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Bill Bradbury
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Tom Karier
Washington

Phil Rockefeller
Washington

July 29, 2011

MEMORANDUM

TO: Council Members

FROM: Terry Morlan

SUBJECT: Presentation by Itron Inc.

Itron is a worldwide corporation with headquarters near Spokane. It has locations in 130 countries and annual revenues of \$1.7 billion. The focus of Itron's business is to help companies become more efficient and sustainable through technological improvements. Or as stated on their website, "...by combining high-end metering, advanced communications, innovative software tools and consulting expertise, Itron is uniquely positioned to help utilities, businesses and consumers meet the significant challenges we face in managing our energy and water resources."

Itron is in a unique position to describe to the Council the nature and implications of advanced technologies when applied to the electricity system. This includes advanced metering, smart-grid applications, and other technological solutions that can improve the reliability and efficiency of the electricity system.

Arun Sehgal, Engineering Advisor for Itron will talk with the Council about Itron and the implications of technology for the electricity system in the future. It should provide an important perspective for developing power plans because the Council's plans need to be relevant to the changing electricity system. More information on Itron is available on its corporate website at <https://www.itron.com/about/Pages/default.aspx>

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SHAPING OUR CENTURY


Arun Sehgal – Advisor to the CTO - Itron Inc.

ABOUT ITRON

- » Itron provides the knowledge, insight and technology that enable the responsible management, delivery and use of our precious energy and water resources
- » World's leading end-to-end solution provider serving 8000 customers across 130 countries
- » We're dedicated to supplying products and services for measuring, optimizing and analyzing utility information

THE WAY WE MANAGE ENERGY AND WATER WILL SHAPE THIS CENTURY.

To allow the use of renewables and ultimately encourage energy efficiency, and achieve energy independence utilities need flexible solutions, rooted in reality.



**BY 2030, ENERGY
CONSUMPTION WILL
INCREASE BY 40%**

A low-angle, upward-looking photograph of a white wind turbine against a clear, bright blue sky. The turbine's three blades are visible, with the central hub and nacelle in focus. The perspective makes the blades appear to radiate from the center, creating a sense of height and scale.

**CALIFORNIA HAS MANDATED
THAT BY 2030, 30% OF ALL
ENERGY WILL COME FROM
RENEWABLE SOURCES.**

A photograph of a large industrial gas pipeline. The pipeline is a large, horizontal, cylindrical metal pipe with a prominent flange and bolts. To the right of the pipe, there is a complex valve assembly with a vertical pipe and a red cap. A set of wooden stairs with metal railings leads up to the valve. The background shows a blue sky with scattered white clouds. The ground is covered in gravel.

**2+ MILLION MILES OF
U.S. GAS PIPELINES
60% ARE OVER 40
YEARS OLD**



**GLOBAL WATER
DEMAND IS
PROJECTED TO
INCREASE 53%
BY 2030**

**BY 2030, IT'S ESTIMATED
THAT THERE WILL BE
50 MILLION ELECTRIC
VEHICLES ON THE ROAD.**



NEW FORCES. NEW DRIVERS.

Shaping the future of energy.

The smart grid will be influenced by three fundamental drivers:

- » Supply advantage
- » Operational improvement
- » Consumer engagement

CONSUMER ENGAGEMENT

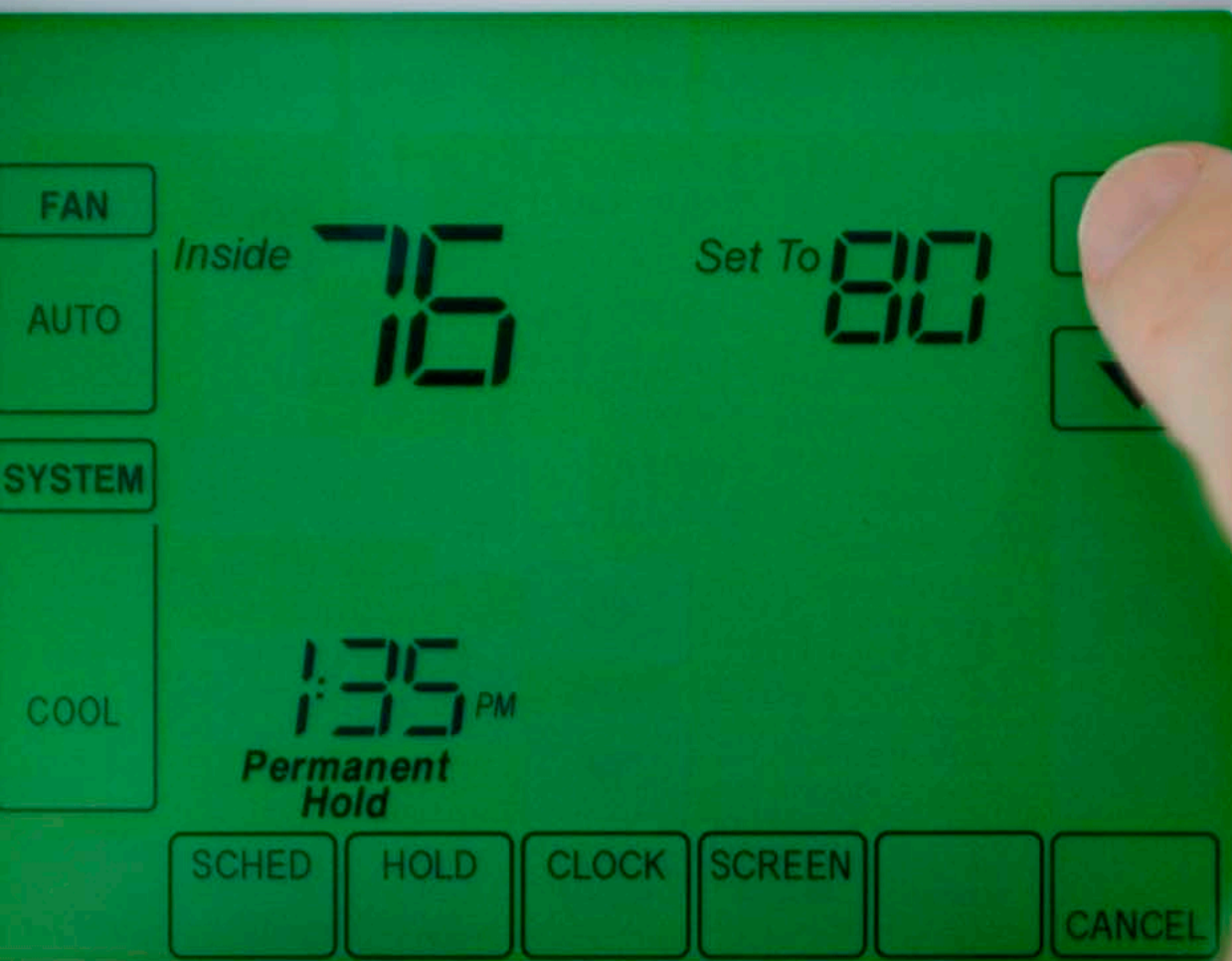
Making efficiency effortless.

**WHAT WILL TOMORROW
SAY ABOUT TODAY?**





**RECYCLING: A CONSUMER
ENGAGEMENT CASE STUDY**



MAKE EFFICIENCY EFFORTLESS

BUILDING A SUSTAINABLE FUTURE



FINAL THOUGHTS

The way we manage the world's energy will shape our century.