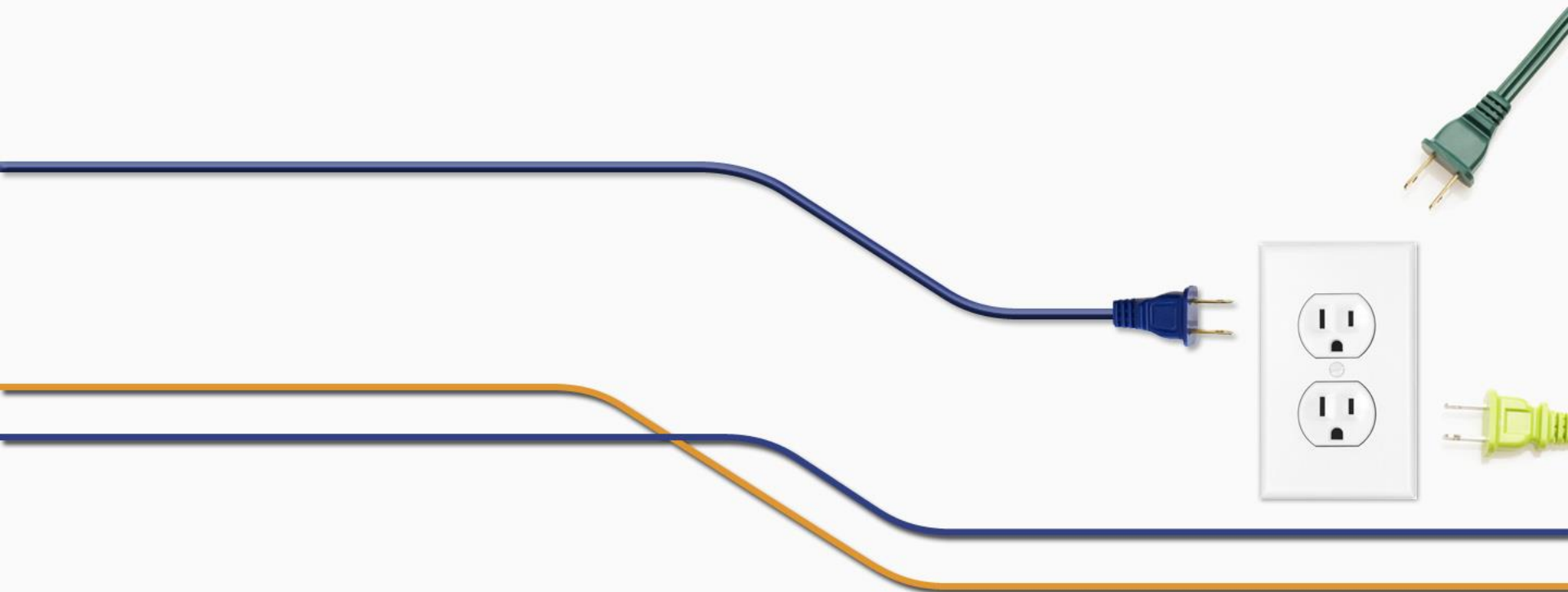


# Potential Study Introduction



Powering The Future  
*Together*

Quentin Nesbitt  
Customer Relations & Energy Efficiency  
Jan 12, 2021

# Potential Study Objectives



- The Idaho Power potential study supports demand-side management (DSM) planning efforts
- The two primary objectives for the Potential Study are:
  - **Program Planning:** provide insights into the market for energy efficiency (EE) measures in the Idaho Power service territory
    - For example, potential studies provide insight into changes to existing program measures as well as new measures to consider
  - **IRP:** long-term forecast of future energy efficiency potential for use in the IRP
- AEG used its comprehensive analytical model, LoadMAP, and customized it to Idaho Power's service territory
- **New!** in this study: Used the UCT test instead of the TRC

# AEG Experience

## Focus on Potential Studies and End-Use Forecasting

### Northwest & Mountain:

Avista Energy\*  
BPA\*  
Cascade Natural Gas  
Chelan PUD  
Cheyenne LFP  
Colorado Electric\*  
Cowlitz PUD\*  
Idaho Power\*  
Inland P&L\*  
Oregon Trail EC  
PacifiCorp\*  
PNGC  
PGE\*  
Seattle City Light\*  
Tacoma Power\*

### Midwest:

Ameren Illinois\*  
Ameren Missouri\*  
Citizens Energy  
Empire District Electric  
Indianapolis P&L\*  
Indiana & Michigan Utilities  
Kansas City Power & Light  
NIPSCO\*  
Omaha Public Power District\*  
State of Michigan  
Vectren Energy\*

### Northeast & Mid Atlantic:

Central Hudson G&E\*  
Con Edison of NY\*  
New Jersey BPU  
PECO Energy  
PSEG Long Island  
State of Maryland (BG&E,  
DelMarva, PEPCO,  
Potomac Edison, SMECO)

### Southwest:

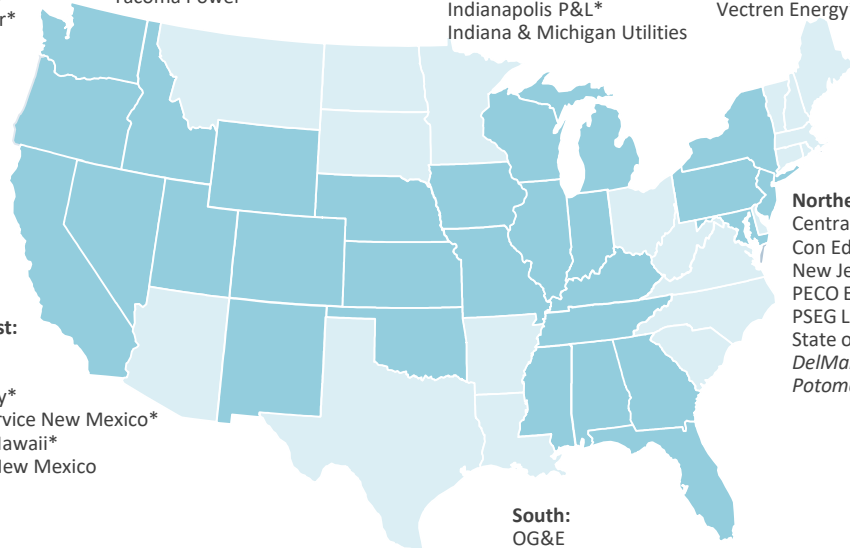
HECO  
LADWP  
NV Energy\*  
Public Service New Mexico\*  
State of Hawaii\*  
State of New Mexico  
Xcel/SPS

### South:

OG&E  
Kentucky Power  
Georgia Power Company  
Southern Company  
TVA

### Regional & National:

Midcontinent ISO\*  
EEI/IEE\*  
EPRI  
FERC



- AEG has conducted more than 60 planning studies for more than 40 utilities / organizations in the past five years.
- AEG has a team of 10 experienced Planning staff plus support from AEG's EM&V and Engineering Services staff
- **Present today:**
  - Ingrid Rohmund, SVP
  - Eli Morris, Sr. Director
  - Fuong Nguyen, Lead Analyst

\* Two or more studies

# AEG in the Northwest:



- Recent potential studies for PacifiCorp, Avista, Tacoma Power, Chelan PUD, Cascade Gas, and the Power Council's Irrigation Study
- QA/QC review of Regional Technical Forum (RTF) work products
- Membership with RTF, Conservation Resources Advisory Committee (CRAC), and Demand Response Advisory Committee (DRAC)