

Good Morning and thank you for joining us!

**What is your favorite year
and why?**

**Enter your answer in the
chat box**



A photograph of the Tacoma waterfront. In the foreground, a wooden pier with several white mooring bollards extends into the water. Two white boats are docked at the pier. In the background, a city 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 gantry crane on the right. The water reflects the buildings and the sky.

Serving our customers

Annual Trade Ally Meeting

March 18, 2021

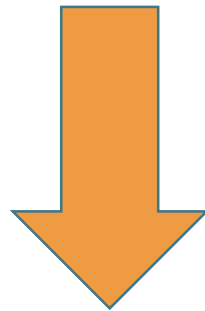
Welcome



Zoom

- **How to participate**

- Select “Chat” on the bottom toolbar
- We will be checking for questions/comments



The background of the slide is a dense, close-up photograph of numerous colorful Easter eggs. The eggs are in various colors including bright pink, orange, yellow, blue, green, and purple. They are scattered across the entire frame, creating a vibrant and festive pattern. In the center of the slide, there is a semi-transparent orange rounded rectangle containing the text "Fun Facts".

Fun Facts

Agenda

- **Thank you from our Director, Jackie Flowers**
- **Residential program updates**
- **Marketing updates for 2021**
- **Announcements**
- **Wrap up**

30 minute sessions to provide more detail

Date	Topic
April 1	Submitting paperwork
April 6	HVAC
April 13	Windows and insulation

Watch for details coming soon to your email inbox!

Director of Tacoma Public Utilities



Program Updates

New Offers



Heat Pump Water Heater - Rebate

- Instant \$500 rebate at Lowe's and The Home Depot
- Reminder: \$500 for contractor installed HPWHs
 - Online application
 - Paper application



NEW: Heat Pump Water Heater - Loan

- Zero Interest Loan up to \$2,200 for 3 years
- Example: Total HPWH install cost after tax = \$3,000

HPWH install cost	\$ 3,000
HPWH loan cap	\$ 2,200
Owner contribution	\$ 800

- Monthly payment with filing fee (\$78) = \$63 per month for 36 months

NEW: Combination Loan

- HPWH Loan can be bundled with other Loan Eligible Products
 - Zero interest loan amount: Up to \$2,200 for 7-year term
 - Must be combined with other loan eligible products



NEW: Combination Loan - Example

- Example Project: HPWH and 1:1 DHP Loan Project

HPWH install cost	\$ 3,000
1:1 DHP cost	\$ 4,500
Total project cost	\$ 7,500

- 7 Year Loan Option:

HPWH loan cap	\$ 2,200
DHP loan cap	\$ 4,000
Total loan amount	\$ 6,200
Total project cost	\$ 7,500
Owner contribution	\$ 1,300

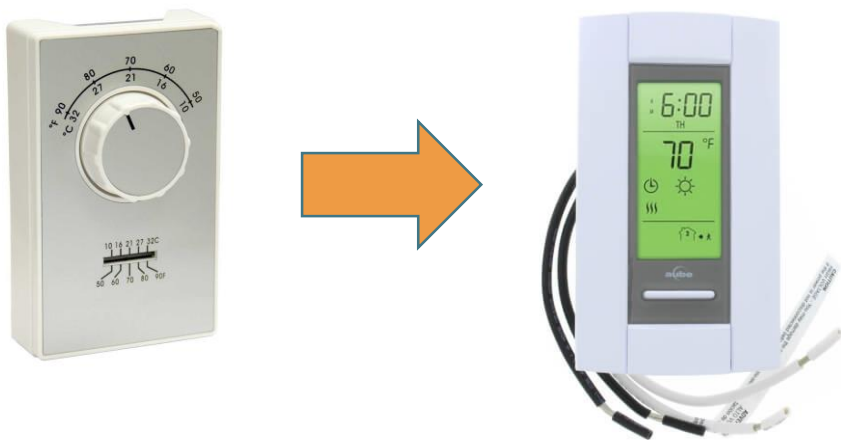


NEW: 1-4 Unit Building LLC Loans

- **Required Pre-approval** as with all Loan projects with Tacoma Power
 - Must sign an Unconditional Personal Guarantee
 - Rental properties up to 4 units owned by a Limited Liability Corporation (LLC) may be eligible for zero-interest conservation loans.

NEW: Line Voltage Thermostat - Rebate

- \$25 per thermostat – Single family and Multifamily
- Product Must:
 - Be programmable
 - Have a digital display
 - Be electronically line-voltage
 - Have a thermistor temperature sensing element that is accurate to within 1.5 degrees or better
 - Be UL- or CSA-listed



Questions?



Program Changes

Changes to Existing Offers



Changes: Program Requirements

- **Ductless Heat Pumps (DHPs)**
 - Goingductless.com listing requirement removed
- **Windows**
 - Existing insulation requirement removed
- **Insulation**
 - REQUEST: Include pre and post photos during COVID

Changes: Paperwork Updates

- Checklist updates:
 - Requirement for *Whole Home Zonal Heat Pump* system to include heat load calculation
 - Requirement for image of *Broken Heat Pump* replacement with model information clearly shown

Residential Programs Documents Checklist REBATES

TACOMA POWER
TACOMA PUBLIC UTILITIES

	Heating		Weatherization		Duct Sealing	Heat Pump Water Heater
	Heat Pump	Ductless Heat Pump	Windows	Insulation		
Residential Programs Application <ul style="list-style-type: none">• Sign and date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bid(s) <ul style="list-style-type: none">• Signed by owner			<input type="checkbox"/>	<input type="checkbox"/>		

Questions?



Marketing Updates

2021 Campaign and Rebrand



New branding for Customer Energy Programs



MyTPU.org/PowerMoves

POWER MOVE #41
Getting your new insulation paid for.

You don't have to pay us back until you sell your home.

Tacoma Power has you covered with offers like this and many others available online—ready to get you saving energy and saving money. Now that's a power move.

TACOMA POWER
TACOMA PUBLIC UTILITIES



POWER MOVE #27
Getting \$1,000 back on your new heating system.

Install a heat pump.
Get a rebate. Done.

MyTPU.org/PowerMoves

With Tacoma Power, saving energy also saves you money. Check out offers like this and many more online, and see all the easy ways you can pull off some real power moves.

TACOMA POWER
TACOMA PUBLIC UTILITIES

New branding for Customer Energy Programs



**WE'LL BUY YOU NEW WINDOWS.
JUST PAY US BACK WHEN YOU SELL YOUR HOME.**

Tacoma residents care about saving energy. Tacoma Power makes it easy and affordable to do so. Offers like this one (and many others) are available online, so take a look and see what you qualify for. From windows to water heaters and insulation, you have the power to save.

Get started at MyTPU.org/Empowered



**WE'LL BUY YOU A NEW DUCTLESS HEAT PUMP.
JUST PAY US BACK WHEN YOU SELL YOUR HOME.**

Tacoma residents care about saving energy. Tacoma Power makes it easy and affordable to do so. Offers like this one (and many others) are available online, so take a look and see what you qualify for. From windows to water heaters and insulation, you have the power to save.

Get started at MyTPU.org/Empowered



New branding for Customer Energy Programs

- **Where you and your customers will see the new brand:**
 - Outdoor billboards
 - Online display ads
 - Paid search ads
 - TV ads
 - Radio ads
 - Paid social media ads
 - Retail stores
 - Vehicle wraps
 - Print ads in magazines and newspapers
 - Placed stories in local publications
 - Local influencers
 - All TPU customer-facing channels

Marketing strategies for 2021

- **Implement rebrand**
- **Micro-target with pre-qualified offers**
- **Increase digital advertising**
- **Develop video strategy that increases video use**
- **Promote manufacturer incentives**

Questions?



Demand Response

A New Pilot



Grid Interactive Water Heater Controller Pilot

- Uses water heater as a battery to store energy
- Built in cellular connection
- Install 200 controllers in July
- Releasing an Request For Bids soon
- Installation video available



Request for Bid

- Planning to issue a Request for Bid for installation soon
- Public works / prevailing wage project
- Available to informally answer questions prior to RFB

Contact information

- Jeremy Stewart
- 253-396-3294
- jstewart@cityoftacoma.org

Comfort Ready Homes

Bonneville Power Administration





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WELCOME TO COMFORT READY HOME

We help communities become more energy efficient, healthier and more comfortable through home weatherization, HVAC and water-heating upgrades. We make affordable energy-efficiency upgrades possible for every home by connecting energy utilities, contractors and homeowners with each other and with the tools they need to make smart energy-efficiency decisions.



Joining Comfort Ready Home makes good business sense.

Your Regional Field Specialist



Troy Zdzieblowski

Field Specialist – NW Washington/Olympic Peninsula

503.890.2230

troyz@evergreen-efficiency.com



Online Learning

Courses on air sealing and insulation where you can earn CEUs.



Webinars and Hands On Workshops

Air Sealing Webinar
coming up on **4/27**



Field Guide with Checklists

Comfortreadyhome.com
to download

Special Opportunity

Sales follow up session



Sales follow up session: Mark Jewell

- Best selling author of “Selling Energy”
- Expert on overcoming barriers to implement energy efficiency projects
 - sellingenergy.com



Questions?

Contact us at RConservation@cityoftacoma.org

or

253-502-8363



Thank you!

Let us know how we did

Survey link in the chat

