



Serving our customers

Tacoma Power's Evolving Conservation Programs

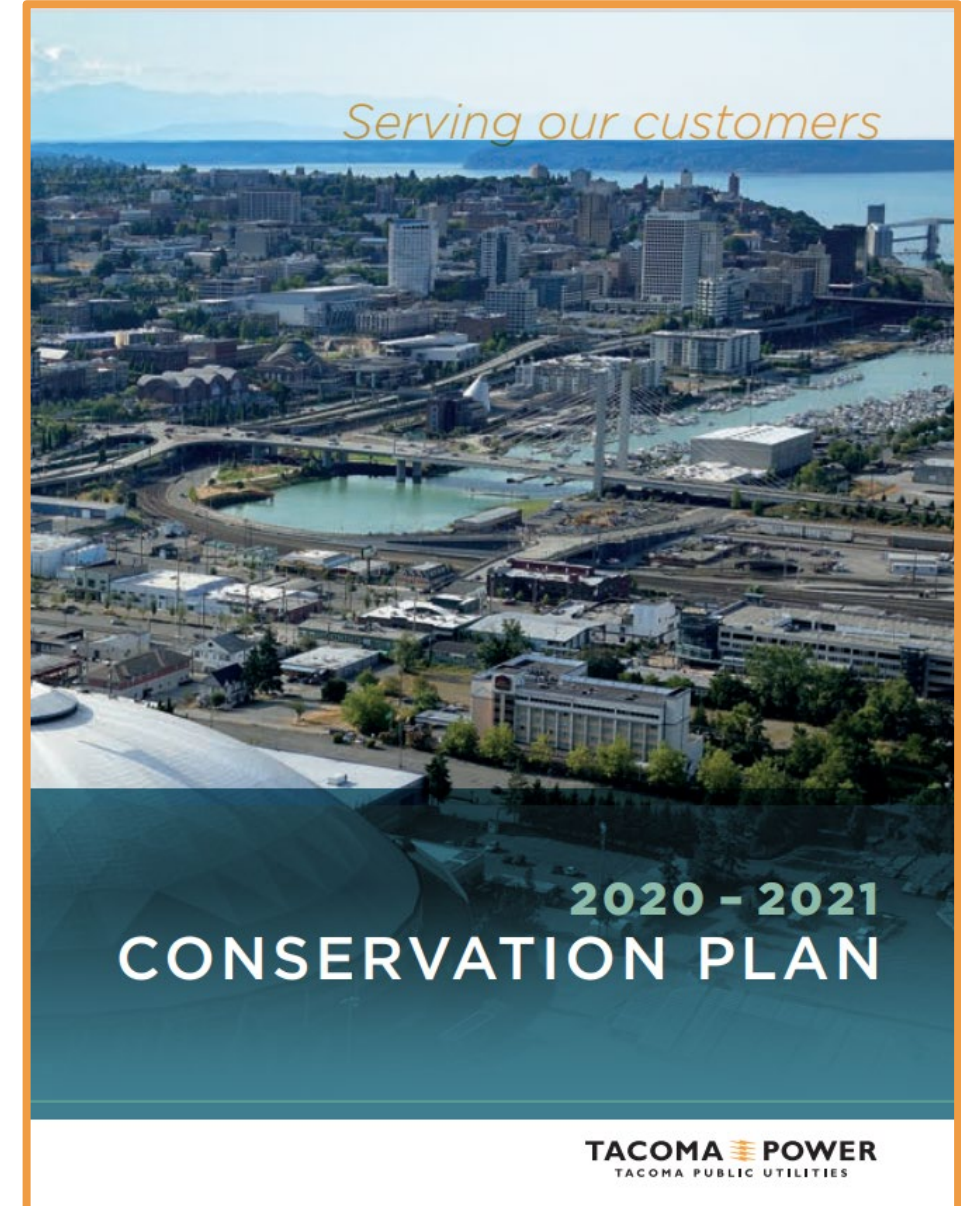
March 23, 2022

Why Conservation?

- Cost effective resource
- Good for the environment
- Good for customers

Conservation Plan:

- Analysis driven
- Equitable
- Programs that appeal to customers



Supports Strategic Directives

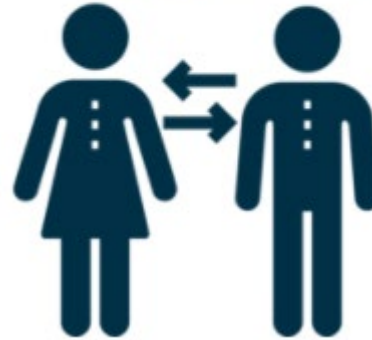
SD1

Equity and
Inclusion



SD4

Stakeholder
Engagement



SD5

Environmental
Leadership



Residential Portfolio

Incentives for

- Window replacement
- Insulation
- Heat pumps
- Water heaters



Low Income

Customers with electric heat

- Meet income qualifications
- Own and occupy their home

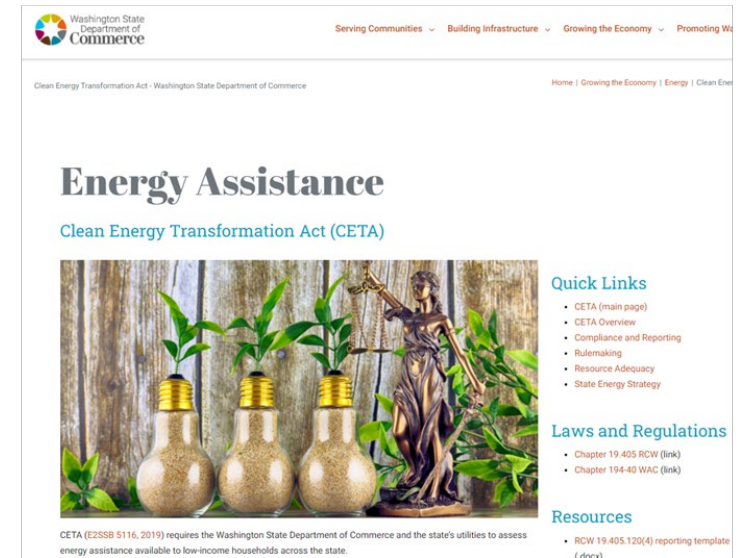
Eligible for a rebate and deferred loan



Evolving Context

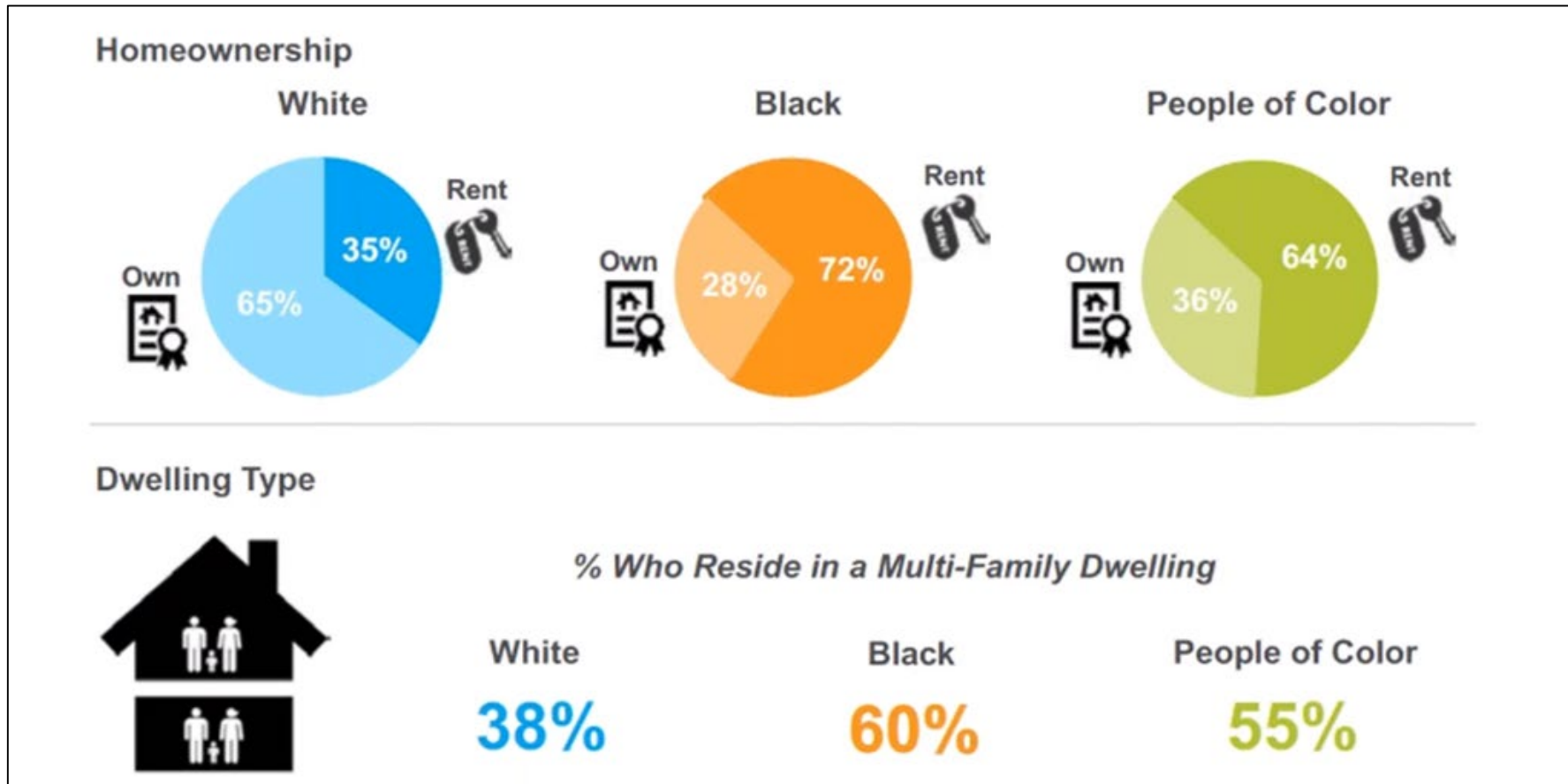
- Equity focus

- Washington Clean Energy Transformation Act (CETA)



Applying an Equity Lens

Breakdown of Homeownership and Dwelling Type by Race



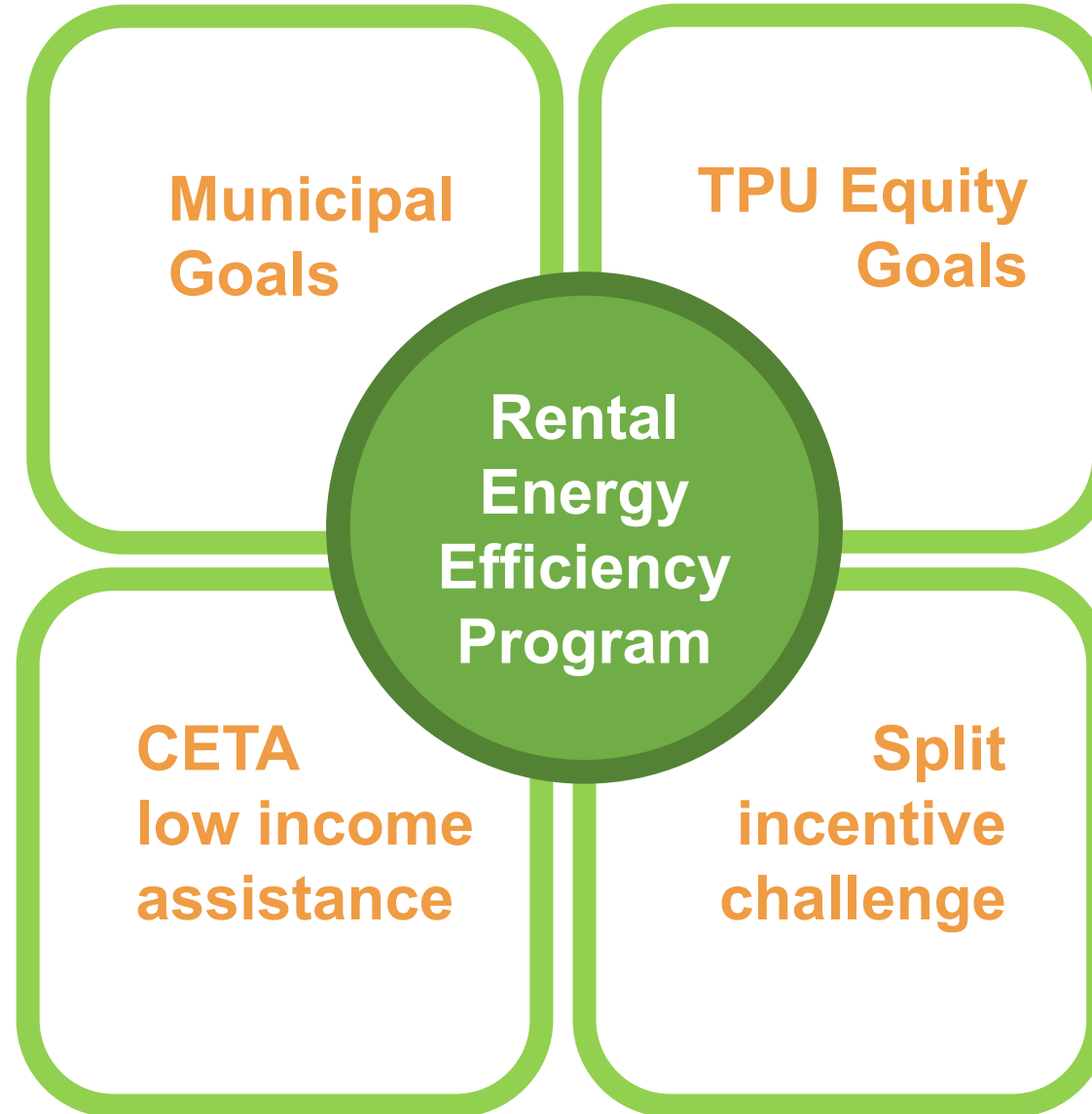
(SECC White Paper: Racial Disparities Among Lower-Income Energy Consumers, 2021)

Energy Burden and CETA

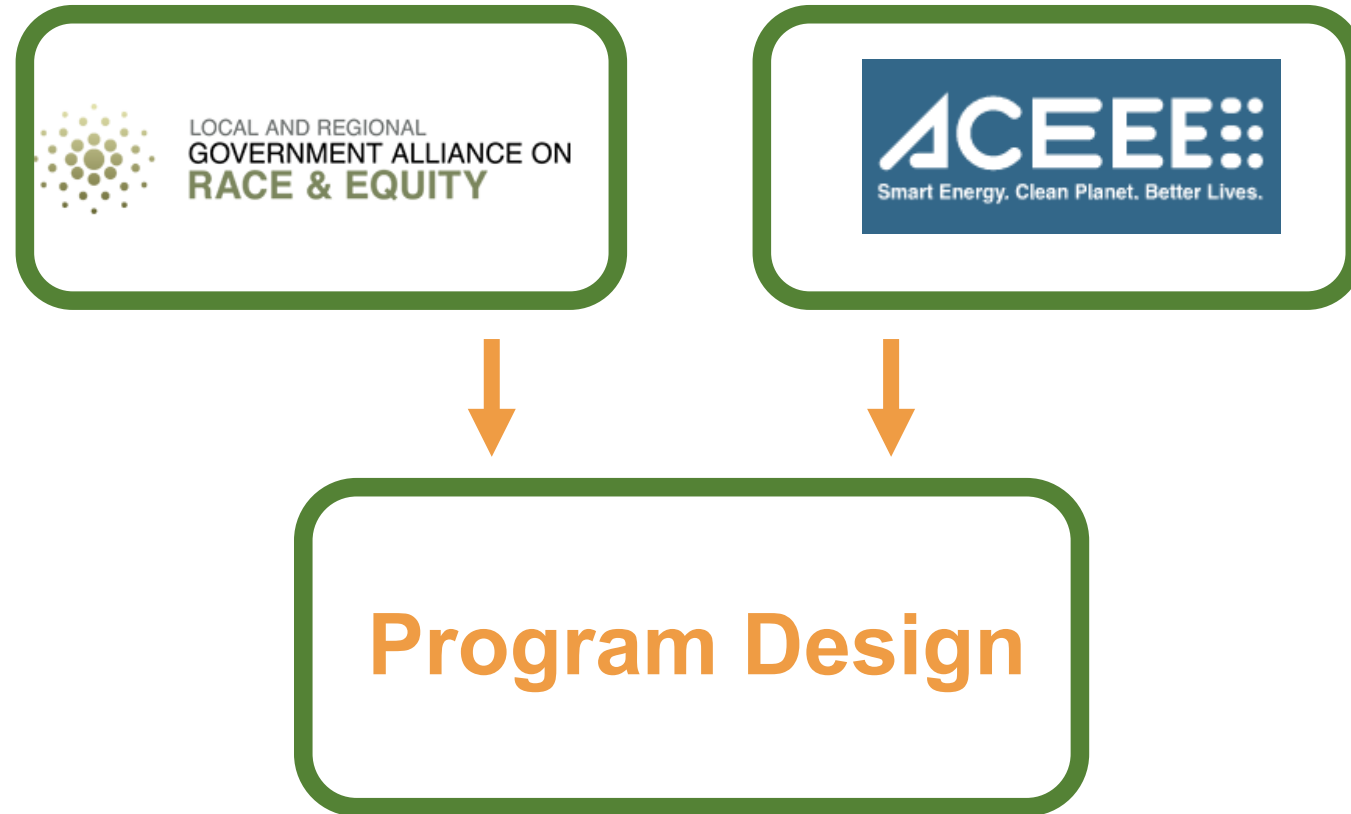


Target conservation spend: \$780,000 per year

Four objectives. One program.



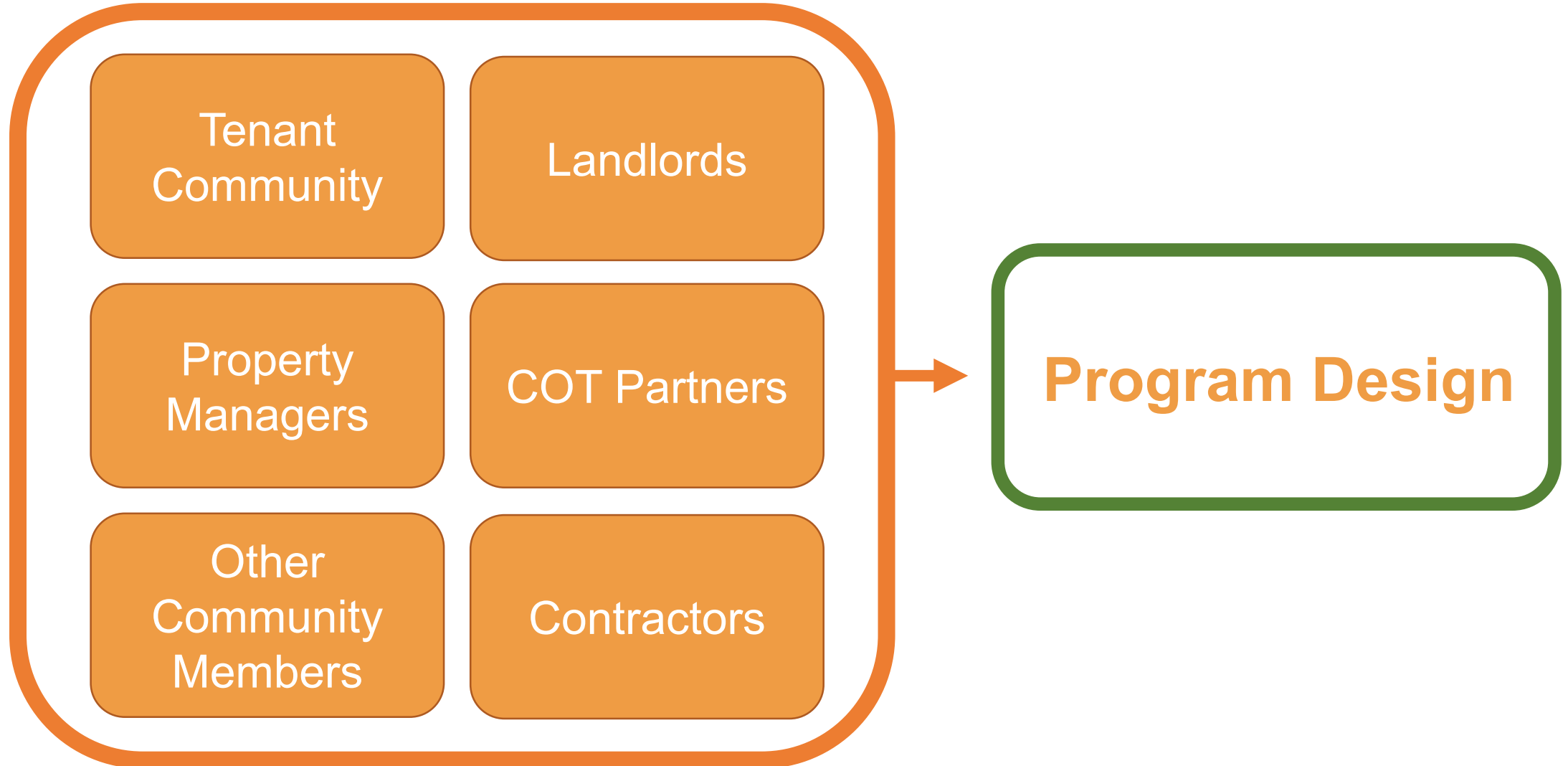
Informed and Respected Guidance



(GARE: Racial Equity Toolkit: An Opportunity to Operationalize Equity, 2016)

ACEEE Report: A New Lease on Energy: Guidance for Improving Rental Housing Efficiency at the Local Level, 2021)

Community Engagement



Themes: Tenants



“

Improvements lead to rent increases.

What can we do without upgrades by simply changing our behavior?

”

Themes: Landlords



“

We have competing priorities.

Help us navigate the process.

We need tax reductions and incentives!

No upfront out of pocket costs.

”

Themes: Community Partners

“

Thank you for thinking of our tenant community!



Build trust through us – the utility is not considered a “trusted partner”.

Be sensitive to landlords and impacts of Covid rent and eviction moratoriums.

Leverage our strong relationships in the community.

”

Lessons we learned



Lesson #1

**Take a whole building
approach**



Higher incentives needed for landlords with low income tenants



Lesson #3

Provide flexibility



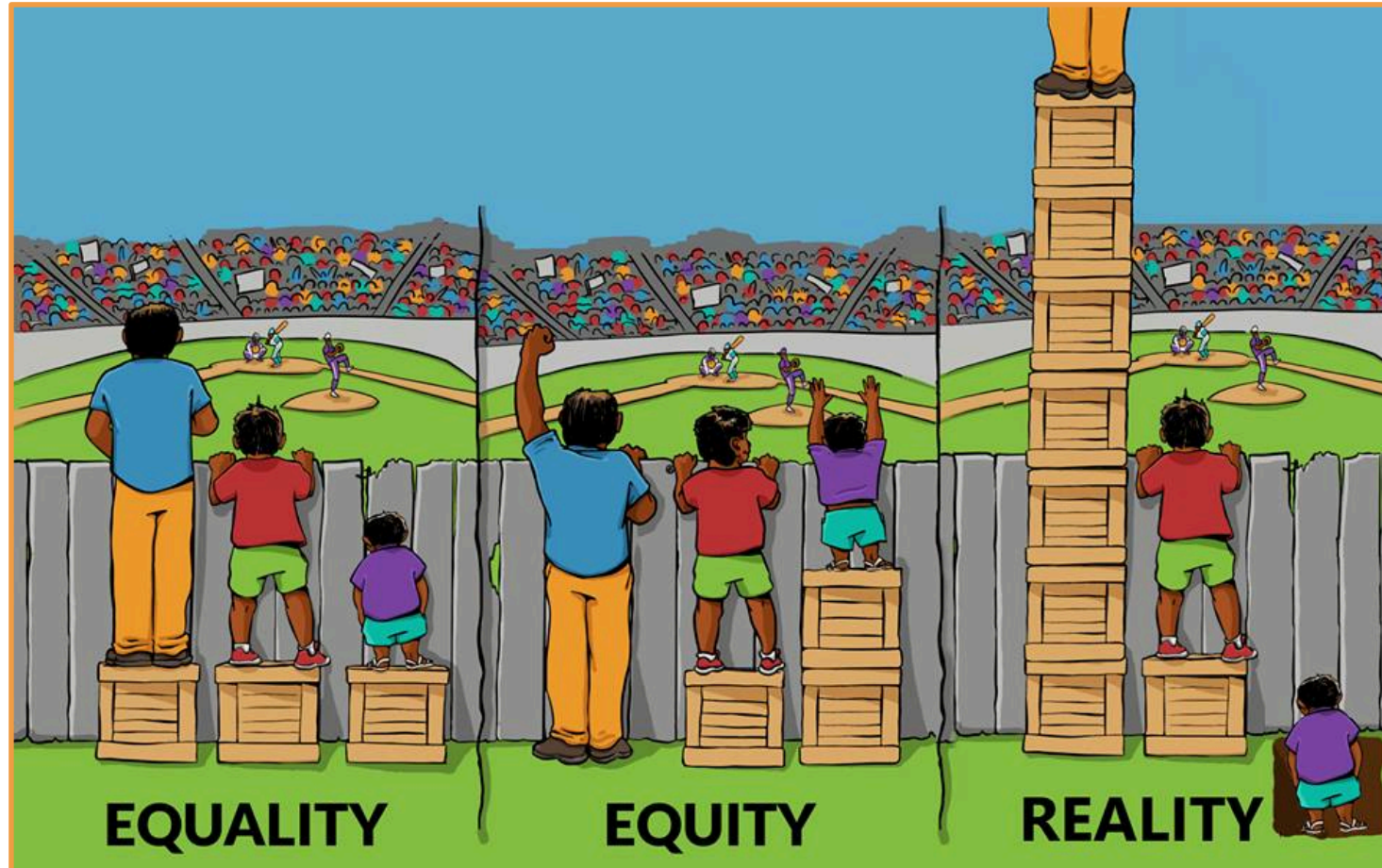
Lesson #4

Patiently build community relationships



Lesson #5:

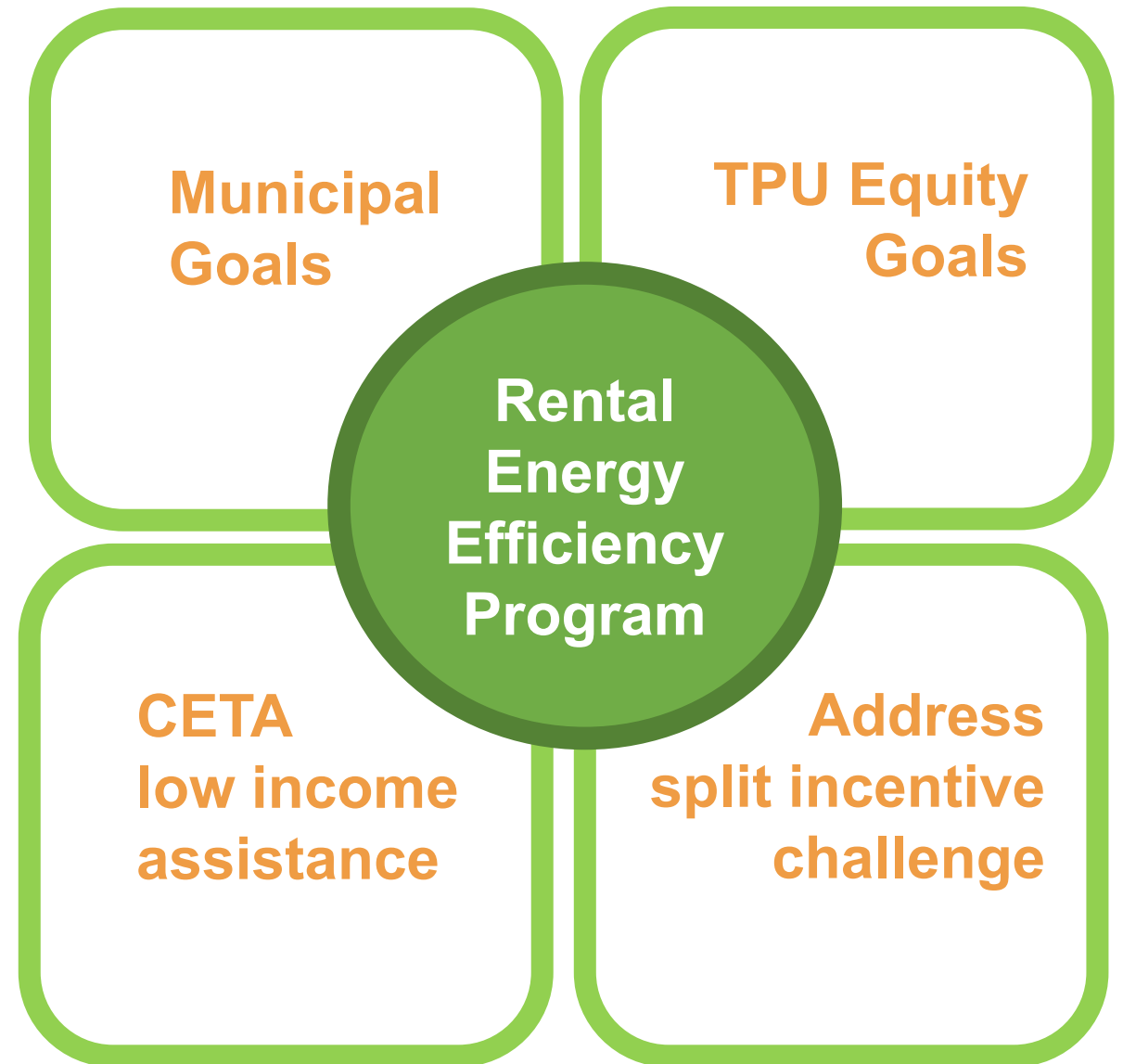
Landlords have all the power, so hold them accountable and engage tenants



STRATEGIES

For lasting impact and change

**We must collaborate with
COT and Pierce County**



Policy Measures



**Rental Home
Energy
Score**

Rental
License
Application

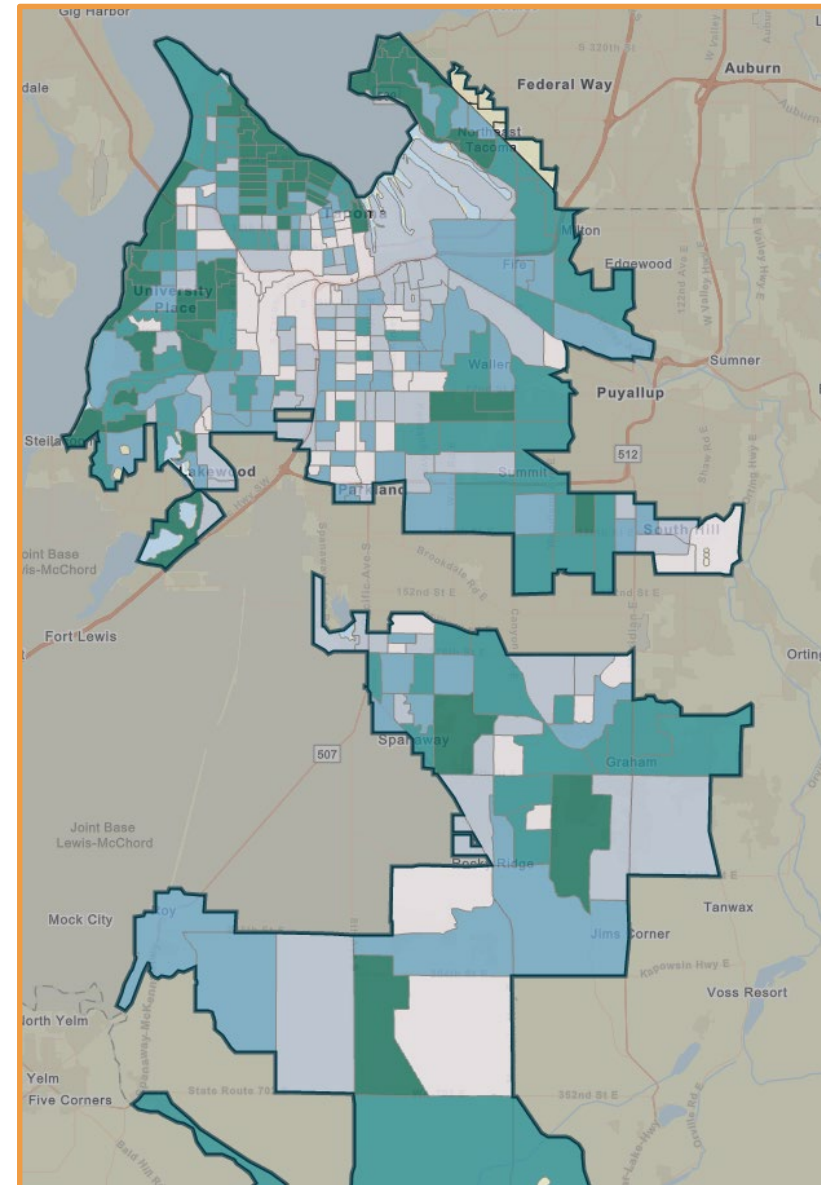


Programmatic Measures



Opportunity

TACOMA POWER LIVABILITY INDEX





- **Utility revenue**
- **Avoided tax on BPA incentive funding**
- **Federal infrastructure funds**

PROGRAM OFFERINGS

Start here



Affordability Covenant



Insulation



Window replacement



Heating Systems

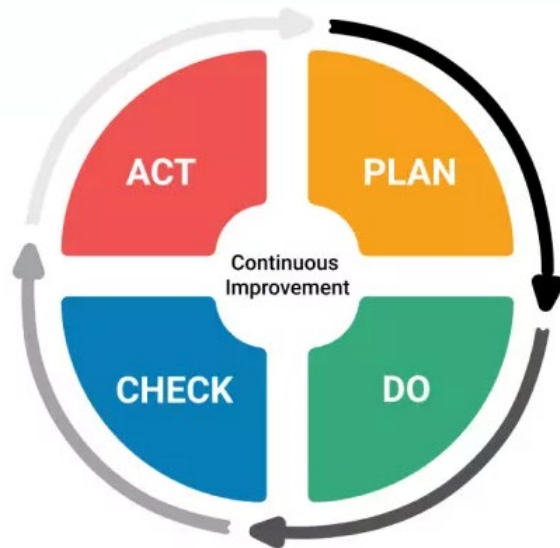


Ducted/Central Heat Pump

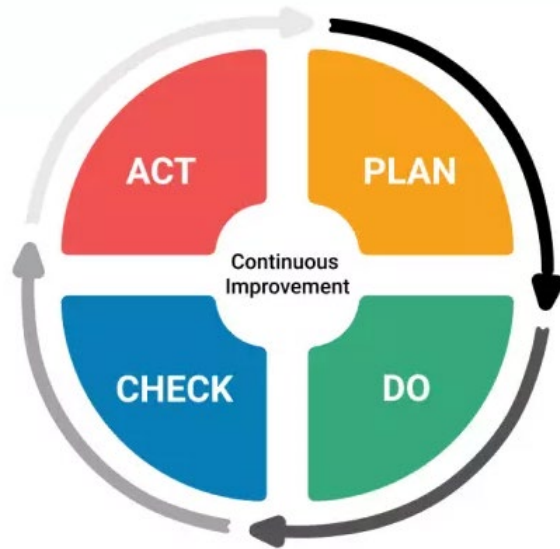


Ductless/Mini-Split Heat Pump

Next Steps

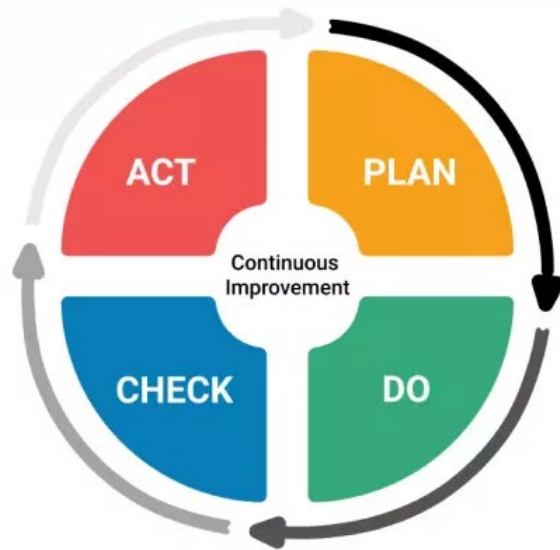


Q1



Q1

Q2



Q1

Q2

Q3

Questions