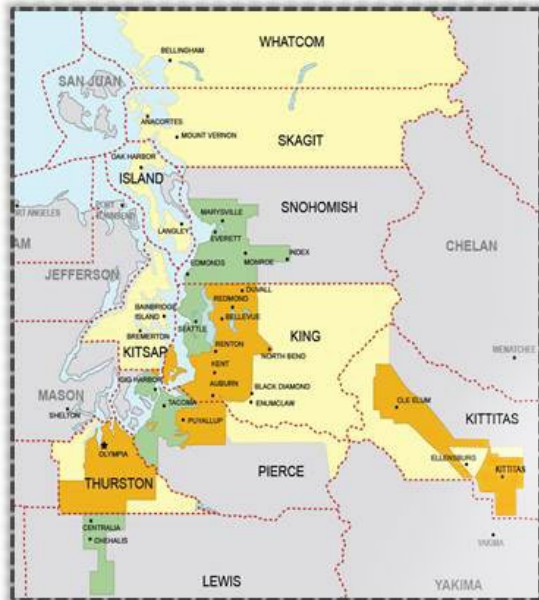


Getting to Know Puget Sound Energy (PSE)



- **Service Area:**
 - 10 Counties over 6,000 square miles
- **Customers:**
 - Approximately 1.1 M electric customers
 - Over 760,000 natural gas customers



- **Employees:**
 - Nearly 3,000
 - 100 in Energy Efficiency

- 3rd largest utility producer of **wind power** in the US
- Owner of Washington's largest **solar-power** generating facility

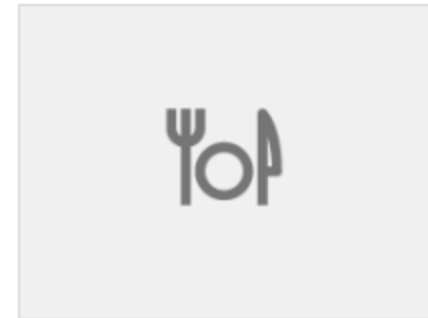


PSE's CFS Program At-a-Glance

- Purchase **ENERGY STAR** certified equipment & receive rebates!
 - 12 Equipment categories:
 - Fryers, Steamers, Griddles, HFHC, Convection-, Combi-, Rack-, Deck-Ovens, Ice Machines, Dishwashers, Overwrappers, & DCKV
 - Categories include **175** Individual gas, electric, or dual fuel rebates
 - Purchase ANYWHERE, “**Downstream**”, and receive a mail-in rebate.
- OR**
- Purchase from a participating “**Midstream**” Distributor and receive an **INSTANT** rebate!
 - Submit the Application, Invoice, W9 Tax Form, and that’s it!
 - Program is delivered **regionally** across 7 local utilities.
 - Same Distributors, Application, Qualifying Lists, & *similar rebates*

PSE's CFS Program History

- **2004 Launched Downstream (DS) Rebate Program**
 - Refrigerators & Freezers only
- **2006 Added Midstream (MS) Rebates**
 - + Steamers and 1 MS Distributor
- **2009 Excitement! Bigger program!**
 - Now 11 Equipment categories
 - Now 9 MS Distributors!
- **The Middle Years...**
 - Steady for the most part with a recent dip in customer and distributor participation that prompted more strategic planning
- **2019 Fast Forward to a steady program**
 - 12 Equipment categories
 - Fryers, Steamers, Griddles, HFHC, Convection-, Combi-, Rack-, Deck-Ovens, Ice Machines, Dishwashers, Overwrappers, & DCKV
 - 6 MS Distributors and 9 DS Distributors (+ manufacturer, etc)
 - Rolling out **BRAND NEW** recruitment and training plan with **24** current and potential distributors!



PSE's "Midstream" Program explained

- **What:**
 - Local Distributors deliver the rebate program to *their* customers by offering Instant rebates in-store.
- **How:**
 - We **regionalize** and mobilize the local utilities to work together
 - We train Distributors frequently and provide **tools** to integrate the program into the *their* business model, in the simplest way possible.
 - Distributors stock qualifying equipment, point customers to it, assist w/ paperwork, & send to utility *for* customer.
 - We **incentivize** the Distributor to do the “extra” work (**\$PIFF\$**)
- **Why:**
 - Customers don't come to the *utility* when they need to buy new equipment...
 - Distributors know equipment, the utilities may not...
 - The customer trusts their distributor, the utility mayyyybe not...
 - Customer can spend that instant rebate **\$** on something else in-store!

What does that look like exactly?

LOOK FOR ENERGY STAR AND BENEFIT FROM PSE REBATES!

When you see the ENERGY STAR label, it means that the equipment you're purchasing has been certified by the EPA to deliver the highest possible tier of energy savings. That translates into saving substantially on energy bills while maximizing your return on investment.



And through PSE, there's an opportunity to save even more.

Visit one of PSE's partner distributors today, and you'll also save with instant rebates on ENERGY STAR certified models. To **CHECK REBATES** and for a full list of models, visit pse.com/commercialkitchens.

FIND KITCHEN UPGRADES INSIDE!

PSE PUGET SOUND ENERGY

70970419



Commercial kitchen equipment rebate application

Business/facility information:

Business name:		Contact person/title:	
Facility address:	City:	State:	Zip:
Mailing address:	City:	State:	Zip:
Phone number:	Email:		
Electricity:	Account number:		
<input type="checkbox"/> Seattle City Light	<input type="checkbox"/> Snohomish PUD		
<input type="checkbox"/> Puget Sound Energy	<input type="checkbox"/> Tacoma Power		
Natural gas:	Account number:		
<input type="checkbox"/> Cascade Natural Gas	<input type="checkbox"/> Puget Sound Energy		
Water:	Account number:		
<input type="checkbox"/> Saving Water Part			

NEWER EQUIPMENT LOWER BILLS

Appliance type	PSE rebate amount
Fryers*	Up to \$1,000
Steamers*	Up to \$2,000
Griddles	Up to \$1,500
Hot food holding cabinets	Up to \$750
Ice machines	Up to \$500
Convection ovens	Up to \$2,000
Combination ovens	Up to \$7,000
Double rack ovens	Up to \$1,000
Dishwashers*	Up to \$1,500
On-demand overwrappers	Up to \$300

All specific rebate amounts are listed in the commercial kitchen equipment rebate application
 *All models with asterisk are NOT eligible for rebates in the city of Seattle

Instant discounts on efficient kitchen equipment for PSE customers
 See a sales associate for more details

pse.com/commercialkitchens

PSE PUGET SOUND ENERGY

72060419

NEWER EQUIPMENT AND LOWER BILLS

WITH PSE COMMERCIAL KITCHEN UPGRADES

Look for instant discounts on efficient kitchen equipment

PSE PUGET SOUND ENERGY

70970419



What 15 years has taught us...

- **It's not their job:**
 - Understand Distributors have other motivators.
 - Tailor the program/training to differing business models.
 - Spiffs work for some, not for others, but offer them!
- **Complexity breeds confusion:**
 - The customer doesn't know who their utility is... help with that!
 - *Work across service territory lines, collaborate!
 - Streamline everything you can, make it easier for them!
- **Consistency is your best friend:**
 - Frequent changes lead to distrust and mistakes and less Distributors.
- **Give them your attention:**
 - Visit the Distributors consistently & often, be that reminder, be their trusted ally!

What does regionalizing really get you?

- It can be **key** to the success of your Midstream Program!
- But it can be a lot of up-front work...
- **Puget Sound's regional mix:**
 - Investor-Owned Utility (IOU)
 - Cooperatives / Municipal (the gov't)
 - Publicly Owned Utility (PUD)
 - this includes BPA funded and non-BPA funded
- **What does it do for our program(s)?**
 - Increases participation by decreasing confusion
 - Streamlines requirements and processes
 - Requirements, Paperwork, duplication, pre-approval, access
 - They don't have time to navigate every utilities' nuances!

Important closing note...

- If the distributors don't tell their customers about the rebate program it's a 90% certainty the customers don't know about it.
- PSE has found that our program acquisition channels fall into 3 buckets, which show how important the distributors are to us:
 - **Direct Outreach** to customers (we go to their facility)
 - Localized community “blitzes” throughout the year
 - Door to Door outreach
 - Only if time and budget allow... who has the time?!
 - **Distributor Influence** with customers (they go to the store)
 - This is where the customers are GOING
 - Equip them to do the work for your shared customer and see the value.
 - The NEW **Proactive Customer** (they find us)
 - Who are these people?? I haven't met them...

