



# ELECTRIC ENERGY EFFICIENCY REPORT CARD 2010-11

## YOU GET AN "A"!

[CustomerName]  
[StreetAddress]  
[City], [State] [Zip]

**Thank You.** You have been champions of energy efficiency and for that, we thank you. Every other year, we evaluate how effective your energy-saving efforts have been by matching the amount of energy saved against the goals. Over the 2010-2011 period, your efforts exceeded the goals. This report highlights the positive impact you're making by embracing energy efficiency. You have proven how we all benefit by using energy wisely – that it does help to lower energy costs, reduce our carbon footprint and promote a clean energy future. That's why you get an "A."

### You Did It

In 2010 and 2011, PSE's energy-efficiency programs helped our customers save 636,454,000 kWh of electricity – 2.3 percent over the target of 622,000,000 kWh set for us by the Washington Utilities and Transportation Commission, and enough energy to fully power over 55,000 homes! These energy-efficiency efforts are saving PSE customers about \$60 million every year.

In a period of serious economic challenge, it is important to note that your investments in energy efficiency have helped create jobs that continue to support the regional business environment. PSE's energy-efficiency programs offer excellent opportunities for contractors, vendors and workers in our communities.

Last, but far from least, you made it work for everyone. Your contributions funded PSE's Low Income Weatherization Program, which offers free home energy-efficiency improvements to qualifying income-eligible customers. This program has served over 4,500 households during the last two years.

We have spotlighted some of the many ways that you, your friends and your neighbors have helped achieve important energy savings for the region.

### You are Keeping Tabs on Home Energy Use

PSE's HomePrint™ Assessment is a FREE overview of your home's energy use. A trained energy specialist will come into your home and analyze your energy consumption and efficiency. This information provides homeowners with useful information about how to improve the comfort and efficiency of their home. In 2011 over 4,800 customers completed HomePrint™ Assessments which resulted in the installation of 100,000 CFLs.

### You Changed the Lights at Home

PSE gave over 6,000,000 rebates for energy-efficient lighting products in the last two years by working with retailers to reduce the cost of efficient lighting products.

### Energy Efficiency by the Numbers 2010-2011

Program	Units
Compact Fluorescent Lamps (CFLs) & Fixtures	6,126,122
Energy Star® Clothes Washers	40,635
Heat Pumps	9,391
Refrigerator Recycling	12,069
Small Business Lighting Projects	3,396

### PSE's Low Income Weatherization Program served over 4,500 households during 2010 and 2011.

*"I cannot thank the program  
and its people enough for  
being there for me."*

*Stacia Harper, PSE customer*



### You Rocked

Over 200,000 people came through Rock The Bulb events held throughout the area to exchange less efficient bulbs for energy-efficient CFLs.

## You Changed the Lights at Work

We went door to door in over 21 communities to spread the word about how being more energy efficient can help small local businesses lower their utility costs. From Centralia to Burlington and Tumwater to Federal Way, we reached over 200 small businesses with the message about energy efficiency. Each month, hundreds of commercial customers upgrade to energy-efficient lighting with the help of PSE's Small Business Lighting program. The program offers small businesses a menu of lighting options to help them use less energy with better quality and efficient lighting choices.

**Bainbridge Island Small Business** - Danger, a new retail store on Bainbridge Island, installed new efficient lighting that will pay for itself in energy cost savings in only one year.

*"We had only been open a month when we did the lighting upgrade. PSE's rebate made it a no-brainer financially. We are all in favor of making sure the store is as energy efficient as possible."*

*Kelly Asadorian, Co-owner*

## You Got Rid of "Fridgeasaurus"

PSE's refrigerator recycling program helps customers get rid of old fridges and freezers because these energy hogs use up to four times the energy that newer models use. In 2010-2011 PSE customers recycled over 12,000 old refrigerators.

The "fridgeasaurus" project worked with Boys and Girls Clubs to paint old refrigerator doors and turn them into a dinosaur sculpture. This fun activity engaged local kids in bringing awareness to the benefits of getting rid of old refrigerators.

*Fridgeasaurus made appearances at numerous community events during 2010 and 2011.*



## You Made Energy Efficiency Important at Our Schools

All types of non-residential customers can save energy with help from our Custom Grant and Commercial Rebate Programs – and local schools have been taking full advantage of this opportunity. During 2010 and 2011, over 300 schools benefitted from efficiency projects and are now saving an estimated \$4.75 million annually in energy costs. PSE has also supported over 30 school districts in hiring and training dedicated Resource Conservation Managers to help conserve resources and operate their buildings more efficiently.

*PSE has supported the region's schools with energy-efficiency grants for custom retrofits and for the hiring and training of Resource Conservation Managers.*



## What You're Saying About our Energy-Efficiency Programs

*"As a property manager...your primary function is to make wise decisions that enhance the owner's equity and financial position. Having PSE make saving money on energy costs so appealing through their rebates is incredible."*

*Sam Mullen, Property Manager,  
Villaggio at Yarrow Bay*



Bellingham grocer, Haggen, took advantage of PSE's Data Center Energy Efficiency Program. *"The program exceeded my expectations. My team learned a great deal about energy use and conservation."*

*Harrison Lewis,  
Representative from Haggen*



For more information about our energy-saving programs and services, visit **PSE.com** or call a PSE Energy Advisor at **1-800-562-1482**. You can also like us on Facebook at **Facebook.com/ReEnergize**.