



June 2017

## Summer Promo: Cool Instant Rebates

The PUD is promoting the benefits of heat pumps for efficient **cooling** this summer, and pointing customers to our PUD Registered Contractors for advice. You'll see materials like this one online, in print publications, at our summer fairs, and on our website. In addition, a **targeted mailer to approximately 13,500 electrically heated homes** drops in late June, with follow up email marketing. PUD Rebates up to \$1500 are available. See [snopud.com/heating](http://snopud.com/heating) for program requirements.



Front of mailer (above)



Digital display ad (above)

## Summer Promo: Duct Sealing for Manufactured Homes

Manufactured homes are prime candidates for corrective duct sealing. This summer, the PUD is sending a **postcard mailer to 11,500 electrically heated manufactured homes** in our service area, highlighting the availability of rebates up to \$400. The mailer (and follow-up email

marketing) directs customers to our online list of Insulation and Duct Sealing contractors, so be prepared to get calls!

**If duct sealing in manufactured homes is an important part of your business, be sure to take advantage of this summer's promotion.** BPA is reducing the kWh savings for this measure as of October 1st, 2017, which will drive the cost-effectiveness of this measure below sustainable levels. As a result, **we expect this rebate to be significantly reduced or eliminated this fall.**



*Front of mailer (above)*

## Get Trained: July 12

Do you have new office staff or installers on board? Help them get up to speed with PUD program requirements by registering them for PUD Program Training July 12th. Each session covers eligibility requirements, paperwork, equipment and installation specifications, so your applications can be processed with ease and your rebate payments sent more quickly.

**To register, send an email to [ce@snopud.com](mailto:ce@snopud.com) by June 30th, indicating the topic of interest (Heat Pump, Windows, or Insulation/Duct Sealing) and names of attendees.** Sessions are 2-3 hours, at the PUD Electric Building. Start time for each session will be confirmed in your registration reply.

## Incomplete Rebate Applications

The PUD's "new" Rebate process is now 8 months old, but we are still seeing quite a few incomplete Rebate Applications being submitted. The top 2 problem areas are:

- **"HOME INFORMATION" fields empty or incomplete.** As noted on the form, all fields are required.
- **Supporting documents don't match application.** The data on the Insulation Certificate and the Heat Pump Start-Up Checklist, for example, must match the data on the application form.

The information we require may not seem important, but it gives PUD critical information about program performance and energy savings. Misreported pre-existing conditions impact our program effectiveness, and can also affect the rebate you receive. Check out the [Sample Applications](#) on the [Trade Ally Resources page](#), or [contact us](#), if you need help. **Effective immediately, incomplete applications will be returned to you.**

## Going to the Evergreen Fair?

**Please let us know if you are planning to have a booth at The Evergreen State Fair, August 24-September 4, in Monroe.** The PUD will have a significant presence there, as always, and we want to make sure we can send interested customers your way! Send a note (with booth number/location, if you know it) to [Krysta](#) in our corporate communications group, (OR email [ce@snopud.com](mailto:ce@snopud.com)).



## Spec Guide Reminder

Updated versions of the PUD's Heating Specifications Guide and Weatherization Specifications Guide were published May 1st. Get them on the [Trade Ally Resources page](#), and make sure your staff is referring to the latest version.

***Thanks for all you do to promote the benefits  
of energy efficiency to our customers!***

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