



**CHUGACH ELECTRIC ASSOCIATION, INC.**

**Anchorage, Alaska  
June 10, 2009**

**Operations Committee Meeting  
June 10, 2009**

**XI.a. Memo - Smart Power**

**TO:** Brad Evans, CEO

**FROM:** Dave Smith, Sr. Vice President Administration   
Carol Heyman, Manager Commercial & Community Relations 

**SUBJECT:** "Smart Power" – Chugach's Energy Efficiency Program

**CFL Program**

We have reached an agreement with Alaska Housewares & Satco to supplement CFL's. This program will buy-down the price of the CFL by 75 cents, similar to what we have been doing with Brown's Electric. Alaska Housewares is a wholesale distributor to Wal-Mart, Walgreen's, Target, Sam's Club and Fred Meyer. With the increased locations we should be able to reach our goal of 70,000 CFLs by year-end. Brown's will continue to partner using the same program as the other retail outlets. To-date we have distributed over 10000 CFLs through the coupon program. The new program is a point of sale reduction taken at the register. Program is for mini CFLs but in different color temperatures. They will be packaged in 2 or 4 packs. ML&P will continue to partner with us. Primary marketing will be through participating stores in the new program, our new Internet format, The Outlet & bill inserts.

**Beyond CFL's**

We are actively pursuing a Smart Metering pilot program for the October time frame. Alaska Energy Authority (AEA) has money in their budget for this program. They are preparing a RFP that will be published by the end of June. We plan to respond with ML&P. Sean Skaling formerly of Green Star is now with AEA and is heading up this project.

On June 25<sup>th</sup>, we will participate in the first meeting with other key organizations, including AVEC, GVEA, AMEP, UAA, UA Extension Services, and AEA to work towards a common goal of a Statewide Energy Efficiency Center.

Alaska Manufacturing Enterprise Partnership (AMEP) is the organization we have worked with to help our commercial customers. We assisted with a workshop provided by Control Contractors for Commercial Customers. Good attendance and promotion for Smart Power.

Planning for participation in the REAP Renewable Energy Fair on August 1, 2009. This will coincide with new CFL program.

**Smart Power Communication**

Development has picked up again for electronic communication of the Chugach Smart Power program. Since we are targeting ages 25 to 40, we are hosting a discussion with Institute of the North's "Young Leadership" group on June 16<sup>th</sup>. This discussion will provide direction for best methods of communicating with this age group. As a follow-up we will ask them to review the product before completion.