

Sure Bet Program

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Sierra Pacific Power - Nevada Power

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sure bet program

Introduction ■ Service Territory:

- 1.1M Customers
- 6590 MW Peak
- 5+% Growth





Sure Bet Program Overview

- Objective
 - Promote the implementation of cost-effective energy efficient measures in commercial facilities
- Timeline
 - Ongoing program initially funded as pilot in 2003
 - Currently funded for calendar years 2005-06
- Target market
 - Non-residential - commercial, industrial and institutional customers (all sizes)



Goals

- Energy/demand savings
- Stimulate EE market
- Customer service
- Facilitation of projects
- Grid reliability
- Environmental benefits
- Long term relationships with customers, contractors, trade allies and local governments



Sure Bet Program Components

- Incentive Program
 - Prescriptive
 - Custom
- Schools Program
- New Construction Program
- Building Optimization Program

Benefits

■ Cash incentives



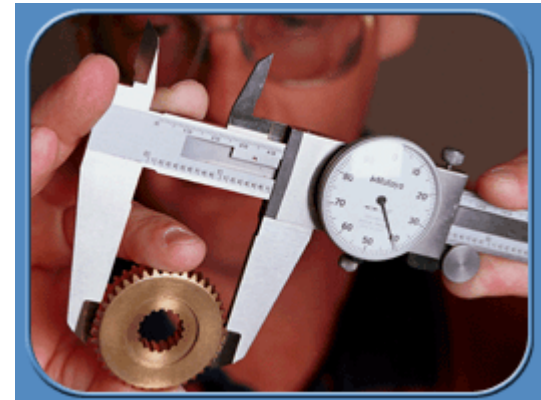
■ Technical assistance

- Comprehensive audits
- Walk-through audits
- Analyses of custom applications
- Application review and verification
- Technology reviews



■ Quality assurance

- Pre and post-installation inspections
- Project verification and review



Two Types of Incentives

- Prescriptive
- Custom



Sure Bet Incentive Program

Prescriptive

- Simplified application process
- Pre-determined (per unit) incentives
- Categories:
 - Lighting
 - Cooling
 - Motors
 - Refrigeration
 - Vending Controls
 - Agricultural Irrigation

Custom

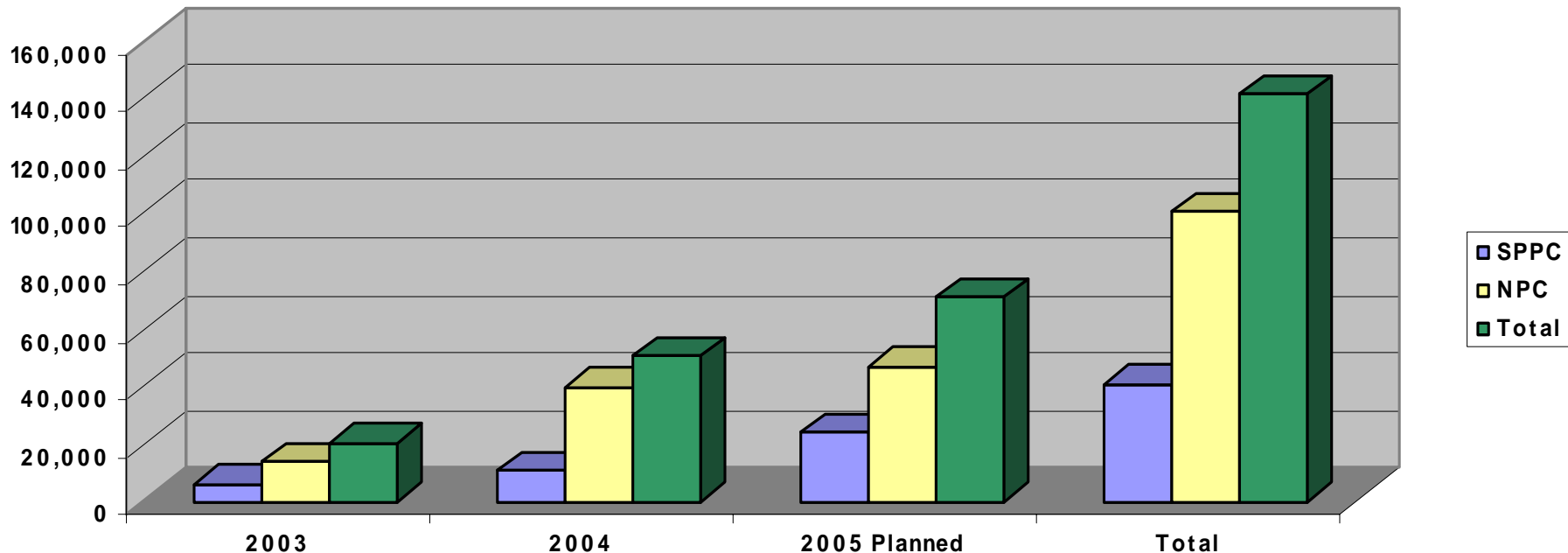
- Maximum flexibility
- Available for all non-prescriptive electrical savings projects
- Examples include:
 - Lighting (photocells, LED)
 - Economizers
 - Variable speed drives
 - Thermal energy storage
 - Controls (EMS)
 - Building envelope improvements

Energy Savings ('03-'05)

Incentives paid: \$3.3 Million

Energy Savings: 140,000 MWh

Energy Savings (MWh)

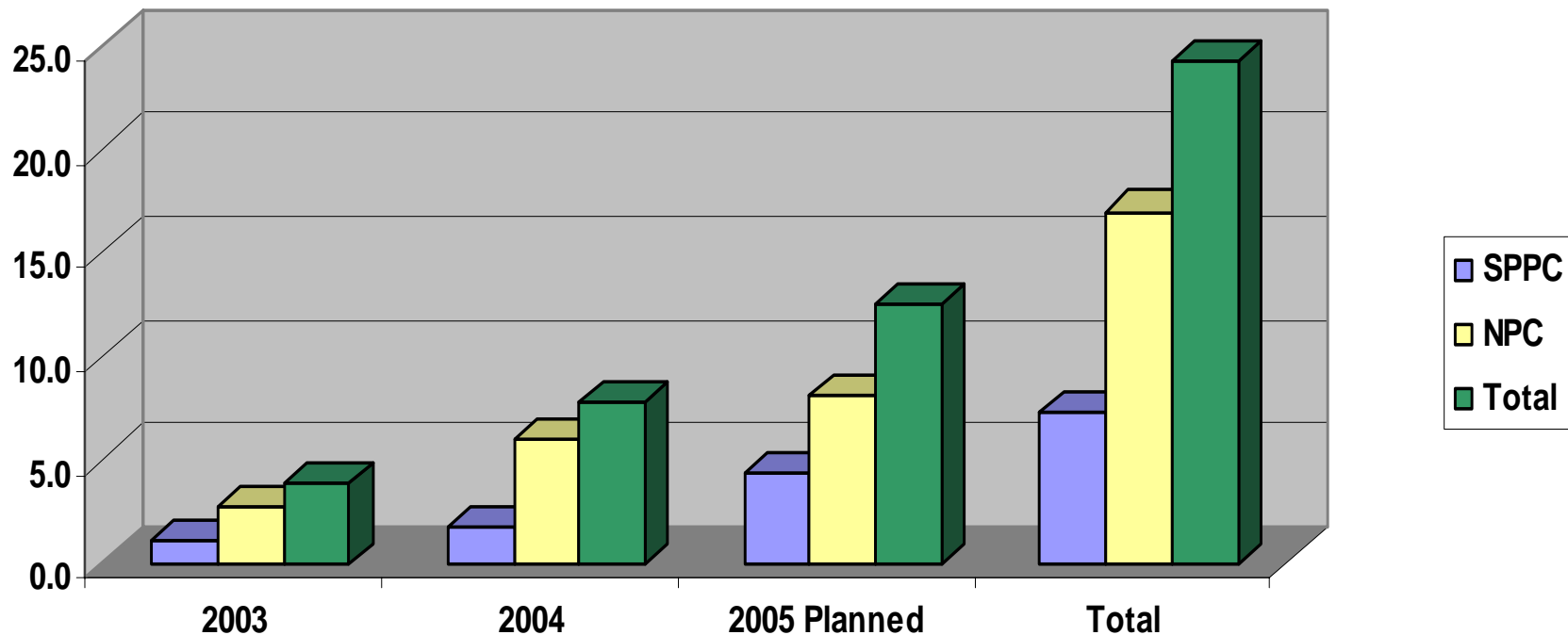


Demand Savings ('03-'05)

Incentives paid: \$3.3 Million

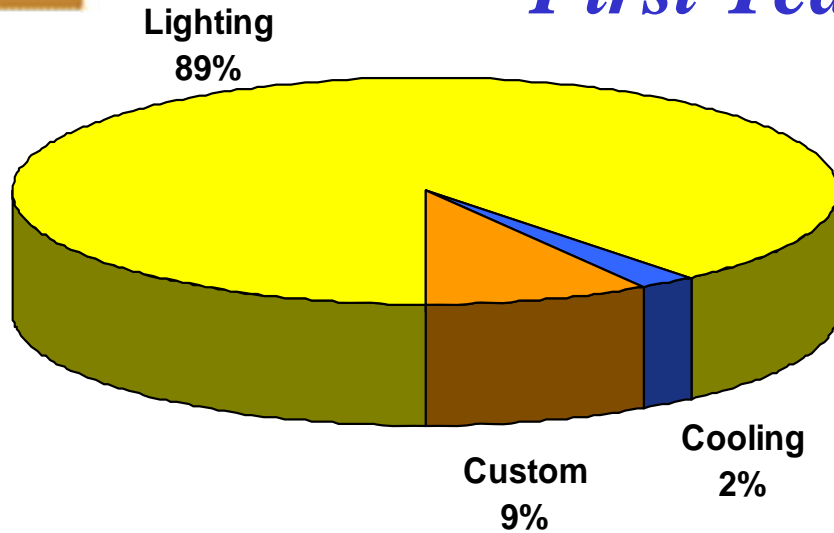
Peak Demand Savings: 24 MW

Demand Savings (MW)

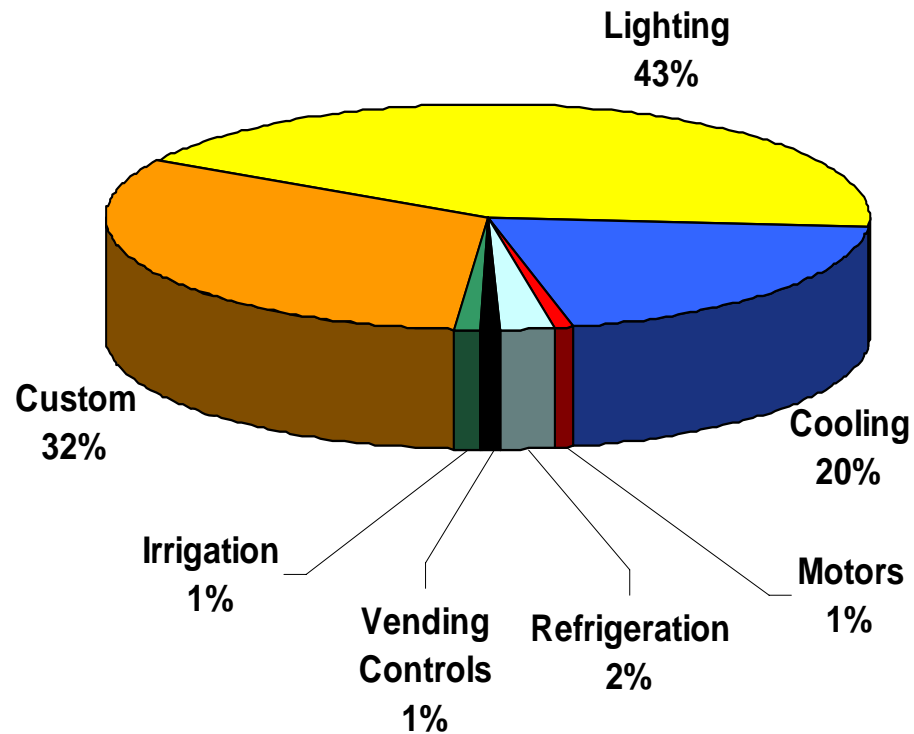


Measure Breakdown

First Year



Now



Sure Bet Building Optimization

- **Objective:** optimize existing commercial building operations with respect to energy usage and efficiency
- **Funding:** available for low-cost/no-cost improvements (e.g. controls programming, minor repairs, system tune-ups)
- **Process:** includes a combination of commissioning, energy auditing, training and on-going commissioning activities



Sure Bet for Schools

- **Objective:** work with school districts to identify and implement energy efficiency opportunities
- **Funding:** available for new construction or retrofit projects, education, technology studies, and process improvements
- **Process:** includes workshops, facilitation of implementation of measures, and ongoing partnerships with school districts



New Construction Program

- **Objective:** promote investments in energy efficient design strategies, resulting in long-term energy savings and market effects
- **Funding:** enables developers to study and implement improved energy efficiency
- **Process:** includes assistance in developing efficient design concepts through technical guidance and education on best practices
- **Linkage:** to Sure Bet Incentive Program



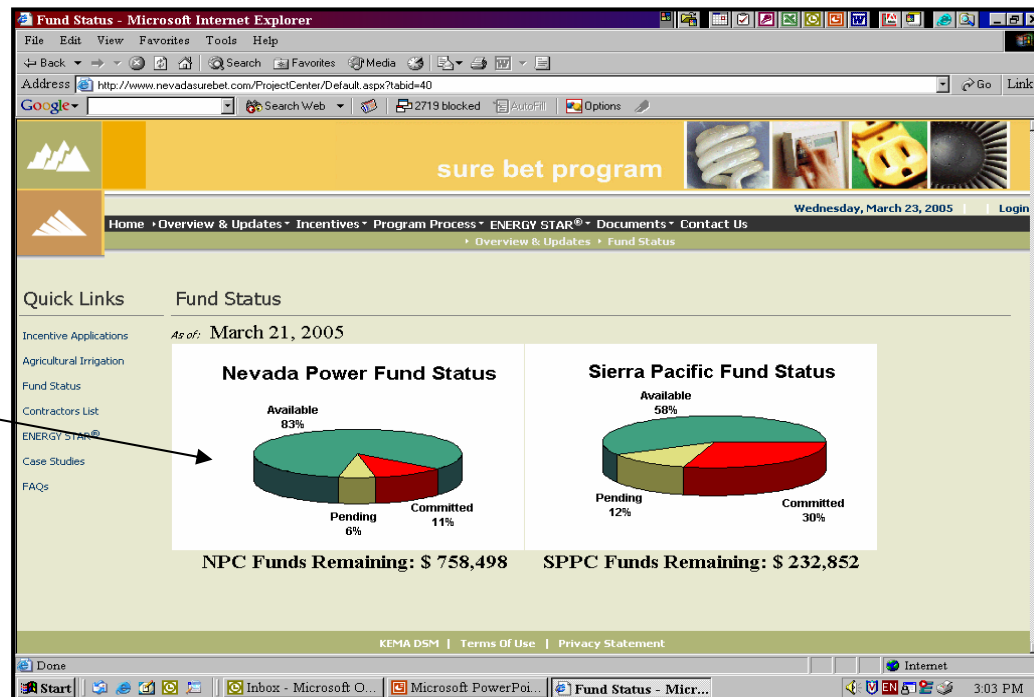
Marketing Strategy

- Website central source of program info
- Primarily contractor/supplier driven
 - Contractor Workshops
- Presence at community/industry events and meetings
- Press Coverage/Publications
- School District, City and County Events
- Architecture and Engineering firms
- Major Account Executive outreach



Website

- Acts as a “home base” for contractors and customers
- Includes all program information and materials, including:
 - Policies & procedures
 - Applications
 - Marketing materials
 - Fund Status
 - News and events
 - FAQ
 - Project Manager page



Sure Bet Contact Info

- Toll Free Hotline
 - (800) 342-6335
- Website
 - www.NevadaSureBet.com
- Email Address
 - NevadaSureBet@kema.com
- Program Manager – John Hargrove
 - (775) 834-5580

But that was then, this is now



Nevada - Assembly Bill 3



AB3

- One of the most significant pieces of legislation in the United States to stimulate energy efficiency and green building practices.
- Nevada's portfolio standard requires that 20% of electricity sold to retail customers must be renewable 2015.
 - Up to 25 percent of that amount may be energy efficiency
- AB3 bill encourages energy efficiency and green building practices
 - Portfolio standard
 - Tax incentives
- The major components of the bill:
 - Revising provisions relating to the portfolio standard for renewable energy and energy from a qualified energy recovery process
 - Allowing a provider of electric service to receive credits under the portfolio standard for certain energy efficiency measures
 - Partial abatement of property taxes for certain energy efficient and green buildings.
 - 50% property tax credit is available for 10 years for buildings that meet the equivalent of LEED Silver certification.

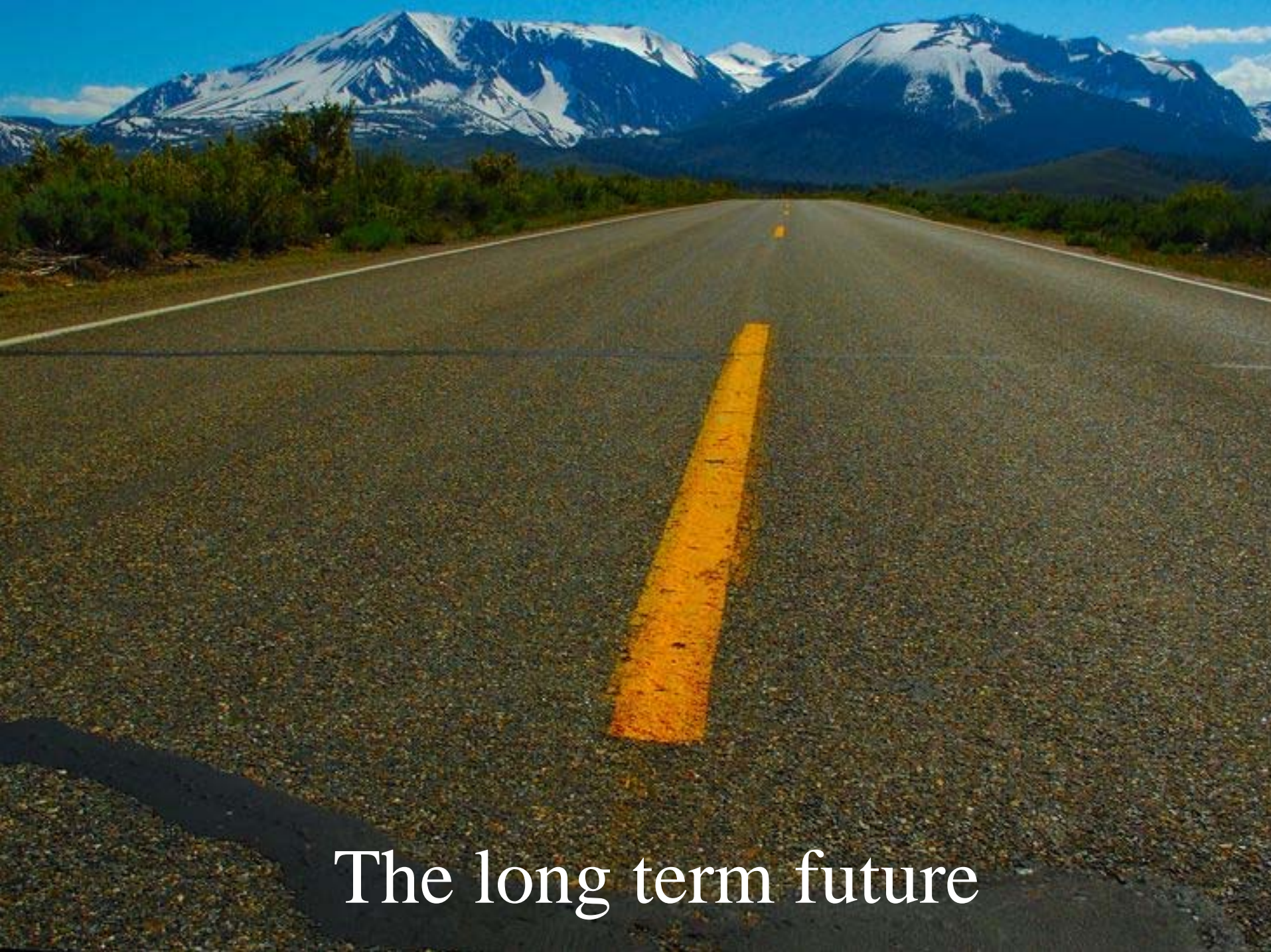
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So, what's our short term future?



2006

- AB3 stimulates additional investment in EE programs and service offerings
 - Sure Bet budget will increase significantly
- Areas of consideration:
 - Increased Energy Efficiency Activity
 - Direct Install Small Commercial
 - Comprehensive Green Building Services
 - Prescriptive New Construction
 - AND LOTS MORE!



The long term future

The Forecast for DSM in Nevada

