

# mo·men·tum sav·ings

\moh-men-tUH m sāviNGs/ plural noun

## What are Momentum Savings?

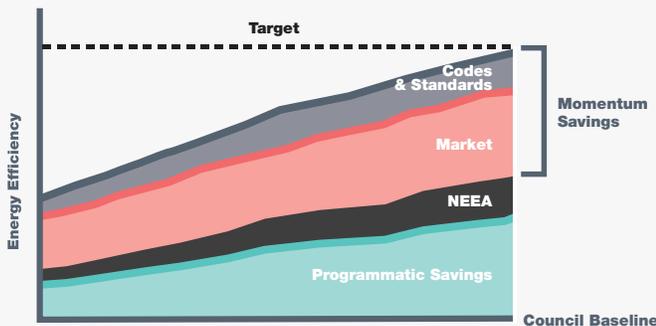
Momentum Savings are all energy savings above the Council plan baseline but not purchased by utilities' energy efficiency programs or NEEA investment.

Utility incentives help direct consumers towards more energy efficient products and services. Over time, those incentives have built momentum in market demand as well as created a more robust supply infrastructure, making energy efficient products and services easier to find and purchase.

## Where do Momentum Savings come from?

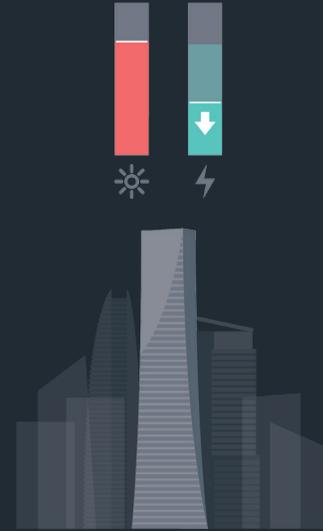
Momentum Savings can be found in all the same places as their programmatic counterparts. Every day, at every level of the supply chain, energy savings are created when people choose more energy efficient options. Some of these have been incentivized by utility programs. Others may not be directly attributed to energy efficiency programs, but are often the long term result of successful efficiency programs and the efficiency infrastructure these programs have built.

We categorize Momentum Savings into two known forces. New codes and standards that go into effect after the Council baseline is set and shifts in market demand.



Want to learn more about how Momentum Savings can benefit your program?

Contact Carrie Cobb at [clcobb@bpa.gov](mailto:clcobb@bpa.gov) today for more information.



The same light for less power

## The Northwest Power and Conservation Council Baseline

The Council baseline is adjusted approximately every five years to provide a snapshot of the current level of energy efficiency in the market. As time goes on, energy savings grow as new products or services become available and the market shifts towards more energy efficient options. The baseline is then adjusted to reflect the growth in energy savings and the cycle begins anew as programs shift their focus to take on greater efficiency challenges over the next five years.

