

## Idaho Energy Efficiency Advisory Group Meeting February 6, 2025

### Present

Connie Aschenbrenner – Idaho Power  
Emily Her – Office of Energy and Mineral  
Resources  
Derek Goldman – NW Energy Coalition  
Jason Talford – Idaho Public Utilities  
Commission

Matt Fuxon – Charlies Produce  
Quentin Nesbitt – Idaho Power  
Sidney Erwin – Idaho Irrigation Pumps  
Association  
Steve Hubble – City of Boise-Public Works

### Not Present

Ken Robinette – South Central Community Action Partnership  
Taylor Thomas – Idaho Public Utilities Commission  
Christian Douglas – NW Power & Conservation Council  
Don Strickler- J.R. Simplot Company

### Guest & Presenters\*

Andee Morton – Idaho Power  
Annie Meyer\* – Idaho Power  
Becky Arte Howell – Idaho Power  
Billie McWinn\* – Idaho Power  
Ben Hemson – Idaho Power  
Callie Freeman – Idaho Power  
Chellie Jensen\* – Idaho Power  
Cheryl Paoli – Idaho Power  
Chris Pollow – Idaho Power  
Dahl Bietz – Idaho Power  
Jeff Rigby – Idaho Power  
Jordyn Neerdaels – Idaho Power  
Katie O’Neil – City of Boise  
Landon Barber – Idaho Power  
Laura Conilogue – Idaho Public Utilities  
Commission

Mary Alice Taylor – Idaho Power  
Matt O’Conner – Idaho Power  
Melissa Kosla - ADM  
Melissa Thom – Idaho Power  
Michelle Toney – Idaho Power  
Mindi Shodeen – Idaho Power  
Nathan Black – Idaho Power  
Nicholas Ackerman – Idaho Power  
Ray Short – Idaho Power  
Sedge Lucas\* – ADM  
Shelley Martin – Idaho Power  
Sheree Willhite – Idaho Power  
Sophie Croome – Idaho Power  
Todd Greenwell – Idaho Power

**Note Taker:** Michelle Toney

**Meeting Facilitator:** Quentin Nesbitt

## 9:32 A.M. Welcome & Announcements

Derek Goldman with NW Energy Coalition introduced himself as Idaho EEAG new member.

Quentin mentioned the Idaho Commission issued an order on the company's request for a prudence determination on 2023 DSM expenses.

There were no comments or questions about the November 2024 notes.

## 9:41 A.M. 2024 YTD Financials & Savings—Quentin Nesbitt

Quentin presented the overall energy savings and expenses results for the 2024 programs, savings, and costs. He then discussed 2024 DSM program incentives, savings, and costs by program type and sector, and the company's plan for future evaluations.

### Discussion

There were no questions or comments.

## 9:51 A.M. Residential Programs—Billie McWinn

Billie presented the residential program highlights, savings, and participation for the 2024 program year. She also discussed the Home Energy Report (HER) program, the Idaho Weatherization Assistance for Qualified Customers (WAQC) program and provided marketing updates.

### Discussion

#### WAQC Expense

One member asked about the maximum amount that can be spent per project for non-profits. Billie replied that there are no per-project caps for non-profit projects. Cheryl added the graph includes 41 apartments switching from baseboard heating to heat pumps.

#### Program Participation Changes HER & HEA

One member asked about the differences between the audits and the reports. Billie described the differences between Home Energy Reports and Home Energy Audits.

Another member asked about the impacts of the Home Energy Audit marketing and if the participation might have been different, absent the marketing. Billie responded that we do not know how many people might not have participated absent the marketing.

The member then asked about the HEA cost-effectiveness with the program's marketing costs. Billie explained that this program is not subject to cost-effectiveness as it's intended as an educational program, therefore, it is not subject to the standard cost-effectiveness model.

#### Program Participation Changes Heating & Cooling (H&C)

One member asked about weather impacts and if the program participation fluctuates based on extreme weather. Billie answered that weather can certainly impact participation and added that participation in 2020, 2021, and 2022 was greater than expected, likely because people were spending more time in their homes and potentially retiring equipment earlier than they would have otherwise.

#### HER Program

One member asked about how the company determines the end use in the reports. Billie answered that the company provides the customer's usage to the vendor who then uses algorithms to disaggregate usage and determine the usage by category. She added the vendor does this by using proprietary methods, and the results are shown in the reports as a bar chart.

Another member asked for clarification about how the usage is modeled and if it is directly based on each customer. Billie replied yes, and customers do have the ability to login to their Home Energy Profile through My Account and add their home details for a more accurate report.

One member asked if participation in some programs fluctuates based on how severe a winter is. Mindi replied that weather can directly impact participation in programs. She also noted that after customers receive their bills after a cold or hot month, there's an increase in Home Energy Audit applications.

#### HER 2024 Evaluation Control Group

One member asked about the evaluation for a peer utilities program, and whether they specified how large the control group needed to be. Billie answered that the evaluator recommends at least 10,000 participants that have the same characteristics, which is more difficult to achieve with a smaller group.

Another member inquired about the deemed savings model, and if there is an assumption about how long the savings last for each participant. Billie answered that a peer utility's initial study did identify deemed savings that would be associated with each participant based in part on how long they have participated in the program and the ramp rates accounted for.

One member asked about the treatment group and how often they receive the report. Billie replied that the report generally goes out quarterly, but sometimes monthly because the new platform varies, depending on what group the customer is in.

Another member asked about validated savings and if there have been any follow-up surveys about whether customers have changed behaviors based on the HER. Billie said the company validates savings through evaluations that analyze billing data.

#### Feedback on the HER Next Steps

One member stated that more information is needed to guide an educated decision. The member agreed that industry trends need to continue to be monitored, but would like to know how many people are excluded based on which category they were in. The member would also like a potential increase in the treatment group sizes but recognizes there could be additional issues to consider.

Billie commented that the company is capturing this feedback and will include this input for the future planning of the HER program.

#### WAQC Program

One member asked about how long the re-weatherization funds would be available. Billie answered that the funds are currently available through 2025, at which time the program will be re-evaluated. She added there are things to consider, like how much money is still available (if any) and how much potential there is for re-weatherization.

Another member asked if the carryover funds were going to be eliminated as of 2024. Billie explained that funds are now collected by the rider and the carryover funds that were previously collected through base rates will be available until they are spent. She added that since the rider acts as a balancing account rather than collecting funds in advance, besides those previously collected through base rates there will no longer be a need to carry balances forward.

The member then asked about how the re-weatherization funds were being spent. Billie said hundreds of thousands of dollars of the carryover have been able to be utilized towards re-weatherization over the last couple of years.

#### Residential New Construction Program

One member asked about the lead time for the residential new construction incentives and if the number of future projects is known, especially with the forecasted growth in the area. Billie

answered that the home energy raters do often submit their projects to a database which allows the company to see their anticipated completion dates.

Becky added that the company works with the raters on individual projects and there are some large projects that have not yet been added to the database. She explained that once the projects are uploaded into the database and completed, a quality assurance contractor certifies those homes before the applicant receives the incentives.

Billie noted that with the growth in the company's service area, it is assumed there will be more projects for this program. She added there is a struggle with the engagement of the rater network, and the raters work directly with the developers.

One member commented that they anticipate a lot of forecasted growth coming up.

Another member added that it will be interesting to see what opportunities have been missed.

#### Residential Marketing

One member thanked the company for the bilingual residential marketing brochures.

### **10:52 A.M. Break**

### **10:57 A.M. Commercial, Industrial, & Irrigation—Chellie Jensen**

Chellie presented the 2024 Year in review, overall CI&I performance, individual performance, BOMA sponsorship, Flex Peak pre-season activities, training plan for 2025, and Irrigation outreach efforts.

#### **Discussion**

#### 2024 Top 5 Highlights

One member asked if the Retrofit program is offered in both states and does the data include savings. Chellie replied that the Retrofits program is offered in both jurisdictions, however, some measures are not applicable in Oregon due to cost-effectiveness. She advised both jurisdictions' savings are included in the data presented.

One member asked if the marketing is comparable to the residential programs and if there are opportunities to increase marketing efforts. Chellie answered that the programs are marketed

differently, and the company is always looking for ways to reach each type of customer and welcomes EEAG feedback.

The member commented about how a Key Account Energy Advisor and other Idaho Power program staff presented to the city, noting the city is excited about participating and asked how they could learn more. Chellie thanked the member for the comments and added that it is ideal to present to multiple people at a customer's facility, as it is a challenge to get information to the right people. She said the company has engineering staff and Energy Advisors who meet with customers to help them understand and participate in the programs. Chellie stated the company has many other ways to reach customers such as paid LinkedIn ads, newsletters, direct mail, and other marketing tactics.

### New Construction

One member asked about the interactions with architects and engineers and if there had been any feedback to help make the program more successful. Chellie said the company has visited five firms and they responded that they are busy, and it takes extra work for them to get the necessary documentation to confirm the installed materials and equipment meet the program requirements, but they do appreciate the Professional Assistance Incentive. She added that there is an opportunity to remind them of the programs offered for incentives, the company needs to find ways to make it easier to obtain the necessary information.

### Marketing

One member commented about the great marketing and suggested adding the QR codes to the presentation slides. Chellie thanked the member for the comment and agreed that they are easy and quick to use.

### Overall Questions & Comments

One member asked if the company knew what the biggest opportunities for C&I programs were in 2025. Chellie replied that to increase enrollment for Flex Peak, the company needs to get the attention of the national accounts in our service area. She added that the Retrofits and New Construction, non-lighting measures pose a challenge because incentives can be small (due to c/e) compared to the cost of the product such as with HVAC measures. Chellie mentioned there is a disconnect between those who operate the system and those who own buildings, and the building owners are concerned with upfront construction costs and not always considering long-term energy costs. She added the company is looking at ways to increase participation in non-lighting measures, and as discussed in November EEAG, exploring midstream offering pros and cons.

## **11:44 A.M. Marketing—Annie Meyer**

Annie presented the 2024 marketing wrap-up. She discussed the marketing mission, tactics, social media, website visits, public relations, residential campaign results & tactics, TV ads, and what to expect in 2025.

### **Discussion**

One member asked about the ads and how they compare to the previous campaign with Wattson the dog. Annie answered that the company did a survey on the first two ads and received positive feedback. She added that they also received feedback from the previous campaign that customers were ready for new commercials.

Another member highly complimented the new commercials, saying they look sharp.

## **11:55 P.M. Lunch**

## **1:04 P.M. 2024 ADM Evaluations—Sedge Lucas & Melissa Kosla**

Melissa and Sedge introduced themselves and the ADM team, then presented on the 2024 evaluations. Sedge-discussed the scope, overview of the programs, and the methodologies, results, and recommendations.

### **Discussion**

#### **Rebate Advantage**

One member asked about how it is determined what analysis might be better suited for a program. Sedge answered that the measure is well understood, and the methodology used along with the deemed savings applied are validated. He explained that a well-understood measure in the savings is clearly validated, but another detail to consider is whether there is good billing and data and if so, then a billing analysis is an option. One key detail is the savings associated with the program must be large enough to distinguish those savings in the pre-period as compared to the post-period. Sedge added that another detail to keep in mind is the number of participants. Melissa said if the savings estimation is expected to be small, that means more participants would be necessary.

Another member asked if the manufactured homes were from Idaho or shipped from out of state. Sedge answered that the manufactured homes were from Idaho. Billie verified the homes are from Idaho.

One member asked about the incentive differences between NEEM 1.1 and NEEM 2.0. Billie replied that it is how the program originated, but the company plans to explore incenting more for the NEEM 2.0 homes and potentially reduce the incentive for the NEEM 1.1 homes, which has more participation.

#### Commercial and Industrial (C&I) Custom Projects

One member asked about taking out energy savings and attributing them to Variable Frequency Drives (VFDs) vs the device they are regulating, and how the savings would be allocated to the VFD versus lumping it in with HVAC savings. Sedge answered that it comes down to what device is installed on the VFD. Melissa added that they look at the consumption data from before and after the measure is installed and then verify there are no other facility changes that would contribute to the difference in consumption.

#### Recommendations

One member asked about the compressed air, refrigeration, and VFDs savings and if those were higher because there were more projects or because of larger savings. Sedge replied that a portion of is that there are more of those projects. He added that there was a wide variance of savings on the projects. Melissa added that those projects have the highest per-project savings.

Another member asked if the focus should be on marketing the higher savings measures, and if some measures work better together. Sedge explained that it depends on the facility type as certain facilities are going to have different combinations based on the work they do. Melissa added that energy management can help identify any inefficiencies in the facility operations, and if certain measures are already looked at, it would be worth it to explore other opportunities for low-cost savings.

Chellie added when the company visits industrial customers, individual opportunities are discussed. She explained that there is marketing in specific sectors based on the typical measures found in those types of facilities, such as food processing always having refrigeration and compressed air. Chellie also mentioned that other customers who complete a large equipment upgrade and receive an incentive can be approached to discuss strategic energy management (SEM) if they are ready to invest time into strategically managing their energy long term. She pointed out that company staff often meets with the customers individually because there are different options for them.

One member asked about how the company compares to other utilities. Sedge answered that when comparing Rebate Advantage, there were quite a few similarities between the rebate advantage program implemented by Idaho Power and other manufactured homes programs.



Melissa added that she has worked with other custom C&I programs that have lower participation, so that says something about the marketing and communication that Idaho Power does with its customers.

## **2:10 P.M. Wrap-up/Open Discussion**

Thanks for this opportunity. Virtual is quieter than in-person. It is interesting with all the CI&I changes and I am excited to see how those changes develop as they are implemented. I know planning is in the works for demand response, but I think the considerations that are going around on the HER program have my attention and I am looking forward to getting more information.

I am still absorbing a lot of information. It is clear you are doing a lot of work to make sure these programs are successful.

It has been interesting and exciting to hear about what the company is doing for DR and EE. Is the A/C season, in terms of DR, underway and what are your plans for recruiting?

Billie answered that the closer to the season the company will increase marketing efforts. She added that with EEAG's support, the company is pursuing a filing to add the new BYOT option to the ACCC program. She explained that the company will be filing this spring with hopes to have the new option available this upcoming season, which will increase participation.

Thank you for the presentations and for emailing those in advance. Though I prefer in person, asking questions is easier in a virtual meeting. How are the energy efficiency savings from these programs connected to the IRP?

Quentin answered through the energy efficiency potential study. The study is used to predict a 20-year stream of energy efficiency, which the company incorporates into the IRP. The potential study estimates are done by a third-party consultant looking at applicable energy efficiency measures and past program performance.

Thanks for having us. As always, I find these meetings interesting. I liked the ADM presentation and findings. Keep up the good work.

## **2:20 P.M. Adjourn**