

**Energy Efficiency Advisory Group (EEAG)**  
**Notes dated 2/8/2018**

**Present:**

Pete Pengilly*-Idaho Power	Don Strickler–Simplot
Tina Jayaweera-Northwest Power & Conservation Council	Ben Otto-Idaho Conservation League
Stacey Donohue–Idaho Public Utilities Commission	Connie Aschenbrenner-Idaho Power
Jim Hall-Bodybuilding.com	John Chatburn–Office of Energy & Mineral Resources
Diego Rivas–Northwest Energy Coalition	Sid Erwin–Idaho Irrigation Pumpers Association

**Not Present:**

Kent Hanway-CSHQA  
Ken Robinette–South Central Comm. Action Partnership  
Nadine Hanhan–Public Utility Commission of Oregon

**Guests and Presenters\*:**

Quentin Nesbitt*-Idaho Power	Annie Meyer*–Idaho Power
Tracey Burtch*–Idaho Power	Theresa Drake–Idaho Power
Shelley Martin–Idaho Power	Andrea Simonsen–Idaho Power
Billie McWinn*–Idaho Power	Debra Leithauser*-Idaho Power
Gary Grayson–Idaho Power	Cheryl Paoli–Idaho Power
Todd Greenwell–Idaho Power	Zeke VanHooser-Idaho Power
Chellie Jensen–Idaho Power	Chris Pollow–Idaho Power
Rachelle Farnsworth-Idaho Public Utilities Commission	Rob Ord-Idaho Power
Dan Johnson (on phone)-Avista	Brittany Nixon-Idaho Power
Becky Arte-Howell-Idaho Power	Kevin Keyt-Idaho Public Utilities Commission
Denise Humphreys-Idaho Power	Donn English-Idaho Public Utilities Commission
Dave Angel*-Idaho Power	Jared Hansen-Idaho Power
Becky Andersohn-Idaho Power	Adam Richins-Idaho Power
Roger Lawless*-Idaho Power	Brad Iverson-Long-Idaho Public Utilities Commission
Gina Powell-Idaho Power	Dylan Martin-Idaho Power
Sheree Willhite-Idaho Power	Tasha Tolley-Idaho Power
Mindi Shodeen-Idaho Power	Johan Kalala-Kassandra-Idaho Public Utilities Commission
Phil DeVoi-Idaho Power	Tonja Dyke-Idaho Power
Brandon Capps-Idaho Public Utilities Commission	Katie Pegan-Office of Energy and Mineral Resources

**Note Takers:**

Shawn Lovewell (Idaho Power) with Kathy Yi (Idaho Power)

**Meeting Facilitator: Rosemary Curtin**

## **Meeting Convened at 9:30am**

Rosemary started the meeting with introductions of members and guests. Pete expressed appreciation for members of EEAG and their time. All the savings shown in the presentations is preliminary. The upcoming dates for EEAG meetings are: May 1<sup>st</sup>, August 9<sup>th</sup>, and October 30<sup>th</sup>. There were no comments on the November 1<sup>st</sup>, 2017 meeting notes.

## **9:35 am Transmission & Distribution Deferral Benefits—Dave Angell**

Dave addressed the group regarding the ongoing analysis of transmission & distribution deferral benefits. He initially presented to EEAG on this topic in August of 2016. The following points were presented by Tina Jayaweera and Dave Angell:

- An action item that came from The Northwest Power and Conservation Council's (NWPCC) Seventh Power Plan was to improve the methodology of valuing energy efficiency's ability to defer transmission and distribution. In August of 2017 regional utilities were asked to share with the NWPCC how they were estimating this value. There were ten utilities present and they all had different methodologies. The goal of that meeting was to find a method that would work on a regional level.
- Idaho Power's deferral calculation is based on the present value of capital expenses that are approved by officers and board members. The approvals are for the current year but can span three years. A larger percentage of projects are infrastructure replacement. Originally Idaho Power analyzed energy efficiency benefits out seven years. The feedback was that benefits should have longer than a seven-year life, so calculations will be done for twenty years.
- Tina discussed Idaho Power's involvement in working with the NWPCC. Capital growth varies depending on what is happening in the economy. The NWPCC is looking at broader periods that take in to account the boom and bust cycles. All utility methodologies will be slightly different but the NWPCC will have a regional value to work with.
- The purpose is to apply a fair value of transmission and distribution deferral to determine the cost effectiveness of energy efficiency. Idaho Power will update their methodology and continue to support development of a regional approach with understanding that the company's own methodology will be used in the future. Idaho Power will present at the IRP and will come back to EEAG again.

There were questions and comments around the average age of Idaho Power's infrastructure, average growth rates and average prices, the value of looking at past and future data regarding the assessment of capital spending.

## **10:05 am -Residential Programs—Billie McWinn**

Billie's presentation of the residential programs gave an overview of each program, the differences, and what category they fall in to: direct install, incentives, giveaways, buy-downs, and behavioral. Preliminary participation and year-end savings for each program was provided.

- Overall 2017 savings for residential programs is up 56% from 2016
- In the last three years, there have been seven new residential programs and six new offerings within existing residential programs.
- Twelve Multifamily projects were completed in 2017. Costs are lower when all units in a complex are done in one day rather than scheduling one at a time. Idaho Power personnel, the contractor, and a representative from the site first walk-through the complex and determine what needs to be done. They

then order product and schedule a time to come back and install the items in each unit. One member commented that maybe there could be some efficiencies by combining the walk-through and installation into one visit rather than two.

- There is a finite number of manufactured homes in Idaho Power's service area that can participate in the Energy House Calls program. The company is regularly sending out direct mail. Marketing this program will continue for as long as it is cost-effective. One member suggested having the targeted marketing piece mention "your neighbors have participated in this program, now's the time to take advantage of it." Billie pointed out that contractors are commenting that direct installs are decreasing because customers have received and installed items from the Energy Savings Kit.
- In 2018, a smart strip will be an available measure added to the Home Energy Audit program. One member asked about follow up with customers after an audit is performed. A report is sent to the customer and the auditor calls them.
- At the last meeting, Idaho Power presented the new HVAC tune-up coupon offering in the Easy Savings program. This launched in November of 2017.
- The Residential New Custom Home pilot is expected to launch March 2018 in Idaho and April 2018 in Oregon. This offering will replace the Energy Star® program.
- The Shade Tree Project will expand into Twin Falls for 2018. This year the company is expecting to start realizing energy savings from this project.
- Billie passed around the new residential customer kits. These kits will be sent to customers who have a brand-new account with Idaho Power.
- Billie spoke to the group about Energy Savings Kits used for giveaways at high bill calls or events. These are the same as the non-electric mail by request kits and asked if EEAG is in favor of continuing to support the savings from these giveaway kits? Being that the interactions are targeted to a more engaged customer, the consensus of the group was favorable for continuing as is.

#### **10:15 am-Break**

#### **10:25 am- Resume Residential presentation**

- Kathy presented updated numbers regarding future lighting savings from those discussed at the November 2017 EEAG meeting. Jennifer Light of the Regional Technical Forum (RTF) will provide an update on lighting savings at the next meeting.
- Billie presented new findings related to showerheads offered in the Simple Steps, Smart Savings program. This was in response to a request at the November meeting where EEAG suggested the Company should consider market indicators before deciding on whether to continue offering the measure in the program. Based on the findings, the group felt that the company should continue offering the showerheads in the program.

There were questions and comments about looking at incentives on items for smart homes, including the RTF on analysis findings of Smart Thermostats, and make sure to check in with NEEA before removing Smart Sense showerheads from Simple Steps, Smart Savings program.

### **11:40 am C/I & Irrigation Programs—Quentin Nesbitt**

Quentin provided preliminary savings and participation for the Commercial, Industrial, and Irrigation programs. Generally, all the programs in the commercial & industrial sector can be categorized under incentive and the cohorts fall under behavioral savings.

- The driver for measure updates in 2018 are based on the update of building codes and standards.
- The Technical Reference Manual update will be completed in the spring of 2018.
- Idaho Power took suggestions and feedback from EEAG and developed the Commercial Energy Saving Kits. There will be three kits that are targeted to three small business customer types; restaurants, offices, and retail.
- The amount of capital projects generated from the Wastewater and Water Cohorts has increased. Quentin thanked EEAG for their input on expanding this offering to the eastern region. He passed around informational collateral for the cohorts.
- Idaho Power is now sending out a welcome packet to new irrigation customers. This packet informs customers about the agriculture representatives and the current programs. At the last meeting, Quentin asked for feedback on an idea for a dealer incentive. The feedback from EEAG was that it wasn't a good idea. One member has since reached out and provided input and ideas on how to achieve better installation rates.

There was a question about whether Idaho Power is looking at a whole building approach in the New Construction Program. Idaho Power offers a whole building approach through energy modeling and the custom portion of its program. There was also a question about Dedicated Outdoor Air Systems (DOAS). Idaho Power is currently evaluating DOAS as an incentive measure for the New Construction program. Idaho Power currently offers technical Lunch & Learn training on DOAS systems through the Integrated Design Lab, however the Company does not claim savings for trainings. One member thanked Idaho Power for the continuation and expansion of the Wastewater & Water Cohort offering. Due to new regulations on the horizon, this will be very helpful for these customers.

Quentin and Billie presented information on the types of communication devices each demand response program uses. Billie provided preliminary information regarding a limited number of non-communicating devices identified in the residential DR program. Billie discussed that a new testing device was available that would help determine the cause of some communication issues. She asked for input on how the Company should proceed with non-communicating devices and the consensus was to continue with testing of the devices before any changes to participation were made. Billie will bring a testing process plan to the group in May.

### **12:30 Lunch**

### **1:15 Meeting Reconvened**

### **1:15 pm-Customer Solutions Advisor Activities—Roger Lawless**

Roger presented the Customer Solutions Advisor (CSA) activities and how they support energy efficiency efforts. The CSA's make outbound calls to commercial customers and irrigation customers, and as a part of those calls they discuss Idaho Power's energy efficiency programs. They also respond to Home Energy Report inquiries, actively working with customers to update their My Account information to improve the accuracy of the reports or addressing other concerns or questions.

### **1:32 pm-My Account/Customer Touchpoints—Todd Schultz**

Todd updated EEAG on Customer Care Initiatives, My Account registration redesign and energy efficiency promotion within My Account. One member suggested targeting those customers who have viewed energy efficiency pages with specific information. EEAG appreciates the work Idaho Power has done on text alerts and the improvements made to My Account.

### **1:57 pm-2017 Preliminary Energy Savings Results/Financials—Pete Pengilly**

Pete briefly highlighted Appendix 1, the 2017 DSM Expenses and Preliminary Energy Savings by program. He presented the 2017 Preliminary Energy Savings Portfolio results.

- The company will receive preliminary savings numbers from NEEA at the end of February.
- Energy efficiency savings for 2017 was the highest it's been since 2010.

There were comments that the company does a good job exploring future program offerings.

### **2:20 pm-Marketing—Debra Leithauser, Tracey Burtch, Annie Meyer**

Debra Leithauser introduced herself as the new Director of Corporate Communications and gave a brief history of how marketing has changed over time. Annie and Tracey presented an update on marketing activities since the last EEAG meeting. The following points were presented:

- The company's marketing tactics were shown in how they fall within the marketing funnel.
- At the last EEAG meeting, the group requested more information on how marketing tactics drive participation in programs. Information from a survey was provided to show the percentage of residential customers are familiar with energy efficiency programs and the overall improvement of customers who feel that their energy efficiency needs are met.
- Idaho Power is now participating in a new earned media opportunity in Twin Falls. A new energy saving habits video was played.

There were questions and comments regarding direct mailings, using My Account as a platform to engage customers rather than using direct mail, and ideas on what is done in other organizations to track people that have engaged with them; databases, social media, direct mailings, and events.

### **2:56-Break**

### **3:12 pm-Wrap Up/Open Discussion**

- The morning agenda was very full. Didn't find the My Account or CSA information relevant to the meeting.
- It was a very interesting meeting. We learned a lot about the programs today which helps new members.

- Appreciate the topics presented this morning as it was very helpful for new members and attendees. The afternoon session was good. All the broad-based stuff; text alerts, My Account, and marketing is the information that the group has been asking for. It's nice to see good program results under difficult market conditions.
- Enjoyed the entire meeting including; marketing and social media. It is interesting to see how the company is driving people to My Account and how it will translate into energy savings.
- The morning session was content heavy. Appreciated how the residential presentation was categorized. I enjoy the evaluation presentations and look forward to seeing M&V results.
- The customer topics fit with today's topics and tied in nicely. It would be nice to see a deeper dive into how it connects. Appreciated being able to go over the programs in more detail. There has been a marketing presentation at every meeting so maybe that can be cut back to every other time.
- The EEAG meetings have changed for the better and the presentations have become more meaningful.

Rosemary opened the discussion to the group. There were comments and questions about building codes and that there will be more opportunity for people to stay engaged, discussion around the Energy Imbalance Market and what that means for energy efficiency, what Idaho Power plans to regarding the lowered energy savings numbers for lighting and how the group can focus their efforts to find new and interesting ways to drive people to programs, allowing more space on the agenda for brainstorming ideas, and a suggestion to have someone from NEEA speak at a future EEAG meeting.

Theresa addressed the group and expressed appreciation for everyone's contributions and feedback. She thanked the group for their recognition of 2017 results. The company took recommendations that EEAG made throughout the year and has incorporated them. The company is committed to pursuing all cost-effective energy efficiency and is looking to EEAG to assist it in those endeavors.

### **3:51 Meeting Adjourned**