



Efficiency is Energy
June 3, 2010

What's at Stake in the Northwest

- “The estimated achievable potential conservation is nearly **6,000 average megawatts for measures costing under \$100 per megawatt-hour.**”
- *“The Council’s analysis for the Sixth Power Plan strongly affirmed that energy efficiency improvements provide the most cost-effective and least risky response to the region’s growing electricity needs.”*

(NWPPCC 6th Plan. 9/3/09 draft)

To get this energy, we need to treat it like energy

**EqRM is an EE Independent Power Producer.
We Pay Hosts, and Sell Energy, Capacity, Attributes.**

Marquam Hill Campus of OHSU made 40% more efficient



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15 MW of wind generation
(5.15 MWa)

Plus
2,300 KTherms

At levelized cost
below supply side
alternatives

Image: Wikipedia

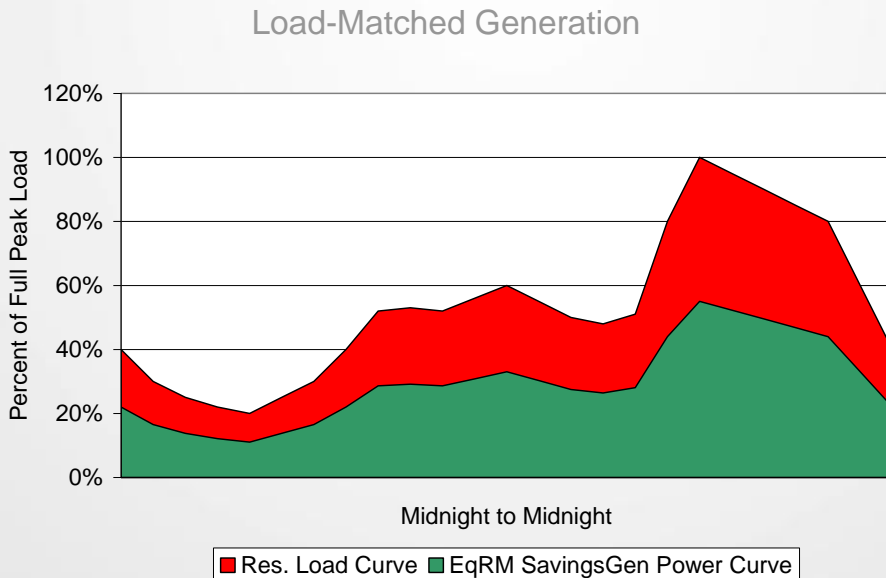
For Building Owners: A Different Approach

- We pay YOU.
 - Ongoing revenue stream
 - No up front cost
- You Also Get:
 - Green Building Value
 - More efficient operations
 - Advanced performance monitoring and capital maintenance
- You only pay for efficiency energy you actually get.



Like hosting a windmill on your property.

A Near Perfect Resource for Utilities



- Load following (Highest output at peak demand)
- Distributed (no transmission build-out)
- Carbon free resource – *fuel free resource*.
- RPS and REC qualified in progressive jurisdictions.
- AND JOBS.



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Bill Campbell Campbell@Eq-RM.com