Why Momentum Savings?

CREATE AWARENESS OF SHIFTS IN MARKET DYNAMICS
Context and situational awareness of shifts in market structures

IDENTIFY THE PLAYERS & THEIR LEVERAGE POINTS
Determine who the decision makers are and how/when we can influence them

IDENTIFY NEW PASTURES FOR PROGRAMS
New segments of the market our programs are not currently influencing

CONFIRM WHERE THERE'S STILL WORK LEFT TO DO
Identify where inefficient products are still being sold that need program influence to become more efficient

PAY ONLY FOR THE SAVINGS WHEN NEEDED
Redirect resources to areas where we can create the greatest change towards efficiency in the market

MARKET INTELLIGENCE
Identify new strategic program opportunities to increase the efficiency of the market

MARKET RESEARCH & ANALYSIS

MOMENTUM SAVINGS (aMW)

MEET ENERGY EFFICIENCY TARGETS
Contributes one-third of BPA's EE savings achievements

ACQUIRE THE MOST RESOURCE FOR THE LEAST COST
We are responsible stewards of ratepayer funds & the environment

ACCURATE SAVINGS
We have data-driven savings research that reflects what's happening in the market

SUPPORT RTF SAVINGS VALUES
We provide data to support reliable savings estimates from the RTF

SUPPORTS POWER PLAN & POTENTIAL STUDIES
We can better plan for future generation and capacity needs

DATA DRIVEN CURRENT PRACTICE BASELINES
Our baselines are kept up-to-date and developed using market data

Key

- Activities
- Results
- Benefits
- Outcome

Bonneville
POWER ADMINISTRATION