

# 2026 Wattsmart Business Vendor Event

WASHINGTON



# Meet the Wattsmart<sup>®</sup> Business Team



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7:30 a.m. - 8:00 a.m.		Registration, Breakfast and Networking	
<b>Opening Session</b>			
<b>Wattsmart Business Program Updates and Processes</b>			
8:00 a.m. - 9:00 a.m.	<b>Washington State Department of Commerce Updates</b>  <b>Good, Better, Best: A Playbook for Efficiency Upgrades</b> Session explores how to shift conversations from lowest cost to best value, helping customers make informed energy investments that fit their goals and budgets.		
9:00 a.m. - 9:15 a.m.		Break – Visit Vendor Exhibits and Networking	
9:15 a.m. – 10:15 a.m. Breakout Sessions	<b>Lighting Breakout Room</b> Pamela Loitz, Angela Pilant and Dan Kuhl  Topics: <ul style="list-style-type: none"> <li>• <b>Lighting Tool Tips to a Smooth Submission</b></li> <li>• <b>Lighting Program Updates</b></li> <li>• <b>From Questions to Confidence: Selling Advanced Lighting Controls in Retrofit Projects</b> Learn practical sales strategies for advanced lighting controls, using real installer questions, FAQs, and tips to close retrofit projects with confidence.</li> </ul>		
	<b>HVAC and Other Non-Lighting Breakout Room</b> Nick Jones, Todd Blackman, Shawn Huff, Troy Zdzieblowski  Topics: <ul style="list-style-type: none"> <li>• <b>Maximizing Savings: Typical and Small Business Measures</b> Discuss the measures and vendor incentives available for typical and small business projects including amounts and caps. Review associated application forms.</li> <li>• <b>Cascade Natural Gas Commercial Incentive Program</b> An introduction to the CNG commercial/industrial incentive program. 2026 changes review with Q&amp;A</li> <li>• <b>Incentives for Popular Non-Lighting Projects</b></li> <li>• <b>The Value of Heat Pump Water Heaters</b></li> </ul>		
10:15 a.m. – 10:30 a.m.		Break – Visit Vendor Exhibits and Networking	
<b>Closing Session</b>			
10:30 a.m. – 11:00 a.m.	Closing Remarks, Evaluations, Vendor Recognition and Door Prizes		

# Agenda

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Check out exhibitors,  
ask questions  
and network!

Wattsmart Homes rep  
is here too!

# Program Changes and Updates Wattsmart Business

# Wattsmart Business: What's New in Washington for 2026?

## LIGHTING

- Incentives for interior lighting controls are increasing for small businesses, very small businesses and small businesses located in Named Communities.
- Vendor incentives are available for Typical program and small business lighting measures.
- The limited-time bonus offered in 2025 concluded and has been removed from the category.



# Wattsmart Business: What's New in Washington for 2026?



## NON-LIGHTING MEASURES

- Engine block heater controllers
  - Increase to vehicle categories to include a broad range of commercial, emergency, industrial and specialty fleet vehicles.
- Vendor incentives are available for certain non-lighting measures
- The limited-time bonus offered in 2025 concluded and has been removed.

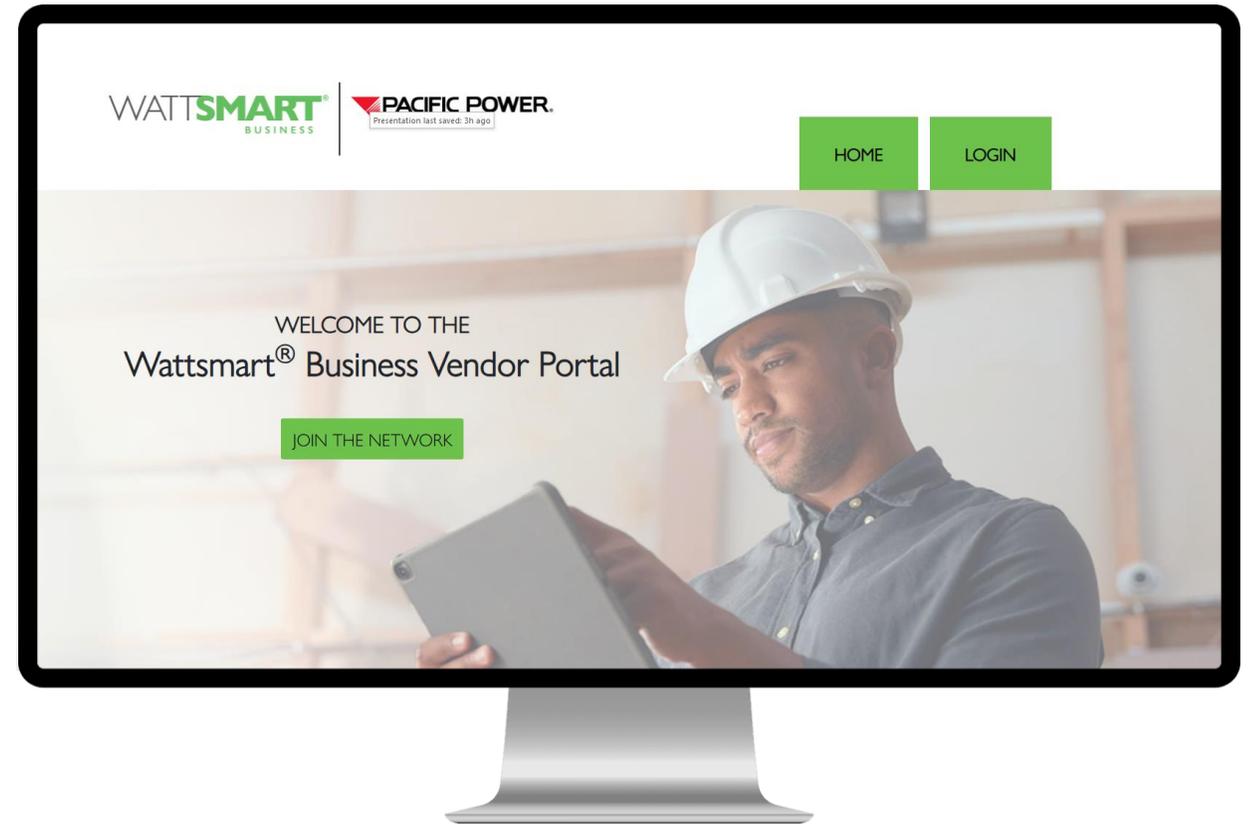
# Wattsmart Business Vendor Portal

## FEATURES:

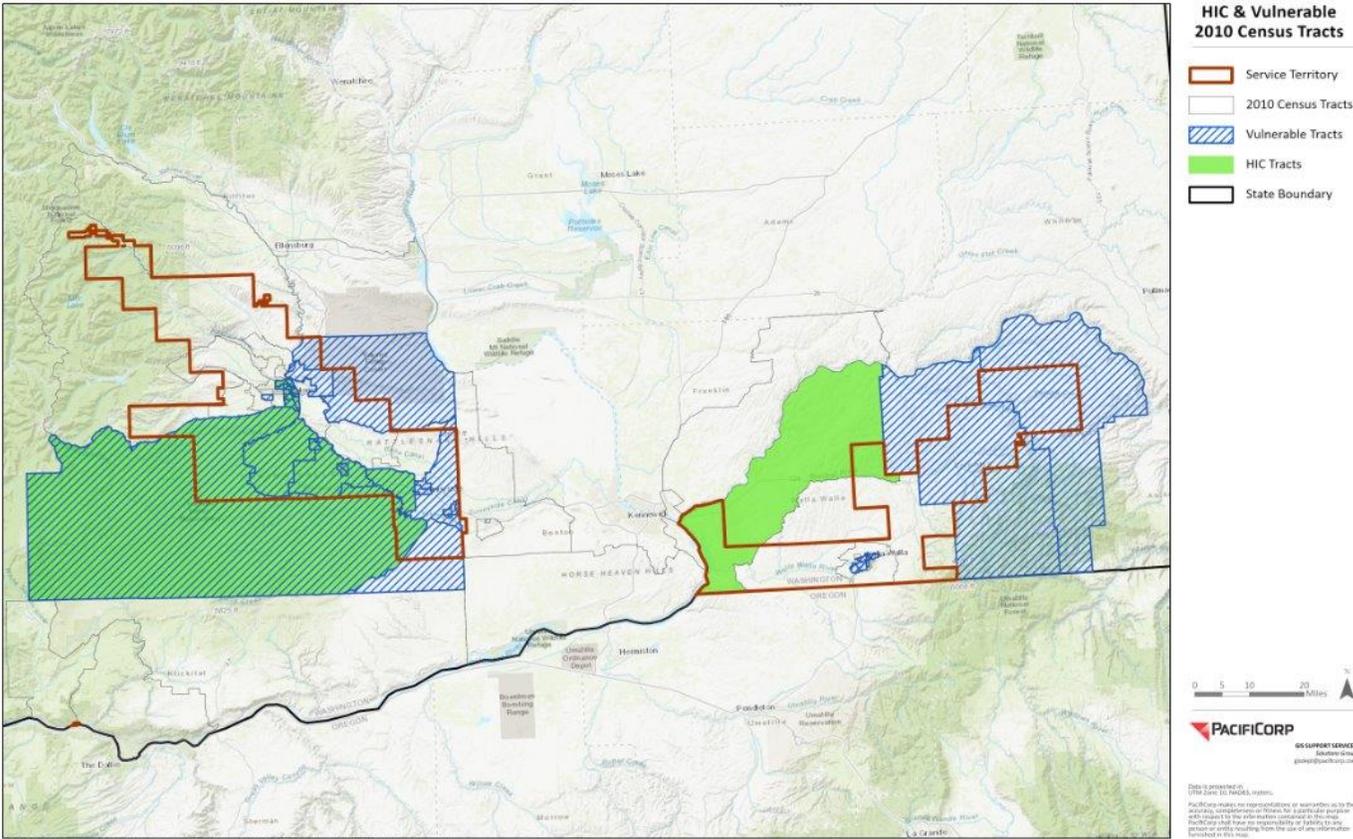
- Application portal
- Resources
- News
- Vendor Benefits
- Find a Vendor
- Program eligibility check
- Contact us



*2026 Event Resources*



# Named Communities – what changed in 2026?



## HIGHLY-IMPACTED COMMUNITIES

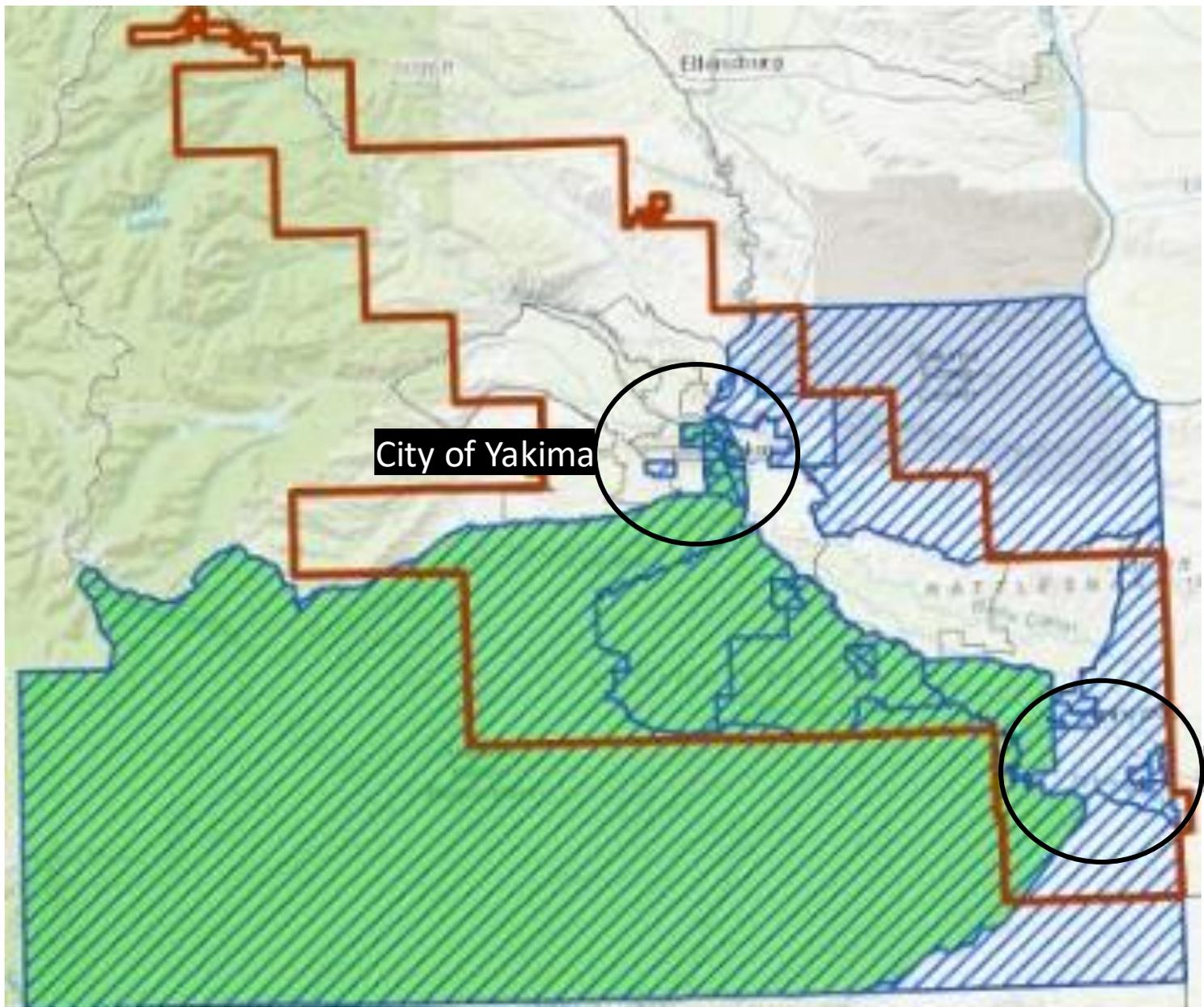
A community (census tract) designated with a score of 9 or 10 based on the DOH cumulative impact analyses or a census tract that is fully or partially on sovereign tribal territory. This information is available on the Washington Department of Health’s Environmental Health Disparities map. **Small businesses in these census tracts are eligible for Named Community incentives.**

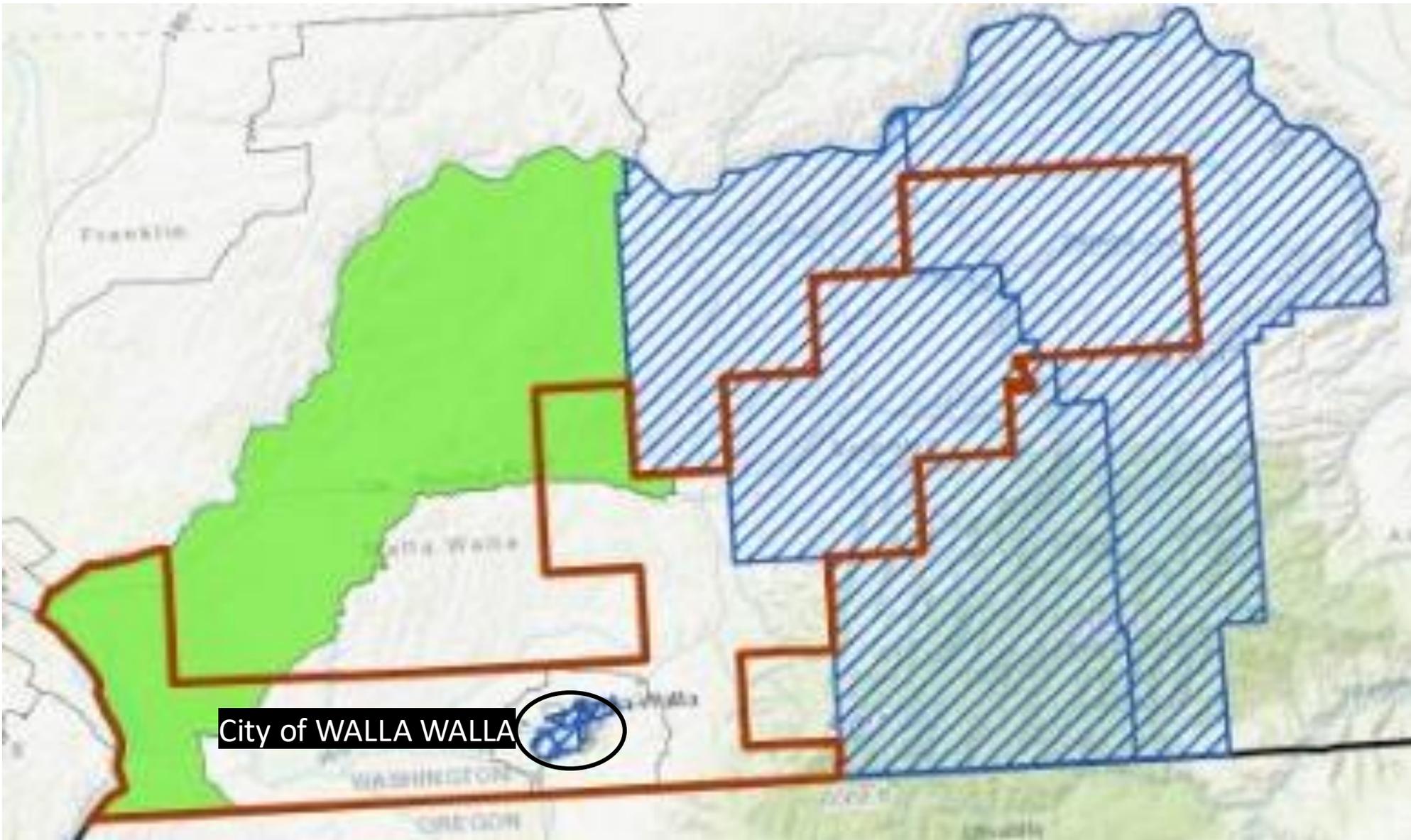
## VULNERABLE POPULATION CENSUS TRACTS

Census tracts identified by Pacific Power as vulnerable in our Clean Energy Implementation Plan.

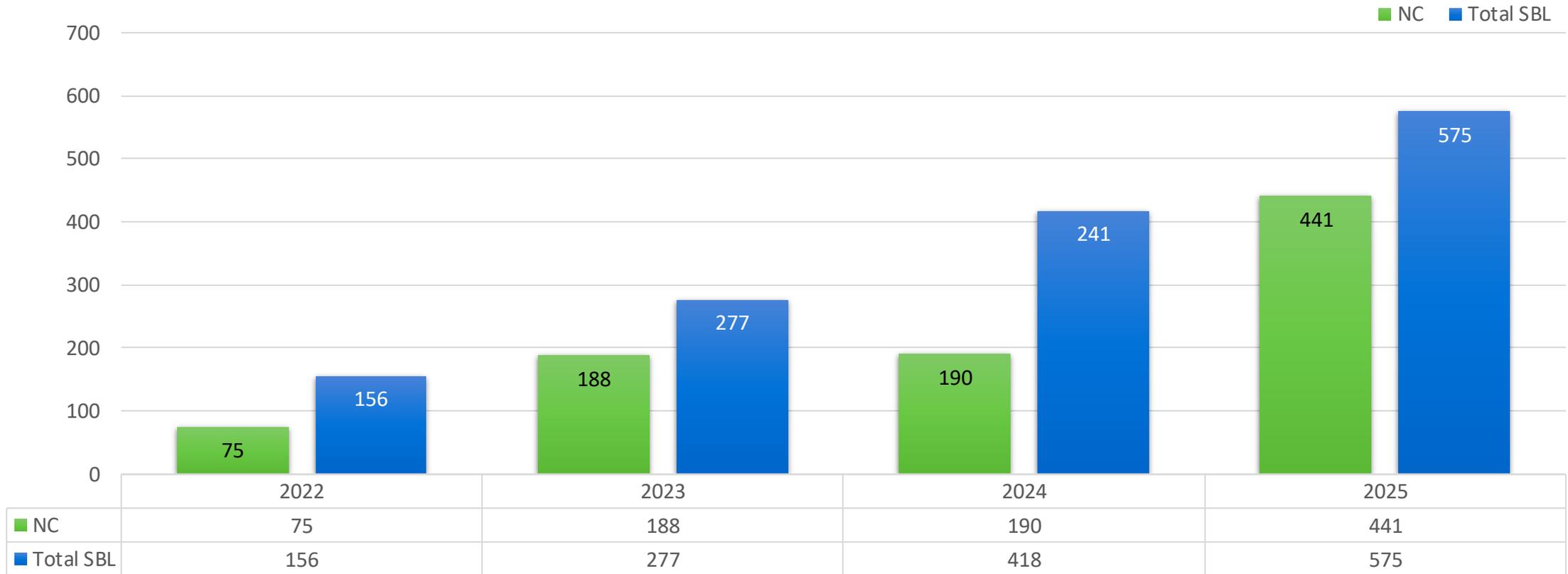
**New: Small businesses in these census tracts (blue hash marks) eligible for Named Community incentives.**

<https://evergreenenergy.my.site.com/PacificPowerEligibility/s/>





# Projects in Named Communities (NC)



\*\*\* Project count data from Pacific Power Wattsmart Small Business Lighting and Non-Lighting Projects \*\*\*

# Multicultural Campaign

## RESOURCES FOR YOU:

- Joint Sales Calls With Wattsmart Outreach Spanish Speaking Staff **Liliana or Marcelino**
- Wattsmart Program Materials In Spanish
- Spanish Media Business Campaign TV and Radio



Spanish TV and Radio Media



Spanish Social Media



Pacific Power Business Spanish Website

# Pacific Power news

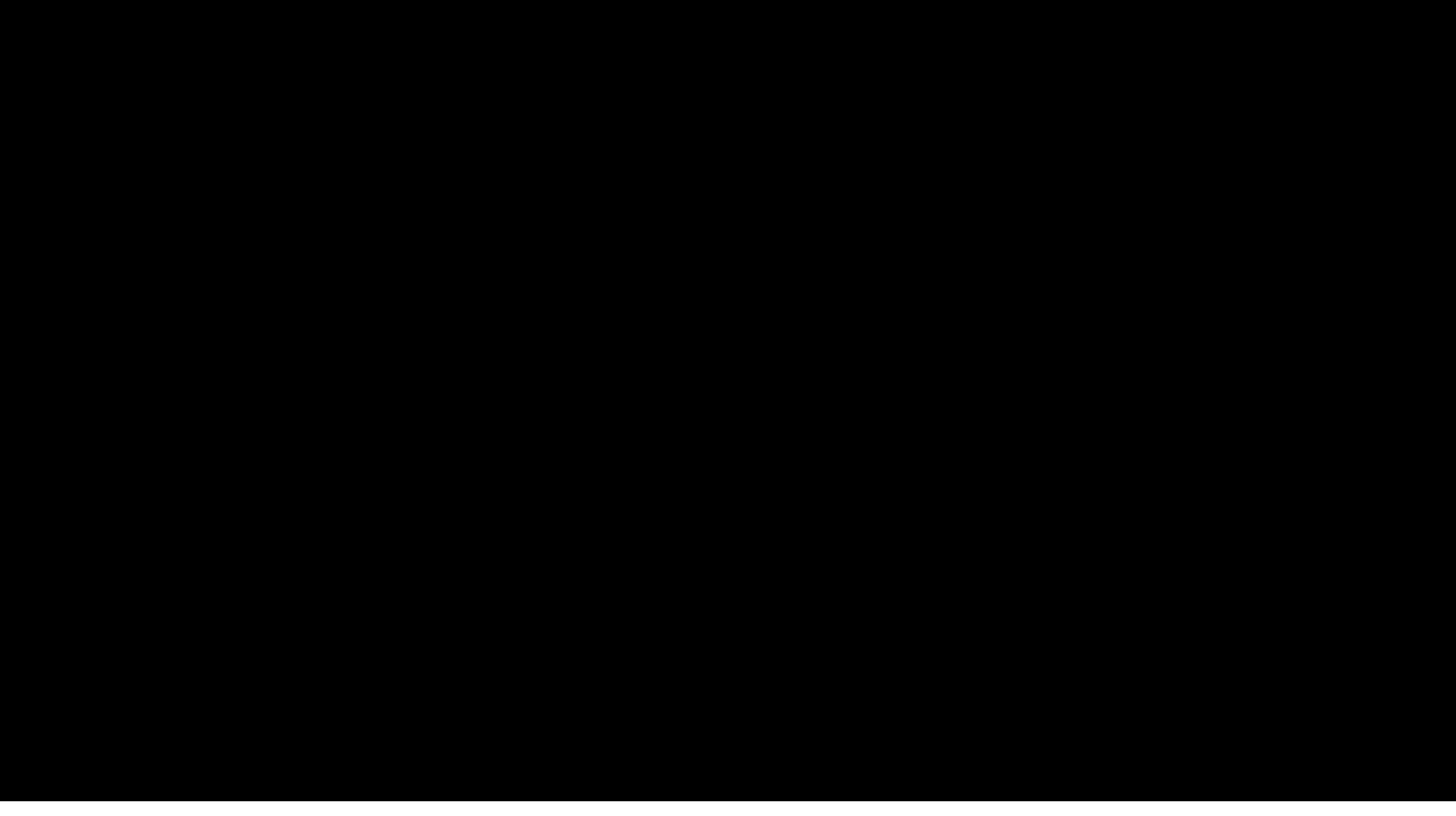
- PacifiCorp has entered into an agreement with Portland General Electric Company to sell its wind, natural gas generation and distribution assets and infrastructure in the state of Washington
- Transaction expected to take up to a year to finalize and requires multiple regulatory approvals
- Visit our website for the press release and Frequently Asked Questions

[PacifiCorp to sell Washington service area to Portland General Electric](#)

## Will energy efficiency programs and incentives continue or change?

Current programs and incentives will continue; any future changes will be clearly communicated in a timely manner.

# Questions



# Good, Better, Best: A Playbook For Efficiency Upgrades

# Good, Better, Best: Why This Matters

Most customers will default to lowest cost, unless shown better options



Lowest cost is the easiest decision, not always the best decision



Customers often don't see higher-value options



Trade Allies play a critical role in helping customers understand value

# Start with understanding the customer

1

Ask questions!

2

Understand their pain points, priorities and decision drivers

3

Avoid a one-size-fits-all approach

4

Speak in terms that resonate with them, not just energy savings

# Different Markets, Different Messages

	Market	Customer Priority	Upgrade Benefits
	Industrial	Uptime, safety, maintenance	Improves uptime, enhances safety, reduces maintenance costs
	Schools	Light quality, flexibility, budget	Improves learning environments, reduces energy costs, maximizes incentives
	Office	Productivity, comfort, energy goals	Improves comfort and focus, supports energy targets, simplifies compliance

# How Customers Make Decisions



## Customers want choice, not just price:

- Comparisons build trust and credibility
- Options help customers choose based on their priorities
- Consider reduction in monthly operational costs
- Comfort, performance, and reliability
- Future flexibility

All of this can position you as a trusted advisor, not just a salesperson

# The Problem: Single Option Proposals

## Single-option proposals limit customer understanding

- For efficiency upgrades, there is no “one-size fits all”
- Single option often focuses on lowest cost
- Hides higher-value opportunities they may want
- Limits energy savings and incentives
- Missed opportunity for deeper savings and better performance

If customers don't see options, they can't choose value



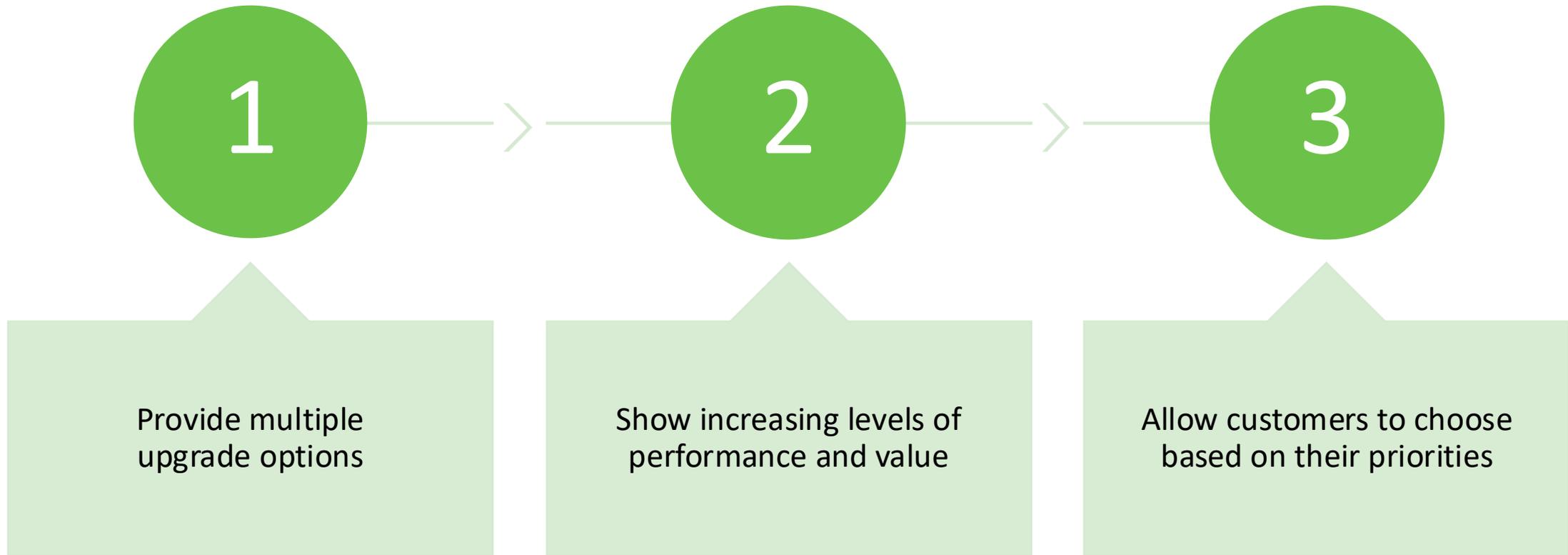
# Capitalize on Good, Better, Best

Harvard Business Review – Benefits in 3

- 1. Help customers see value, not just price**  
Presenting options allows customers to compare performance, savings, and long-term benefits, not just upfront cost
- 2. Increases customer confidence and speeds decisions**  
Structured choices reduce uncertainty and make it easier for customers to select an option that fits their goals and budget
- 3. Leads to higher-value projects and better outcomes**  
Customers often choose mid- or high-tier options when they understand the added benefits, improving savings, performance, and satisfaction



# The Solution: Good, Better, Best Framework



# The Solution: Good, Better, Best Framework

Option	Example	Value
Good	Basic LED or HVAC replacement	Lowest upfront cost
Better	LED or HVAC + improved controls	Better savings and performance
<b>Best</b>	<b>LLC or advanced integrated systems</b>	<b>Highest incentives, savings, flexibility</b>

# Example HVAC Upgrade: Good, Better, Best Comparison

Option	System Description	Installed Cost	Incentive	Annual Energy Savings	Payback
Good	Standard efficiency RTU replacement	\$18,000	\$1,800	\$1,200/year	13.5 years
Better	High-efficiency RTU (IEER 16+)	\$22,000	\$3,500	\$2,000/year	9.3 years
<b>Best</b>	<b>High-efficiency RTU + VFD + advanced controls integration</b>	<b>\$28,000</b>	<b>\$7,000</b>	<b>\$3,800/year</b>	<b>5.5 years</b>

# Incentives Increase Customer Value

**Incentives make higher-value solutions easier to approve!**

- Higher efficiency solutions qualify for higher incentives
- Vendor incentives increase Trade Ally revenue
- Reduces upfront cost for customers
- Improves project approval rates

Best solutions often have the strongest financial case





# Opportunities

You can benefit from presenting options

- Increase project size and revenue
- Improve customer satisfaction
- Close more projects
- Differentiate from competitors

# Call To Action

Help customers choose, not just accept the lowest cost

- Present Good, Better, Best options
- Include incentives and operational savings
- Help customers understand the value
- Position yourself as a trusted advisor



# Free Resources that Educate and Help Sell



## Field test proves energy-saving power of energy recovery ventilators.

KBOO Community Radio has been broadcasting from Portland, Oregon, since 1968. The independent volunteer-powered station operates 24 hours a day, every day of the year, providing music and news to nearly 70,000 weekly listeners in Portland, Mount Hood, Corvallis, Salem, and Vancouver, Washington.

After experiencing thermal discomfort and temperature control issues, KBOO knew it was time to replace their building's aging rooftop HVAC units that had been installed more than 20 years prior.

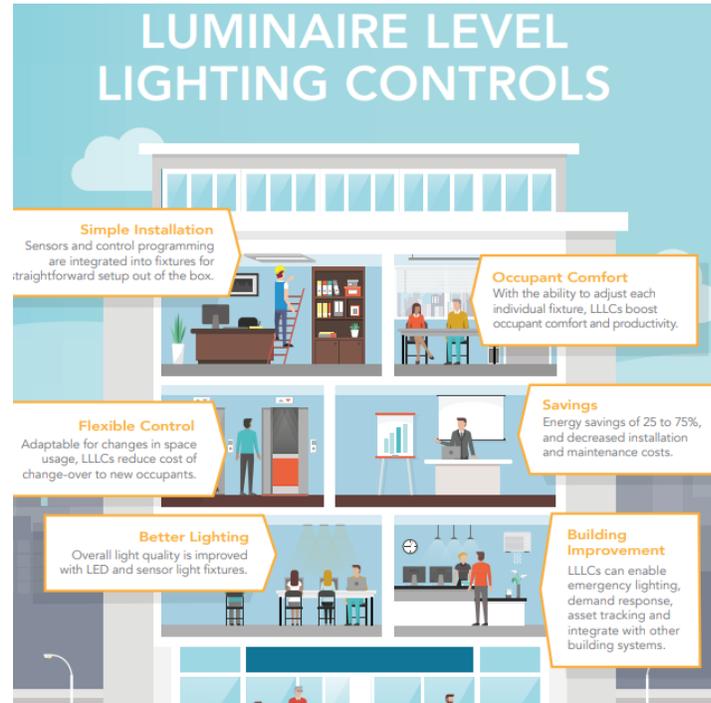
Their research into the energy-saving and comfort benefits of more efficient units led to the discovery that efficient rooftop units (RTUs) could:

### Project Overview

Building Type  
**Single-story radio station**

Year Built  
**1946**

Project Floor Area  
**5,000 sq. ft.**



[Betterbricks.com](https://www.betterbricks.com)

# Questions

# Break – Visit Vendor Exhibits and Networking

# Meet Your Exhibitors!



- Holophane
- Keystone Technologies
- Maxlite
- Electrical Sales Associate (ESA)
- Hozack
- RAB Lighting
- WA Commerce Department (Walla Walla only)

Wattsmart Homes  
rep is here too!

# Lighting Breakout Room

# Lighting Breakout Room: Topics

- Lighting Tool Tips to a Smooth Submission
- Lighting Program Updates
- From Questions to Confidence: Selling Advanced Lighting Controls in Retrofit Projects
  - Learn practical sales strategies for advanced lighting controls, using real installer questions, FAQs, and tips to close retrofit projects with confidence.



PAM LOITZ



ANGELA PILANT



DAN KUHL

# Lighting Tool Tips To A Smooth Submission

# Lighting Tool Tips To A Smooth Submission




Project ID	
Lighting Coordinator	
Tool Prepared by	



Y 010126.1

**Project Name**  
A concise and unique name used to more easily identify the project.

Material	Labor	Other	Total Project Cost
			\$0.00

Calculation Method	Total Allowed Wattage	0
<b>Space Types</b>	sq. ft.	watts / sq. ft.
	0	0.00

**Participant Information** (Ar Shaun On Tax F)

Business Name	
Address	<input type="checkbox"/> Same as Above
City, State, Zip	
Contact, Title	
Phone, Email	
Facility Type	
Participant is:	<input type="checkbox"/> Account Holder <input type="checkbox"/> Building Owner <input type="checkbox"/> Electric User
Contact primary language:	<input type="checkbox"/> English <input type="checkbox"/> Other (specify):

**Vendor Information**

Business Name	
Address	
City, State, Zip	
Contact	
Phone, Email	

**Payee Information**

Incentive Should Be Addressed To:	
Attention, Phone	
Business Name	
Address	
City, State, Zip	

**Lighting Operation Schedules**

Standard Schedule	Day	A	B	C	D	E
Op Weeks/Year	Mon					
# Holidays Closed	Tue					
<b>Seasonal (optional)</b>	Wed					
On Schedule	Thu					
Off Schedule	Fri					
Weeks On per Year	Sat					
# Holidays Closed	Sun					
	<b>Total</b>					

**Admin**

Measure Effective Date	Incentive Offer	Spruce Update
------------------------	-----------------	---------------

General Application

**PARTICIPANT INFORMATION**  
 (Check will be issued to the participant business name and address listed below unless the payment release section below has been filled out)  
 Participant is (check all that apply)  Customer  Facility owner  Tenant/Electricity user  
 Participant business name (as shown on IRS Form W-9):  
 Mailing address: City: State: Zip:  
 Contact name: Contact title:  
 Contact telephone number: Cell number: Contact email address:

**PROJECT SITE INFORMATION**  
 Facility/Project name:  
 Facility address: City: State: Zip:  
 Commercial / Industrial electric account #: Rate Schedule:  
 Electric meter number - seven or nine digits (if multiple meters at site only enter one): Customer name (As shown on bill):  
 Primary language spoken at the project site location:  English  Spanish  Other  
 Please provide a description of your project so we may better help you: Additional project information (scope and schedule):  
 Lighting Retrofit  
 Listed Equipment Incentives  
 New Construction  
 Custom or Energy Management Incentives  
 Other

**INCENTIVE ASSIGNMENT (Complete only if incentive is to be assigned to someone other than participant above)**  
 Check should be made out to:  
 Mailing address: City: State: Zip:  
 Contact name: Contact telephone:

**APPLICATION ACKNOWLEDGEMENT**  
 By my signature below, I certify that all information provided for participation will be accurate including but not limited to supplemental material and claims of participant and equipment information. I confirm I have read, understand and agree with the terms and conditions and agree to be bound by them. I authorize Pacific Power to provide my electric account information to consultants associated with the Wattsmart Business program.

Signature name & title (please print) Participant signature Date  
 WA Eff# 01/01/2024 v06/01/2024 Wattsmart is registered in U.S. Patent and Trademark Office

\*\*This must be either a handwritten signature or DocuSigned.

Project ID	
Lighting Coordinator	
Tool Prepared by	

Y 010126.1

**Project Name, Effective Date**  
**Construction Type, State** Retrofit  
**Installation Address**  
 City, State, Zip  
 Meter, Rate  
 Project Name: A concise and unique name used to more easily identify the project.

**Participant Information (As Shown On Tax Form)**  
**Business Name**  
**Address**  Same as Above  
**City, State, Zip**  
**Contact, Title**  
**Phone, Email**  
**Facility Type**  
**Participant is:**  Account Holder  Building Owner  Electric User  
**Contact primary language:**  English  Other (specify):

**Vendor Information**  
**Business Name**  
**Address**  
**City, State, Zip**  
**Contact**  
**Phone, Email**

**Payee Information**  
**Incentive Should Be Addressed To:**  
**Attention, Phone**  
**Business Name**  
**Address**  
**City, State, Zip**

Project Cost

Material	Labor	Other	Total Project Cost
			\$0.00

Space Type & Size

Calculation Method	Total Allowed Wattage	0
Space Types	sq. ft.	watts / sq. ft.
	0	0.00

Lighting Operation Schedules

Standard Schedule	Day	A	B	C	D	E
Op Weeks/Year	Mon					
# Holidays Cleared	Tue					
Seasonal (optional)	Wed					
On Schedule	Thu					
Off Schedule	Fri					
Weeks On per Year	Sat					
# Holidays Cleared	Sun					
	Total					

Admin

**Measure Effective Date**  
 Incentive Spruce Offer Update

**CUSTOMER INFORMATION TAB:**

**Project Information Section:**

1. Should match the information on the Project Site Information from your GA
  - a. Site Address
  - b. Meter Number
  - c. Generally Missed Rent/Own (Not on Lighting Tool)

PROJECT SITE INFORMATION			
Facility/Project name:			
Facility address:	City:	State:	Zip:
Commercial/industrial electric account #:	Rate Schedule:		
Electric meter number - seven or eight digits: (If multiple meters at site only enter one)	Customer name: (As shown on bill)		
Does Participant rent/lease the project site location? <input type="checkbox"/> Yes <input type="checkbox"/> No			

Project Name, Effective Date		
Construction Type, Stage	Retrofit	Preliminary (Pre-Install)
Installation Address		
City, State, Zip	WA	
Meter, Rate		

**Participant Information** (As Shown On Tax Forms)

Business Name		
Address	<input type="checkbox"/> Same as Above	
City, State, Zip		
Contact, Title		
Phone, Email		
Facility Type		
Participant is:	<input type="checkbox"/> Account Holder <input type="checkbox"/> Building Owner <input type="checkbox"/> Electric User	
Contact primary language:	<input type="checkbox"/> English <input type="checkbox"/> Other (specify):	

### Payee Information:

1. Should match the Incentive Assignment Information on the GA
2. This is where the incentive check will be sent

<b>INCENTIVE ASSIGNMENT</b> (Complete only if Incentive Is to be assigned to someone other than participant above)			
Check should be made out to:			
Mailing address:	City:	State:	Zip:
Contact name:	Contact telephone:		

### Payee Information

Incentive Should Be Addressed To:			
Attention, Phone			
Business Name			
Address			
City, State, Zip			

## Project Cost:

### 1. What should be included in Materials/Labor/Other

#### Eligible Cost

Materials – LED fixtures, retrofit kits, lamps, controls

Labor

Lift (not required to be included in costs)

Permit

Recycling & disposal – to be eligible must be done according to applicable environmental regulations. (not required to be included in costs)

Prevailing wages

Design/redesign fees

#### Not Eligible Cost

Owner's overhead

Project development & management fees

Financing costs

Manufacturer discounts or rebates.

Application fees or charges associated with other incentive programs

Portions of project cost paid for by publicly funded grants or incentives.

Sales tax is not an eligible project cost

Code corrective labor or materials

Mechanical hardware that is not directly associated with light fixtures

## **Project Cost**

Material	Labor	Other	Total Project Cost
			\$0.00

# Lighting Tool Tips To A Smooth Submission

## LIGHTING OPERATING SCHEDULES:

1. Anything on interior over 10 hours will need an explanation for the project folder.
2. Anything for exterior will need to be on a Y schedule unless an exception is granted even if it's running 24 hours a day.
3. Each space's operating schedule needs to be verified with those working in that area and accurate to when the lights are turned off and on each day.

Lighting Operation Schedules

Standard Schedule		Day	A	B	C	D	E
Op Weeks/Year		Mon					
# Holidays Closed		Tue					
Seasonal (optional)		Wed					
On Schedule		Thu					
Off Schedule		Fri					
Weeks On per Year		Sat					
# Holidays Closed		Sun					
		<b>Total</b>					

## Project Information Tab:

<b>0.00 yrs - SPB w/o Incentive</b> (0.00 yrs - SPB w/ Incentive)	LPD Code 0.00	Total Incentives
	LPD Existing 0.000	<b>\$0.00</b>
<b>\$0.00 - Cost/kWh</b>	LPD Proposed <b>0.000</b> 0% ▲ Code	

1. LPD Code for WA - Based on square footage and space type
2. LPD Existing - Will likely be higher than LPD Code if not, specific items need to be verified:
  - a. Square footage
  - b. What's in existing fixtures (type & quantity)
  - c. Reasons why LPD Existing might be lower than LPD Code:
    - a. not enough fixtures in proposed
    - b. miscalculated square footage - make sure square footage listed doesn't exceed square footage in scope of work
    - c. if you chose wrong space type with the wrong LPD Code
3. LPD Proposed – Must beat LPD Code and be a positive percentage better than code



ANLC Approval Form

**PACIFIC POWER** POWERING YOUR GREATNESS

Manufacturer/Model: Other

Does the system use exclusively Luminaire Level Lighting Controls (LLCs) where each fixture has an integrated occupancy and or daylight sensor with a networked controller per fixture?

Yes (LLC)  
 No (Area Controls)  
 Dual (LLC and Area Controls)

Dimming Type:

No Dimming, On/Off Only  
 Step Dimming or Bi-Level Dimming  
 Full Dimming, example 0-10V Dimming

LLC Controls

Sensor Based:

Occupancy Controls  
 Daylight / Ambient Light Harvesting – Photocell Control with Continuous Dimming

Tuning Based:

High End Trim/Institutional Tuning - May not be combined with photocell controls outside of a daylighting zone  
 Personal Tuning – With Continuous Dimming  
 Advanced Scheduling - changes to light levels and/or sensor timeouts based on time of day

Verify ANLC Approval      Close

[ANLC Survey \(Integrated in LT\)](#)

Exterior Controls Approval Form

**PACIFIC POWER** POWERING YOUR GREATNESS

Manufacturer and Model

Is the control integral to the fixture or fixture mounted?

Yes  
 No

Dimming Type:

No Dimming, On/Off Only  
 Step Dimming or Bi-Level Dimming  
 Full Dimming, example 0-10V Dimming

Total Exterior Controls Savings		
Sensor Timeout	0	Minutes
Sensor Low End Trim	100	% output when in standby. 100% for no sensor
High End Trim	0	% off the top. 0% for no trim
Scheduling Hours Dimmed	0	
Scheduling Low End Trim	100	% of output. 100% for no scheduling
<b>Total Savings</b>	<b>0%</b>	<b>Please Enter Manufacturer and Model</b>

Close

[AED Survey \(Integrated in LT\)](#)

# Lighting Program Updates

# Wattsmart Business: 2026 Financing Overview

## OVERVIEW

- Utility-supported financing option for Pacific Power business customers for qualifying lighting retrofits
- Offered in partnership with Verdant Commercial Capital
- [www.pacificpower.net/financing](http://www.pacificpower.net/financing)

## KEY FINANCING ADVANTAGES

- Financing rates as low as **1.99% for 24 months**
  - Rate is "bought down" by Pacific Power
- Combine incentives + financing for **\$0 down projects**
- Energy savings can help offset or fully cover monthly payments

## OPPORTUNITIES

- Removes upfront cost barriers
- Enables customers to move forward sooner
- Preserves capital for other business priorities

OUR PROCESS IS *simple.*

Take advantage of our quick and easy process for energy efficiency projects.

.....

One page application can be submitted electronically

.....

Flexible payment terms with fixed rates

.....

Most credit decisions within two hours

# Wattsmart Business: Energy Savings into Project Funding

## EXAMPLE PROJECT:

- Project cost: \$150,000
- Incentive: \$50,000
- Amount financed: \$100,000
- Estimated energy savings: \$40,200/year (\$3,350/month)

## RESULT:

- Monthly energy savings can offset loan payments
- Projects may be cash-flow neutral or cash-flow positive

## ELIGIBILITY HIGHLIGHTS (WASHINGTON EXAMPLE):

- Minimum project cost: \$25,000
- Energy savings range: 50,000–1,000,000 kWh annually
- Must receive utility and credit approval

# Wattsmart Business: 2026 Vendor Incentives

## ADVANCED NETWORKED LIGHTING CONTROLS (ANLC / LLLC)

- **\$50 per fixture vendor incentive** for qualifying networked lighting control retrofits
- Applies directly to Luminaire Level Lighting Controls (LLLC) systems
- No vendor location cap for 2026 while funding lasts
- Can be combined with standard lighting retrofit incentives

## STANDARD LIGHTING RETROFIT VENDOR INCENTIVES\*

- \$0.05 per kWh saved vendor incentive

### Example:

50,000 kWh saved = \$2,500 vendor incentive  
Max \$5,000 per customer location in 2026

## SMALL BUSINESS LIGHTING (SBL) VENDOR INCENTIVES\*

- \$300 per small business project
- \$500 for very small business or Named Community projects

*\*Up to \$35,000 in vendor incentives per location is available in 2026 for qualifying lighting retrofit and Midstream projects*

# Wattsmart Business: Vendor Incentives

## WHY THIS MATTERS FOR TRADE ALLIES



Vendor incentives are paid directly to you — in addition to customer incentives



Helps offset designing and programming efforts



Creates new revenue opportunities, especially for LLC projects



# Wattsmart Business: Interior Lighting Incentives

## FULL FIXTURE REPLACEMENT:

- \$0.46/kWh with advanced networked lighting controls (LLLC)
- \$0.38/kWh with basic controls
- \$0.35/kWh without controls

## CONTROLS-ONLY RETROFIT:

- \$0.46/kWh with advanced networked lighting controls
- \$0.35/kWh with basic controls

## FIXTURE RETROFIT KITS:

- \$0.35/kWh with controls upgrade
- \$0.28/kWh without controls



# Wattsmart Business: Exterior/Specialty Lighting Incentives

## EXTERIOR FULL FIXTURE REPLACEMENT:

- \$0.22/kWh with advanced dimming controls
- \$0.12/kWh without controls

## SPECIALTY LIGHTING INCENTIVES

- Refrigerated case LED lighting: \$14 per linear foot
- Refrigerated case occupancy sensors: \$1.50 per linear foot
- Custom lighting projects: \$0.13/kWh

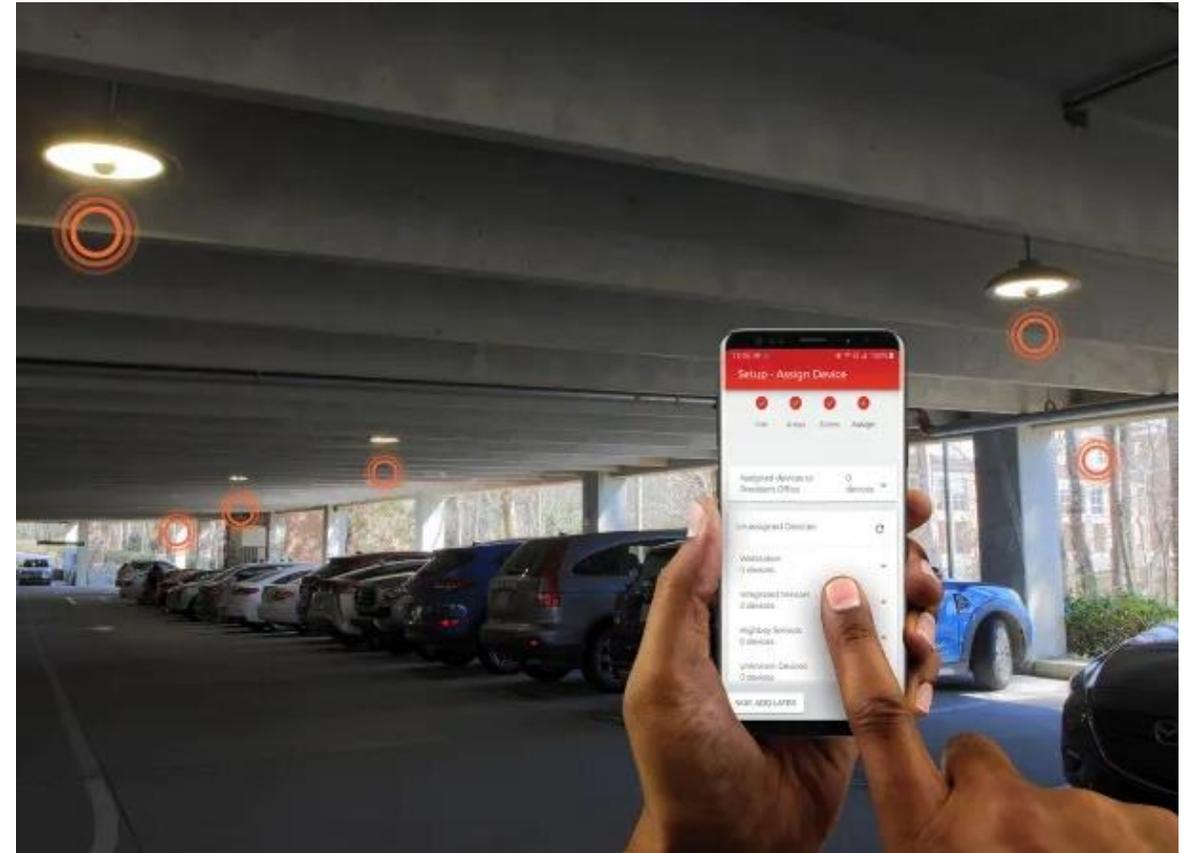


Image Source: Cooper Lighting

# Wattsmart Business: Program Changes for 2026

Lighting control incentives are increasing in 2026, especially for advanced controls

## SMALL BUSINESS PROJECTS

- Advanced Networked Lighting Controls incentive increased to **\$0.48/kWh**
- Higher incentives improve project economics and customer value

## VERY SMALL BUSINESSES AND NAMED COMMUNITY SMALL BUSINESSES

- Basic controls (PIR, dual tech, integral sensors) increased to **\$0.40/kWh**
- Advanced Networked Lighting Controls increased to **\$0.50/kWh (highest incentive tier)**

## WHAT THIS MEANS FOR TRADE ALLIES

- Advanced controls now deliver the strongest financial incentive
- Greater opportunity to offer higher-value solutions to customers

# Wattsmart Business: Higher Incentives with ANLC

Project Type	Customer Incentive	Vendor Incentive	Financing Opportunity	Overall Value
LED Upgrade – No Controls	\$0.35/kWh	\$0.05/kWh saved (max \$5,000)	Eligible	Good
LED Upgrade – Basic Controls	\$0.38/kWh	\$0.05/kWh saved (max \$5,000)	Eligible	Better
LED Upgrade – LLLC / Networked Controls	\$0.46 to \$0.50/kWh (Highest Tier)	\$50 per fixture + \$0.05/kWh saved	Eligible for low-interest financing	<b>Best –</b> Highest Incentives + Vendor Revenue + Customer Savings

# Questions

# From Questions to Confidence: Selling Advanced Lighting Controls for Retrofits in Today's Market

- Dan Kuhl, LC
- Sr. Energy Specialist, BetterBricks



# Why Advanced Networked Lighting Controls Matter to Building Owners

- Rising energy & labor costs
- Codes getting stricter
- Owners want flexibility, not complexity



## What Are Luminaire Level Lighting Controls (LLLC)?

- Controls embedded in each fixture
- Occupancy, daylight, Tuning (Brightness Control)

Featuring a sensor on each light fixture, LLLC provides more control than other NLC systems that use one sensor to control multiple light fixtures



LLLC



## Why Owners Are Buying LLLC

- 40–70% lighting energy savings
- Improved comfort & productivity
- Data for smarter buildings



## Why Installers Should Sell LLC

- Higher project value
- Fewer callbacks
- Differentiation from competitors



## Industry Voices

“LLLC helps customers continue finding savings without needing another full lighting upgrade”

Ryan Peterson, CEO, West Ridge Energy



## Energy Savings Stack

- Occupancy sensing
- Daylight harvesting
- Task tuning
- Scheduling



## Code Compliance Made Easier

- Washington State Energy Code alignment
- Code compliance out of the box
- Zoning without rewiring



## Occupant Comfort = Owner Value

- Right light at the right time
- Reduced glare
- Tunable & adaptive spaces



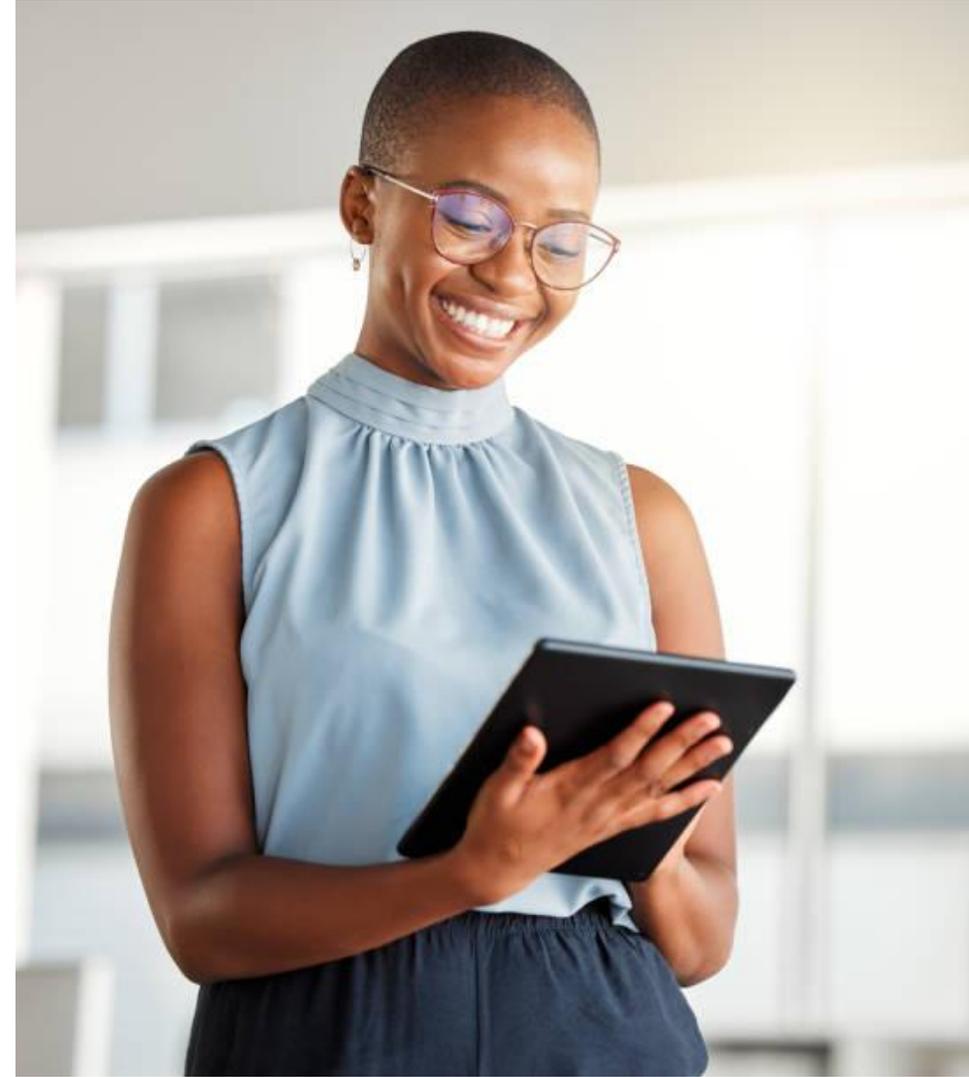
## Installation Advantages

- Fewer control devices
- Reduced wiring
- Faster install time



## Programming & Changes Are Easy

- Software-based adjustments on personal device
- No rewiring
- Remote changes possible



## Incentives Improve ROI

- Utility incentives available
- "Lifetime Value" payback
- Reduced upfront cost



## Future-Proofing Buildings

- Space use changes
- Tenant turnover
- Smart building integration



## Beyond Lighting: Smart Buildings

- HVAC integration
- Space utilization data
- Asset tracking



## How Contractors Win More Work

- Ask questions to understand customer needs
- Trusted advisor role
- Provide value proposition of controls
- Repeat business



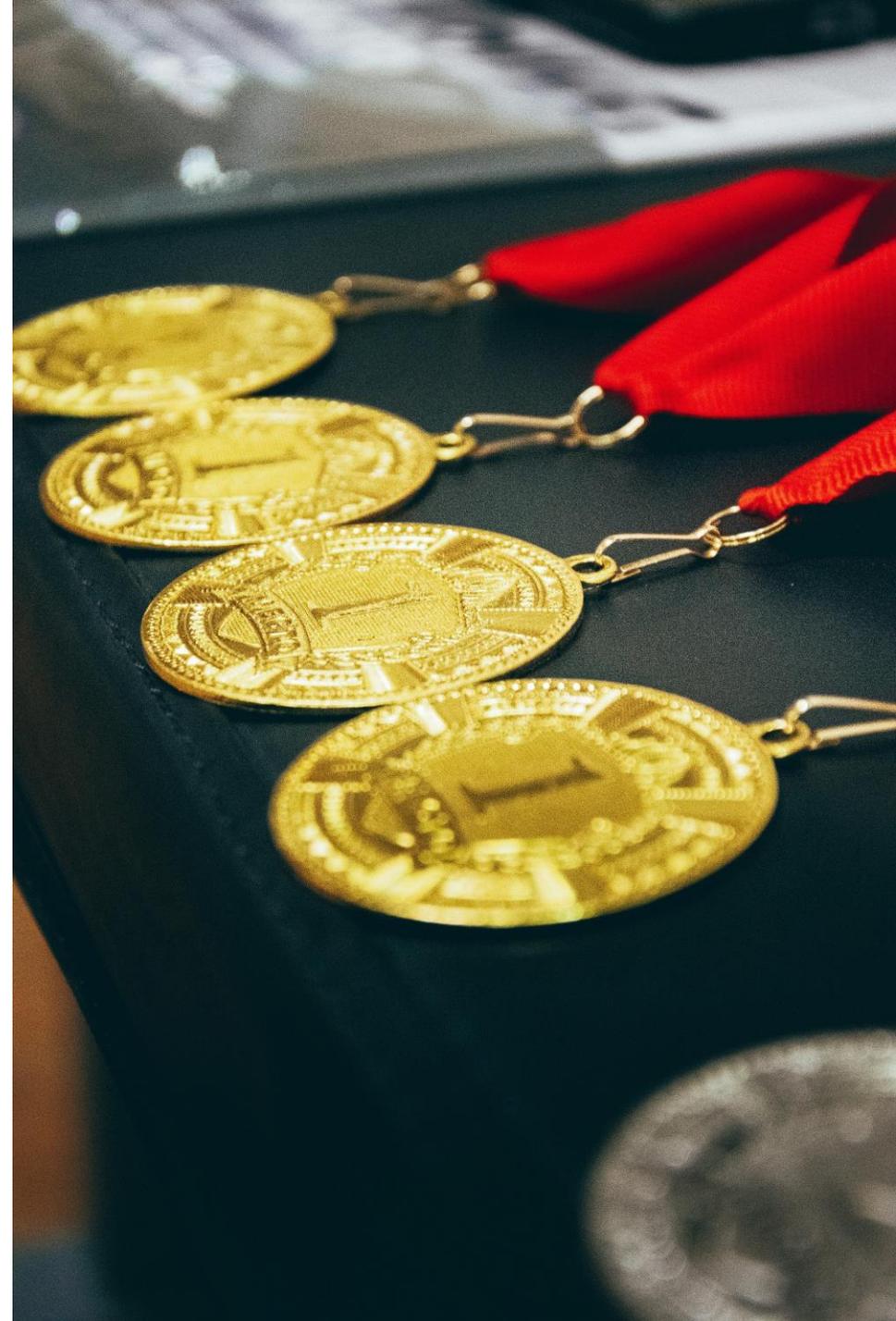
## Simple Selling Message

- Start small
- Scale easily
- Benefits from day one



## Close: Why LLC Wins

- Owners save money
- Owners get Flexibility
- Installers increase margins
- Buildings perform better



# Incentives: Making LLLC an Easy Yes

Utility incentives often cover a significant portion of LLLC cost

Incentives "stack" with LED upgrades

"Lifetime Value" payback = Easier owner approval

Incentives reduce perceived risk for first-time LLLC projects

- **Luminaire Level Lighting Controls:  
Installers Toolkit**

# Installation Ease

- Easier than traditional controls
- No additional wiring
- Wireless & pre-programmed
- Faster installs



## Training and Support

- Systems are similar across brands
- Manufacturer & distributor training
- 1:1 support available
- Factory YouTube video's

**Training & Rep Support**



# Tools & Programming

- Standard black/white/green wiring
- Smartphone/tablet app
- Some use remotes
- Pre-programmed options

Lightcloud®

## How To Videos

Discover how to use the Lightcloud Blue mobile app with our collection of short, easy-to-follow videos. Whether you're setting up your system, connecting devices, or managing schedules, each tutorial walks you through the process step by step. Perfect for users of all levels, these videos help you quickly get the most out of your smart lighting system.



Rapid Provisioning



Create an Account



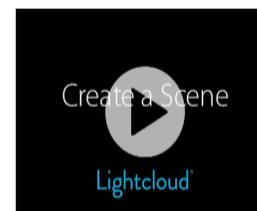
Adding Devices



Create Areas



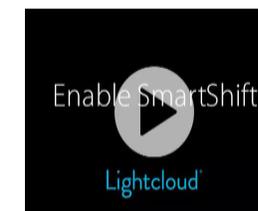
Basic Wireless Control



Create a Scene



Create a Schedule



Enable SmartShift

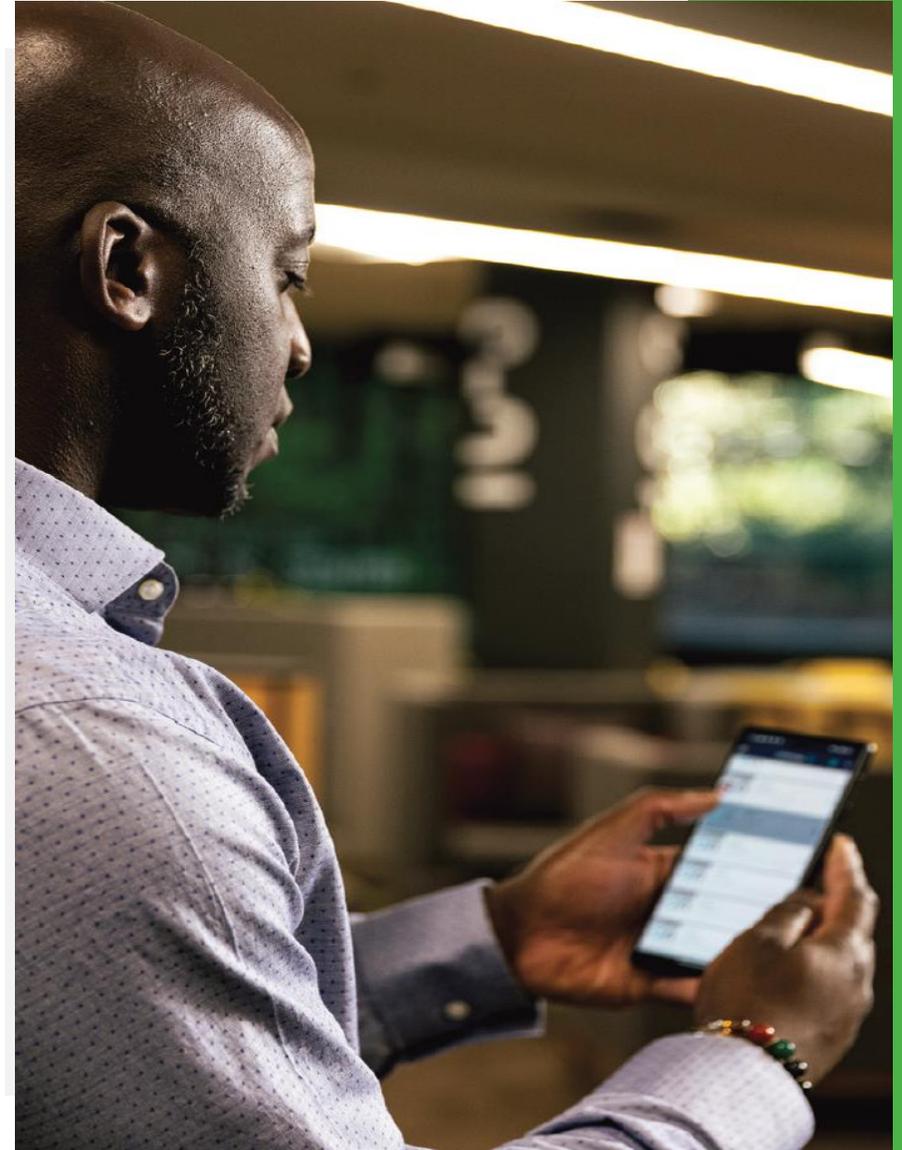
# Energy Efficiency & Code

- Integrated sensors & controls
- Up to 50% energy savings (conservative)
- Tuning, Occupancy & Daylight harvesting
- Meets state & local codes



## Troubleshooting Support

- App-based diagnostics
- Online guides
- Manufacturer & distributor help



# System Handoff Best Practices

- Review sequences (space use) with owner
- Train on “future” adjustments
- Confirm support contacts
- Optional paid follow-up



# Client Education Resources

- [BetterBricks.com/LLLC](https://betterbricks.com/LLLC)
- NXT Level Lighting Training (CEU's in Washington)
- Videos, case studies, guides



**1 / Is LLLC easier or harder to install compared to traditional controls?**  
LLLC systems are designed to be easier to install and program than traditional controls. They follow the same basic installation process as standard fixtures, without the need for additional wiring. These wireless, pre-programmed systems offer out-of-box code compliance and streamline initial setup, allowing installers to complete projects faster.

**2 / Is there training or support available for installing LLLC?**  
There are many options for training and support. LLLC systems are more alike than different, so experience with one system can be applied to others, making it easy for installers to become comfortable using the technology. Contact a manufacturer rep or distributor for 1:1 training and resources to help ensure every project runs smoothly.



## Reduce callbacks with LLLC

Showing up to the job site with a clear plan on installation, programming, and handoff helps eliminate surprises and reduces the need for future callbacks:

- 1 / Prior to installation, discuss the sequence of operations with the customer, so you understand what settings they want in each space.

## Key features and benefits

**Simple installation:** Wireless, pre-programmed systems streamline initial setup, allowing installers to complete projects faster.

**Energy code compliance:** LLLC systems meet energy code requirements at both the state and local level, so installers can move forward confidently, knowing the system already meets complex code requirements.

**Flexible and future-proof:** LLLC systems can be rezoned and reconfigured without changing wiring or climbing ladders, allowing the lighting to easily be optimized for tenant needs. An app keeps systems up to date with the latest performance and security enhancements.

# Thank you!

**Dan Kuhl, LC**

Sr Lighting & Control Specialist

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# HVAC and Other Non-Lighting Breakout Room

# HVAC and Other Non-Lighting Breakout Room: Topics

- **Wattsmart Business: Maximizing Savings: Typical and Small Business Measures**
  - Discuss the measures and vendor incentives available for typical and small business projects including amounts and caps. Review associated application forms.
- **Cascade Natural Gas Commercial Incentive Program**
  - An introduction to the CNG commercial/industrial incentive program. 2026 changes review with Q&A
- **Wattsmart Business: Incentives for Popular Non-Lighting Projects**
- **The Value of Heat Pump Water Heaters**



NICK JONES



LILIANA CAUSER



SHAWN HUFF



TODD BLACKMAN



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# Customer and Vendor Incentive Updates

# Vendor Incentives for Typical HVAC projects for 2026?

## Vendor incentives for HVAC projects

Wattsmart Business Vendors in good standing are eligible to receive up to **\$10,000** in vendor incentives for projects installed in 2026.

**Eligibility timeline:** This limited-time vendor incentive offer is for select HVAC projects purchased and submitted to Wattsmart Business by **November 30, 2026**.

**How it works:** A vendor incentive will be paid for each eligible unit installed, as shown in the table below. Other terms and conditions apply.

<i>Measure*</i>	<i>Vendor incentive</i>
Advanced Rooftop Unit Controls (ARC) ≥ 5 ton	\$500 per rooftop unit
Advanced Rooftop Unit Controls (ARC) < 5 ton	\$200 per rooftop unit
Heat Pumps replacing electric resistance	\$500 per heat pump
Heat Pumps (Variable Refrigerant Flow [VRF] and unitary) **	\$200 per heat pump
Unitary Commercial Air Conditioners***	\$50 per air conditioner

\*For more detail on HVAC equipment eligible for this vendor incentive, visit the [HVAC equipment incentives list](#).

\*\*Not available for Packaged Terminal Heat Pumps (PTHP)

\*\*\*Not available for Packaged Terminal Air Conditioners (PTAC)

# Vendor Incentives for Small Business HVAC & non-lighting projects for 2026?

## Vendor incentives for small business customer non-lighting projects

Vendor incentive offers are for approved Wattsmart Business Vendors submitting the project and are in addition to [customer incentives](#) available through Wattsmart Business.

**Eligibility timeline:** This limited-time offer is for completed non-lighting projects purchased after January 1, 2026, for eligible small businesses and submitted to Wattsmart Business by **November 30, 2026**.

**How it works:** Once the small business project is approved for a customer incentive payment, eligible Wattsmart Business Vendors receive a vendor incentive for each approved measure listed below, per customer location.

<i>Measure</i>	<i>Vendor incentive</i>
Engine Block Heater Controller	\$40 per unit
Ductless Heat Pump	\$400 per unit
Thermostat	\$60 per unit*
Anti-sweat Heater Controls (Retrofit only), Low or Med-Temp	\$16 per linear foot
Electronically Commutated Motor (ECM) for Display Case or Walk-In Refrigerator or Freezer	\$40 per unit
Heat Pump Water Heater	\$40 per unit

\*For qualifying Thermostat projects, the amount each vendor location is eligible to receive will be up to \$10,000 in vendor incentives while funding lasts during 2026.

# Vendor Incentives Participation Steps

## STEPS TO PARTICIPATE

1

Contact your [outreach coordinator](#) to verify project eligibility and confirm vendor participation in the promotion. **Provide a copy of your company's W-9 tax information so we can prepare a 1099-MISC following the vendor incentive payment.**

2

Install qualified measures at eligible customer location.

3

Submit an application for a completed HVAC or small business non-lighting project to Wattsmart Business by November 30, 2026.

4

Receive a vendor incentive check in the mail. Incentive checks will be issued to the Wattsmart Business Vendor and mailed to the primary contact.

Visit the [Pacific Power website](#) for more details on energy-efficient non-lighting upgrades.

**These vendor incentives will only be available for a limited time, so act now!**

For additional questions or information, contact your [outreach coordinator](#).

*General Terms and Conditions: Wattsmart Business Vendors in good standing are eligible to participate. If you are not currently a Wattsmart Business Vendor, you must be approved at the time of application submission. Only one vendor incentive per qualifying project. This limited-time offer is for completed non-lighting projects purchased after January 1, 2026, for eligible businesses and submitted to Wattsmart Business by November 30, 2026. Vendor incentives are first come, first served, and the vendor incentive offer may terminate earlier than the eligibility timeline if allocated funding is exhausted.*

# Measures With “Stackable Potential”

## PACIFIC POWER MEASURE

- Advanced Rooftop Controls
- Building Envelope Measures
- Custom Incentives?

## CASCADE NATURAL GAS MEASURE

- Demand Controlled Ventilation
- Weatherization Equipment
- Custom Incentives?

# Working with Cascade Natural Gas

March 2026



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# Eligibility



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- Customers are served from three operational regions:
  - **Northwest** – Bellingham, Mt. Vernon, Oak Harbor/Anacortes, the Kitsap Peninsula, the Grays Harbor area and Kelso/Longview
  - Central/Eastern – Sunnyside, Wenatchee/Moses Lake, Tri-Cities, Walla Walla and Yakima areas
- Must be on rate schedule 504, 505, 511, 570 or 577
- Must use natural gas as your primary heat source (not a back-up for an electric heat pump); or
- Must use natural gas as your primary water heat source



# Rebates for heating

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Image: HVAC In formed



## Warm Air Furnaces

- Rebate Amount: \$8.00/kBtu/hr
- Requirements: High Efficiency Condensing Furnace—Min 90% AFUE

## HVAC Unit Heater

- Rebate Amount: \$20.00/kBtu/hr
- Requirements: High Efficiency Condensing Min—90% AFUE

## Radiant Heating

- Rebate Amount: \$20.00/kBtu/hr
- Requirements: Direct fired radiant heating

## Boiler Steam Trap

- Rebate Amount: \$125
- Requirements: Min 300 kBtu in; steam pressure at 25psig or > Retrofit Only

## Demand Control Ventilation

- Rebate Amount: \$80/nominal ton
- Requirements: 5 tons ≤ Unit Cooling Capacity ≤ 20 tons. Pre-Approval Required.

## High-Efficiency Condensing Boiler

- Rebate Amount: \$10.25/kBtu/hr
- Requirements: Min 94% Thermal Eff & 300 kBtu input

# Rebates for food service and kitchens

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Image: Webstaurant Store



Image: Webstaurant Store



Image: Webstaurant Store

## Gas Griddle

- Rebate Amount: \$750
- Requirements: ENERGY STAR  
≥38% Cooking Eff/  
≤2650 Btu/hr sq ft  
Idle Rate

## Double Rack Oven

- Rebate Amount: \$2,700
- Requirements: FSTC  
Qualified ≥52%  
Cooking Eff/  
≤3,500 Btu/hr/Idle  
Rate D Rack

## Gas Convection Oven

- Rebate Amount: \$1000
- Requirements: ENERGY STAR  
≥49% Cooking Eff/  
≤13,000 Btu/hr Idle  
Rate

## Gas Conveyor Oven

- Rebate Amount: \$700
- Requirements: ≥42% tested  
baking efficiency

# Rebates for weatherization

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## Windows

- **Rebate Amount:** \$30/sq ft
- **Requirements:** Existing can be double pane or less. Post must be ENERGY STAR Northern Zone. U-Factor  $\leq 0.29$



## Floor Insulation

- **Rebate Amount:** Custom Only



## Hot Fluid Pipe Insulation

- **Rebate Amount:** \$15 - \$25 per linear foot
- **Requirements:** For \$15, 140F, <200F, 1.5" insulation. For \$25,  $\geq 200F$ , 2.5" insulation



## Attic Insulation

- **Rebate Amount:** \$3.00 - \$4.00/sq ft
- **Requirements:** Min R-38 for \$3, Min R-49 for \$4.00/sq ft



## Roof Insulation

- **Rebate Amount:** Custom Only



## Wall Insulation

- **Rebate Amount:** \$2.00/sq ft
- **Requirements:** Min R-20

# Rebates for hot water

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Image: Plumbing & Mechanical



Image: Better Buildings Solutions Center

## Domestic Hot Water Tankless Water Heater

- **Rebate Amount:** \$150 - \$300/gpm
- **Requirements:** 94 UEF/Thermal Efficiency (\$150) or .96 UEF/Thermal Efficiency (\$300)

## DHW Recirculation Controls

- **Rebate Amount:** \$200
- **Requirements:** Continuous Operation DHW Pump. Retrofit Only. Pre-approval required.

## Domestic Hot Water Tanks

- **Rebate Amount:** \$10.00/kBtu/hr
- **Requirements:** Condensing tank, Min 96% Thermal Eff

## Ozone Injection Laundry

- **Rebate Amount:** \$9,000
- **Requirements:** Venturi injection or bubble diffusion – Min 125 lb. total washer/extractor capacity. Pre-approval required.

# Custom incentives

- Can work with you on custom projects not on previous slides
  - Must include some kind of gas-savings
- Examples include:
  - Heat recovery
  - Direct digital controls (DDC)
  - Refrigerated case doors
  - Greenhouse heat curtains
  - Roof insulation
  - Attic insulation <R30
- Have an idea for something else? Let's talk!



Greenhouse heat curtains

# How to work with us



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## Pre-Approved Rebates

- Confirm your business is eligible
- Find a qualified contractor or get in touch with us to help you find one
- Install equipment
- Submit paperwork through our simple online application
- Receive a rebate

## Custom Projects

- Pitch us your project idea, we will see if we can incentivize it through the custom track
- We send an offer letter with estimated therm savings and incentive
- Install equipment
- Share invoices and sign a project completion form
- Post-installation inspection
- Receive a rebate

# How to get started



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- Call us at 866-450-0005
- Call me at 509-430-6340
- Visit our website and fill out a contact form >>
- Email me at [tblackman@trccompanies.com](mailto:tblackman@trccompanies.com)



# Most Popular Non-Lighting Incentives

*For*

Irrigation, Farm & Dairy, Refrigeration & More



Shawn Huff  
Energy Efficiency Outreach Engineer

# Wattsmart<sup>®</sup> Business Typical Incentive Categories



IRRIGATION



FARM & DAIRY



COMPRESSED AIR



REFRIGERATION &  
DISTRIBUTION

# Wattsmart® Business How?

Call to confirm eligibility & discuss projects



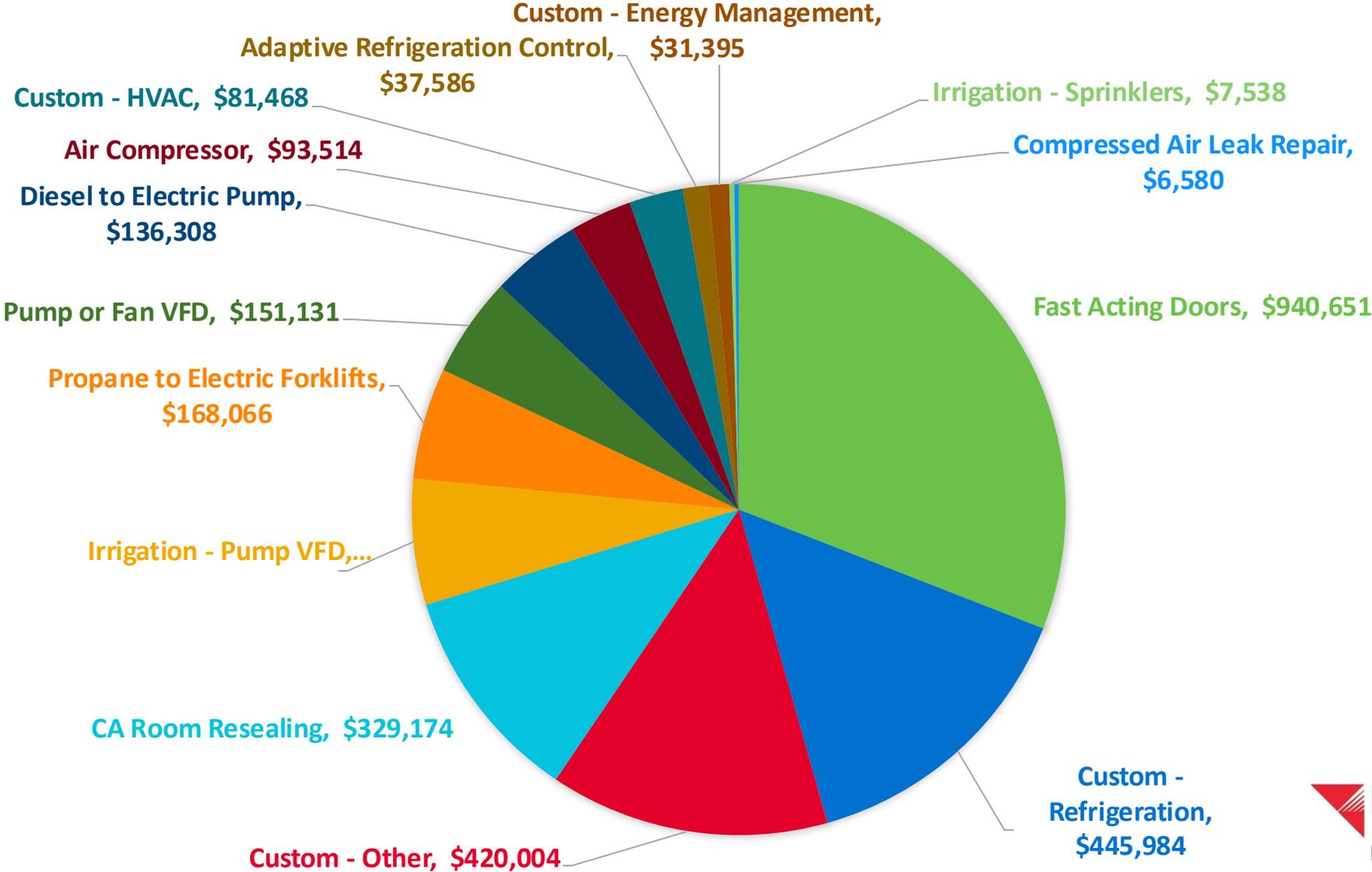
SHAWN HUFF

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(503) 880-0743



# Wattsmart® Business Incentive Funding 2024-2025



# Wattsmart® Business Incentive Funding 2024-2025

<b>UPGRADE</b>	<b>INCENTIVES PAID 2024-2025</b>
Fast Acting Doors	\$ 940,651
Custom - Refrigeration	\$ 445,984
Custom - Other	\$ 420,004
CA Room Resealing	\$ 329,174
Irrigation - Pump VFD	\$ 189,720
Propane to Electric Forklifts	\$ 168,066
Pump or Fan VFD	\$ 151,131
Diesel to Electric Pump	\$ 136,308
Air Compressor	\$ 93,514
Custom - HVAC	\$ 81,468
Adaptive Refrigeration Control	\$ 37,586
Custom - Energy Management	\$ 31,395
Irrigation - Sprinklers	\$ 7,538
Compressed Air Leak Repair	\$ 6,580
<b>Grand Total</b>	<b>\$ 3,039,118</b>

# Wattsmart<sup>®</sup> Business Irrigation Pump Example – 40 hp Pump VFD

A pump sometimes serves 2 fields, sometimes only 1.

Cost	\$8,000
Incentive	\$3,954 (49% of cost)
Net Cost	\$4,046
Energy Reduction	18,474 kWh/year
Annual Savings	\$1,293 per year
Payback	3.1 years



# Compressed Air Incentives

## VFD AIR COMPRESSORS

- Up to 75 hp single compressor are eligible for post-install rebate
- Savings from \$1,500 to as much as \$9,000/year
- Incentive calculated at \$0.28/kWh of savings (caps may apply)



# Wattsmart® Business Example – Regulators and Low-Pressure Sprinklers



Replace 64 worn regulators and low-pressure sprinklers on MESA with new regulators and sprinklers

Cost:	\$2,159
Incentive:	\$256
Net Cost:	\$1,903

Energy Reduction:	4,599 kWh/year
Annual Savings:	\$322 per year
Payback:	5.9 years

**Non-energy benefits** – *water savings, consistent watering, yield improvement*

# Wattsmart® Business Fuel Switching Example – Propane Forklifts

**Old:** Three propane-powered forklifts

**Upgrade:** Three electric-powered forklifts

Cost	\$131,430
Incentive	\$40,862 (31% of cost)
Net Cost	\$90,658

Energy Reduction	145,938 kWh/year
Annual Savings	\$22,642 per year
Payback	4 years



# Refrigeration, Distribution and Storage

## ADAPTIVE REFRIGERATION CONTROLS

- \$0.28 per kWh annual savings (caps may apply)
- Evaporator fan cycling
- Defrost control
- Typical incentive 50% to 70% of cost





## Refrigeration, Distribution and Storage

### HIGH SPEED DOORS

- \$0.28 per kWh annual savings (caps may apply)
- Typical incentive 25% to 50% of total cost

# Farm & Dairy Upgrades



Vacuum Pump VFD  
\$206 per hp



Potato or Onion Fan  
VFD  
\$219 / fan hp



Milk Precooling with Well  
Water Retrofit Only  
\$0.28 per kWh annual  
savings



Heat Recovery -  
Refrigeration Units  
\$0.28 per kWh annual  
savings



Automatic Milker  
Takeoffs  
\$294 each

# Farm & Dairy Upgrades

- High efficiency circulating fans
- High efficiency ventilation fans
- Programmable ventilation controllers
- Chiller upgrade (custom projects)
- Amount depends on fan diameter
- \$25 per fan controlled
- \$0.28/kWh annual savings (caps may apply)



# Energy Management Projects

## TUNE-UPS

- Compressed air leak repair
- Setpoint adjustments
  - Fan speeds
  - Pump pressure
  - Idle time
- Pump reconditioning and impeller changes
- Storage room resealing

## CUSTOM NON-LIGHTING

- Incentive offer is needed prior to equipment order
- Call Cascade to get started



# Questions?

Shawn Huff

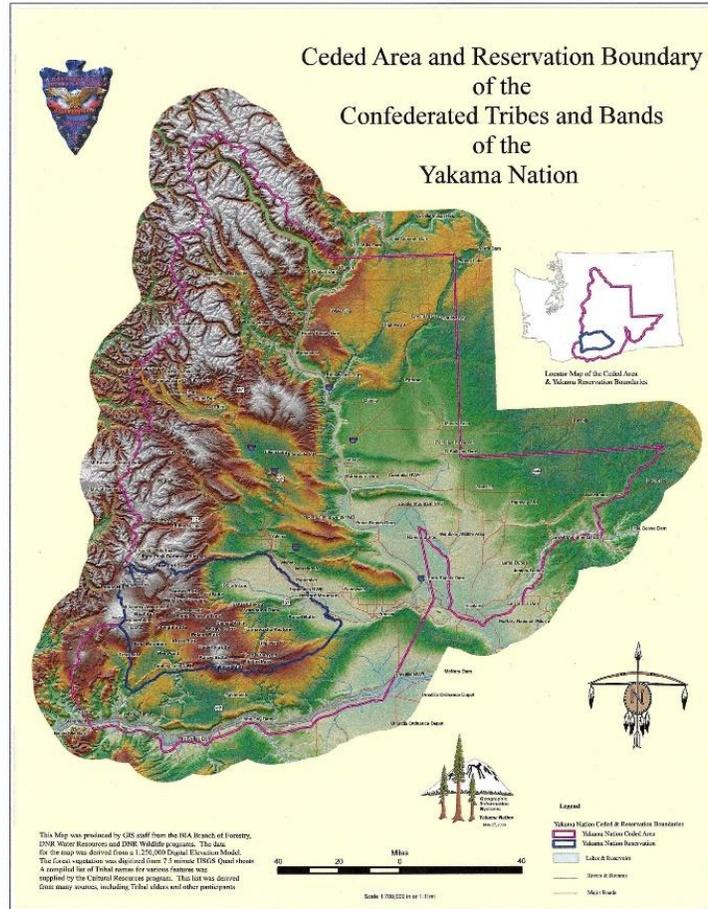
[Shawn.Huff@CascadeEnergy.com](mailto:Shawn.Huff@CascadeEnergy.com)

(503) 880-0743

# Closing Remarks



# Yakama Nation Success Story



**Total Yearly Energy Bill Savings**

**\$50,699**

**Total Project Pacific Power Incentives**

**\$259,458**

**Energy Savings**

**563,265 KWH**



# Door Prizes, Vendor Recognition and Evaluations

# Contacts

## FIELD OUTREACH

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## WATTSMART HOMES

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