

Alberta Power Limited

Jasper Energy Efficiency Project (JEEP)

The Jasper Energy Efficiency Project (JEEP) was recently completed in Jasper, Alberta and was a comprehensive, community-based effort that effectively used energy efficiency to reduce the demand for power thereby avoiding the need for more generating capacity. The project was also explicitly intended to research the potential for this kind of approach for other communities in Alberta Power Limited's (APL) service area and was the first project of its kind in western Canada. In both residential and commercial sectors JEEP was carried out through aggressive marketing and educational campaigns (including door-to-door energy audits, marketing, and sales), and incentives.

Community support for JEEP was deemed essential to its success and endurance. To this end Alberta Power established the Public Information Committee which was involved in all phases of the project from planning to marketing and implementation. Representatives from the general public, various interest groups, and Alberta Power were a part of this committee that met monthly and operated on a consensus basis. Alberta Power also hired and trained residents of Jasper, who really knew the community, to go door-to-door explaining, selling and installing energy-efficient products that were obtained by the utility through a local supplier ensuring that they would be available once the project was completed. APL forged close ties with the local media to further community awareness and excitement. Wilfred Golbeck, the Alberta Power project coordinator actually moved to Jasper during the project making the power company readily accessible and responsive.

JEEP has been highly successful on a number of levels. Over 70% of residential and 53% of commercial customers participated in the program which exceeded its goal of a 2 MW (almost 20%) demand reduction with an annual energy savings of over six million kWh. On average, residential customers have saved 0.73 kW of demand and commercial customers nearly 15 kW. APL invested almost \$1,095,600 in the project, the community \$630,000, and the federal government \$70,000 for a total of \$1,795,600. In addition and another indicator of the project's success, fully 38% of the residential program participants indicated in a follow-up telephone survey that they had undertaken additional energy-efficiency measures outside of the program. Corroborating this, the local hardware store reports having sold 1,000 additional compact fluorescent lamps since the project's completion. These indicators attest to the deep level of education achieved through JEEP and the program's success in terms of initiating a market transformation in Jasper, perhaps the project's greatest success.

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ALBERTA POWER LIMITED Jasper Energy Efficiency Project

Sector: Residential/Commercial

Measures: Lighting, power saver cords, indoor/outdoor timers, hot water tank conversions, space heating conversions, HVAC, street light conversions

Mechanism: Energy audits performed and measures installed as part of a community-based conservation project designed to lower peak demand in Jasper by 2 MW

History: Initial project studies started in January 1991; Residential program launched in September 1992, completed in February 1993; Commercial program begun in March 1993, concluded in September 1994; Evaluations expected to be complete by summer of 1995

PROGRAM DATA

Energy savings:	6,321 MWh
Capacity savings:	2,110 kW
Lifecycle energy savings:	31,604 MWh
Cost:	\$1,095,600

The Results Center produced 126 profiles of the most successful energy efficiency and renewable energy programs in the United States and around the world in the early and mid 1990s. With the support of the John D. and Catherine T. MacArthur Foundation, Ted Flanigan directed a research team at Colorado-based IRT Environment to produce and distribute these exceptional examples. Thanks to strong demand for solid case studies, The Results Center was supported by dozens of major utilities and energy associations worldwide. Today, The Results Center is managed again by Ted Flanigan, now at California-based EcoMotion Incorporated, a firm focused on strategic consulting, information dissemination, program design, outreach services, and aggressive implementation. To nominate highly successful programs, contact: The Results Center, c/o EcoMotion, 15375 Barranca Parkway, F-104, Irvine, CA 92618, (949) 450-7155, or TFlanigan@EcoMotion.us