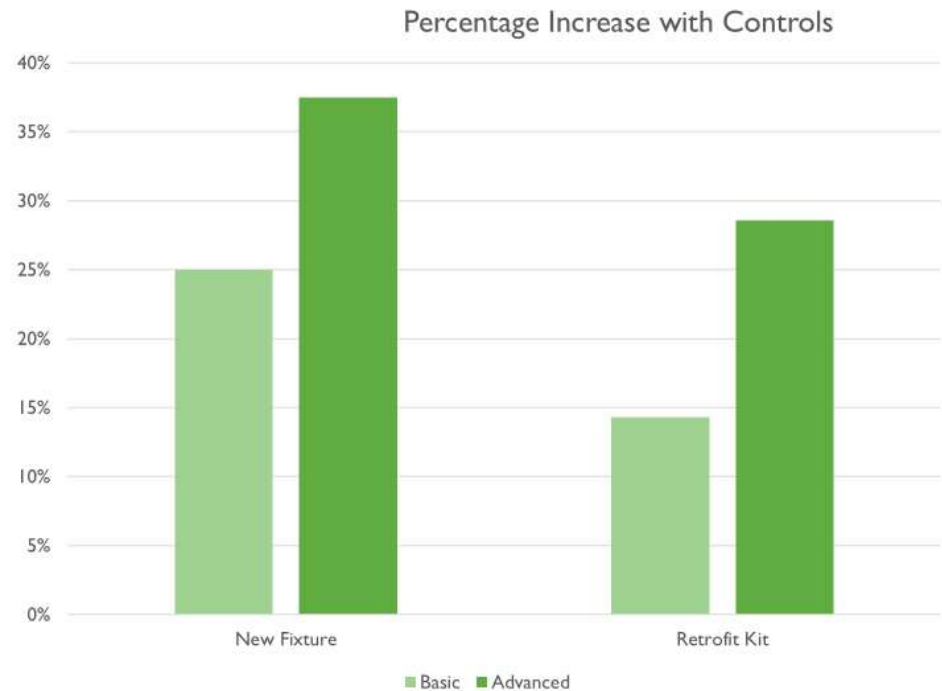
# NLCs and ANLCs Pay More

- **New fixture:**

- Advanced networked lighting controls \$0.22/kWh.
- Basic or networked lighting controls \$0.20/kWh.
- No controls \$0.16/kWh.

- **Retrofit kits:**

- Advanced networked lighting controls \$0.18/kWh.
- Basic or networked lighting controls \$0.16/kWh.
- No controls \$0.14/kWh



# LLLC

- Install like a basic fixture.
- Install the right system so they have something to work with.
- Commissioning is tricky.
- There is support from manufacturer's reps.
- LLLC fixtures come with controls from the factory.



Image Courtesy of NEEA

# Plug and Play Controls Ready

- Install like a basic fixture.
- Install fixtures that have an easy path for upgrades
- Commissioning is tricky.
- There is support from manufacturer's reps.
- Plug and Play Controls are simple to install



# LLLC vs. Plug and Play Controls Ready

## LLLC

- Customer knows they want controls
- Needs of the space may change
- Want an easy and packaged solution



## PLUG AND PLAY CONTROLS READY

- Customer isn't ready for controls today
- Needs of the space may change
- Are comfortable with a dynamic system that is build for their needs





# Wattsmart Opportunities

## Lighting and controls

[GO TO LIGHTING](#)



## HVAC

[SEE HVAC INCENTIVES](#)



## Motors and drives

[FIND OUT MORE](#)



## Food service

[SEE DETAILS](#)



## Compressed air

[FIND OUT MORE](#)



## Building envelope

[LEARN MORE](#)



## Appliances and office

[SEE INCENTIVES](#)



## Wastewater and other

[FIND OUT MORE](#)



## Oil and gas

[LEARN MORE](#)



# Questions?





# Popular Non-Lighting Projects

*Incentives for*  
Pumps, Fans, Doors and Forklifts

(Irrigation, Farm & Dairy, Refrigeration & More)



Avenly Reid  
Energy Efficiency Engineer

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# Wattsmart® Business How?

Call to confirm eligibility & discuss projects



AVENLY REID

[Avenly.Reid@CascadeEnergy.com](mailto:Avenly.Reid@CascadeEnergy.com)

(801) 383-2501



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## Wattsmart® Business Typical Incentive Categories



IRRIGATION



FARM & DAIRY



COMPRESSED AIR



REFRIGERATION &  
DISTRIBUTION

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## Wattsmart® Business Incentive Rates

*Incentives paid to your customers based on the annual kWh energy savings of their projects*

Capital Projects	ID	UT	WY
Incentive	\$0.15/ kWh	\$0.15/ kWh	\$0.10/ kWh
Cost Cap	70%	70%	70%
Payback Cap	1 year	1 year	1 year

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Industrial Facilities *(by a show of hands)*

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POWERING YOUR GREATNESS

# Refrigeration, Distribution and Storage

## ADAPTIVE REFRIGERATION CONTROLS

- \$0.15 per kWh annual savings
- Evaporator fan cycling
- Defrost control
- Typical incentive 50% to 70% of cost



# Refrigeration, Distribution and Storage

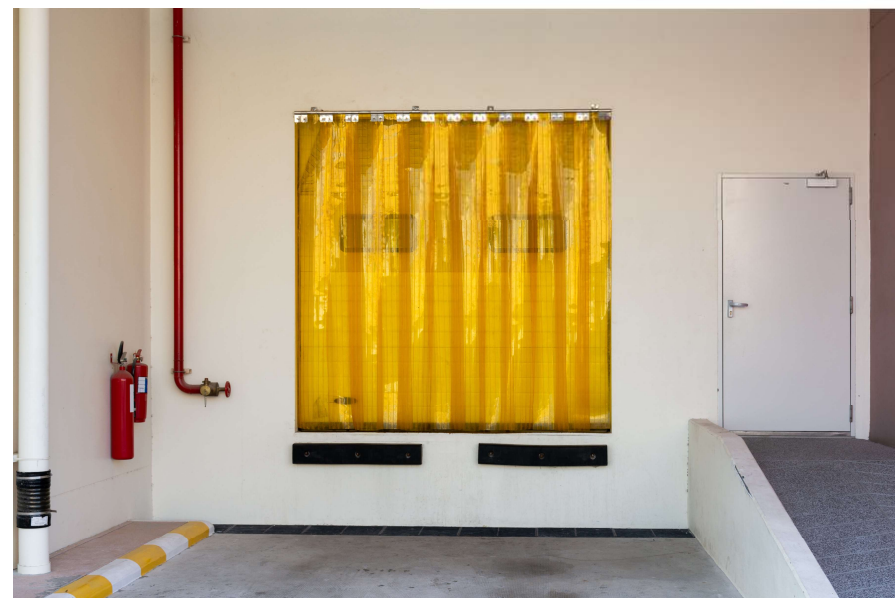
## HIGH SPEED DOORS

- \$0.15 per kWh annual savings
- Typical incentive 25% to 50% of total cost

The space conditioning equipment on each side should be substantially different.

A couple of simple examples for circumstances where the door could be incentivized:

- **An HSD separating a freezer and a dock or cooler in a cold storage.** The refrigerant suction temperature serving the evaporators in each room is different (lower in the freezer).
- **An HSD separating an air-conditioned space from outside.**





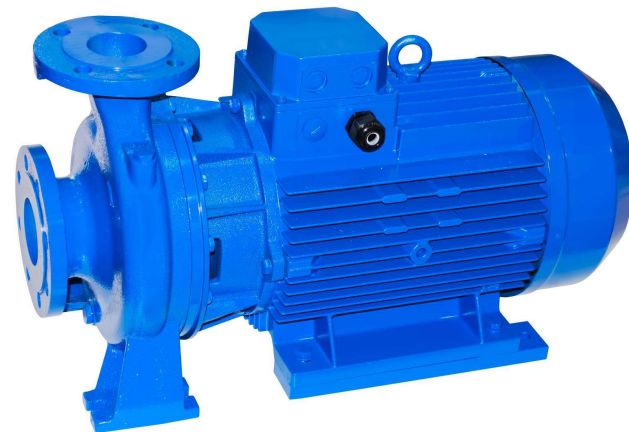
# Opportunities for VFD Incentive

## COMMON VFD OPPORTUNITIES

- Pumps: water, glycol, slurry
- Dust collection: fans and blowers
- Evaporator, condenser fans
- Refrigeration compressors
- Dairy fans

## REPLACE OLD DRIVES

- Over 15 years old, -or-
- End of life and never received incentive (any age)

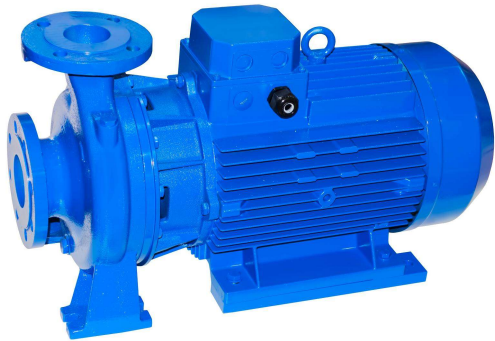




# Compressed Air Incentives

## VFD AIR COMPRESSORS

- Up to 75 hp single compressor are eligible for post-install rebate
- Savings from \$1,500 to as much as \$9,000 / yr
- Incentive calculated at \$0.15/kWh of savings (caps may apply)



## Wattsmart® Business

### Demystifying \$0.15 per kWh – Example Compressed Air

L/UL to VFD

25 HP	40HR		80HR		120HR	
%Capacity	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$
30%	\$389	\$1,459	\$778	\$2,918	\$1,167	\$4,377
50%	\$368	\$1,379	\$735	\$2,758	\$1,103	\$4,137
70%	\$210	\$786	\$419	\$1,573	\$629	\$2,359
90%	\$33	\$125	\$67	\$251	\$100	\$376

50 HP	40HR		80HR		120HR	
%Capacity	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$
30%	\$771	\$2,890	\$1,541	\$5,780	\$2,312	\$8,670
50%	\$729	\$2,732	\$1,457	\$5,464	\$2,185	\$8,196
70%	\$415	\$1,558	\$831	\$3,116	\$1,246	\$4,674
90%	\$66	\$248	\$132	\$497	\$199	\$745

75 HP	40HR		80HR		120HR	
%Capacity	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$
30%	\$1,145	\$4,294	\$2,290	\$8,588	\$3,435	\$12,882
50%	\$1,082	\$4,059	\$2,165	\$8,118	\$3,247	\$12,177
70%	\$617	\$2,315	\$1,235	\$4,629	\$1,852	\$6,944
90%	\$98	\$369	\$197	\$738	\$295	\$1,107

#### ASSUMPTIONS

- Rated #acfm = 4 \* #HP
- Operating and Rated pressure = 100 psig
- Storage Volume gallons = 3 \* #acfm
- No Eligible Costs or Payback Capping

Let's crunch some numbers

75 HP	40HR		80HR		120HR	
%Capacity	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$	Cost Savings \$/yr	Incentive \$
30%	\$1,145	\$4,294	\$2,290	\$8,588	\$3,435	\$12,882
50%	\$1,082	\$4,059	\$2,165	\$8,118	\$3,247	\$12,177
70%	\$617	\$2,315	\$1,235	\$4,629	\$1,852	\$6,944
90%	\$98	\$369	\$197	\$738	\$295	\$1,107

% Time	% Capacity	Cost Savings \$/yr	Incentive \$
50%	70%	$50\% \times \$1,235$	$50\% \times \$4,629$
30%	50%	$30\% \times \$2,165$	$30\% \times \$8,118$
15%	30%	$15\% \times \$2,290$	$15\% \times \$8,588$
5%	90%	$5\% \times \$197$	$5\% \times \$738$
Totals		\$1620	\$6075

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# Let's crunch some numbers

*But What About the kWh?*

## INFORMATION ABOUT THE COMPRESSORS

	Baseline Compressor	Proposed Upgrade Compressor
Type of compressor:	Screw	Screw
Type of part load control:	Load/Unload	VFD
If unloading control, unloaded sump pressure:	40 psig	40 psig
Compressor hp:	75 hp	75 hp
Rated flow:	300 acfm	300 acfm
Plant elevation:	4300 ft	
Corrected compressor flow (calculated):	260 scfm	260 scfm
If known, compressor shaft bhp:		
Performance check (calculated):	4.65 acfm/kW	4.65 acfm/kW
Pressure at rated flow:	100 psig	100 psig
Receiver volume:	900 gallons	900 gallons
Equipment cost:	\$ 45,000	\$60,000
Installation cost, shipping, etc.		

## SUMMARY OF RESULTS

	Comp.	Dryer	Cooling Fan	
Baseline energy use:	206,007	N/A	N/A	kWh/yr
Upgrade energy use:	165,505	N/A	N/A	kWh/yr
Site energy savings:	40,502	N/A	N/A	kWh/yr

Total Baseline Energy Use: 206,007 kWh/yr

Total Upgraded Energy Use: 165,505 kWh/yr

Total site savings: 40,502 kWh/yr

% Energy savings: 20%

Energy rate: \$0.040 per kWh

Avoided energy cost: \$1,620.00 per year

## INFORMATION ABOUT THE SYSTEM AND ITS OPERATION

Current average operating pressure: 100 psig  
 Average operating pressure after upgrade: 100 psig  
 Annual Hours of Operation: 4,160 hours/yr

### Profile of Baseline Compressed Air Demand

% time	% flow	hrs/yr	scfm
5%	90%	208	234
15%	30%	624	78
30%	50%	1,248	130
50%	70%	2,080	182
0%	timed out	0	0

100% 4,160

### Baseline Energy Use

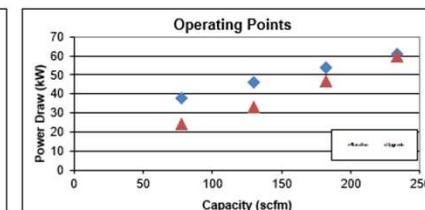
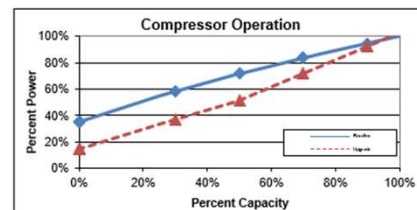
% Load	kW	kWh/yr
90%	61.0	12,685
30%	37.6	23,442
50%	46.2	57,700
70%	53.9	112,180
0%	0.0	0

Total: 206,007

### Upgrade Energy Use

% Load	kW	kWh/yr
90%	59.8	12,439
30%	23.8	14,854
50%	33.2	41,464
70%	46.5	96,748
0%	0.0	0

Total: 165,505



Total project cost: \$60,000.00

Baseline project cost: \$45,000.00

Eligible project cost: \$15,000.00

Estimated utility incentive: \$6,075.30 (41% of cost)

Net cost after incentives: \$8,924.70 (59% of cost)

Payback before incentives: 9.3 years

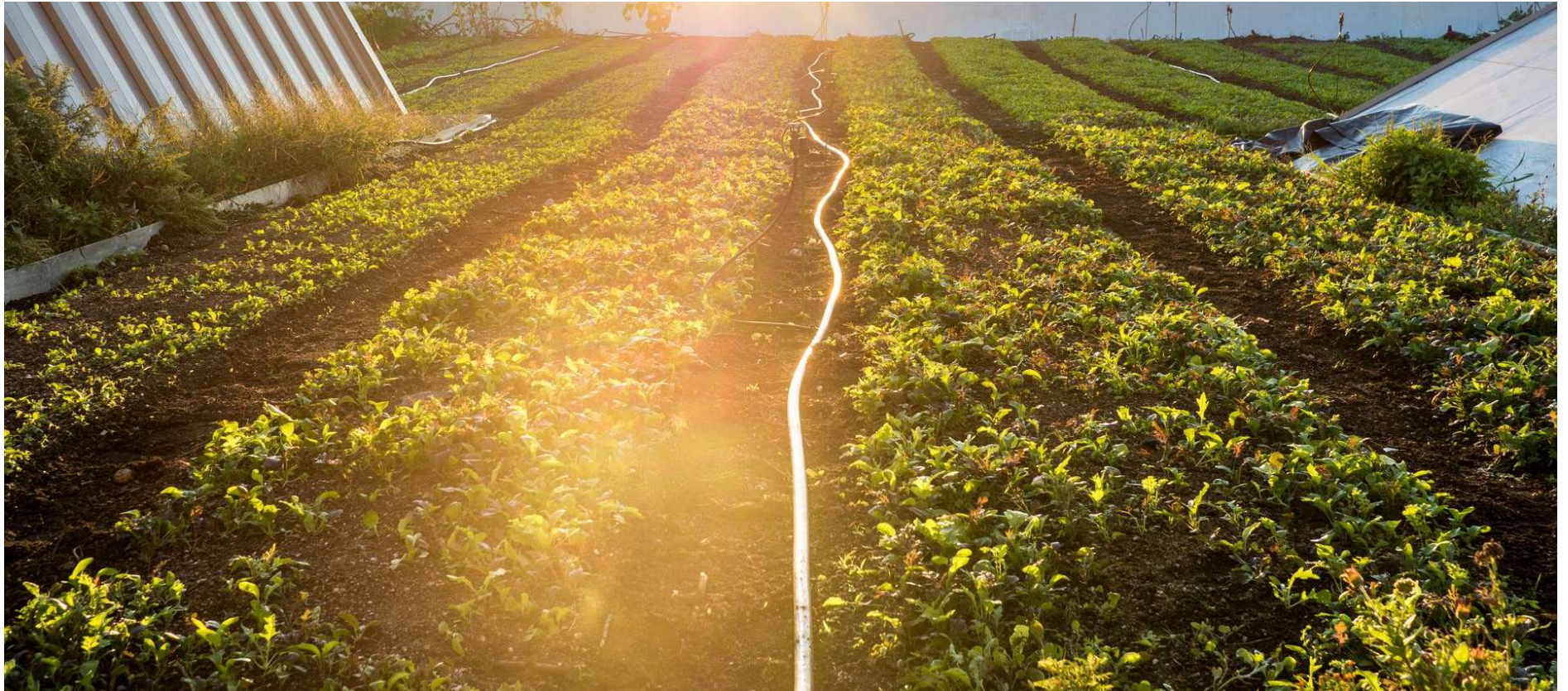
Payback after incentives: 5.5 years

NPV over 10 years: \$3,585

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Agriculture *(by a show of hands)*

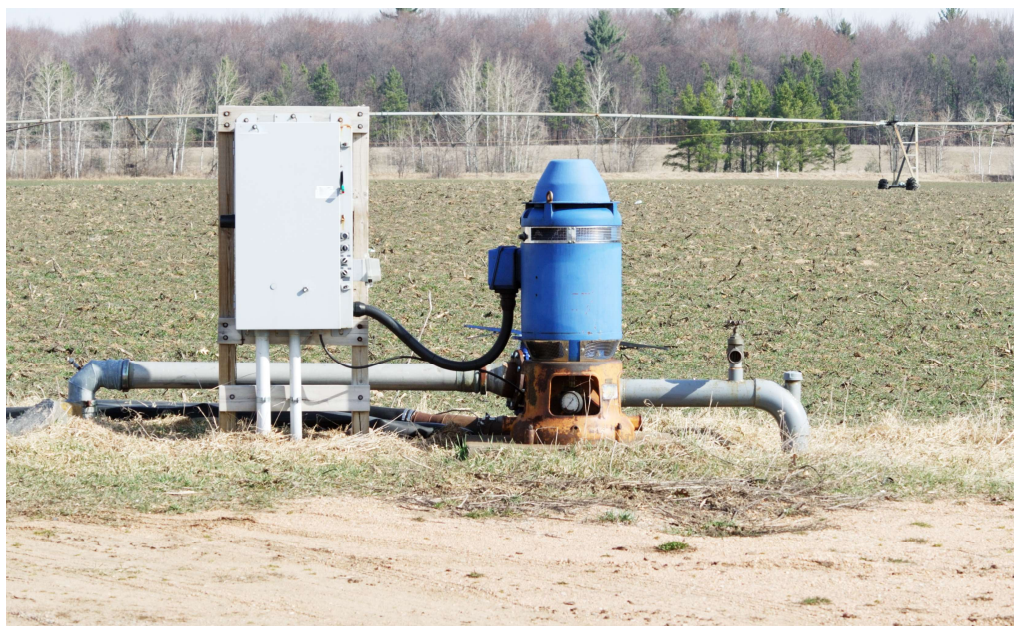


## Wattsmart® Business Irrigation Pump Example – 40 hp Pump VFD

Pump sometimes serves 2 fields,  
sometimes only 1

Cost:	\$8,000
Incentive:	\$3,954 (49% of cost)
Net Cost:	\$4,046

Energy Reduction:	18,474 kWh/year
Annual Savings:	\$1,293 per year
Payback:	3.1 years



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# Is a VFD Right for Your Pump?

- Is the pump oversized?
- Is it throttled?
- Is there more than one field?
- Pumping level in well varies?



## Other Irrigation Upgrades

Type	Price
Sprinklers – rotators, spray-type, impacts replacing same design flow or less	\$2 each
Nozzles, flow controlling nozzles	\$1.50 each
Gaskets and drains	\$2 each
Pivot sprinkler package	\$2 - \$7 per drop





## Wattsmart® Business Example – Regulators and Low-Pressure Sprinklers



*Non-energy benefits – water savings, consistent watering,  
yield improvement*

Replace 64 worn regulators & low pressure sprinklers  
on MESA with new regulators & sprinklers

Cost:	\$2,159
Incentive:	\$256
Net Cost:	\$1,903

Energy Reduction: 4,599 kWh/year  
Annual Savings: \$322 per year  
Payback: 5.9 years

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# Irrigation – Details

## IMPORTANT RESTRICTIONS:

1. **Retrofit installations only** – not brand new systems which will have new components anyway.  
(Except VFDs – those can be on new systems. Note: Pivot Conversions)
2. **Incentives are limited to mobile systems** – wheel lines, hand lines, pivots, linears. Fixed-in-place systems are not eligible.  
(Except VFDs – those can be on fixed-in-place systems)
3. **Incentive caps:** 1 yr payback or 70% project cost  
(Pump VFD projects only)



## Farm & Dairy Upgrades



Vacuum Pump VFD  
Retrofit Only  
\$165 per hp



Potato or Onion Fan VFD  
\$175/ fan hp



Milk Precooling with Well  
Water Retrofit Only  
\$0.15 per kWh annual  
savings



Heat Recovery -  
Refrigeration Units  
\$0.15 per kWh annual  
savings

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# Farm & Dairy Upgrades

- High efficiency circulating fans (Amount depends on fan diameter)
- High efficiency ventilation fans (Amount depends on fan diameter)
- Programmable ventilation controllers (\$20 per fan controlled)
- Chiller upgrade (custom projects, \$0.15/kWh annual savings)

EQUIPMENT TYPE	EQUIPMENT CATEGORY	MINIMUM EFFICIENCY REQUIREMENT	INCENTIVE
<b>High Efficiency Circulating Fan</b> (See note 2)	12-23" Diameter	Fan must achieve an efficiency level of 11 cfm/watt	\$25/fan
	24-35" Diameter	Fan must achieve an efficiency level of 18 cfm/watt	\$35/fan
	36-47" Diameter	Fan must achieve an efficiency level of 18 cfm/watt	\$50/fan
	≥ 48" Diameter	Fan must achieve an efficiency level of 25 cfm/watt	\$75/fan
<b>High Efficiency Ventilation Fan</b> (See note 2)	12-23" Diameter	Fan must achieve an efficiency level of 11 cfm/watt	\$45/fan
	24-35" Diameter	Fan must achieve an efficiency level of 13 cfm/watt	\$75/fan
	36-47" Diameter	Fan must achieve an efficiency level of 17 cfm/watt	\$125/fan
	≥ 48" Diameter	Fan must achieve an efficiency level of 19.5 cfm/watt	\$150/fan

# Energy Management Projects

## LOW & NO-COST PROJECTS

(\$0.02 per kWh Energy Savings)

- Compressed air discharge pressure reduction
- Setpoint adjustments
  - Fan speeds
  - Pump pressure
  - Idle time
- Pump reconditioning and impeller changes



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## Irrigation Incentive Application – Idaho

### To apply for WattSmart Business incentives:

1. Review the measure descriptions below to ensure that equipment meets eligibility criteria.
  2. Purchase and install equipment. Complete and sign this application form (front and back). Attach a copy of invoice(s) or sales receipt(s). Also attach either a copy of a recent Rocky Mountain Power bill or write account number or meter number in the space below.
  3. Fax, mail or email this form together with IRS Form W-9 to the address shown at end of form within six months of equipment purchase. Please allow 6 weeks for delivery of check.
- Incentives below are available for retrofits installations only, where new items replace existing. The incentive check will be issued to the Participant name given below unless a third-party payment release is completed and submitted with this application. If you wish the incentive check to be made out to a third party, attach the completed third-party release and check here: ☐

Send completed application by mail, fax, or email to:

Email: [wattsmartbusiness@rockymountainpower.net](mailto:wattsmartbusiness@rockymountainpower.net)

Mail: WattSmart Business  
2162 West Grove Parkway, Suite 210  
Pleasant Grove, UT 84062

Fax: 503-282-0177

For information or assistance with this application,  
please call 801-642-4472

<b>PARTICIPANT INFORMATION</b>		<b>Participant is (check all that apply)</b> <input type="checkbox"/> Customer <input type="checkbox"/> Electricity User <input type="checkbox"/> Facility Owner	
Participant name (if account holder, name on Rocky Mountain Power bill):		Contact:	Title:
Contact cell or telephone:	Fax:	Email:	
Mailing address:	City:	State:	Zip:
<b>PROJECT SITE INFORMATION where items are installed</b>			
Address where items installed:			
Field name or #:	Acres:	Crop (current year):	Installation date:
Account # or meter # where installed:	Pump electrically driven? <input type="checkbox"/> Yes <input type="checkbox"/> No	Pump hp:	Water source: <input type="checkbox"/> Surface <input type="checkbox"/> Well
			Pump type: <input type="checkbox"/> Centrifugal <input type="checkbox"/> Turbine
			System type: <input type="checkbox"/> Wheel line <input type="checkbox"/> Hand line <input type="checkbox"/> Portable Wheel Line

### QUALIFYING CRITERIA. To confirm eligibility, please review and check off:

- ☐ Equipment below is installed on linear, pivot, wheel line, or hand line system. Fixed-in-place systems are not eligible.
- ☐ Equipment has been installed at the site identified above.
- ☐ Application is submitted within 6 months of purchase.
- ☐ Nozzles, sprinklers and regulators are of equal or lesser flow than those being replaced.
- ☐ Incentives have not been received for these components on the affected irrigation system(s) in the past 5 years.

For Wheel lines, Hand Lines, or other Portable Systems - Retrofit Only (not New Construction)			
Incentive Description	Qty	Incentive	Total
1. New <b>rotating sprinkler</b> replacing worn or leaking impact or rotating sprinkler		\$0.50	\$
2. New <b>impact sprinkler</b> (including nozzle) replacing worn or leaking impact sprinkler		\$0.50	\$
3. New <b>nozzle</b> replacing worn nozzle of same design flow or less on existing sprinkler		\$1.50	\$
4. New <b>gasket</b> replacing leaking gasket - includes main line valve or section gasket, seal or riser cap (dome disc)		\$2.00	\$
5. New <b>drain</b> replacing leaking drain		\$2.00	\$
6. Cut and press or weld <b>pipe repair</b> of leaking wheel line, hand line or portable main line		\$8.00	\$
7. New or rebuilt <b>wheel line leveler</b> replacing leaking or malfunctioning leveler		\$1.00	\$
Sprinkler Packages for Pivots and Linears - Retrofit Only (not New Construction), per drop			
8. <b>Replacement</b> - High Pressure (Impact Sprinklers)		\$7.00	\$
9. <b>Replacement</b> - MESA (Mid-Elevation Spray Application)		\$4.00	\$
10. <b>Replacement</b> - LESA/LEPA/MDI (Low-Elevation Spray or Precision Application)		\$2.00	\$
11. <b>Upgrade</b> - High Pressure (Impact Sprinklers) to MESA		\$7.00	\$
12. <b>Upgrade</b> - High Pressure (Impact Sprinklers) to LESA/LEPA/MDI		\$7.00	\$
13. <b>Upgrade</b> - MESA to LESA/LEPA/MDI		\$5.00	\$
For Any Type Irrigation System - Retrofit or New Construction			
14. Irrigation pump <b>Variable Frequency Drive (VFD)</b> for new pump or existing pump. Incentive is paid at the rate of \$0.15 per kWh of annual savings. Please call for assistance with incentive determination. Incentive is capped at 70% of project cost, and incentives will not be available to reduce energy efficiency project simple payback below one year. Energy savings and costs are subject to Pacific Power approval.		\$0.15 per kWh	\$
<b>Grand Total</b>			\$

**Important Notes:** Except for #14 pump VFD, fixed-in-place systems are not eligible. For #1 through #7 incentive is limited to two items per irrigated acre. Sprinkler package includes new sprinkler together with regulator, where applicable.

# Application Process

1. Call to confirm eligibility
2. Complete application (paper or online)

## Incentives for Common Upgrades

3. Purchase equipment
4. Send in a copy of invoices or receipts

Incentive checks are mailed ~4 weeks after your installation is complete and the necessary information has been received by our team





### General Application

PARTICIPANT INFORMATION			
<small>(Check will be issued to the participant business name and address listed below unless the payment release section below has been filled out)</small>			
Participant is (check all that apply) <input type="checkbox"/> Customer <input type="checkbox"/> Facility owner <input type="checkbox"/> Tenant/Electricity user			
Participant business name (as shown on IRS Form W-9)			
Mailing address:		City:	State: Zip:
Contact name:		Contact title:	
Contact telephone number: ( )	Cell number: ( )	Contact email address:	

PROJECT SITE INFORMATION	
Facility / Project name:	
Facility address:	City: State: Zip:
Commercial / industrial electric account #:	Rate schedule:
Electric meter number - seven or eight digits (If multiple meters at site only enter one)	Customer name: (As shown on bill)
Please provide a description of your project so we may better help you: <input type="checkbox"/> Lighting Retrofit <input type="checkbox"/> Listed Equipment Incentives <input type="checkbox"/> New Construction <input type="checkbox"/> Custom or Energy Management Incentives <input type="checkbox"/> Other:	
Additional project information: (scope and schedule)	

INCENTIVE ASSIGNMENT (Complete only if incentive is to be assigned to someone other than participant above)	
Check should be made out to:	
Mailing address:	City: State: Zip:
Contact name:	Contact telephone:

### APPLICATION ACKNOWLEDGEMENT

By my signature below, I certify that all information provided for participation will be accurate including but not limited to supplemental material and claims of participant and equipment information. I confirm I have read, understand and agree with the terms and conditions and agree to be bound by them. I authorize Rocky Mountain Power to provide my electric account information, this application and the attached W-9 to consultants associated with the Wattsmart Business program.

\_\_\_\_\_  
Signatory name & title (please print)      Participant signature      Date

# Custom Project Process

Call to confirm eligibility & discuss project details

Avenly Reid

Avenly.Reid@CascadeEnergy.com

(801) 383-2501



# Questions?

Avenly Reid

[Avenly.Reid@CascadeEnergy.com](mailto:Avenly.Reid@CascadeEnergy.com)

(801) 383-2501

WATT**SMART**®

 ROCKY MOUNTAIN  
POWER.

# Marketing Simplified: The Key to Connecting With Customers



WATT**SMART**®

 **ROCKY MOUNTAIN  
POWER.**

# Marketing Is Easy as 1-2-3

1

Implement  
Low-Cost  
Marketing Ideas

2

Improve Your  
Online Presence

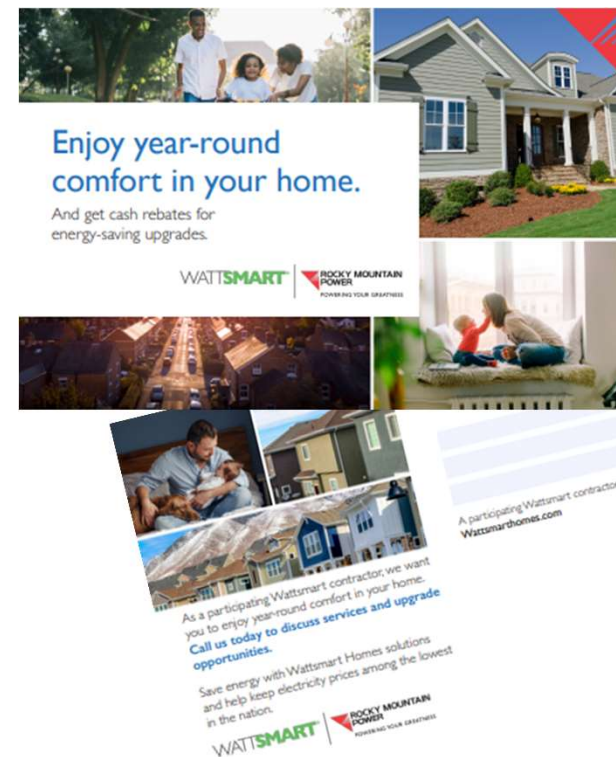
3

Take Advantage of  
Co-branding with  
Wattsmart®

A Little Marketing Can Go a Long Way

# Flyers, Cards, Handouts

- Materials that can be left behind with customers:
  - Program offers
  - Energy-efficient equipment
  - Benefit to upgrades
  - Case study/real-life example
- Minimal cost
- Helpful reminder
- Allows time for customer consideration



# Handouts – How to

- Many have been created already and are available to print.
- If one doesn't exist, share your idea for a handout with your outreach person.
- The marketing team can help make it happen!



By shifting from propane as your home's primary heating source to a heat pump, you'll save money and enjoy a wide range of benefits.



#### Reduced energy costs

Your new dual fuel heat pump is significantly more energy efficient than a propane system alone because it transfers heat rather than generating it from combustion. This efficiency leads to lower energy bills, as the cost-effectiveness of a heat pump can far outweigh propane's fluctuating fuel prices. Over time, these savings can add up. According to our engineering calculations, you could see as much as a 40% reduction in your heating costs.

#### Dependable comfort

Propane systems are often associated with uneven temperature swings. When properly sized and installed, a heat pump will provide consistent and even heating throughout your home. Your heat pump ramps up more slowly than a propane furnace, providing just the heat needed at lower speeds, resulting in:

- The elimination of hot and cold spots.
- A quieter, more peaceful environment.
- A more stable, comfortable temperature.

Because a heat pump also cools your home in the summer, it offers year-round climate control.

#### Ease and convenience

Your new heat pump takes advantage of your existing ductwork, and the electricity delivered to your home. While propane may remain your heat pump's cold-weather backup energy source, you will need much less of it. This allows you to:

- Fill the tank less often.
- Cut down on the hassle of order and delivery.

#### Higher indoor air quality

A dual fuel heat pump circulates the air inside your home longer than a furnace. This takes advantage of the heat pump's filter to:

- Capture dust, pollen and other allergens.
- Provide cleaner indoor air.
- Create a healthier living space.

Thanks to your valuable heat pump investment, you can look forward to savings over propane and a cozier, healthier home.

For more information,  
[WattsmartHomes.com/heat-pump-comfort/](https://WattsmartHomes.com/heat-pump-comfort/)





# Giveaways – Help Keep You in Mind

- Thoughtful or practical items that will be used or enjoyed:
  - Magnet or sticker
  - Pens, pencils
  - Koozie or cup
- Minimal cost
- Helpful reminder to contact you when they are ready to move forward



# The Power of a Referral



- Customers making an expensive, long-term purchase need to be comfortable.
  - Hearing from a friend, neighbor or community member sets them at ease.
  - Advertising helps you develop name recognition.
  - Think about the research you do when making a high-ticket purchase.
- No cost. Do a good job then ask customers to recommend you.
- Offer a referral coupon or incentive.

# Become Memorable

- Do local advertising to increase name familiarity.
- Support local events, sports teams and/or a charity/fundraiser.
- Provide occasional donated time with media coverage.
- Host a food, coat or blood drive.
- Send employees into the community for a giving-back day of service (and media coverage).



# Your Marketing Endeavors

- Do you advertise anywhere?
- Do your vehicles include contact info and a recognizable logo?
- Do you have an online presence?
  - Website (kept current)
  - Facebook/Instagram/Twitter (X)
  - YouTube
- Do past customers have something from you to easily refer others?
  - Business card
  - Magnet
  - Referral coupon



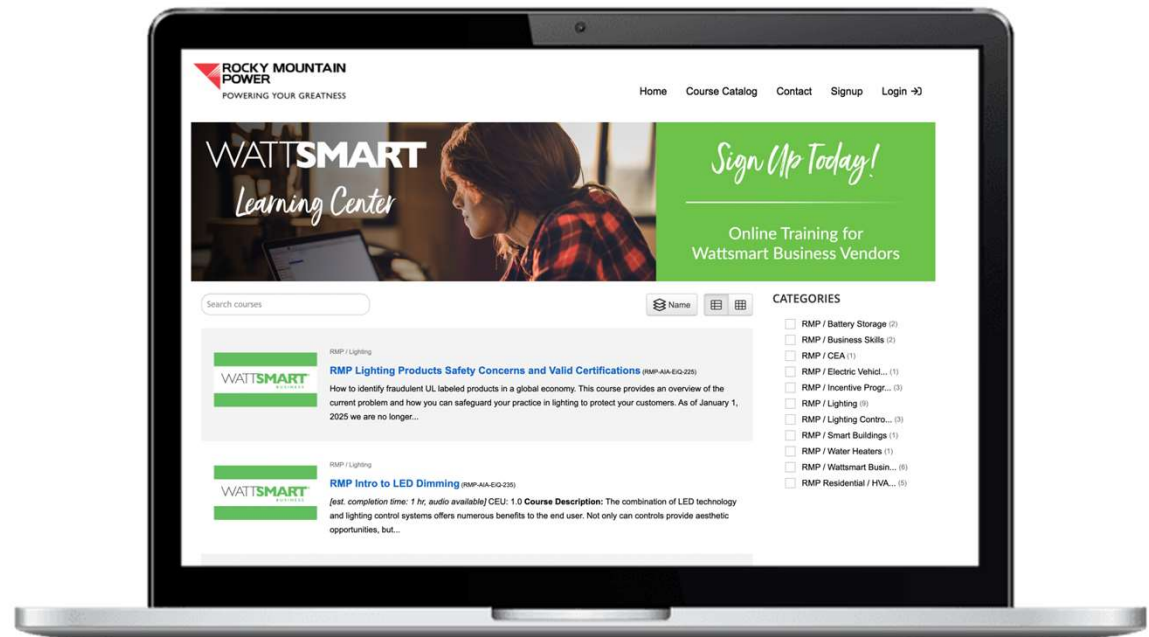


# What Wattsmart® Marketing Offers

- Accompany you on in-person visits
- Listen together to customer needs and help you address them
- Provide
  - Printed materials to leave behind
  - Links to info on our website
  - Money-saving programs
  - Online training



<https://rmpwbvn.iged.online/index>

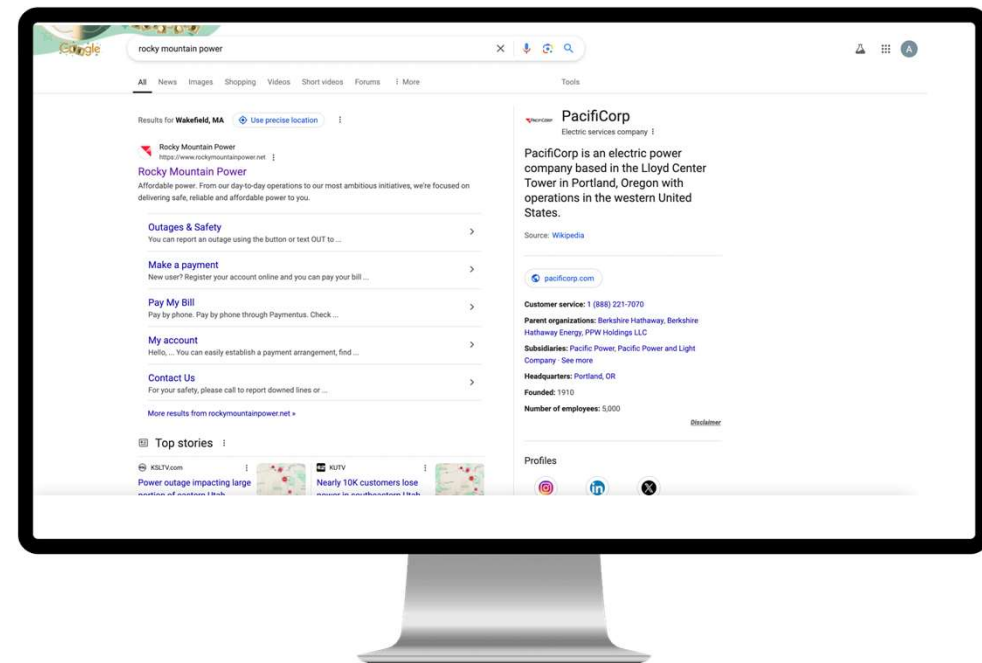


# Examining, Building and Expanding Your Online Presence



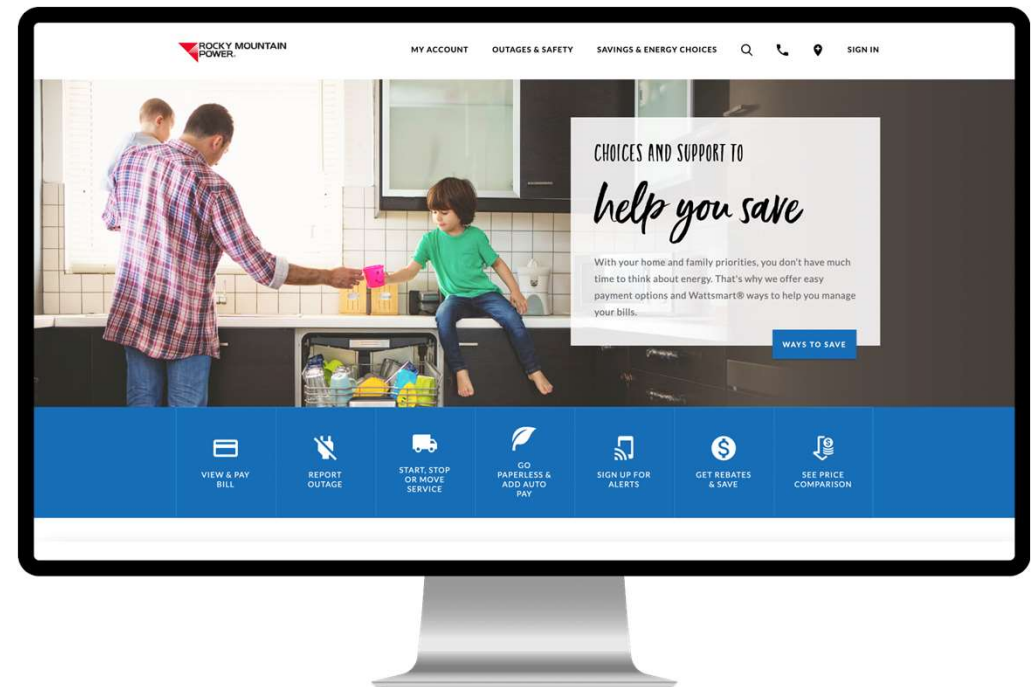
# Look at Your Online Presence

- “Google” your business and see what comes up.
  - Are there online reviews?
  - Is your business hard to find?
  - Do other similar businesses come up before yours?
- Look at competitors online.
  - Imagine you are a customer doing research.
  - Copy what they do well.



# Fresh and Current Website

- Make obvious to visitors
  - Services offered
  - Areas served
  - How to contact
  - Reviews or ratings
  - Community involvement
- Also important
  - Visually engaging
  - All links in working order
  - Updated regularly
  - Organized logically
  - Accreditations and certifications



# Website and Socials

Reduce customer uncertainty.

- Share customer testimonials.
- Provide success stories.
- Show community involvement.
- Feature customer-facing employees.
- Include company background.
  - Family-owned
  - Years of experience
  - Years in the community
  - Current on latest technology
- Mention you are a participating Rocky Mountain Power contractor on your website!



# Monitor Business Reviews

- Google
  - <https://support.google.com/business/answer/3474122?hl=en>
- Yelp
  - <https://business.yelp.com/resources/>
- Trustpilot
  - <https://business.trustpilot.com/>
- Thumbtack
  - <https://www.thumbtack.com/>
- Angi, Inc.
  - <https://www.angi.com/>



Interior Exterior Lawn & Garden More Articles & Advice

Angi / Local Reviews / Electricians / UT / Salt Lake City / Salt Lake City Electricians

## Find top-rated Pros in your area

Enter a zip code and get matched to businesses near you.

Enter

Not Angi Approved

## Rocky Mountain Power

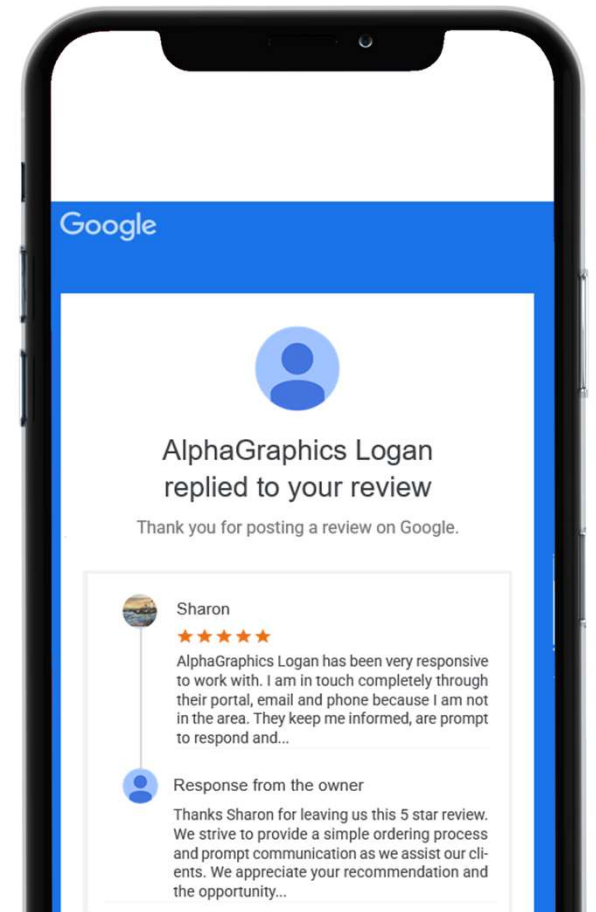
★★★★★ 5.0 (1)

Electrical, Energy Efficiency Auditing

# Encourage Business Reviews

- Ask how the customer heard about you.
  - Track results so you know where to focus.
- Follow-up afterward to ensure satisfaction.
  - Address any issues to leave the customer 100% happy.
- Ask happy customers to give an online review.
  - Provide a link to a review page.
  - Offer a discount/reward for an honest review.

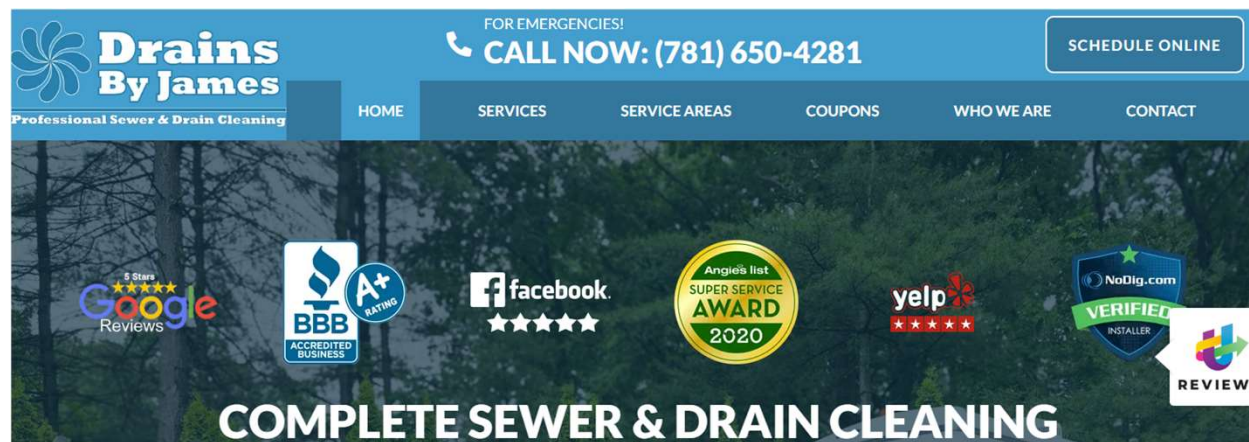
Social proof





# Marketing / Website Examples

Is this effective? You decide.



## Drains by James

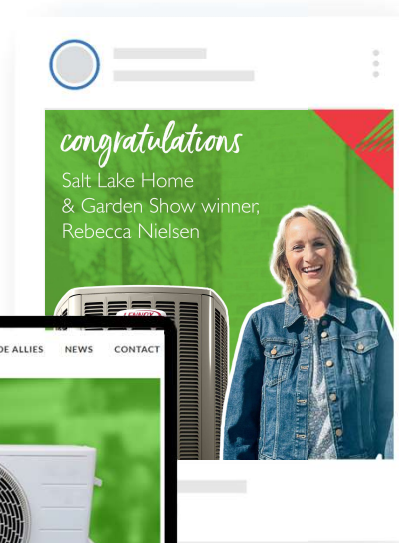
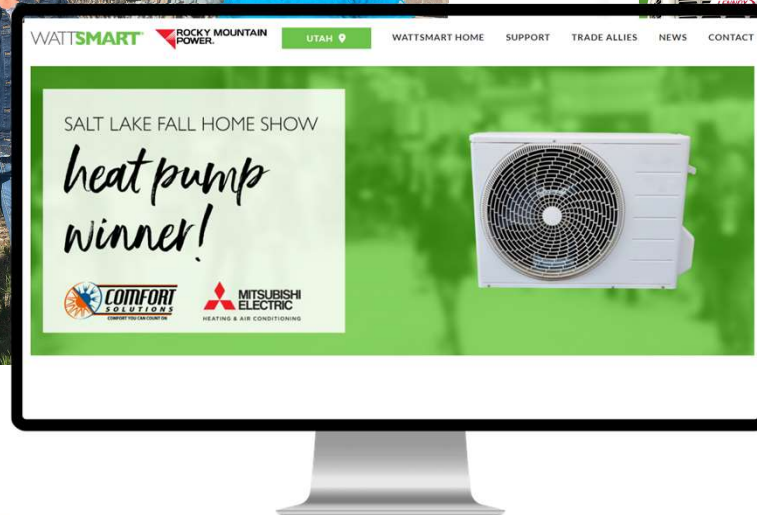
- Radio spots
- Website
- Mascot
- Slogan

## Plumr

## TJM Plumbing

# The Power of Wattsmart Co-branding

# Utilize Your Rocky Mountain Power Relationship



# Leave-Behind Cards and Mailer

**Idaho customers, save with a dual fuel heat pump!**  
As the weather warms up you may want to consider updating your cooling system. A dual fuel heat pump offers both cooling and heating to keep your family comfortable year-round and save money – especially if your home uses propane.

Rocky Mountain Power offers rebates to Idaho customers interested in upgrading their heating and cooling system to a heat pump. Heat pumps are quality, reliable systems that are highly efficient and reduce utility costs.  
If you have a propane heating system, you could see significant savings by upgrading to a dual fuel heat pump system. Contact **JM Mechanical** today at (435) 563-6267 to get a quote on your heat pump upgrade!

For more information scan the code here:



JM Mechanical is a participating WattSmart contractor.

**WATTSMART** | **ROCKY MOUNTAIN POWER**

For more information, visit [www.WattSmartHomes.com](http://www.WattSmartHomes.com)



JM Mechanical, 222 W 2850 N Ste. A, Logan, UT 84341



**Get up to a \$2,000 rebate on a dual fuel heat pump**

**WATTSMART** | **ROCKY MOUNTAIN POWER**



Have your friend scan the QR code below, submit the form and work with a Pro Network contractor on their installation. They'll get \$100 discount off towards their installation, and then you'll receive a \$100 gift card. Best of all, there is no limit to how many referral gift cards you can receive.

Refer a friend today!



[WattSmartHomes.com/ReferAFriend](http://WattSmartHomes.com/ReferAFriend)  
This is a limited time offer.

**WATTSMART** | **ROCKY MOUNTAIN POWER**

REFER A FRIEND

**get rewarded**

Spread the word about your new heat pump's comfort and savings and you may earn a **\$100 gift card!**  
Just refer a friend, neighbor or family member to get a heat pump of their own.





# Case Studies, Success Stories



"Had a great experience. The application process was easy and fast. Reimbursement was instant. Thank you for making it easy."



"Everyone we dealt with was cordial, helpful and experienced. Everything was excellent."



"I want to thank you for helping me save on my energy bill."

**WATTSMART<sup>®</sup>**  
BUSINESS  
**ROCKY MOUNTAIN**  
POWER.  
POWERING YOUR GREATNESS

### Lighting Upgrade

#### Star Foundry Case Study



Star Foundry, premium Wattsmart Business vendor

#### CUSTOMER SAVINGS

Annual Energy Savings:	217,904 kilowatt-hours
Annual Cost Savings:	\$28,690
Total Project Cost:	\$123,620
Wattsmart Business Incentive:	\$86,390
Net Cost to the Customer:	\$37,235

#### ABOUT STAR FOUNDRY

Renowned for exceptional craftsmanship, Star Foundry is both a foundry and a custom machine shop. For more than 50 years, the company has met the demands of many industries through a wide variety of castings and alloys.



Lighting Project Before & After

#### PROJECT DESCRIPTION

Star Foundry worked with Rocky Mountain Power's Wattsmart Business Program and DiVi Energy on energy-efficient upgrades to their lighting, which will save an estimated \$28,690 in annual energy costs.

DiVi Energy provided a lighting assessment and offered an in-house payment plan, making it easy for Star Foundry to move forward with the upgrades.

#### ACTION TAKEN

DiVi Energy managed all the incentive paperwork and inspections, and the company's electricians installed Star Foundry's lighting upgrade. The new LED lighting and smart controls resulted in quickly noticeable power savings. The Rocky Mountain Power incentives slashed the total project cost from \$123,620 down to \$37,235. This cut three years off the simple payback, making Star Foundry's lighting project pay for itself in just over a year.

The impacts reach beyond long-term financial gains, however. Employees at the company appreciate the increased light levels where they work and are grateful that the smart controls eliminate the need to constantly cross the facility to turn lights on and off.

*"DiVi is a true turnkey company that took care of everything. The incentive was really strong, and we have noticed significant power savings."*

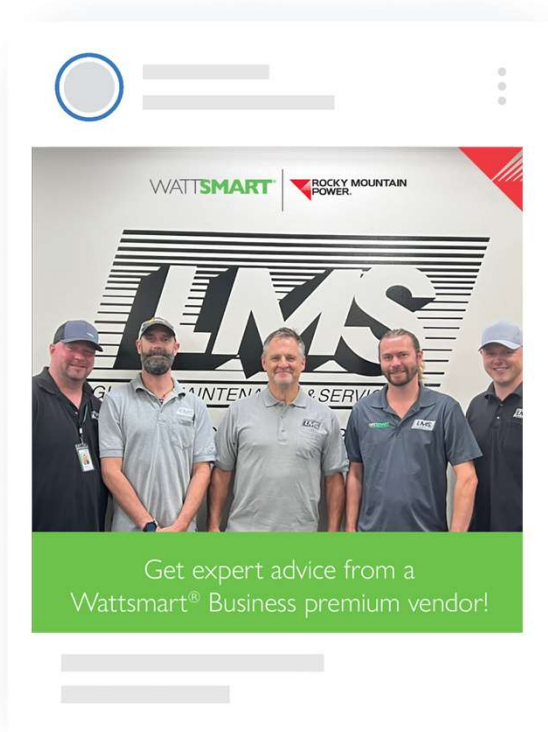
— Customer Title

#### CONTACT US TO LEARN MORE

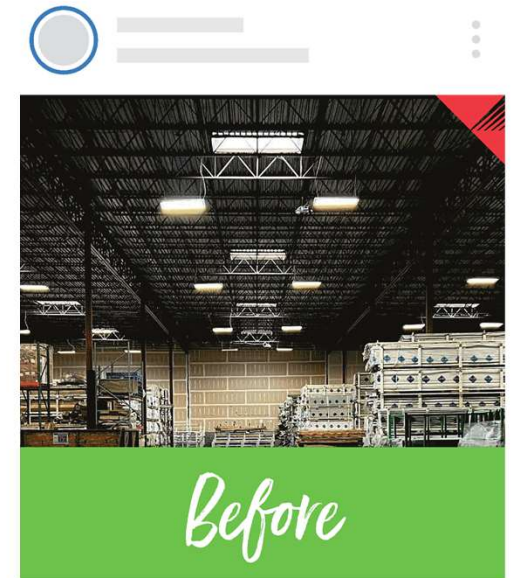
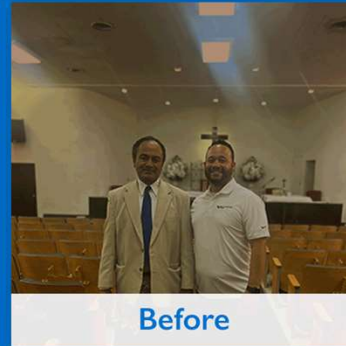
Phone: 800-222-4335  
Email: [WattsmartBusiness@RockyMountainPower.net](mailto:WattsmartBusiness@RockyMountainPower.net)  
Online: [WattsmartBusiness.com](http://WattsmartBusiness.com)



## Social Media Posts



Create a more  
welcoming presence  
with lighting



# Wattsmart® Pro Network Trade Ally Features



# Identity Badge



Participating vendor

WATTSMART<sup>®</sup> BUSINESS | ROCKY MOUNTAIN POWER.



Jonathan Argyle  
Business Development



Premium Vendor



Scan here to save contact information

WATTSMART<sup>®</sup> BUSINESS | ROCKY MOUNTAIN POWER.



# Yard Signs Referral Program



Any questions?  
It's time to put what you  
learned into ***action!***







# Wattsmart Homes

## 2025 Residential Overview



WATT**SMART**®



**ROCKY MOUNTAIN  
POWER**  
POWERING YOUR GREATNESS

# Program Objectives



CASH FOR KWH



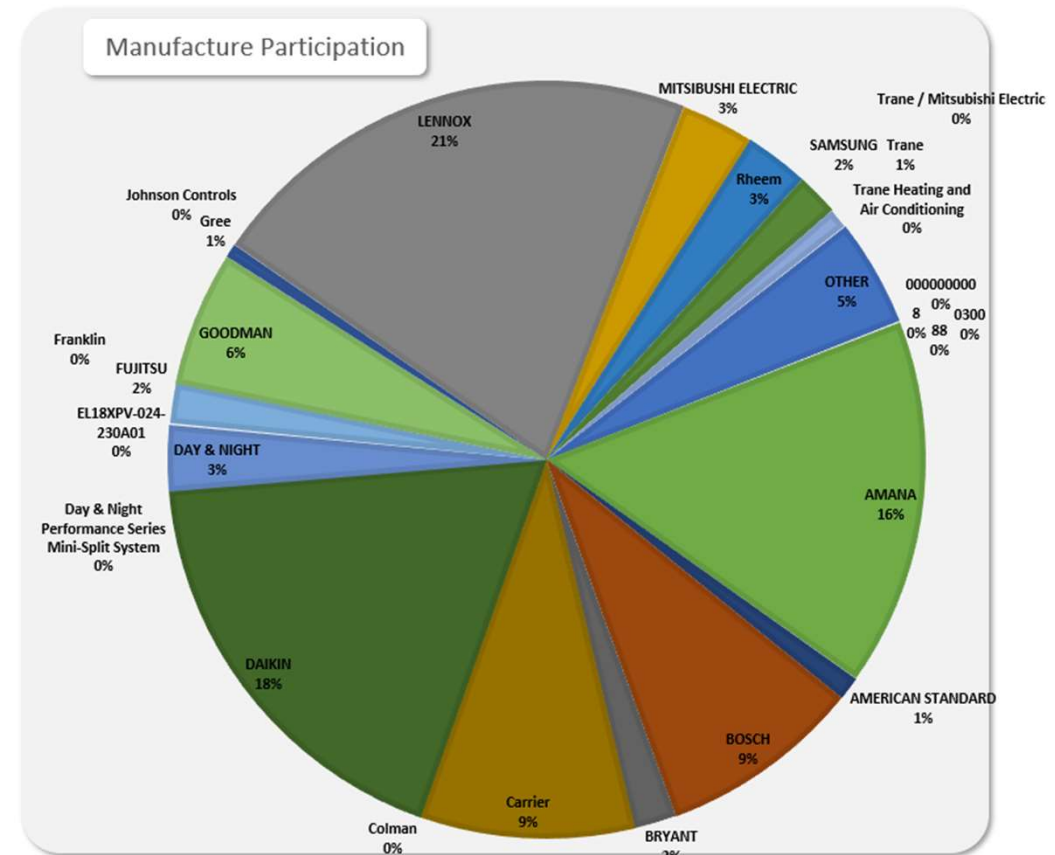
REDUCE CONSUMPTION



REDUCE LOAD ON GRID

# 2024 in Review

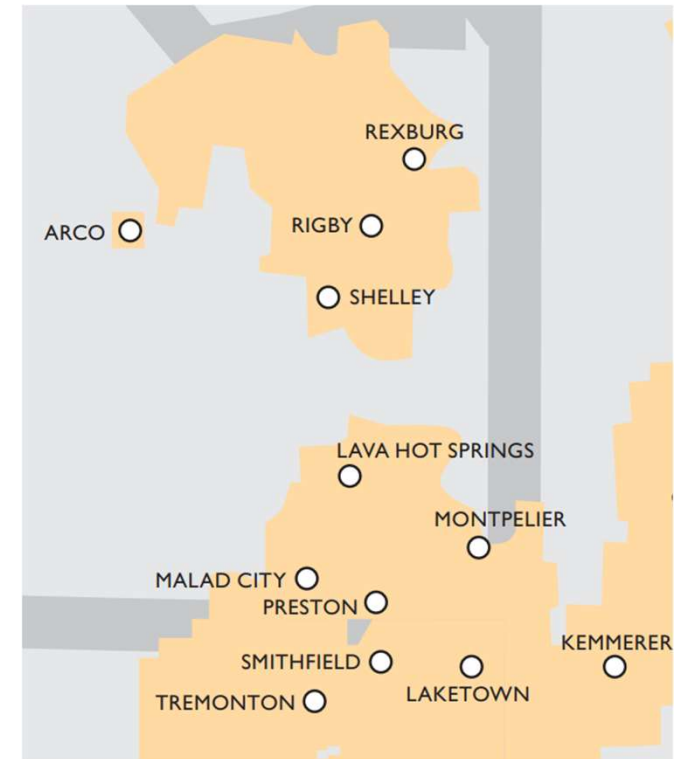
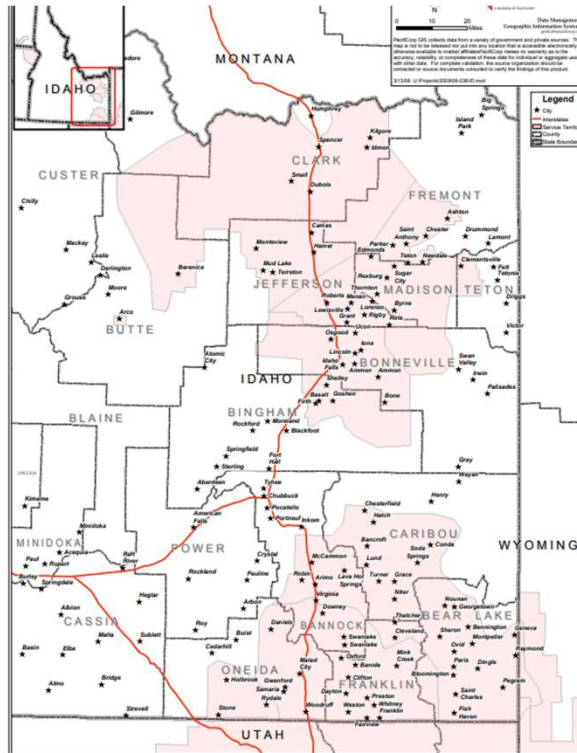
- \$4,201,200 dispersed overall
- 12,248,068 kWh saved overall
  - 8,875 metric tons of CO2
  - 22,600,847 miles driven
  - 2,529 homes electricity/1yr
  - 9,858,539 lbs. of coal
  - 0.75 days of coal power plant
- 45% increased heat pump adoption in Idaho



# Service Area

## Qualified Properties

- Existing residential
- Multifamily



Equipment	Customer Rebate	Trade Ally Rebate
<b>DUAL FUEL HEAT PUMP</b> <i>Natural Gas and Propane are eligible fuel sources</i>		
Dual fuel heat pump - AHRI rated (8.5 HSPF2, 15.2 SEER2) > with minimum 80 AFUE furnace	\$2,000	\$300
Dual fuel heat pump - AHRI rated (7.5 HSPF2, 14.3 SEER2) > with minimum 90 AFUE furnace	\$2,000	\$300
Dual fuel heat pump - non AHRI rated Minimum 80 AFUE furnace with a heat pump	\$1,000	\$50
<b>DUCTLESS HEAT PUMP (MINI SPLIT)</b>		
Single-head ductless heat pump (8.1 HSPF2 /16 SEER2)	\$1,000	\$100
Multi-head ductless heat pump (8.1 HSPF2 /16 SEER2)	\$1,500	\$100
Supplemental ductless heat pump (8.1 HSPF2 /16 SEER2)	\$600	\$100
<b>GROUND SOURCE HEAT PUMP</b>		
Ground source heat pump conversion (3.5 COP, 16.1 SEER)	\$2,500	\$500
Ground source heat pump upgrade (3.5 COP, 16.1 SEER)	\$1,500	\$500
<b>HEAT PUMP WATER HEATERS</b>		
Heat pump water heater tier 1	\$400	\$200
Heat pump water heater tier 2 and above	\$550	\$150
<b>HEAT PUMP</b>		
Air source heat pump upgrade Cold Climate heat pump (8.5 HSPF2, 16 SEER2)	\$450	\$50
Air source heat pump conversion tier 1 (7.5 HSPF2, 14.3 SEER2)	\$650	\$100
Air source heat pump conversion tier 2 (8.1 HSPF2, 15.2 SEER2)	\$650	\$100
Air source heat pump conversion Cold Climate heat pump (8.5 HSPF2, 16 SEER2)	\$650	\$100
<b>CENTRAL AIR CONDITIONERS</b>		
Central air conditioner ((Minimum 15.2 SEER2)	\$75	\$25
<b>OTHER EQUIPMENT</b>		
Smart thermostat - multifamily electric heated	\$50	N/A
Smart thermostat - single family electric heated	\$100	N/A
Smart thermostat - single family electric cooled	\$50	N/A
Amazon smart thermostat - electric heated	\$40	N/A
Line voltage thermostat, tier 1	\$30	N/A

## Qualified Equipment

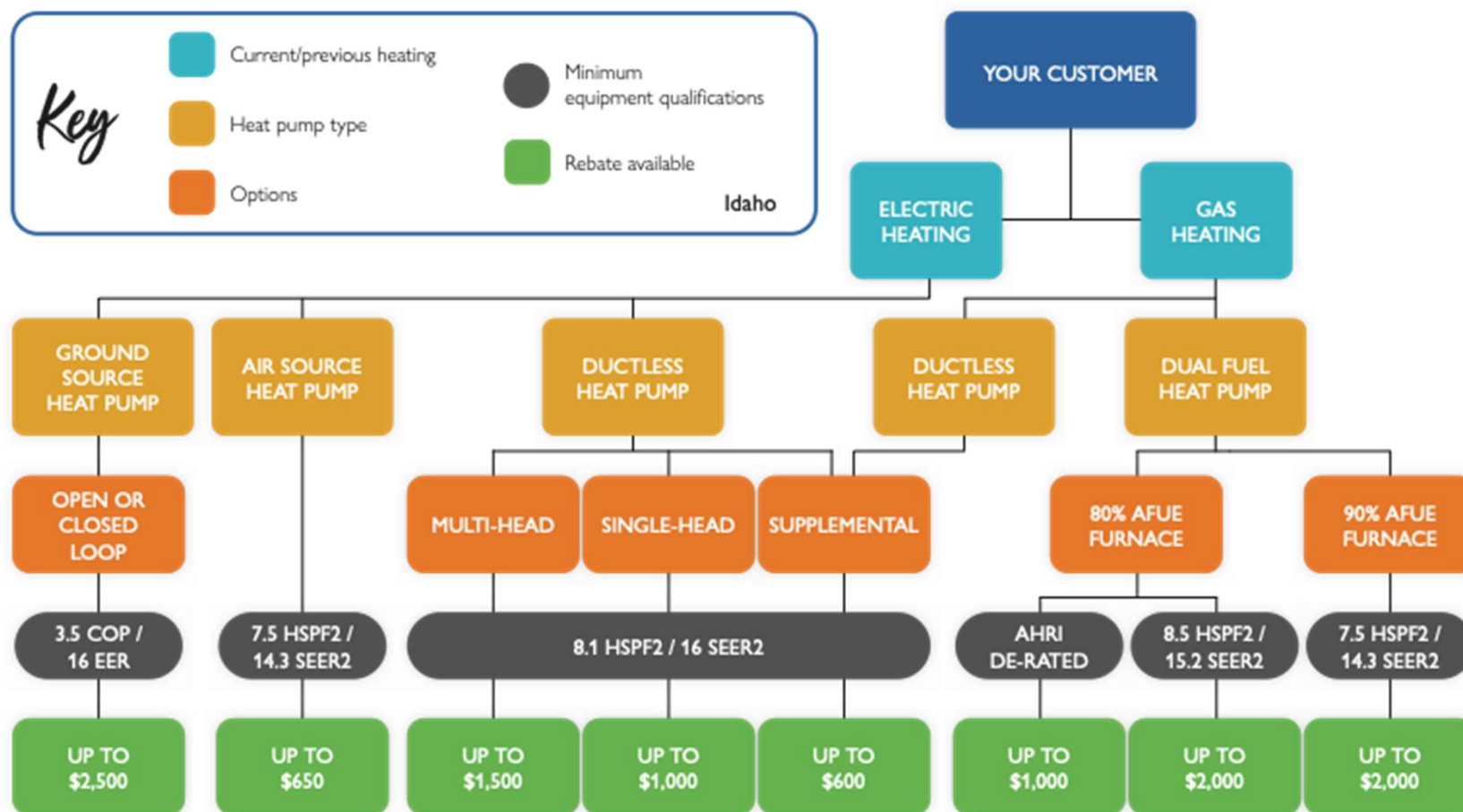
- Categories of Rebates
  - Appliances
  - Weatherization
  - Smart accessories
  - Heating & cooling



# Qualified Equipment

Equipment	Customer Rebate	Trade Ally Rebate
<b>DUAL FUEL HEAT PUMP</b> <i>Natural Gas and Propane are eligible fuel sources</i>		
Dual fuel heat pump - AHRI rated (8.5 HSPF2, 15.2 SEER2) > with minimum 80 AFUE furnace	\$2,000	\$300
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Multi-head ductless heat pump (8.1 HSPF2 /16 SEER2)	\$1,500	\$100
Supplemental ductless heat pump (8.1 HSPF2 /16 SEER2)	\$600	\$100

# Choose THE RIGHT HEAT PUMP FOR YOUR CUSTOMER: FOR RESIDENTIAL USE



# Weatherization

## Windows

Product	U Factor	Customer Rebate
Tier 1 – electric heating	0.23 – 0.30	\$1.00 / sq. ft.
Tier 2 – electric heating	0.22 or less	\$3.00 / sq. ft.
Tier 1 – electric cooling	0.23 – 0.30	\$0.10 / sq. ft.
Tier 2 – electric cooling	0.22 or less	\$0.50 / sq. ft.

## Insulation

Insulation Type	Electrically heated	Electrically Cooled	Pre R-Value	Post R-Value
Attic	\$0.50 / sq. ft.	\$0.10 / sq. ft.	$\leq$ R-19	R-49
Wall	\$0.65 / sq. ft.	\$0.10 / sq. ft.	NONE	R-13
Floor	\$0.65 / sq. ft.	\$0.10 / sq. ft.	$\leq$ R-11	R-30

## Air Sealing

Rebate	Pre ACH50	Post ACH50
\$0.10 / sq. ft.	$\geq 9$	$\leq 7$

# Tax Credits

## Qualified Equipment

- Heat pumps (18 SEER2)
- Furnaces
- Water heaters
- Central air conditioners
- Insulation
- Windows

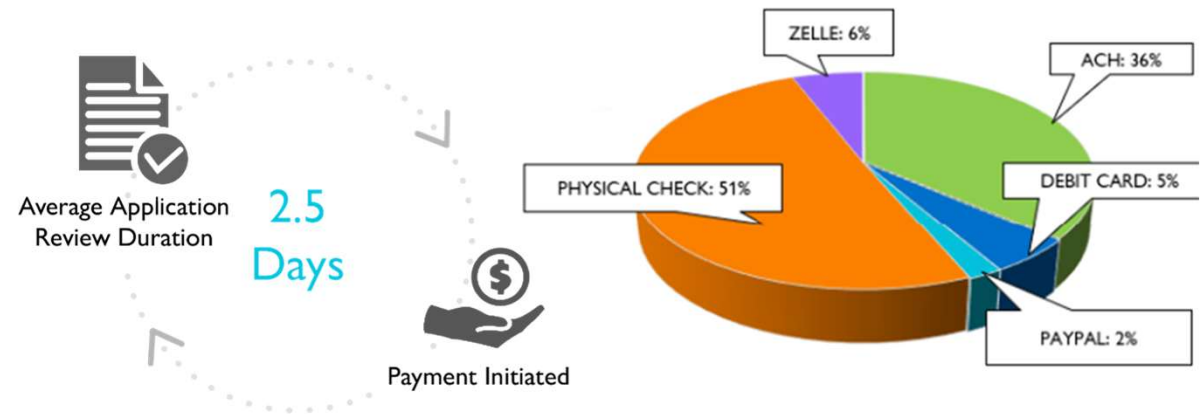
Stack all  
incentives!

Form <b>5695</b>		<b>Residential Energy Credits</b>		OMB No. 1545-0074	
Department of the Treasury Internal Revenue Service		Attach to Form 1040, 1040-SR, or 1040-NR. Go to <a href="http://www.irs.gov/Form5695">www.irs.gov/Form5695</a> for instructions and the latest information.		<b>2024</b> Attachment Sequence No. <b>75</b>	
Name(s) shown on return				Your social security number	
<b>Part I Residential Clean Energy Credit</b> (See instructions before completing this part.)					
<b>Note:</b> Skip lines 1 through 11 if you only have a <b>credit carryforward from 2023</b> .					
Enter the complete address of the home where you installed the property and/or technology associated with lines 1 through 4 and 5b. For more than one home, see instructions.					
Number and street		Unit no.	City or town	State	ZIP code
<b>29</b> Heat pumps and heat pump water heaters; biomass stoves and biomass boilers.					
<b>a</b> Enter the cost of electric or natural gas heat pumps . . . . .		<b>29a</b>			
<b>b</b> Enter the cost of electric or natural gas heat pump water heaters . . . . .		<b>29b</b>			
<b>c</b> Enter the cost of biomass stoves and biomass boilers . . . . .		<b>29c</b>			
<b>d</b> Add lines 29a, 29b, and 29c . . . . .		<b>29d</b>			
<b>e</b> Multiply line 29d by 30% (0.30). Enter the results. Do <b>not</b> enter more than \$2,000 . . . . .		<b>29e</b>			

# Payments – Customer / Trade Ally

- Process
- Timeline
  - Your rebate will be issued within 14 business days after we review and approve your application.
  - Missing information may delay processing and delivery.
  - ACH Payments

## Application Cycle





# Information Needed

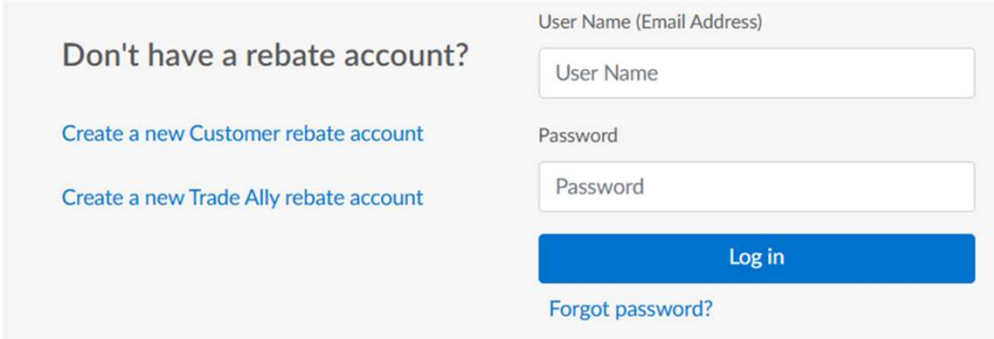
- Invoice
  - Model numbers
  - Serial numbers
- AHRI Certificate (if applicable)  
(Air Conditioning, Heating, and Refrigeration Institute)



**Certificate of Product Ratings**

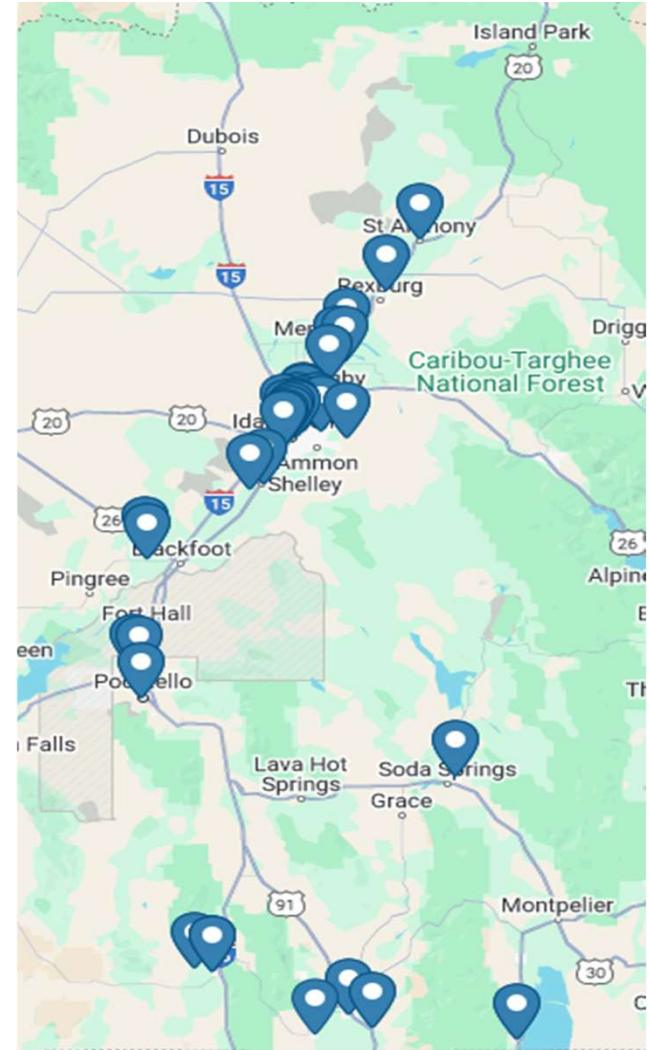
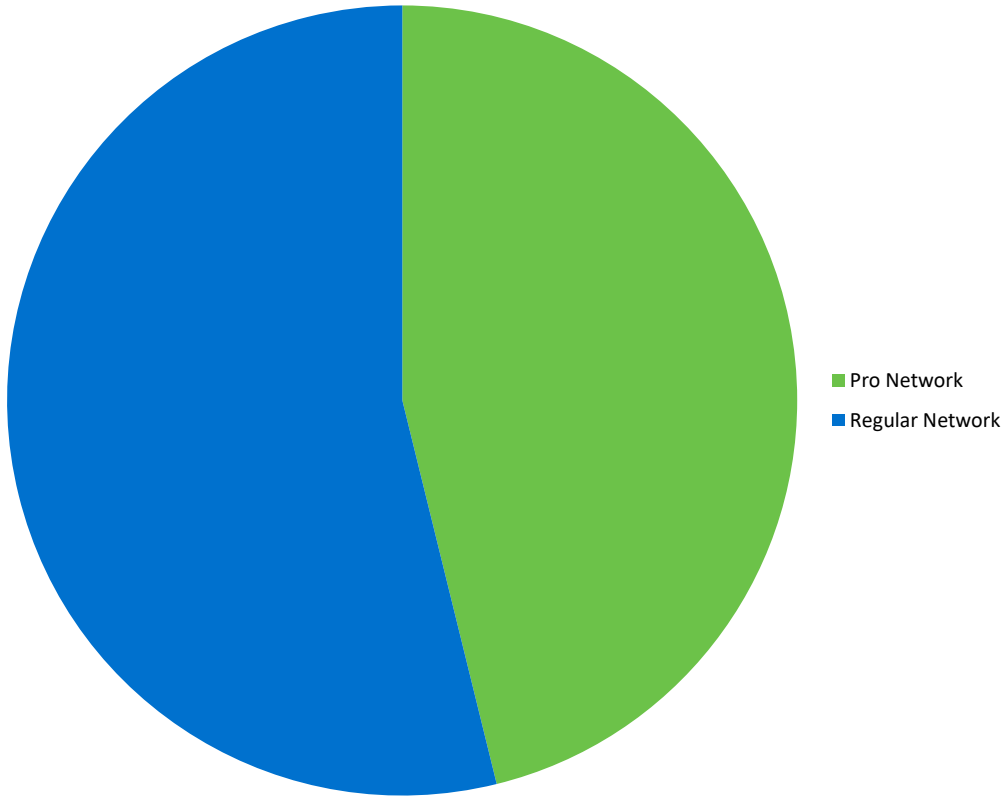
# Application Submission

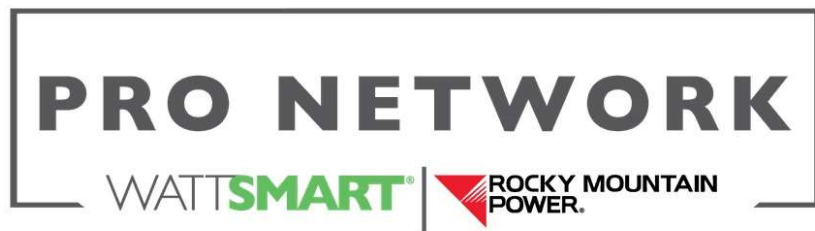
- Submission by
  - Customer
  - Trade ally
- Submit for your customer
  - Convenient for customer
  - Saves customer time
  - Saves you time



The screenshot shows a login interface for WATTSMART. On the left, under the heading "Don't have a rebate account?", there are two blue links: "Create a new Customer rebate account" and "Create a new Trade Ally rebate account". On the right, there is a login form with two input fields: "User Name (Email Address)" and "Password". Below these fields is a blue "Log in" button. At the bottom right of the form area is a blue link that says "Forgot password?".

# Trade Ally Network





## BENEFITS

- Priority Rocky Mountain Power focus and vendor spotlights
  - e.g., website, social media, radio, TV
- Exclusive local marketing opportunities
- Printed certificates
- Lead generation through our energy assessment program

## QUALIFICATIONS

- Lead with heat pumps
- Program growth
- Submission of load calculations
- Resolution of missing information
- Project submittal for customers
- Premium customer satisfaction



# Recognition



**PRO NETWORK**

WATT**SMART** | **ROCKY MOUNTAIN**  
POWER



WATT**SMART**®

POWERING YOUR GREATNESS

A horizontal banner with a blue background and white wavy patterns on the sides. A central white band contains the text "DUCTLESS DONE RIGHT" in blue, "IDAHO FALLS" in grey, "DUCTLESS" in large grey letters, and "208-881-6202" in white.

DUCTLESS DONE RIGHT

IDAHO FALLS

**DUCTLESS**

208-881-6202



# FIRST CALL *Jewel*



# Thank You



# Trade Ally Training

- Not a trade ally but want to be
- Interested in being a part of the Pro Network
- Learn how to submit for your customer
- Up-to-date information on qualified equipment
- AHRI



# 2025 Updates

## HEAT PUMPS

- Largely stay the same
- Closely monitor budgets and participation
- Could see incentive reduction towards end of year

## IMPROVEMENT TO WINDOWS

- Bundle with heat pumps
- Streamline application process

## NEW WINDOW HEAT PUMP EQUIPMENT

- Units from Midea and Gradient landing this year

## ACCEPTING HSPF2/SEER2 ONLY AS OF 4/1/25

## INFLATION REDUCTION ACT?

- 25C Tax credit
- State rebate programs

# Impact

- High-efficiency product without the financial obligation

Win – Win – Win





# Thank You

## WATT**SMART**®

FOR ALL YOUR HARD WORK



# Program Overview

---

January 2025





**ComfortReady  
HOME**



Homeowners



Contractors



Utilities





# Comfort Ready Home | Field Team



**1**  
**Miesha Yagle**  
NW Washington  
Olympic Peninsula



**2**  
**Nick Phillips**  
SW Washington



**3**  
**John DeLance**  
NW Oregon



**4**  
**Aaron Lazelle**  
NE Washington  
Northern Idaho



**5**  
**Mike Stothers**  
Central Oregon  
Southern Oregon  
Northern California



**6**  
**Scott Mayfield**  
Montana



**7**  
**Dean Paler**  
Southern Idaho  
Nevada  
Wyoming



**John Heflin**  
Outreach Specialist



**Mike Hughes**  
Field Services  
Manager



**Cyrus Collins**  
Program Manager

# ComfortReadyHome.com



A full-service website for contractors, utilities and homeowners in the region

- Homeowner Education
- Contractor Search
- Training Center
- Utility Resources



# Take Advantage of the Contractor Search



## CONTRACTOR FINDER

Get quotes or schedule service with trusted weatherization, water heating and HVAC professionals.

Enter your ZIP Code to see a list of installers near you.

Zip: 59803

Search



Missoula Electric Cooperative  
Northwest Montana

## HEAT PUMP WATER HEATER

Showing 1 to 2 of 2

See All - Print →

Andersons Heating, Air Conditioning and Plumbing Inc  
Northwest Montana, Southwest Montana  
(406) 728 8048

CONTACT →

We at Anderson's specialize in energy efficient heating and cooling.  
Geothermal Heat Pumps, Air Source Heat Pumps and Mini Split [More Details](#)

Services Offered: Air Sealing Services, Ducted Heat Pumps, Ductless Heat Pumps, HPWH, Plumbing Services, PTCS Air Source Heat Pumps, PTCS Duct Sealing, Residential HVAC Installation

Temp Right Services  
Northwest Montana, Southwest Montana  
4067281111

CONTACT →

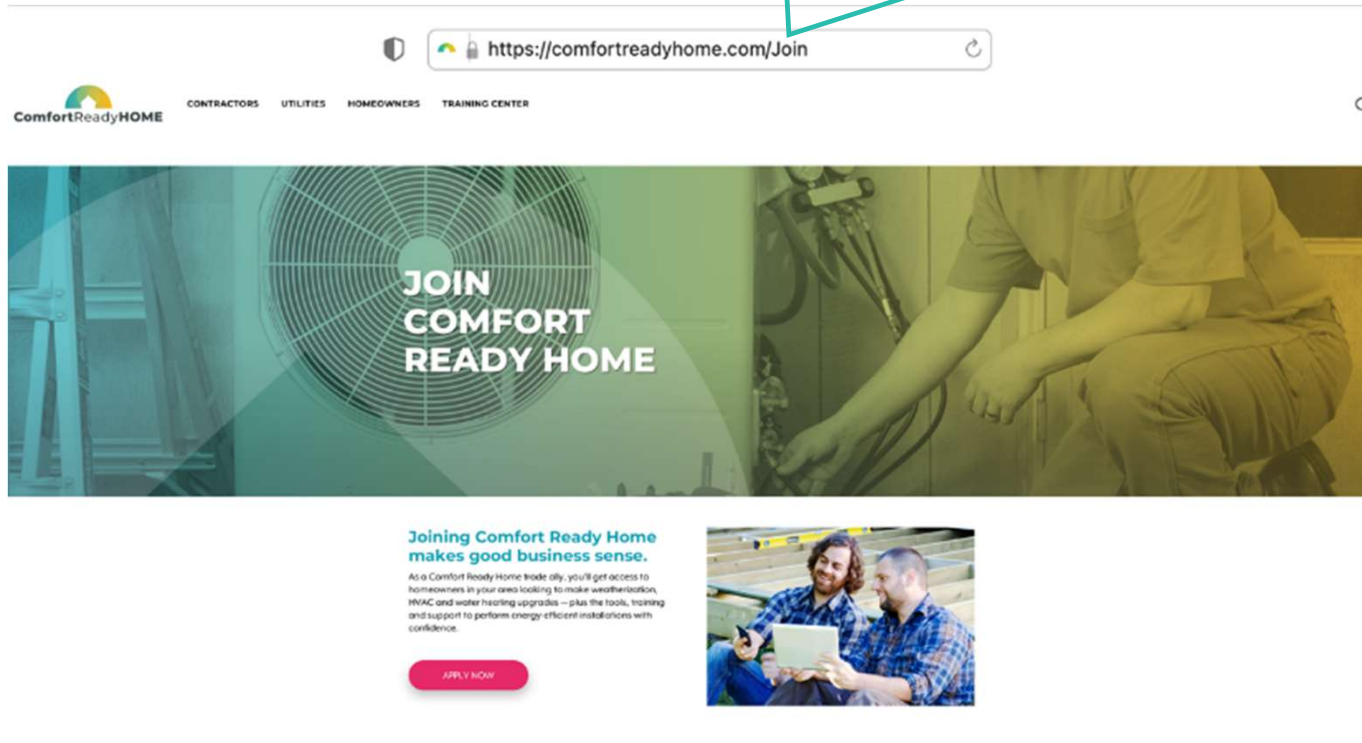
[More Details](#)

Services Offered: Air Sealing Services, Building maintenance, Ducted Heat Pumps, Ductless Heat Pumps, HPWH, Plumbing Services, PTCS Air Source Heat Pumps, PTCS Duct Sealing, Residential HVAC Installation

# Join Today



[ComfortReadyHome.com/Join](https://comfortreadyhome.com/Join)

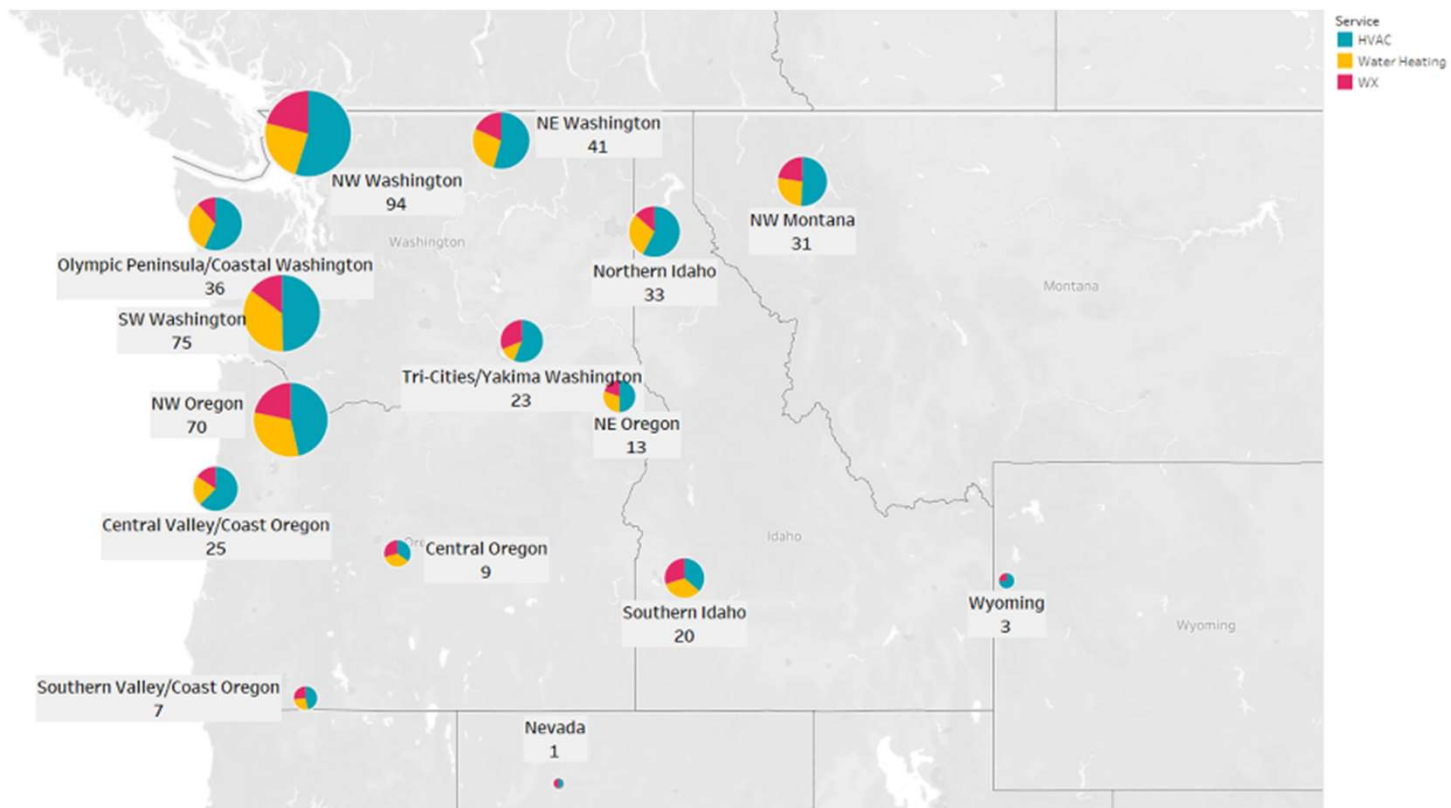




# Contractor Network



## Contractor Participation by Subregion



<https://comfortreadyhome.com/contractor-search/>

# On-Site Workshops



## Small group contractor trainings

Responsive to Utility and Contractor Needs:

- Heat Pump Water Heaters
- Home as a System
- Wall Insulation
- Heat Pump Best Practices



# On-Demand Training



**Become an expert.  
Earn free CEUs today!**

**CCB, BPI and AIA Continuing  
Education Credits available.**

Choose from .25, .50, 1-unit CEU courses.



## Learning Center

- Cold Climate Heat Pumps
- Manufactured Home Insulation
- Site Built Wall Insulation

- Insulating Sloped Ceilings
- Attic Insulation
- Floor Insulation



Simple and Effective Floor  
Insulation




Heat Pump Water Heater  
Opportunities + Installation  
Considerations (CRH-EiQ215)



Making the Most of HVAC  
Opportunities

# Training YouTube





**Comfort Ready Home**  
34 subscribers

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SORT BY



**SETTING UP A BLOWER DOOR**

4:57



**TESTING VENTILATION SYSTEM**

4:09



**TESTING A HOME FOR AIR LEAKAGE**

3:48



1:38



1:19

Blower Door Test: Setting up to Depressurize a Home

53 views • 3 weeks ago

Indoor Air Quality: Calculating and Testing...

52 views • 1 month ago

Testing a Home for Air Leakage

147 views • 3 months ago

Energy Efficiency Sales: How to Ruin a Sale

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20 views • 7 months ago



2:11



2:27



2:17



1:36



2:27

Energy Efficiency Sales: Ask/Observe Stage

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Energy Efficiency Sales: Agree Stage

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How Ventilation and Filtration Make a Healthy Home

150 views • 1 year ago

Weatherize Your Home to Keep Unhealthy Air Out

183 views • 1 year ago

Protecting Your Home from Wildfire Smoke

567 views • 1 year ago



# Marketing Toolkit





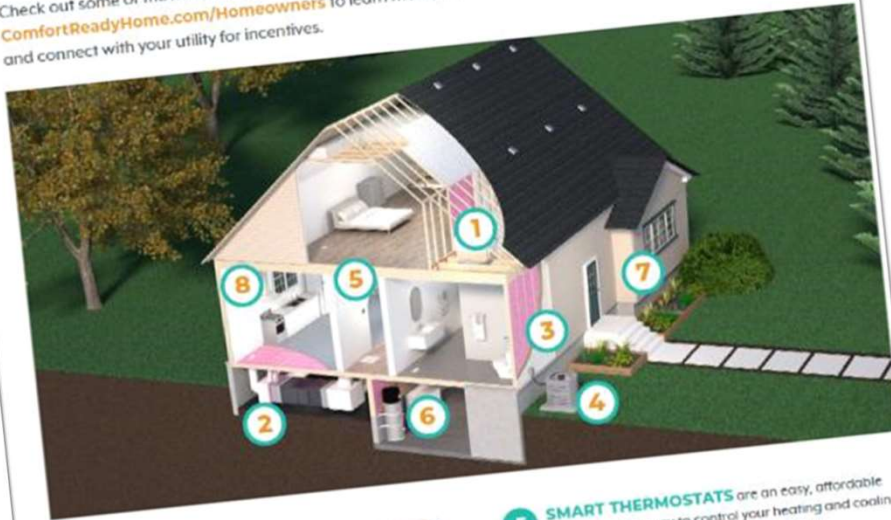
# Homeowner Education



## Home Comfort Upgrades

Energy-efficiency upgrades can make your home more comfortable while lowering your monthly utility bills. There are options for every home and budget, from simple projects to comprehensive whole-home solutions.

Check out some of the most effective energy-efficiency upgrades below, then visit [ComfortReadyHome.com/Homeowners](https://ComfortReadyHome.com/Homeowners) to learn more, find contractors near you and connect with your utility for incentives.



**1 AIR SEALING** blocks uncontrolled air flow into and out of your home, leaving you with a quieter, healthier, and more comfortable home that uses less energy.

**5 SMART THERMOSTATS** are an easy, affordable and convenient way to control your heating and cooling system and lower your bills. They can also be programmed to learn your habits and adjust the temperature accordingly.

## Many upgrades pair well and complement each other.

When investing in your home's energy efficiency, it's worth considering which upgrades work well together to maximize comfort while delivering the best value. Ask your contractor about combining different upgrades and check with your utility for available incentives.



### AIR SEALING

**Pairs well with:** Insulation; Duct sealing; Air source heat pumps; Ductless heat pumps; Windows and doors; Ventilation

**Good for:** Indoor Air Quality; Utility Bills; Comfort; Environmental Footprint; Noise Reduction



### DUCT SEALING

**Pairs well with:** Air sealing; Air source heat pumps

**Good for:** Indoor Air Quality; Utility Bills; Comfort; Environmental Footprint; Noise Reduction



### INSULATION

**Pairs well with:** Air sealing; Ventilation; Ductless heat pumps; Air source heat pumps; Windows and doors

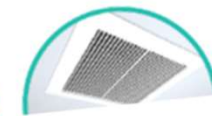
**Good for:** Indoor Air Quality; Utility Bills; Comfort; Environmental Footprint; Noise Reduction



### HEAT PUMPS

**Pairs well with:** Air sealing; Insulation; Duct sealing; Smart thermostats

**Good for:** Utility Bills; Comfort; Environmental Footprint



# Thank You!

Please contact your  
energy efficiency representative

or

Cyrus Collins

*Program Manager*

[cyrus.collins@evergreen.energy](mailto:cyrus.collins@evergreen.energy) (503) 705-7039





## PRO NETWORK TRADE ALLIES

- Sunlight Electric
- D&S Electrical Supply

## TRADE ALLY AWARDS

- Hatch Lighting
- Advanced Lighting





Thanks for attending!

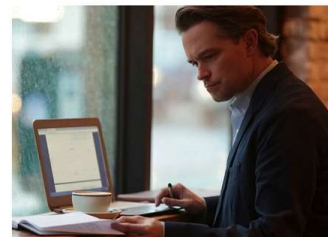
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POWER.**



# Wattsmart® Program

## Idaho Annual Training



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