

A wide-angle photograph of the Tacoma waterfront. In the foreground, a dark wooden pier with white pilings extends into the water. Several boats are docked at the pier, including a large white motorboat and a smaller boat. In the background, a dense urban skyline is visible under a clear blue sky. The skyline includes a prominent white, cone-shaped building on the left, several multi-story office buildings, and a large green bridge structure on the right. The water in the foreground is calm, reflecting the sky and the buildings.

*Serving our customers*

# Annual Trade Ally Meeting 2019

**TACOMA  POWER**  
TACOMA PUBLIC UTILITIES

**Welcome Trade Ally**





# Today's Agenda

- Welcome
- 2018 Partnership Success
- Guest speaker: Matt Gibbs
- 2019 - Looking Forward
- Breakout Sessions
- Key Takeaways
- Evaluations

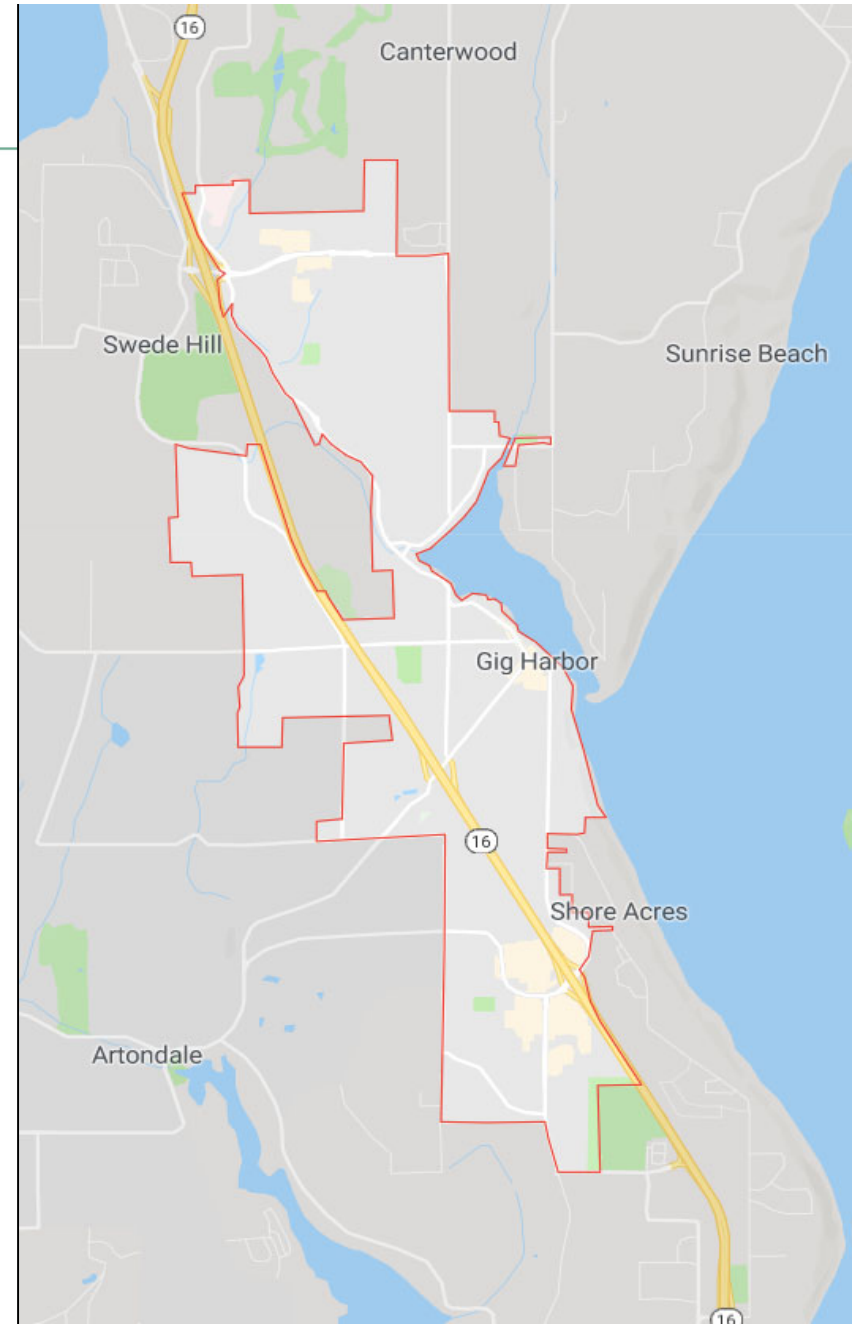




## 2018 Partnership Home Runs

## 2018 Energy Savings

About enough  
electricity saved  
to power  
**Gig Harbor**  
for a year!





# Time is Money



**Suggestion: Join the *Faster Approvals and Payments* breakout session to learn more.**

## Survey Says.....

**57%**

**Cited top reason  
for choosing their  
contractor:**

**Tacoma Power's  
Contractor List**

**96%**

**Would  
recommend their  
contractor**

**98%**

**Were satisfied  
or very  
satisfied with  
their  
contractor**

## Customer Says.....

**“Thank you so much for offering this program! Both the contractors and Tacoma Power did a great job when dealing with my elderly parents. And most importantly my parents are now nice and warm in their comfy home. We are very grateful!”**





## Change Creates Opportunity

**HELLO**

**my name is**

*Matt Gibbs*

# Looking Forward 2019



# Focus on Customer Experience

- Outreach at the Local Level
- Low Income Community
- Custom Projects
- Improvements

Applications

Website

Notifications

Electronic Signatures

Rebate Summary Sheet

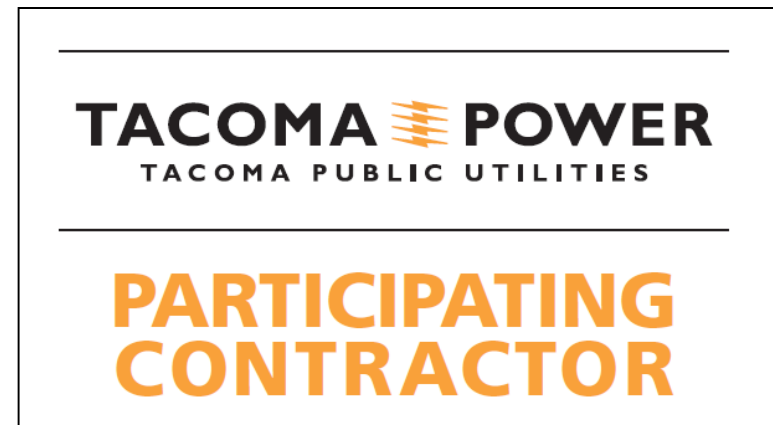
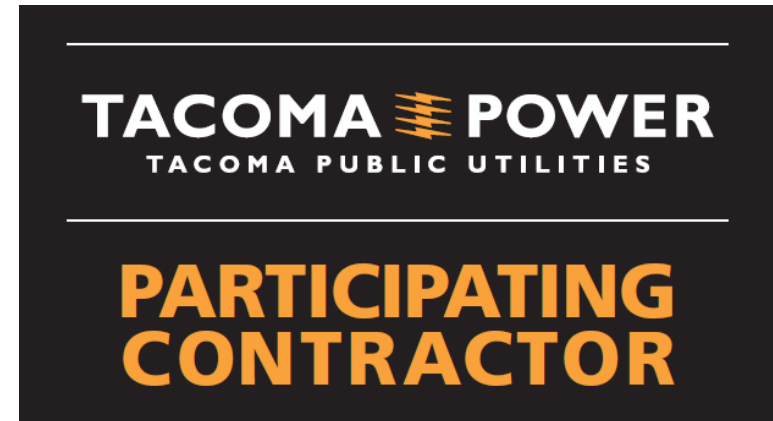
New Program Brochure





## Focus on Trade Ally Experience

- Program/Incentive Changes
- Improving Relationships
- HVAC Bid Form



# Trade Ally Portal

mytpu.org | Contact Us | Electrical Permits | City of Tacoma Permits

TACOMA POWER  
TACOMA PUBLIC UTILITIES

PARTICIPATING CONTRACTOR

Have an account? **Sign-In**

Home Find A Contractor Become A Member

### Login

Username :

Password :

**Login**

[Forgot username?](#)  
[Forgot password?](#)

**Suggestion: Join the *Trade Ally Portal* breakout session.**

# 2019 Updates

## April Changes

Duct Seal incentive

- Manufactured Home
- Stick Built



**Suggestion: Join the *All Things HVAC* or the *Weatherization World* breakout sessions for more information.**



## Tax Increase

**TACOMA  
CREATES**



# Marketing Focus – New for 2019

## New Billboards

- 341,000 views per month
- 12 panels in service territory

## New Places

- Tacoma Rainiers
- Movie theaters



# Marketing Focus

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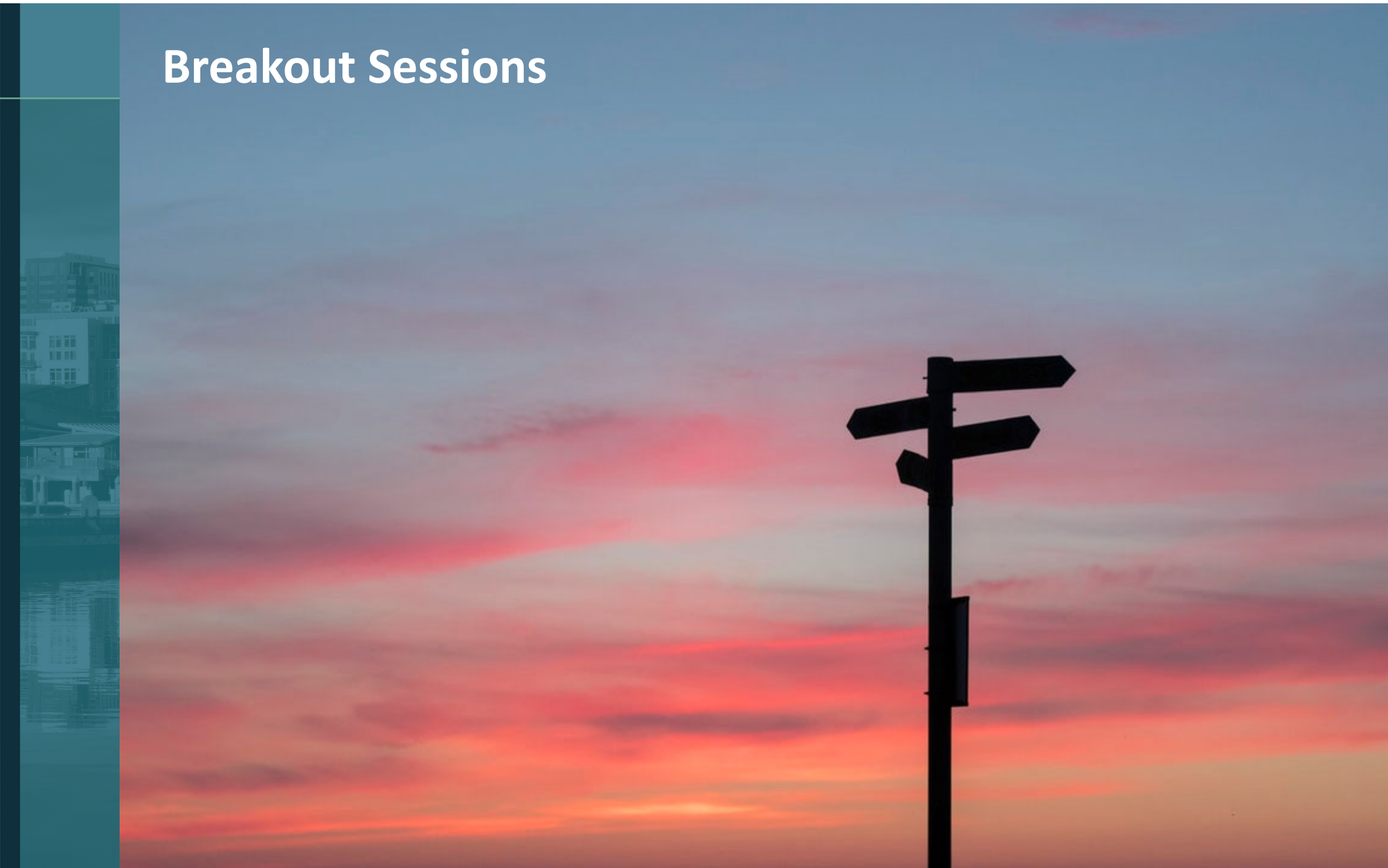
## Targeting:

- Heat pump water heater rebate
- Insulation and windows for income-eligible customers
- Increase awareness of Tacoma Power's 7-year, zero interest loan
- Rental properties

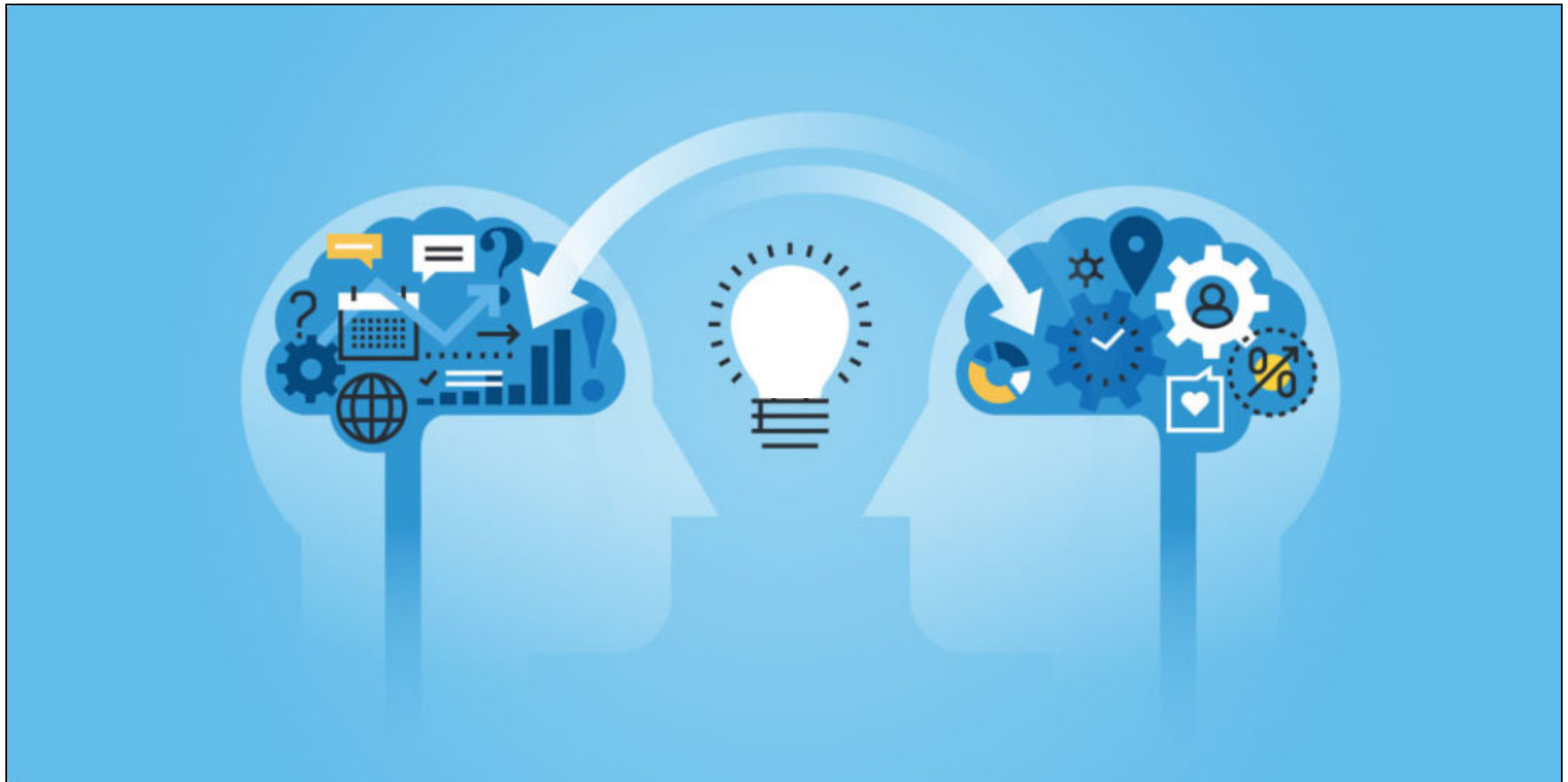
**Suggestion: Join the “Let’s Talk” breakout session to share ideas and discuss marketing opportunities.**



# Breakout Sessions



## Regroup – Share Key Takeaways



# Thank you from all of us!

