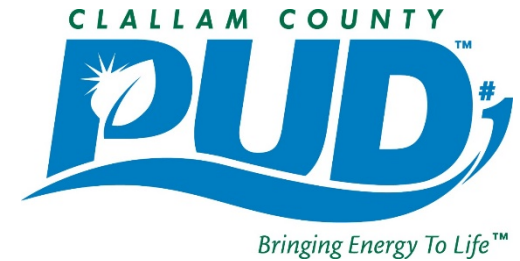




SMART ENERGY PROVIDER

American Public Power Association





APPA's Smart Energy Provider (SEP)

The Smart Energy Provider (SEP) program is a national designation given by the American Public Power Association.

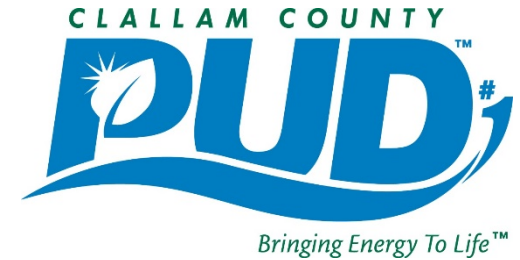
Utilities apply for the designation, and an expert review panel evaluate applications to ensure utilities meet criteria.

This is the second year the Association bestowed the designation onto utilities.

Only 94 out of APPA's more than 2,000 public power utilities have received the designation, which recognize a utility's commitment to and proficiency in energy efficiency, distributed generation, renewable energy, and environmental initiatives.



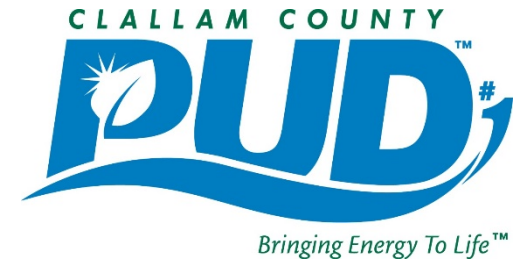
APPA's Smart Energy Provider (SEP)



The designation recognizes community-owned, not-for-profit public power utilities that exhibit leading practices in:

- **Smart Energy Information:** Structuring a smart energy program into their operations; engaging in research and development in areas including energy efficiency, sustainability, and distributed energy resources; and benchmarking these programs against utilities with similar attributes.
- **Energy Efficiency and Distributed Energy Resources (DERs):** Offering a variety of energy efficiency and DER programs — such as supply-side and demand-side energy efficiency programs, demand response, and distributed generation and storage — to different types of customers.
- **Environmental and Sustainability Programs/Initiatives:** Working to reduce emissions and other adverse impacts to the environment through programs and partnerships with other community stakeholders. This includes tracking and evaluating emissions and emission savings from smart energy programs.
- **Communication/Education and Customer Experience:** Communicating with customers about smart energy policies, procedures, and programs and evaluating customer satisfaction with smart energy programs. This includes training customer service representatives to enhance the customer experience with these programs.





APPA's Smart Energy Provider (SEP)

The SEP designation, which lasts for two years (December 1, 2020 to November 30, 2022) .
Clallam PUD joins 93 public power utilities nationwide that hold the SEP designation.

Clark Public Utilities

Mason County PUD #3

Snohomish County PUD

Tacoma Power



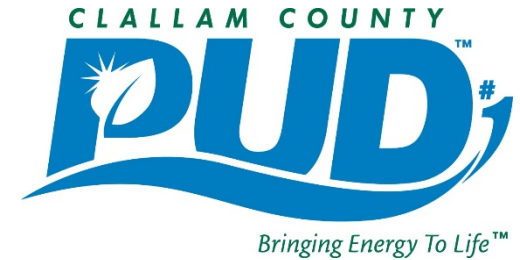
Application Process

SEP is *not* a “rubber stamp” program.

- Applicants must complete a thorough application.
 - Applicants must meet criteria for practices in each of the four areas in order to achieve the designation status.
 - Applications are reviewed by a panel of utility experts from diverse backgrounds and regions across the country with substantial industry expertise in the smart energy program disciplines.
 - The application is continually evaluated to ensure that questions and criteria are relevant, thorough, and aligned with the latest industry trends and best practices.
- Through the SEP program, utilities have a chance to learn, grow, and improve their smart energy practices, as well as serve as an example for others striving for excellence in these areas.
- The SEP designation lasts for two years, starting on December 1st, 2020, after designations are officially conferred at the American Public Power Association’s Customer Connections Virtual Conference.



Overarching Program Information



Smart Energy Information: Structuring a smart energy program into their operations; engaging in research and development in areas including energy efficiency, sustainability, and distributed energy resources; and benchmarking these programs against utilities with similar attributes.

Subsections:

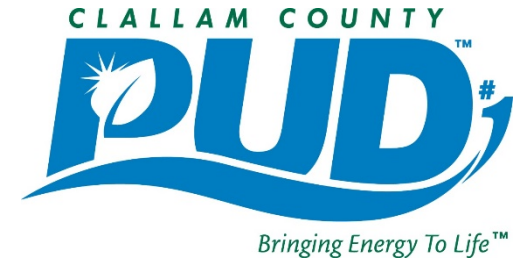
- Goals and Objectives
- Research and Development
- Financing
- Benchmarking

Example:

Has your utility established “smart energy” goals, objectives, and/or plans?



Overarching Program Information



Goals and Objectives (Questions I.A.1) - 7 / 7

District Strategic Plan

Conservation Potential Assessment completed biannually

Reducing the District's Carbon Footprint – October 2019

Research and Development (Questions I.A.2) – 3 / 5

Northwest Energy Efficiency Alliance (NEEA)

Residential and Commercial Building Stock Assessments

Clallam County PUD Roof Top Unit Baseline Study

Regional Technical Forum (RTF) Membership

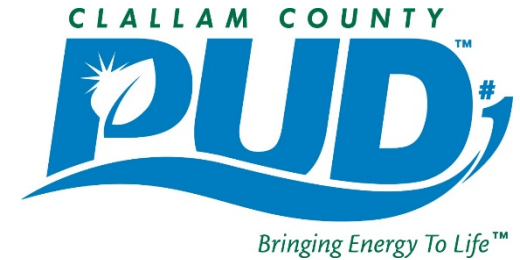
Financing (Questions I.A.3) - 0 / 3

Benchmarking ((Questions I.A.4) – 5 / 6

Bonneville power Administration Evaluation Plan



Energy Efficiency and Distributed Energy Resources (DERs):



Energy Efficiency and Distributed Energy Resources (DERs): Offering a variety of energy efficiency and DER programs — such as supply-side and demand-side energy efficiency programs, demand response, and distributed generation and storage — to different types of customers.

Subsections:

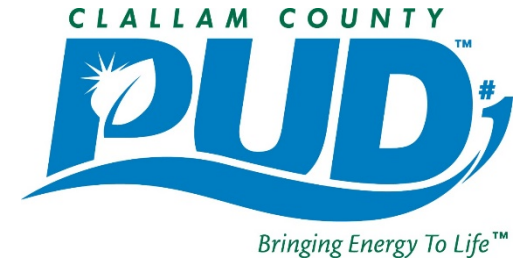
- Supply-side Programs
- Demand Response Programs
- Demand-side Energy Efficiency Programs
- Hard-to-reach Customer Programs
- Electric Vehicle Programs
- Battery Storage Programs
- Distributed Generation Programs

Example:

Does your utility engage in supply-side energy efficiency programs?



Energy Efficiency and Distributed Energy Resources (DERs):



Supply-side Programs (Questions II.B.1) – 3 / 4

District Planning Study

Load Flow and Remedies

Conservation Voltage Reduction (CVR)

Distribution System Reconductoring

Demand Response Programs (Questions II.B.2) – 0 / 4

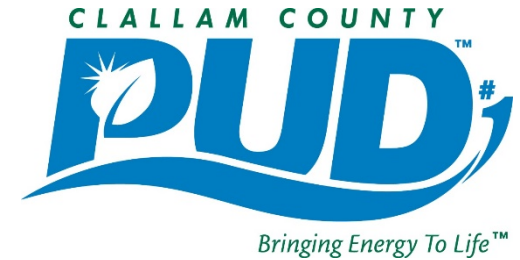
Demand-side Energy Efficiency Programs (Questions II.B.3) – 8 / 8

Hard-to-reach Customer Programs (Questions II.B.4) – 5 / 5

Continued...



Energy Efficiency and Distributed Energy Resources (DERs):



Demand-side Energy Efficiency Programs (Questions II.B.3) – 8 / 8

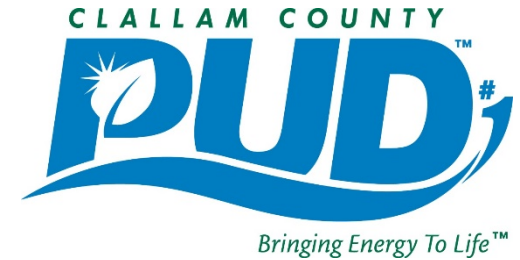
- Residential
- Commercial
- Industrial
- Agricultural

Hard-to-reach Customer Programs (Questions II.B.4) – 5 / 5

Continued...



Energy Efficiency and Distributed Energy Resources (DERs):



Electric Vehicle (EV) Programs (Questions II.B.5) – 3 / 4

Inter Local Agreement with the City of Sequim
Pursuit of grants with Energy NW
EV Web Content

Battery Storage Programs (Questions II.B.6) – 1 / 4

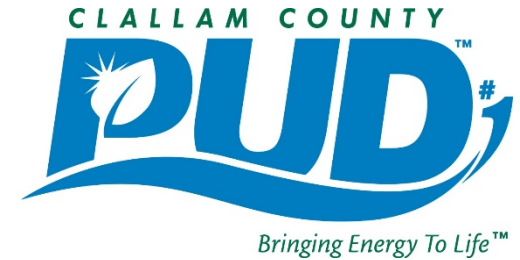
Clean Energy Fund 3 Grant

Distributed Generation Programs (Questions II.B.7) – 5 / 7

Net-metering
Community Solar



Environmental and Sustainability Programs/Initiatives



Environmental and Sustainability Programs/Initiatives: Working to reduce emissions and other adverse impacts to the environment through programs and partnerships with other community stakeholders. This includes tracking and evaluating emissions and emission savings from smart energy programs.

Subsections:

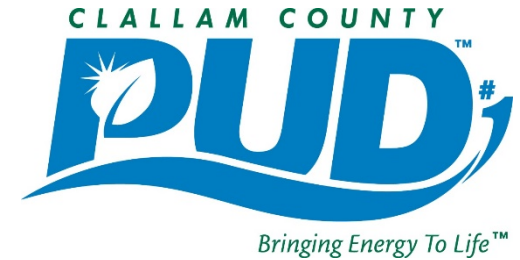
- Sustainability Programs
- Organizational Collaboration
- Electrification
- Emissions Tracking
- Emissions Savings

Example:

Do staff and leaders from your organization collaborate with other infrastructure service providers (e.g., gas, water, waste-water, transportation, school districts, other governments, etc.) to optimize/improve environmental performance?



Environmental and Sustainability Programs/Initiatives



Sustainability Programs (Questions III.C.1) – 7 / 7

- Fuel mix
- Green power option
- Paperless billing
- Oil spill response

Organizational Collaboration (Questions III.C.2) – 4 / 4

- Forks roadway lighting project
- Sequim waste water treatment project
- Clallam Bay Corrections Center project

Electrification (Questions III.C.3) – 2 / 4

- EV Web Content

Emissions Tracking (Questions III.C.4) – 0 / 4

Emissions Savings (Questions III.C.5) – 0 / 4



Communication/Education and Customer Experience

Communication/Education and Customer Experience: Communicating with customers about smart energy policies, procedures, and programs and evaluating customer satisfaction with smart energy programs. This includes training customer service representatives to enhance the customer experience with these programs.

Subsections:

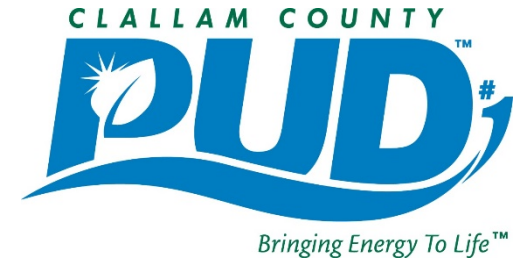
- Stakeholder Involvement
- Communication
- Customer Satisfaction
- CSR Training

Example:

Does your utility evaluate customer satisfaction for any of its “smart energy” program elements?



Communication/Education and Customer Experience



Stakeholder Involvement (Questions IV.D.1) – 5 / 5

CPA and energy efficiency Board presentation

Communication (Questions IV.D.2) – 4 / 4

Customer Satisfaction (Questions IV.D.3) – 6 / 6

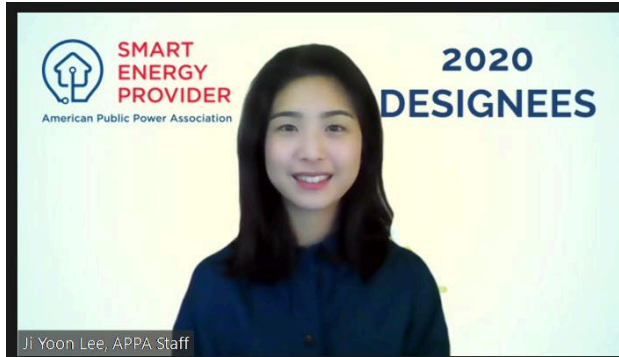
Customer satisfaction study
BPA Impact Evaluation

CSR Training (Questions IV.D.4) – 5 / 5

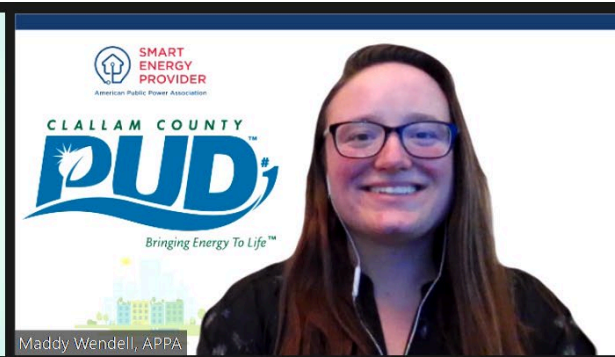
Community events and Utility Services and Customer Service coordination



Thank You



Ji Yoon Lee, APPE Staff



Maddy Wendell, APPE



Alex Hofmann, APPE



Mattias Jarvegren

