

Duke Energy's long-term commitment to energy efficiency

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Oct. 1, 2008



Here are the facts about Duke Energy's save-a-watt energy efficiency proposal:

- Save-a-watt is an unprecedented program that will significantly reduce electricity consumption among the company's 1.8 million North Carolina customers.
- The plan includes an array of energy efficiency programs – for homes, businesses and industrial facilities – that will help customers achieve their top objective: saving money on electric bills.
- Save-a-watt turns the traditional utility business model on its head. Rather than being rewarded to sell more electricity, Duke Energy will be rewarded to promote energy efficiency. That, in turn, will lower customers' electricity bills and reduce the need to build new power plants.
- Under save-a-watt, Duke Energy will be motivated to deliver as much cost-effective energy efficiency as possible. The company will encourage customers to buy less of its traditional product – electricity. That sounds odd, but the company will replace lost sales with new revenue linked to the value delivered to customers through energy efficiency. The winners: customers and shareholders.
- Three highly regarded national energy efficiency organizations have endorsed Duke Energy's save-a-watt plan.

NC SAVE\$ is a proposed alternative program that would be administered by a costly, third-party bureaucracy.

- NC SAVE\$ would be severely limited in terms of the scope of its energy efficiency projects because its budget would be fixed. Duke Energy's program, by contrast, is unlimited in terms of the electricity savings it can deliver to customers.
- The new organization that would administer NC SAVE\$ most likely would be rewarded just for spending money; third-party administrators often get paid even if they deliver no results. Under Duke Energy's plan, by contrast, the company will only get paid if it reduces customers' electricity demand.

Energy efficiency requires serious commitment. Duke Energy is eager to implement its save-a-watt plan in North Carolina, starting in 2009. The company's goal is to meet 12 percent of its customers' electricity demand through energy efficiency by 2030.