IDAHO POWER®

DEMAND-SIDE MANAGEMENT ANNUAL REPORT 2024

March 15, 2025

SAFE HARBOR STATEMENT

This document may contain forward-looking statements, and it is important to note that the future results could differ materially from those discussed. A full discussion of the factors that could cause future results to differ materially can be found in Idaho Power's filings with the Securities and Exchange Commission.

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EXECUTIVE SUMMARY

Idaho Power encourages its customers to save energy wisely through a variety of energy efficiency programs, customer education programs, and a focus on the customer experience. The company offers energy efficiency and demand response programs that not only help customers save money but are also important aspects of meeting system energy and capacity needs. Potential energy efficiency and demand response benefits are reviewed every two years through the integrated resource plan (IRP) process.

In 2024, Idaho Power achieved 143,599 megawatt-hours (MWh) or 16.4 average megawatts (aMW) of incremental energy efficiency savings, including Northwest Energy Efficiency Alliance (NEEA) estimated energy savings, which is greater than the economic technical achievable potential included in the *2023 Integrated Resource Plan* of 106,953 MWh or 12.2 aMW. The 2024 savings represent enough energy to power approximately 12,596 average homes in Idaho Power's service area for one year.

The 2024 savings of 143,599 MWh increased by 5,815 MWh compared to the 2023 savings of 137,784 MWh—a 4% year-over-year increase. The savings from Idaho Power's energy efficiency programs alone, excluding NEEA savings, were 119,098 MWh in 2024 compared to 115,769 MWh in 2023—a 3% year-over-year increase. The 3% increase in savings can largely be attributed to the Commercial & Industrial (C&I) New Construction program option.

Idaho Power successfully operated all three of its demand response programs in 2024. The maximum potential demand reduction from the company's programs was calculated to be approximately 323 megawatts (MW), with an actual demand reduction of 257 MW.

In 2024, the company's energy efficiency portfolio was cost-effective from both the utility cost test (UCT) and the total resource cost (TRC) test perspectives with ratios of 1.72 and 1.64, respectively. The portfolio was also cost-effective from the participant cost test (PCT) ratio, which was 2.18.

DSM program funding comes from the Idaho and Oregon Energy Efficiency Riders and Idaho Power base rates. Total expenditures from all funding sources of demand-side management (DSM) activities were $40.2 million in 2024—$25.9 million from the Idaho Rider, $12.8 million from Idaho Power base rates, and $1.4 million from the Oregon Rider.

The company sponsors significant customer educational outreach and awareness activities promoting energy efficiency and focuses marketing efforts on saving energy—none of which are quantified or claimed as part of Idaho Power's annual DSM savings but are likely to result in energy savings that accrue to Idaho Power's electrical system over time.

Idaho Power participated in 143 events highlighting energy efficiency, and program specialists and energy advisors shared information about programs and other energy-saving ideas in an additional 1,018 presentations and trainings for audiences of all ages.

Throughout the year, the Integrated Design Lab (IDL) conducted 20 technical training lunches. A total of 188 architects, engineers, designers, project managers, and others attended. Idaho Power continued to provide training to its commercial and industrial customers, delivering five technical training sessions to 156 individuals.

Idaho Power conducted eight irrigation workshops and one conference seminar for the Irrigation Efficiency Rewards and Irrigation Peak Rewards programs; a total of 177 customers attended.

Figure 1. An Idaho Power energy advisor gives a presentation to an elementary school class

This *Demand-Side Management 2024 Annual Report* provides a review of the company's DSM activities and finances throughout the year and satisfies the reporting requirements set out in Idaho Public Utilities Commission's (IPUC) Order Nos. 29026 and 29419. Idaho Power will file a copy of the report with the Public Utility Commission of Oregon (OPUC) as an outcome of Order No. 24-311 issued in UE 426.

INTRODUCTION

Idaho Power has been locally operated since 1916 and serves more than 649,000 customers throughout a 24,000-square-mile area in southern Idaho and eastern Oregon (Figure 2). The company achieves energy savings and demand reduction objectives in both its Idaho and Oregon service areas through the careful management of current programs, the offering of new cost-effective programs, and through customer outreach and education; collectively, the implementation, operation, tracking, and evaluation of these programs and offerings is called demand-side management (DSM).

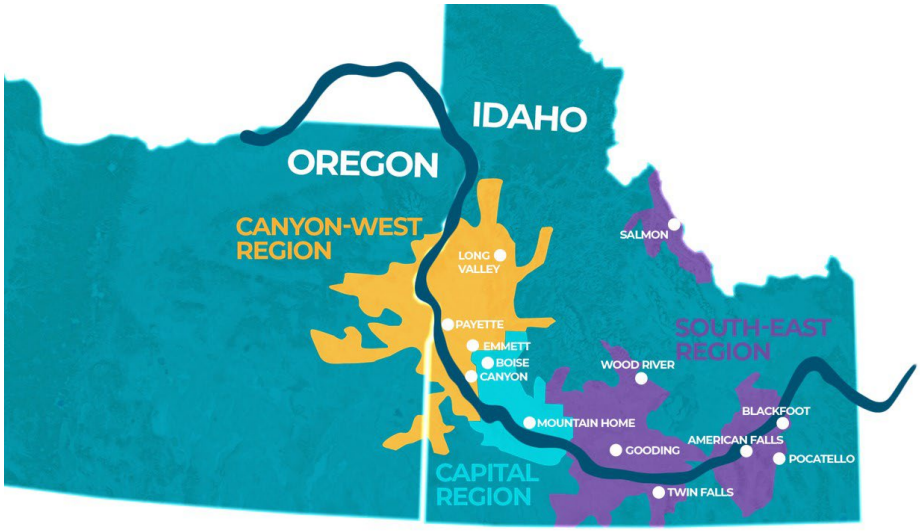

Figure 2. Idaho Power service area map

Programs and Offerings

Idaho Power's main objectives for DSM programs are to achieve prudent cost-effective energy efficiency savings and to provide useful and cost-effective demand response programs as determined by the integrated resource plan (IRP) process. Idaho Power strives to offer customers valuable programs and information to help them wisely manage their energy use. DSM programs and offerings by customer sector (residential, commercial/industrial [C&I], and irrigation) are shown in Table 1.

Table 1. DSM programs by sector, operational type, and location 2024

Program by Sector	Operational Type	State
Residential		
A/C Cool Credit	Demand Response	ID/OR
Easy Savings: Low-Income Energy Efficiency Education	Energy Efficiency	ID
Educational Distributions	Energy Efficiency	ID/OR
Heating & Cooling Efficiency Program	Energy Efficiency	ID/OR
Home Energy Audit	Energy Efficiency	ID
Home Energy Report Program	Energy Efficiency	ID
Multifamily Energy Efficiency Program	Energy Efficiency	ID/OR
Oregon Residential Energy Conservation Program	Energy Efficiency	OR
Rebate Advantage	Energy Efficiency	ID/OR
Residential New Construction Program	Energy Efficiency	ID
Shade Tree Project	Energy Efficiency	ID
Weatherization Assistance for Qualified Customers (Idaho)	Energy Efficiency	ID
Weatherization Assistance for Qualified Customers (Oregon)	Energy Efficiency	OR
Weatherization Solutions for Eligible Customers	Energy Efficiency	ID
Commercial/Industrial		
Commercial and Industrial Energy Efficiency Program		
Custom Projects	Energy Efficiency	ID/OR
New Construction	Energy Efficiency	ID/OR
Retrofits	Energy Efficiency	ID/OR
Flex Peak Program	Demand Response	ID/OR
Oregon Commercial Audit	Energy Efficiency	OR
Small Business Lighting Program	Energy Efficiency	ID/OR
Irrigation		
Irrigation Efficiency Rewards	Energy Efficiency	ID/OR
Irrigation Peak Rewards	Demand Response	ID/OR
All Sectors		
Northwest Energy Efficiency Alliance	Market Transformation	ID/OR

Funding Sources

Energy efficiency and demand response funding comes from the Idaho and Oregon Energy Efficiency Riders and Idaho Power base rates. Idaho incentives for the company's demand response programs are recovered through base rates and tracked through the annual power cost adjustment (PCA), while Oregon demand response incentives are funded through the Oregon Energy Efficiency Rider. Total expenditures on DSM-related activities from all funding sources were $40.2 million in 2024, as shown on Figure 3.

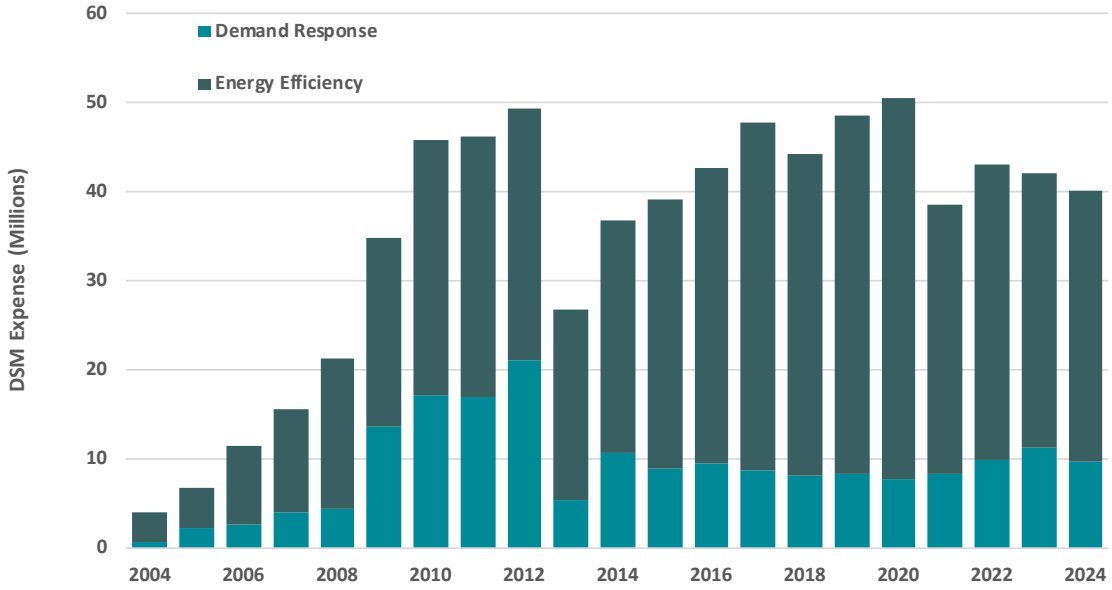

Figure 3. DSM expense history by program type, 2004–2024

DSM Annual Report Structure

The *Demand-Side Management 2024 Annual Report* consists of this main document and two supplements. The main document contains the following sections:

- **Program Performance** is a summary of total energy savings and program expenses, funding, expenditures, marketing, and cost-effectiveness.
- **Program Activity—Residential, C&I, and Irrigation** provides sector summaries and individual program details, including current year program activities, marketing efforts, cost-effectiveness analyses, customer satisfaction survey results, evaluation recommendations and responses, and planned future program activities.
- **Other Programs and Activities** is an overview of educational and DSM-related programs and activities that can span multiple sectors, including market transformation.
- **Conclusions** is a brief recap of the major outcomes from the report.
- **Appendices 1 through 4** present data related to payments, funding, costs, and savings.

Supplement 1: Cost-Effectiveness describes the standard cost-effectiveness tests for Idaho Power programs and reports 2024 program-level and summary cost-effectiveness and expenses by funding source and cost category.

Supplement 2: Evaluation includes an evaluation and research summary, the evaluation plan, Energy Efficiency Advisory Group (EEAG) meeting notes, links to Northwest Energy Efficiency Alliance (NEEA) evaluations, copies of Integrated Design Lab (IDL) reports, research and survey reports, evaluation reports, and other reports related to DSM activities.

2024 DSM PROGRAM PERFORMANCE

A summary of the energy efficiency and demand response program performance metrics is presented in this section and in individual program sections later in this report. Appendices 1 through 4 provide additional details on the funding, expenditures, and savings at the program and sector levels.

Energy Savings, Demand Reductions, and Program Expenses

Program expenses, energy savings, and peak-load reduction by sector or program type are presented in Table 2, followed by a general discussion of the approach to calculating energy efficiency and demand response program impacts.

Table 2. DSM programs by sector summary and energy usage/savings/demand reduction 2024

	Program Impacts [1]			Idaho Power System Sales		
	Program Expenses	Energy Savings (MWh)	Peak-Load Reduction (MW)[2]	Sector Total (GWh)[3]	Percentage of Energy Usage	Year-End Number of Customers
Residential (EE).....	$ 3,772,506	24,472		5,965	37%	547,010
Commercial/Industrial (EE).....	16,830,144	90,336		8,010	50%	79,641
Irrigation (EE).....	1,653,465	4,290		1,995	12%	22,554
Market Transformation	3,372,515	24,501				
Demand Response.....	9,738,136	n/a	257.4/323.3			
Direct Overhead/Other Programs	2,730,292	n/a				
Indirect Program Expenses.....	2,069,530	n/a				
Total	**$40,166,589**	**143,599**	**257.4/323.3**	**15,969**	**100%**	**649,205**

[1.] Energy, average energy, and expense data have been rounded to the nearest whole unit, which may result in minor rounding differences.

[2.] Maximum actual demand reduction/maximum potential demand reduction. Includes 6.5% peak system loss assumptions.

[3] GWh=Gigawatt-hour

Energy Efficiency

Energy efficiency programs are available to all customer segments in Idaho Power's service area and focus on reducing energy use by targeting homes, buildings, equipment, or components for which an energy-efficient design, replacement, or repair can achieve energy savings.
Some energy efficiency programs include behavioral components. For example, the Residential Energy Efficiency Education Initiative (REEEI), the seasonal energy efficiency contests, the Home Energy Report (HER) Program, and the Strategic Energy Management (SEM) cohorts primarily focus on behavioral energy savings.

Savings from energy efficiency programs are measured on a kilowatt-hour (kWh) or megawatt-hour (MWh) basis. Programs can supply energy savings throughout the year or at different

times, depending on the energy efficiency measure. Idaho Power shapes the energy savings profile based on how end-use equipment uses energy to estimate energy reduction at specific times of the day and year. The company's energy efficiency offerings include programs for residential, commercial, industrial and irrigation new construction, and retrofit applications. Incentives and services promote a wide range of energy-saving projects and activities.

Idaho Power devotes significant resources to maintain and improve its energy efficiency programs. The 2024 total savings, including savings from NEEA, were 143,599 MWh. The savings in 2024 increased by 5,815 MWh compared to the 2023 savings of 137,784 MWh—a 4% year-over-year increase—and represent enough energy to power approximately 12,596 average homes in Idaho Power's service area for one year. The savings from Idaho Power's energy efficiency programs alone, excluding NEEA savings, were 119,098 MWh in 2024 compared to 115,769 MWh in 2023—a 3% year-over-year increase. Savings and expenses are shown in Figure 4.

The 2024 savings results consisted of 24,472 MWh from the residential sector, 90,336 MWh from the C&I sector, and 4,290 MWh from the irrigation sector. The C&I programs contributed 76% of the direct program savings. See Appendix 3 for a complete list of programs and sector-level savings.

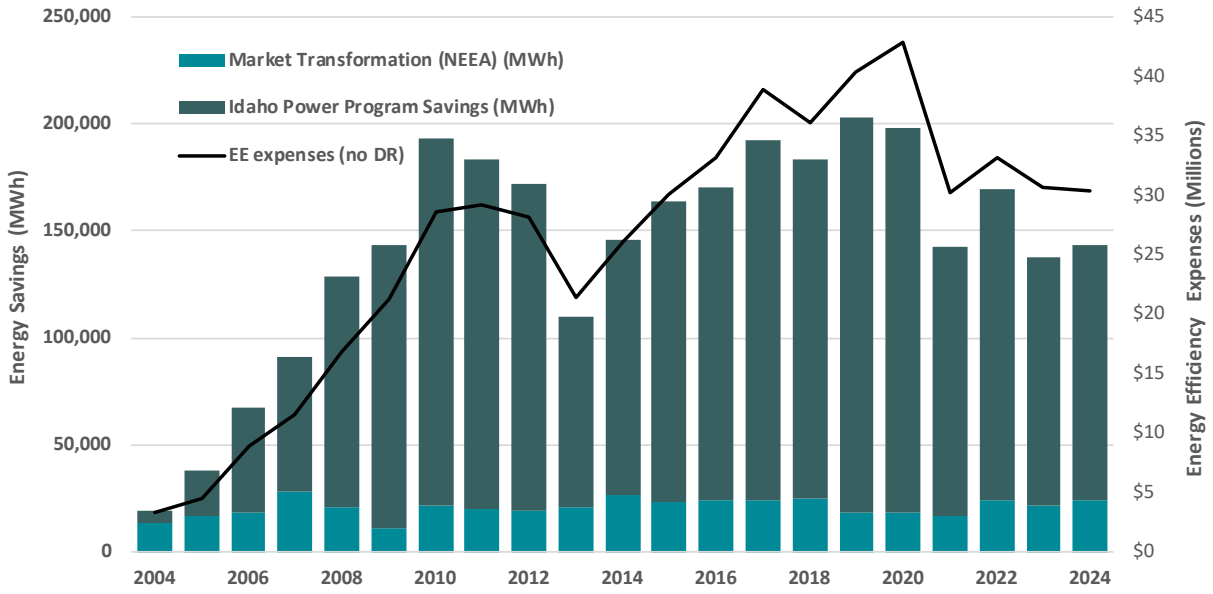

Figure 4. Annual energy savings and energy efficiency program expenses, 2004–2024 (MWh and millions [$])

Demand Response

The company estimates future capacity needs through an integrated resource planning process and manages resources to mitigate predicted system deficits. The company strives to maintain

capacity from its demand response programs (A/C Cool Credit, Flex Peak Program, and Irrigation Peak Rewards) consistent with needs identified through that planning process. The goal of demand response at Idaho Power is to reduce the demand on Idaho Power's system when summer demand for energy is high to avoid or delay the need for new resources.

Idaho Power started its modern demand response programs in 2002, and as of 2024 had a capacity of more than 8.5% of its all-time system peak load available to respond to a system peak load event during the summer. Demand response is measured both by the actual demand reduction in megawatts (MW) achieved during events, as well as the maximum potential demand reduction if all programs were used at full capacity.

A minimum of three events are called for each of the programs each year, which allows the company to test processes and software and helps customers fine-tune their curtailment plans. The company believes by calling at least three events per season the programs are more effective in providing consistent and reliable demand reduction.

In the summer of 2024, Idaho Power used all or portions of the programs on seven different days between June 15 and September 15. The maximum *actual* demand reduction from all three programs was 257 MW (Figure 5) and is calculated using interval meter data from participants. The maximum *potential* demand reduction for all three programs was approximately 323 MW at the generation level. The amount of demand available for demand response varies based on weather, time of year, and how programs are used and managed.

The maximum potential demand reduction (323 MW) is based on an expected maximum realization rate for participants. The calculation of maximum potential demand reduction is slightly different for the three programs:

- For the Irrigation Peak Rewards program, it is based on the maximum demand reduction possible within the program season.
- For the Flex Peak Program, it is the maximum nominated amount of demand reduction.
- For the A/C Cool Credit program, it is calculated based on the number of active participants multiplied by the historical maximum demand reduction achieved under a 65% cycling event.

Additional details are provided in the individual demand response program reports in *Supplement 2: Evaluation*.

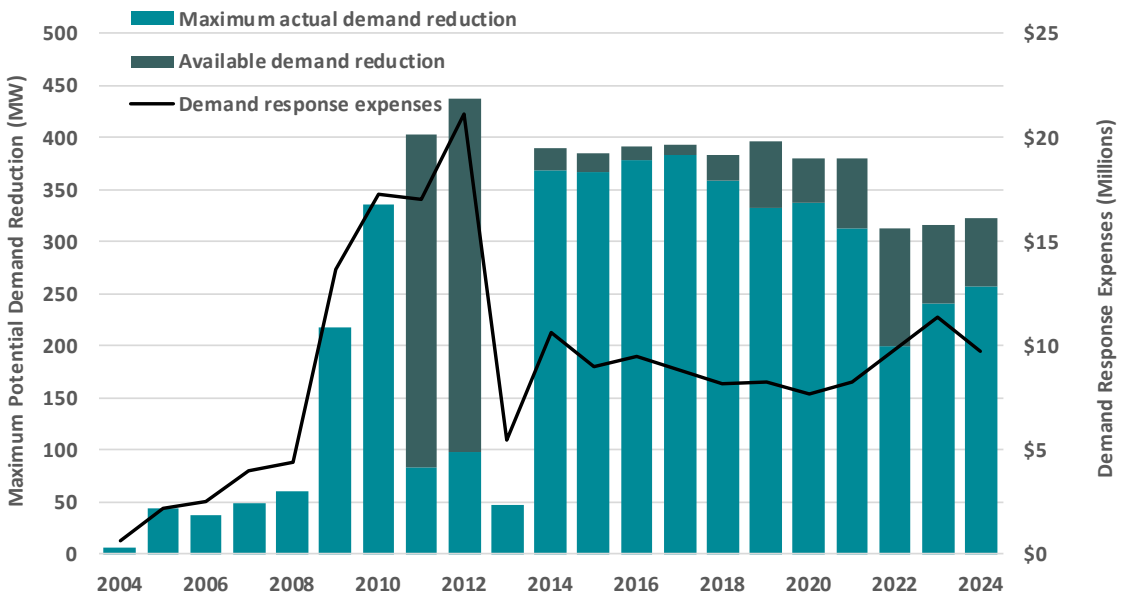

Figure 5. Maximum potential demand reduction and demand response expenses, 2004–2024 (MW and millions [$])

DSM Funding and Expenditures

Funding for DSM programs comes from several sources. The Idaho and Oregon Energy Efficiency Rider funds are collected directly from customers on their monthly bills. The 2024 Idaho Rider was 2.35% of base rate revenues, pursuant to IPUC Order No. 36042. The 2024 Oregon Rider was 4% of base rate revenues. DSM expenses not funded through the riders are included in Idaho Power's base rates. Idaho demand response program incentives funded through base rates are tracked through the annual PCA mechanism.

Table 3 shows the total expenditures funded by the Idaho and Oregon energy efficiency riders and Idaho Power base rates resulting in total DSM expenditures of $40,166,589. The Idaho Power Base Rates category includes the company's demand response incentives in Idaho, Oregon Weatherization Assistance for Qualified Customers (OR WAQC) before October 15, expenses, labor, and other operations and maintenance (O&M) costs.

Table 3. 2024 funding source and energy savings

Funding Source	Expenses [1]	MWh Savings
Idaho Energy Efficiency Rider	25,912,503	139,110
Oregon Energy Efficiency Rider	1,434,722	4,051
Idaho Power Base Rates	12,819,363	438
Total	**40,166,589**	**143,599**

[1] Dollars are rounded to the nearest whole unit, which may result in minor rounding differences.

Table 4 and Figure 6 present 2024 DSM program expenditures by category. While the Incentive Expense category illustrates the amount paid directly to customers for their participation in an energy efficiency or demand response program, other categories include items or services that directly benefited customers. The expenses in the Materials & Equipment category primarily consisted of various kit programs ($819,435). Most expenses in the Other Expense category were for marketing ($1,424,873), Custom Projects energy audits ($262,573), program trainings ($70,026), program evaluations ($40,799), and program expenses ($4,969). The Purchased Services category includes payments to NEEA ($3,372,515), Easy Savings and Weatherization Assistance for Qualified Customers (WAQC) Community Action Partnership (CAP) agencies ($746,709), and third-party contractors assisting in the implementation of Idaho Power's programs.

Table 4. 2024 DSM program expenditures by category

Program Expenditure Category	Total [1]	% of Total
Incentive Expense	$24,393,864	60.7%
Labor/Administrative Expense	$4,170,228	10.4%
Materials & Equipment	$848,115	2.1%
Other Expense	$1,803,240	4.5%
Purchased Services	$8,951,141	22.3%
Total	$40,166,589	**100%**

[1] Dollars are rounded to the nearest whole unit, which may result in minor rounding differences.

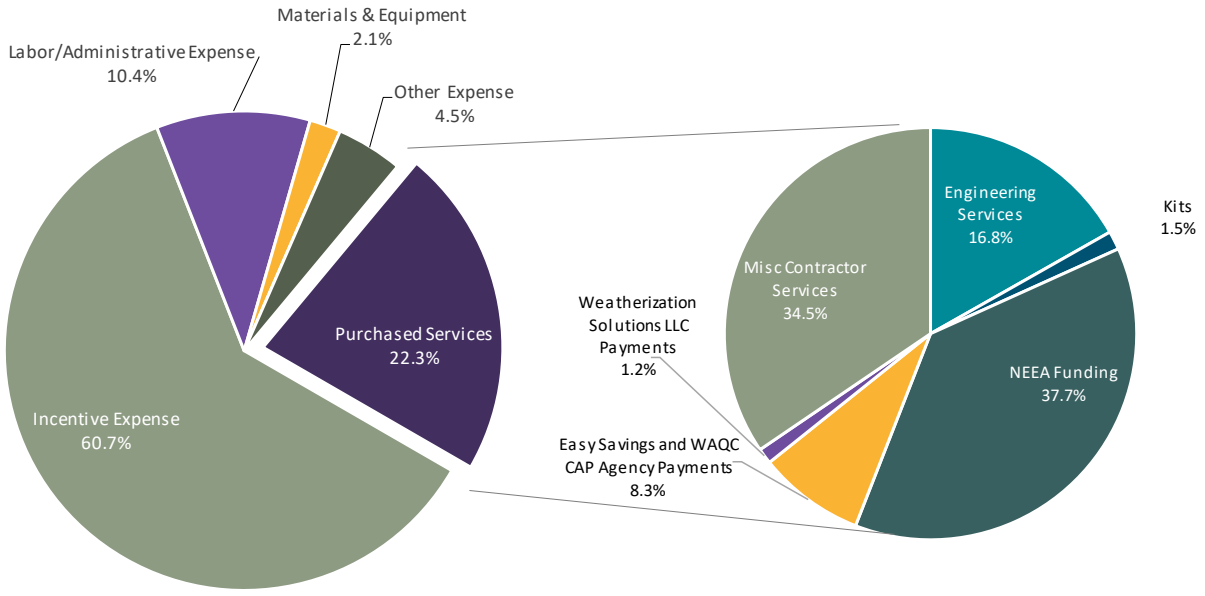

Figure 6. 2024 DSM program expenditures by category

Table 5 and Figure 7 break out the incentive totals by program type (demand response or energy efficiency) and sector (residential, C&I, and irrigation). More than 86% of the 2024

incentives were paid through the C&I energy efficiency program and the demand response irrigation program (Irrigation Peak Rewards).

Table 5. 2024 DSM program incentive totals by program type and sector

Program Type—Sector [1, 2]		Total [3]	% of Total
DR—Residential	$	349,517	1.4%
DR—Commercial/Industrial		706,226	2.9%
DR—Irrigation		8,145,860	33.4%
EE—Residential		1,135,227	4.7%
EE—Commercial/Industrial		12,855,421	52.7%
EE—Irrigation		1,201,613	4.9%
Total	**$**	**24,393,864**	**100%**

[1] DR = demand response
[2] EE = energy efficiency
[3] Dollars are rounded to the nearest whole unit, which may result in minor rounding differences.

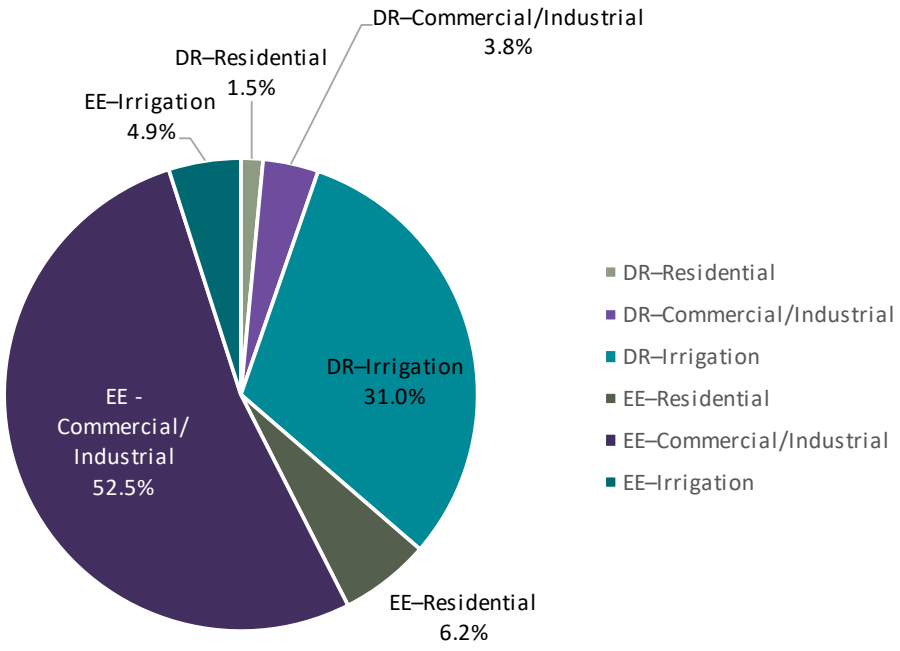

Figure 7. Percent of DSM program incentive expenses by program type and sector 2024

Customer Education

In 2024, Idaho Power engaged with customers in person to discuss energy efficiency at 143 community events. Idaho Power's program specialists and education and outreach energy advisors also delivered an additional 1,018 presentations and trainings with energy savings messages to audiences of all ages. At those in-person events, Idaho Power distributed copies of the *30 Simple Things You Can Do to Save Energy* booklet directly to customers. Efforts to enhance digital communication continued—with the goal of bringing a variety of energy and money-saving tips to a broad range of customers.

Idaho Power funded the Integrated Design Lab (IDL) to conduct Lunch & Learn sessions to educate architects, engineers, and other design and construction professionals about various energy efficiency topics. In 2024, the IDL conducted 17 in-person and 3 hybrid technical training sessions with 188 architects, engineers, designers, project managers, and other interested parties. Additionally, Idaho Power engaged IDL to host six virtual Building Simulation Users Group (BSUG) sessions with 197 professionals attending.

The IDL also maintains an Energy Resource Library (ERL) with tools for measuring and monitoring energy use and provides training on how to use them. The ERL includes over 900 individual pieces of equipment; a total of 37 new tools were added in 2024. The ERL web page recorded 8,871 visits in 2024 compared to 5,220 visits in 2023.

Idaho Power conducted five technical training sessions for C&I customers in 2024. The level of participation remained high, with 182 individuals signing up for the sessions and 156 attending.

Idaho Power also partnered with the Northwest Energy Efficiency Council (NEEC) to administer Building Operator Certification (BOC) Level I and II courses, as well as their new Fundamentals of Energy Efficient Buildings Course. Idaho Power sponsored 16 customers who signed up for the training by paying $900 of the $2,095 tuition cost for the Level 1 and Level 2 courses or $625 of the $1,250 of the Fundamentals Course.

Idaho Power conducted seven in-person irrigation workshops, one virtual workshop, and one conference seminar for the Irrigation Efficiency Rewards and Irrigation Peak Rewards programs; approximately 177 customers attended.

Marketing

Idaho Power used multi-channel marketing and public relations (PR) strategies in 2024 to continually improve communication and increase energy efficiency program awareness among its customers. The company employs a wide variety of media and marketing, including owned media (social, website, and newsletters) and paid media (advertising and sponsorships), which allow Idaho Power to control content and messaging. Earned unpaid media (news coverage, Idaho Power's *News Briefs* sent to reporters, third-party publications, and television news appearances) gives Idaho Power access to a broader audience through channels that help establish credibility and brand trust. Though the company has less messaging control with earned unpaid media, the value is established through the third-party endorsement.

Idaho Power's marketing staff networks with organizations across the region and industry to track current and future marketing trends and successes. Idaho Power continued to work with NEEA to coordinate, collaborate, and facilitate marketing for all sectors. To build marketing networks and learn what works in other regions, Idaho Power staff virtually attended several

conferences and webinars in 2024, such as the quarterly E Source Marketing and Communications Club and the E Source Forum.

The following describes a selection of the methods, approaches, and strategies used by Idaho Power to engage customers regarding energy efficiency, along with their results. See the respective sector overviews and program sections later in this report for the company's marketing efforts specific to those areas.

Social Media

Approximately 25% of the company's social media content promoted energy efficiency in 2024. Idaho Power regularly posted content encouraging energy efficiency behaviors, program enrollment, and customer engagement on Facebook, X, YouTube, Instagram, and LinkedIn. Social media content also showcased local businesses and organizations that have benefitted from Idaho Power energy efficiency efforts. Idaho Power used Facebook, Instagram, and X to help promote its energy efficiency customer sweepstakes giveaway, encouraging customers to enter by leaving a comment about how they save energy in the winter.

Facebook, Instagram, X, and LinkedIn all remain as priority channels for engaging and communicating directly with customers on energy efficiency tips and program offerings.

At the end of 2024, Idaho Power had approximately 31,000 followers on Facebook; 7,440 on X; 17,987 on LinkedIn; and 3,994 on Instagram.

Website

Idaho Power tracked the number of page views to the main energy efficiency pages—also known as landing pages—from external users on the company's website. In 2024, the company's energy efficiency homepage received 6,712 page views, the residential landing page received 129,157 views, and the business and irrigation landing pages received 26,340 views. Idaho Power uses Google Analytics to analyze web activity. Google's definition of page views is the total number of pages viewed, with repeated views of a single page by one user counted as a new view.

Public Relations

Idaho Power's PR staff supported energy efficiency programs and activities through: *Connections*, a customer newsletter distributed in monthly bills and available online; *News Briefs*, a weekly email of interesting news items sent to all media in the company's service area; pitching and participating in news stories; and public events, such as incentive check presentations.

In 2024, the January and July issues of *Connections* were devoted to energy efficiency. The January issue focused on tax credits and incentives for energy efficiency upgrades, how to efficiently use LED lighting, and education about energy use in the winter. The July edition featured tips for an efficient kitchen, A/C Cool Credit information, and details on how to get a $50 smart thermostat rebate.

With another hot summer throughout the company's service area, energy efficiency information for staying cool during high temperatures was once again shared across the company's owned media channels and with regional media outlets. Social media messaging included tips about how to save energy during high-use hours, which assists in reducing strain on the company's system.

Media outreach efforts resulted in a variety of earned media coverage focused on energy efficiency. Energy efficiency topics were pitched in *News Briefs* throughout the year, and the company earned media coverage in multiple markets spanning print, TV, and radio.

Customer Relationship Survey

A relationship survey measures the satisfaction of several aspects of a customer's relationship with Idaho Power, including energy efficiency, at a very high level. As such, the survey is not intended to measure all aspects of the energy efficiency programs.

The *2024 Burke Customer Relationship Index Survey* asked two questions related specifically to satisfaction with Idaho Power's energy efficiency programs: 1) Have you participated in an Idaho Power energy efficiency program? 2) Overall, how satisfied are you with the energy efficiency program? In 2024, 21.1% of the survey respondents across all sectors indicated they had participated in an Idaho Power energy efficiency program, and 90.7% were "very" or "somewhat" satisfied with the program.

The sector-level results of the annual 2024 survey are discussed in the Residential, C&I, and Irrigation Sector Overview sections of this report.

Evaluations

Idaho Power considers program evaluation an essential component of its DSM operational activities. The company uses third-party contractors to conduct impact, process, and other evaluations on a scheduled and as-required basis. Third-party contracts are generally awarded using a competitive bidding process managed by Idaho Power's Corporate Services department. In some cases, research and analyses are conducted internally and managed by Idaho Power's Research and Analysis team within the Customer Relations and Energy Efficiency (CR&EE) department.

Idaho Power uses industry-standard protocols for its internal and external evaluation efforts, including the National Action Plan for Energy Efficiency—Model Energy Efficiency Program Impact Evaluation Guide, the California Evaluation Framework, the International Performance Measurement and Verification Protocol (IPMVP), the Database for Energy Efficiency Resources, and the Regional Technical Forum's (RTF) evaluation protocols.

The company also supports regional and national studies to promote the ongoing cost-effectiveness of programs, the validation of energy savings and demand reduction, and the efficient management of its programs. Idaho Power considers primary and secondary research, cost-effectiveness analyses, potential assessments, and impact and process evaluations to be important resources in providing accurate and transparent program savings estimates. Idaho Power uses recommendations and findings from the evaluations and research to continuously refine its DSM programs.

In 2024, Idaho Power contracted third-party evaluators to conduct program evaluations for the following programs: Commercial & Industrial Energy Efficiency Program—Custom Option (impact and process evaluation), Educational Distributions (impact evaluation), and Rebate Advantage (impact and process evaluation). Summaries of the results of these evaluations are available in the respective program sections.

External program administrators compiled program summary reports for the Student Energy Efficiency Kits (SEEK) program and the HER program, and the company conducted internal analyses for the A/C Cool Credit, Flex Peak, and Irrigation Peak Rewards demand response programs.

An evaluation schedule and the final reports from evaluations, studies, and research completed in 2024 are provided in *Supplement 2: Evaluation*.

Cost-Effectiveness

Idaho Power considers cost-effectiveness of primary importance in the design, implementation, and tracking of the energy efficiency and demand response programs. Prior to the actual implementation, Idaho Power performs a cost-effectiveness analysis to assess whether a potential program design or measure will be cost-effective. Incorporated in these models are inputs from various sources that use the most current and reliable information available.

When an existing program or measure is not cost-effective, Idaho Power strives to work with the EEAG to obtain input before making its determination on continuing, discontinuing, or modifying the program. If the company continues to offer a non-cost-effective measure or program, it must demonstrate why and communicate the steps the company plans to take to improve cost-effectiveness. The company believes this aligns with the expectations of the IPUC and the OPUC.

Energy Efficiency

Idaho Power strives for all energy efficiency programs to have benefit/cost (B/C) ratios greater than 1.0 for the utility cost test (UCT), total resource cost (TRC) test, and participant cost test (PCT) at the program and measure levels, where appropriate. In 2020, Idaho Power transitioned to the UCT as the primary cost-effectiveness test for energy efficiency resource planning in Idaho as directed by the Idaho Public Utilities Commission (IPUC) in Order No. 34503. Programs and measures offered in Oregon must use the TRC as the primary cost-effectiveness test as directed by the Public Utility Commission of Oregon's (OPUC) Order No. 94-590. The company continues to calculate and consider the UCT, TRC and PCT when developing and operating programs because each perspective can help inform the company and stakeholders about the effectiveness of a particular program or measure.

The cost-effectiveness metrics calculated for the energy efficiency programs is provided in Table 6, details on the assumptions and data are included in *Supplement 1: Cost-Effectiveness*.

Table 6. Cost-effectiveness summary by energy efficiency program 2024

Program/Sector	UCT	TRC	Ratepayer Impact Measure (RIM)	PCT
Educational Distributions	2.31	2.69	0.51	n/a
Heating & Cooling Efficiency Program	0.95	0.39	0.34	0.93
Home Energy Report Program	1.31	1.44	0.41	n/a
Multifamily Energy Efficiency Program	1.16	0.75	0.37	2.14
Rebate Advantage	1.16	0.47	0.28	1.64
Residential New Construction Program	1.04	1.09	0.29	3.20
Shade Tree Project [1]	–	–	–	–
Weatherization Assistance for Qualified Customers (Idaho)	0.16	0.22	0.11	n/a
Weatherization Assistance for Qualified Customers (Oregon)	0.06	0.20	0.05	n/a
Weatherization Solutions for Eligible Customers	0.14	0.21	0.10	n/a
Residential Energy Efficiency Sector [2]	**1.25**	**0.95**	**0.39**	**3.37**
Commercial and Industrial Energy Efficiency Program				
Custom Projects	2.21	0.91	0.71	1.18
New Construction	2.46	2.32	0.70	3.06
Retrofits	1.96	0.96	0.70	1.20
Small Business Lighting Program	0.25	0.35	0.20	1.89
Commercial/Industrial Energy Efficiency Sector	**2.22**	**1.12**	**0.71**	**1.44**
Irrigation Efficiency Rewards	1.65	3.86	0.66	4.04
Irrigation Energy Efficiency Sector	**1.65**	**3.86**	**0.66**	**4.04**
Energy Efficiency Portfolio[3]	**1.72**	**1.64**	**0.62**	**2.18**

[1] Program closed in 2024, cost-effectiveness not calculated.

[2] Residential sector cost-effectiveness excludes WAQC benefits and costs. If included, the UCT, TRC, RIM, and PCT would be 0.88, 0.71, 0.34, and 2.73, respectively.

[3] Portfolio cost-effectiveness excludes WAQC benefits and costs. If included, the UCT, TRC, RIM, and PCT would be 1.63, 1.59, 0.60, and 2.16, respectively.

Demand Response

As a result of IPUC Order No. 35336 (IPC-E-21-32) and the OPUC's approval on February 8, 2022, of ADV 1355/Advice No. 21-12, Idaho Power determines cost-effectiveness for its demand response programs using financial and alternate resource cost assumptions from each IRP. Details on the cost-effectiveness assumptions and data are included in *Supplement 1: Cost-Effectiveness*; cost-effectiveness of the DR programs (A/C Cool Credit, Flex Peak Program, and Irrigation Peak Rewards) is presented in the individual program sections later in this report.

2024 DSM PROGRAM ACTIVITY

Residential Sector Overview

In 2024, Idaho Power's residential sector consisted of 539,849 customers averaged throughout the year; Idaho customers averaged 525,749 and eastern Oregon averaged 14,100. The average number of residential sector customers grew by 14,739 in 2024, an increase of 2.9% from 2023. The residential sector represented 37.4% of Idaho Power's actual total billed electricity usage and 47.8% of overall retail revenue in 2024.

Table 7 shows a summary of 2024 participants, costs, and savings from the residential energy efficiency programs.

Table 7. Residential sector program summary, 2024

		Total Cost		Savings	
Program	Participants	Utility	Resource	Annual Energy (kWh)	Peak Demand (MW)[1]
Demand Response[1]					
A/C Cool Credit	17,641 homes	$ 169,241	169,241		21.9/24.0
Total		**$ 169,241**	**169,241**		**21.9/24.0**
Energy Efficiency					
Easy Savings: Low-Income Energy Efficiency Education	130 HVAC tune-ups	154,646	154,646	70,589	
Educational Distributions	53,983 kits/giveaways	751,055	751,055	3,900,277	
Heating & Cooling Efficiency Program	622 projects	519,004	2,241,416	819,224	
Home Energy Audit	235 audits	158,287	216,146	19,407	
Home Energy Report Program	98,119 treatment size	832,115	832,115	18,596,812	
Multifamily Energy Efficiency Program	2 projects	43,208	78,571	84,977	
Oregon Residential Energy Conservation Program	13 audits/projects	14,007	12,380	0	
Rebate Advantage	109 homes	176,734	477,292	283,227	
Residential New Construction Program	92 homes	252,461	614,962	304,424	
Shade Tree Project[2]	736 trees	78,302	78,302	0	
Weatherization Assistance for Qualified Customers (Idaho)	157 homes/non-profits	691,825	1,553,095	366,428	
Weatherization Assistance for Qualified Customers (Oregon)	1 homes/non-profits	(12,082)	(9,761)	1,023	
Weatherization Solutions for Eligible Customers	18 homes	112,944	112,944	25,784	
Total		**$ 3,772,506**	**$ 7,113,163**	**24,472,172**	

Notes:

See Appendix 3 for notes on methodology and column definitions.

Totals may not add up due to rounding.

[1] Results shown as maximum actual demand reduction/maximum potential demand reduction. Demand response program reductions are reported with 6.5% system loss assumptions.

[2] Program closed in 2024.

Figure 8. Advertisement from the residential sector's "Good Energy" campaign

Residential DSM Programs

A/C Cool Credit. A demand response program that gives residential customers a credit for allowing Idaho Power to cycle their air conditioning (A/C) units during periods of high energy demand or for other system needs.

Easy Savings: Low-Income Energy Efficiency Education. A program that offers coupons to income-qualified customers for HVAC tune-ups and one-on-one energy savings education.

Educational Distributions. A multifaceted approach to educating residential customers about their energy consumption, including giving away various efficient products and engaging elementary students with in-class and at-home activities.

Heating & Cooling Efficiency Program. A program that provides cash incentives to homeowners, property owners (landlords), and builders who upgrade existing homes or build new ones using energy-efficient heating and cooling equipment and services.

Home Energy Audit. Idaho customers living in multifamily homes with discrete meters or single-family homes pay a reduced price for an energy audit to identify energy efficiency improvement opportunities. Participants may receive energy-efficient products for no additional cost.

Home Energy Report Program. A program that sends select Idaho customers energy reports to help them understand their energy use and provides energy efficiency tips and incentive information.

Multifamily Energy Efficiency Program. A program that offers incentives to help reduce the costs of installing energy efficiency features in existing and new construction multifamily buildings with five or more units per building.

Oregon Residential Energy Conservation Program. A program that provides no-cost energy audits for Oregon customers who heat with electricity.

Rebate Advantage. A program that provides financial incentives for customers who buy Northwest Energy-Efficient Manufactured Housing Program™ (NEEM)-certified, ENERGY STAR® qualified, energy-efficient manufactured homes and for the people who sell them.

Residential New Construction Program. A program that offers builders a cash incentive to construct energy-efficient, above code, single-family, all-electric homes that use heat pump technology for its Idaho customers.

Shade Tree Project. A program that offers up to two free trees to Idaho customers. To maximize summer energy savings, Idaho Power provides participants with a variety of resources to encourage successful tree growth. The program was closed as of May 2024 due to no longer being cost-effective.

Weatherization Assistance for Qualified Customers (Idaho and Oregon) and Weatherization Solutions for Eligible Customers. Programs that provide energy-efficient products, services, and education for customers who meet income requirements and heat with electricity.

Marketing

Idaho Power ran a multi-faceted advertising campaign in the summer (June and July) and fall (October and November) to raise and maintain awareness of the company's energy efficiency programs for residential customers and to demonstrate that saving energy does not have to be challenging. The campaign used radio, television, newspaper ads, digital ads, sponsorships, Facebook ads, and boosted social posts aimed at a variety of customer demographics across the service area.

The creative campaign continued to focus around the "Good Energy" theme and centered on the idea that energy-efficient habits can help customers keep "good energy in the room." New in 2024, the company added two new Good Energy television spots to the library. The new commercials incorporate customer feedback and focus on how to save money and energy in the kitchen. Two new 30-second radio/streaming ads were also created.

Described below are Idaho Power's marketing efforts to promote energy-saving tips and the company's energy efficiency programs, along with resulting data. Marketing tactics related to a specific program are detailed in those respective sections later in this report.

Digital

During the summer campaign, web users were exposed to 4,135,176 display ads (animated GIF image ads embedded on a website) based on their demographics, related to online articles they viewed, or their use of a particular mobile web page or app. Users clicked the ads

3,546 times, resulting in a click-through rate of 0.09%. In the fall, the display ads received 10,876,573 impressions and 5,531 clicks, resulting in a click-through rate of 0.10%. Digital ads also ran on BoiseDev.com throughout the year and received 1,484,754 impressions.

Idaho Power uses Google search ads to elevate company information in response to customer searches. When people search for terms related to energy efficiency, energy efficiency programs, and individual program measures, the company's ads appear and direct them to the appropriate energy efficiency web page. These ads received 290,408 impressions and 96,942 clicks throughout the year.

Owned Digital

Owned digital refers to digital assets that Idaho Power controls, including the My Account online account management tool, mobile app, website, and digital company newsletter.

Idaho Power continued its effort with email communication in 2024. The company only emails customers who have supplied their addresses for other business purposes (such as when signing up for My Account or enrolling in paperless billing). Energy efficiency promotional emails included heating and cooling tips, winter contest promotion, seasonal energy efficiency tips, and various program promotions. Detailed information can be found in the respective program sections.

And throughout 2024, energy-saving tips were featured in the Idaho Power mobile app, including laundry tips and sealing air leak tips.

Streaming Audio: Podcasts and Music

Idaho Power continued with podcast and streaming music advertising as an awareness tactic in 2024, using 30-second audio ads, called "dynamic ads," inserted into listener's programming if they reside in the company's service area. The ads targeted customers by the type of listener rather than being run on a specific show or music program. Types of podcast shows that featured Idaho Power ads appealed to listeners such as green-living enthusiasts, customers interested in home improvement/home repair, and homeowners age 18 and over. The ads received 636,098 impressions in the summer with a listen-through rate of 98%, and the fall ads received 745,300 impressions with a 99% listen-through rate. Summer Spotify ads received 513,533 impressions with a 94% completion rate, and fall ads received 467,988 with a 95% completion rate.

Television: Network and Streaming

Idaho Power used network television and Hulu advertising for the summer and fall campaigns. The company also used over-the-top (OTT) media. OTT is a type of streaming media that delivers content to customers watching a certain online show. Most OTT providers have their

own app or website and are streamed through devices like Rokus, Apple TVs, or Amazon Fire TVs. The network television campaigns focused on primetime and news programming that reaches the highest percentage of the target market, adults aged 25 to 64.

Table 8 presents the details of Idaho Power's network TV advertising spend for English and Spanish stations during the summer and fall campaigns.

Table 8. Network TV advertising analytics

Dates	Market	Paid Spots	Reach % [1]	Frequency [2]
30 Second English				
June–July	Boise	134	96	8.9
June–July	Twin Falls	191	100	12.7
June–July	Pocatello	144	97	9.9
October–November	Boise	95	88	6.7
October–November	Twin Falls	87	75	6.2
October–November	Pocatello	78	88	4.9
30-Second Spanish [3]				
June–July	Boise	129	n/a	n/a
June–July	Pocatello	97	n/a	n/a
October–November	Boise	151	n/a	n/a
October–November	Pocatello	108	n/a	n/a

[1] Percentage of customers who have seen an ad.

[2] Number of times an ad is shown to a single user within a specific period.

[3] Reach and frequency information is unavailable for Spanish networks.

Hulu summer ads delivered 732,462 impressions with a 98% completion rate. OTT ads delivered 1,090,438 impressions with a 98% video completion rate. Spanish OTT ads received 235,351 impressions and a 98% completion rate.

Hulu fall ads delivered 569,472 impressions with a 98% completion rate. OTT ads delivered 1,088,877 impressions with a 98% video completion rate. Spanish OTT ads received 235,331 impressions with a 99% completion rate.

Idaho Power also sponsored commercials on Idaho Public Television in the Boise and Pocatello markets that ran a total of 160 times in the summer and 111 times in the fall.

Additionally, Idaho Power ran 15-second YouTube ads during the summer and fall campaigns. Summer ads garnered 1,327,881 impressions. Users clicked on the ads 407 times, which resulted in a 0.03% click through rate. Fall YouTube ads garnered 1,412,798 impressions with 634 clicks and a 0.04% click through rate.

Radio

As part of its summer and fall campaigns, Idaho Power ran 30-second radio spots on major commercial radio stations in the service area. To obtain optimal reach, the spots ran on several station formats, including classic rock, news/talk, country, adult alternative, rock, sports, and classic hits. The message was targeted toward adults ages 25 to 64 throughout Idaho Power's service area. Results of the spots are provided in Table 9 for the three major markets: Boise, Pocatello, and Twin Falls areas.

Table 9. Broadcast radio advertising analytics

Date	Market	Paid Spots	Reach % [1]	Frequency [2]
30-Second English				
June–July	Boise	339	20	6.3
June–July	Twin Falls	355	35	9.3
June–July	Pocatello	395	38	7.6
30-Second Value-Added (free spots negotiated with vendor) [3]				
June–July	Boise	834	9	41
June–July	Twin Falls	1,256	25	81.3
June–July	Pocatello	1,142	8	65.7
30-Second Spanish [4]				
June–July	Boise	111	n/a	n/a
June–July	Twin Falls	97	n/a	n/a
June–July	Pocatello	105	n/a	n/a
October–November	Boise	113	n/a	n/a
October–November	Twin Falls	96	n/a	n/a
October–November	Pocatello	96	n/a	n/a
15-Second National Public Radio (NPR)				
June–July	Boise	147	10.5	7.3
June–July	Twin Falls	90	11.1	6.7
June–July	Pocatello	68	1.4	4.1
October–November	Boise	144	7.4	10.4
October–November	Twin Falls	71	1.6	10.7
October–November	Pocatello	91	4.1	6.7

[1] Percentage of customers who have seen an ad.

[2] Number of times an ad is shown to a single user within a specific period.

[3] "Value-added" radio spots are bonus radio advertisements that are free to an advertiser who makes regular ad purchases. The idea is to provide more value to the advertiser.

[4] Reach and frequency information is unavailable for Spanish networks.

Print

As part of the campaign, print advertising ran in the major daily and select weekly newspapers throughout the service area. The company also ran ads in the Idaho Shakespeare Festival program, *Boise Lifestyle,* and *IdaHome Magazine.* The summer and fall ads featured the quirky

but lovable character, Tina, and highlighted how she keeps “a wave of Good Energy flowing through her space by swapping lightbulbs to LEDs.”

In 2024, Idaho Power updated the program information in a spiral-bound guide outlining each of the residential energy efficiency programs, tips, and resources. The updated guide will be included in the 2025 Welcome Kits. The previous edition of the guide was included in 2024 Welcome Kits, provided to WAQC customers, and shared with customers who attended events Idaho Power participated in.

Social Media

Throughout the year, Idaho Power used Facebook and X posts and boosted Facebook posts for various programs and easy energy efficiency tips for customers to implement at home and at work. Facebook ads for the 2024 summer energy efficiency campaign received 3,033,576 impressions and 1,518 clicks per ad. Fall Facebook ads received 3,078,029 impressions and 1,224 clicks.

Out-of-Home

In 2024, Idaho Power used several marketing tactics referred to as out-of-home advertising. Out-of-home advertising attempts to reach customers when they are outside of their homes, which helps maintain energy efficiency program awareness throughout the year. Tactics included a full-side bus wrap on a Pocatello Regional Transit bus in Eastern Idaho. Billboards with EE messaging were also placed around the Idaho Power service area: three in Eastern Idaho, one in Salmon, and one in South Central Idaho. The billboards garnered 2,874,016 impressions. EE messaging was also included on top of gas pumps in rural areas (called gas pump toppers) as well as EE signage in select grocery stores (called grocery store standees). A total of 16 gas pump toppers were strategically placed in the Boise, Twin Falls, and Pocatello areas. Inside grocery stores, 21 standees were positioned to catch shoppers’ attention: five in Boise, 10 in Twin Falls, and six in the Pocatello area. These tactics are a great way to showcase Idaho Power’s presence in everyday settings and effectively reach smaller markets.

Additionally, 2024 included sports sponsorships; attendance at most service area events has shown significant growth and is a great vehicle to share the energy efficiency message. Sports sponsorships are particularly good at reaching residential customers because they associate energy efficiency messaging with meaningful activities close to home. Idaho Power sponsored the Boise Hawks (minor league baseball team) from May through September. As part of the sponsorship package, Idaho Power received a 15-second digital ad on the four screens within the stadium where its energy efficiency ad was displayed. The ad received 18,466 impressions during the 48-game season, and the overall season attendance was

164,017. Two 15-second Idaho Power commercials were also shown during the Boise Hawks Facebook Live Broadcast for all games.

A Boise State University (BSU) sponsorship was also part of the marketing strategy in 2024. Energy efficiency messaging was featured at Albertsons Stadium during football games and included digital concourse signage and a game co-sponsorship and table. The BSU basketball sponsorship included a 30-second digital ribbon board that rotated throughout the game and a "Good Energy Fan Cam" themed video board feature.

As part of the marketing plan, Idaho Power sponsored sporting events at Idaho State University (ISU). This included placing an energy efficiency message on the outdoor digital sign at Holt Arena. Additionally, Idaho Power was recognized during each home football game as a sponsor of the "Idaho Power Good Energy Meter," which was displayed on the big screen at all home football games. The meter's level rose and fell based on how loudly the crowd cheered. After each round of cheering, a short message about energy efficiency appeared on the screen. Energy efficiency messaging was also included during men's and women's basketball games on the courtside LED messaging board.

An Idaho Steelheads sponsorship amplified energy efficiency messaging throughout the Idaho Central Arena in downtown Boise. The energy efficiency message was prominently featured on two illuminated panel signs that are visible during all arena events. There was also an "Idaho Power Energy Efficient" intermission where the lights were powered down during intermission and the message was broadcasted via video board and announcements.

Additionally, Idaho Power's energy efficiency message was displayed on the wrap-around LED ribbon board at every Steelheads home game, maximizing visibility. The Steelheads total game attendance for the 2023–2024 season was 214,664 attendees.

Idaho Power also secured a digital presence on idahosteelheads.com, featuring the company logo and a link to the energy efficiency landing page. The website saw 254,000 visitors during the 2023–2024 season, further driving awareness and engagement.

Signage was also included in the College of Idaho J.A. Albertson sports facility.

Seasonal Sweepstakes

Idaho Power ran a winter contest to help keep energy saving top-of-mind: The Energy Savvy Winter Warm-up Sweepstakes. Customers were asked how they stay warm and save energy in the winter and were entered to win a bundle of energy-saving goodies.

The sweepstakes ran December 2 through December 11 and received 6,673 entries. Customers were asked to comment—through social media or on the Idaho Power website—with one way they save energy during the cold winter months. In return, participants were entered to win a bundle of energy efficient goodies. The sweepstakes was promoted with email

messaging to 333,790 customers, and social media posts reached 56,212 customers, receiving 3,318 engagements (likes, comments, shares). The sweepstakes was also promoted on idahopower.com, through a pop-up ad in My Account, and featured in a *News Brief* to media outlets.

Public Relations

Many of the company's PR activities focused on the residential sector. Energy-saving tips in *News Briefs*, news releases, and *Connections* newsletter articles aimed to promote incentive programs and/or educate customers about behavioral or product changes they can make to save energy in their homes.

See the Program Performance section and the C&I Sector Overview for more 2024 PR activities.

Customer Satisfaction

Idaho Power conducts the *Burke Customer Relationship Index Survey* each year. In 2024, on a scale of zero to 10, residential survey respondents rated Idaho Power 7.75 regarding offering programs to help customers save energy, and 7.89 related to providing customers with information on how to save energy and money.

Over 13% of residential respondents indicated they have participated in at least one Idaho Power energy efficiency program. Of the residential survey respondents who have participated in at least one Idaho Power energy efficiency program, 86.7% were "very" or "somewhat" satisfied with the program.

Empowered Community

In 2015, Idaho Power created the Empowered Community, an online community of residential customers, to measure customer perceptions on a variety of company-related topics, including energy efficiency. The community has over 2,500 actively engaged members across Idaho Power's service area. Idaho Power typically sends these members between six and 12 surveys per year. In 2024, Idaho Power included 12 energy efficiency messages with survey invitations, resulting in over 14,500 touchpoints.

Recruitment for the Empowered Community is conducted annually to refresh the membership. In February 2024, a direct email campaign recruited 424 new members.

See the individual program sections for program-specific customer satisfaction survey results.

Field Staff Activities

In 2024, Idaho Power residential and commercial education and outreach energy advisors (EOEA) continued to engage with customers through one-on-one and group meetings, presentations, and participation in various events to promote energy efficiency programs and

offerings. The year was marked by strong company involvement in major legacy events, including regional home, garden, and remodeling shows; STEM events; science fairs; career fairs; and a BSU football game. These events provided an opportunity for energy advisors to have hundreds of positive interactions with customers while promoting energy efficiency.

Energy advisors continued dedicating a large portion of their time to presentations and events at secondary schools, colleges, universities, and trade schools, as well as civic and community audiences. This focus on outreach and education has been instrumental in spreading awareness about energy efficiency programs and opportunities to save energy and money.

The company also continued to prioritize the training and development of its energy advisors, enhancing their knowledge, skills, and abilities related to energy efficiency programs, innovative technologies, and customer service. One of the highlights of the year was the development of a new training class, *Best Practices for Customer Presentations*. Additionally, Idaho Power conducted specific training sessions on lighting, building envelopes, HVAC systems, pumps, motors, and refrigeration.

A/C Cool Credit

	2024	2023
Participation and Savings[1]		
Participants (homes)	17,641	18,714
Maximum Potential Demand Reduction (MW)[2]	24.0	25.3
Maximum Actual Demand Reduction (MW)[2]	21.9	19.6
Program Costs by Funding Source		
Idaho Energy Efficiency Rider[3]	($242,227)	$1,536,873
Oregon Energy Efficiency Rider[3]	($5,589)	$85,060
Idaho Power Base Rates	$417,056	$365,690
Total Program Costs—All Sources	$169,241	$1,987,623
Cost-Effectiveness Values		
Program Cost ($/kW)[4]	$47.25	$44.53
DR Benefit Value ($/kW)[5]	$62.39	$84.57

[1] For jurisdictional-level participation and reduction details, see Appendix 4.

[2] Demand response program reductions are reported with 6.5% system loss assumptions in 2024 and 7.6% system loss assumptions in 2023.

[3] Negative expenditures in 2024 are due to transfer of demand response unit inventory costs to Energy Efficiency Accounting and Analysis.

[4] Maximum potential annual program cost divided by maximum potential demand reduction. See *Supplement 1: Cost-Effectiveness* for full calculation details. Previously reported 2023 program cost ($29.93) was corrected after *DSM 2023 Annual Report* submittal.

[5] See Cost-Effectiveness subsection of program write-up for details.

Description

Originating in 2003, A/C Cool Credit is a voluntary demand response program, through which residential customers in Idaho and Oregon are eligible to earn a financial incentive for reducing their load. The objective of the program is to reduce demand on Idaho Power's system when summer demand for energy is high or for other system needs.

Customers with A/C units using a central air system or an air-source heat pump in good working condition are eligible to participate. Customers participate by allowing Idaho Power to cycle their A/C unit off and on during demand response events (events) via a demand response unit (DRU) installed on or near their A/C unit. The cycling rate is the percentage of an hour the A/C unit is turned off by the DRU. For instance, with a 50% cycling rate, the DRU will cycle the A/C unit off for about 30 (non-consecutive) minutes of each hour.

Program event parameters are listed below[a]:

- Events occur during the program season, June 15 through September 15 (excluding weekends, Independence Day, and Labor Day).
- A minimum of three events will occur each program season.
- Events can last up to four hours per day.
- Events will not exceed 16 hours per week or 60 hours per season.

Participating customers receive a $5 credit on their July, August, September, and October Idaho Power bills.

Program Activities

In 2024, 17,641 customers participated in the program, with 190 in Oregon and 17,451 in Idaho. Table 10 provides details for the five events that occurred. The cycling rate was 55% for four of the events and 65% for one of the events, and the communication level exceeded 86% for each event.

To maintain and improve communication levels, the company uses a program contractor to actively investigate and repair non-communicating DRUs. In 2024, the program contractor reported that in most cases of non-communicating devices, the DRUs were simply not reconnected after the A/C unit was serviced or when a new A/C unit was installed. When possible, the program contractor reinstalled the DRUs to resolve the communication issue.

Idaho Power calculated the maximum potential demand reduction in 2024 to be 24.0 MW at the generation level. This program potential is based on the historical maximum demand reduction achieved during a 65% cycling event, which equates to a generation level reduction of 1.36 kilowatt (kW) per participant. Customers receive a $5.00 incentive for each month of participation between June 15 and September 15, resulting in a total annual incentive potential of $20.00. The credits appear on their July through October bill statements.

Table 10. A/C Cool Credit demand response event details

Event Date	Event Time (p.m.)	Cycling Rate	High Temperature (°F)
Wednesday, July 10	5–8	55%	108
Wednesday, July 24	4–7	65%	106
Thursday, August 1	5–8	55%	102
Friday, August 2	6–9	55%	104
Monday, August 19	4–7	55%	97

[a] Program parameters do not apply to system emergencies.

Marketing Activities

Idaho Power actively marketed the A/C Cool Credit program in 2024.

In the spring and throughout the summer, the company used phone calls, direct-mail letters, and home visits (leaving door hangers for those not home) to recruit customers moving into houses with existing DRUs and previous program participants who moved into new homes without DRUs. From January through July, all non-participating customers in homes with existing DRUs also received a direct-mail letter, followed by a reminder email, offering a $25 gift card for signing up. Additionally, a postcard reminder was sent to all current participants reminding them of the upcoming season.

A new enrollment contest was also offered to all non-participants in 2024. New customers who successfully enrolled in A/C Cool Credit during the months of May through August were entered into the "Sizzlin' Summer Savings" contest. Drawings were held in May, June, July, and August. The prize packages included a propane BBQ, patio umbrella, misting fan, LED movie projector, outdoor patio lights, and a Bluetooth speaker. Over 559 sign-ups were received during the enrollment contest, resulting in 300 successful enrollments. By comparison, enrollments during the same period in 2023 were 183. Though the contest resulted in higher enrollments (300 compared to 183), they are still not sufficient to offset participation decreases resulting from attrition.

Radio ads were used to promote the program from April through June. A 30-second ad ran on the digital music streaming service, Spotify, and received 330,442 impressions with a complete listen rate of 98%. A total of 540 radio ads ran on stations throughout the service area; these spots reached 18% of the target audience in Boise, 34% in Twin Falls, and 29% in Pocatello. The target audience was exposed to the ad an average of 5.5 times over the three-month campaign.

April through June, web users were exposed to 6,466,925 promotional display ads (animated GIF image ads embedded on a website) based on their demographics, related to online articles they viewed, or their use of a particular mobile web page or app. Users clicked the ads 5,730 times, resulting in a click-through rate of 0.1%. A digital pop-up ad also ran on My Account in May where 102,114 customers saw the pop-up, resulting in 2,629 clicks.

New in 2024, the company created a one minute and forty second A/C Cool Credit awareness video about the program, highlighting its key details and simple sign-up process. The video was translated to a 15-second pre-roll advertisement and placed on YouTube. The YouTube pre-roll video received 812,288 impressions and a total of 520 clicks. The full video is also hosted on the A/C Cool Credit web page.

Figure 9. My Account pop-up ad

The company also sent four recruitment letters to over 94,000 residential customers, encouraging them to sign up and participate in the enrollment contest.

Participating customers received a thank you and credit reminder message on their summer bills, and Idaho Power concluded the season by sending a thank-you postcard to participants.

Cost-Effectiveness

Idaho Power determines cost-effectiveness for its demand response programs using the approved method for valuing demand response under IPUC Order No. 35336 and approved by the OPUC on February 8, 2022, in ADV 1355/Advice No. 21-12. Using financial and avoided cost assumptions from the *2023 Integrated Resource Plan*, the defined cost-effective threshold for operating Idaho Power's three demand response programs for the maximum allowable 60 hours is $62.39 per kW under the current program parameters.

The A/C Cool Credit program was dispatched for five events (totaling 15 event hours) and achieved a maximum actual demand reduction of 21.9 MW with a maximum potential demand reduction of 24.0 MW. The expenses for 2024 totaled $169,241 and would have remained the same if the program had been fully used for 60 hours because there are no additional variable incentives paid for events called beyond the three minimum required events. However, the expenses include the removal of $851,288 of DRUs that were being held in inventory and so were transferred to the Energy Efficiency Accounting and Analysis account. This expense was added back in for the cost-effectiveness calculation, giving total adjusted program costs of approximately $1.1 million. All three of Idaho Power's demand response programs utilize the DRUs, so costs going forward will be incurred by each program as they are distributed. Using total adjusted program costs and the maximum potential demand response results in a

program cost of $47.25 per kW. This is less than the threshold, and therefore, the program was cost-effective.

A complete description of the cost-effectiveness of Idaho Power's demand response programs is included in *Supplement 1: Cost-Effectiveness.*

Evaluations

In 2024, Idaho Power performed an internal review to evaluate the demand reduction over the course of the five events. The complete report on methods and results of the load reduction analysis is available in *Supplement 2: Evaluation*. This section presents a summary of the results.

The actual demand reduction was calculated by comparing the actual average demand for participating customers on each of the five event days to a corresponding baseline. Average hourly demand reduction by participant for each event and the maximum hourly demand reduction achieved by all participants for each event are shown in Table 11. In addition to calculating actual demand reduction, the number of households during each event that did not produce a statistically noticeable demand reduction was quantified and reported as non-contributing.

Table 11. A/C Cool Credit event metrics

Event Date	Event Time (p.m.)	Non-Contribution Ratio	Average Hourly Demand Reduction per Participant (kW)	Maximum Hourly Demand Reduction All Participants (MW)
Wed, July 10	5–8	18.5%	0.88	15.5
Wed, July 24	4–7	12.7%	1.24	22.0
Thu, August 1	5–8	16.9%	0.74	13.1
Fri, August 2	6–9	11.8%	0.84	14.9
Mon, August 19	4–7	17.8%	0.60	10.7

The first event on July 10 achieved an average hourly demand reduction of 0.88 kW per participant for a maximum hourly demand reduction of 15.5 MW (with system losses); Figure 10 compares actual versus baseline demand for this event. The complete set of graphs comparing actual versus baseline demand for each event is available in *Supplement 2: Evaluation*.

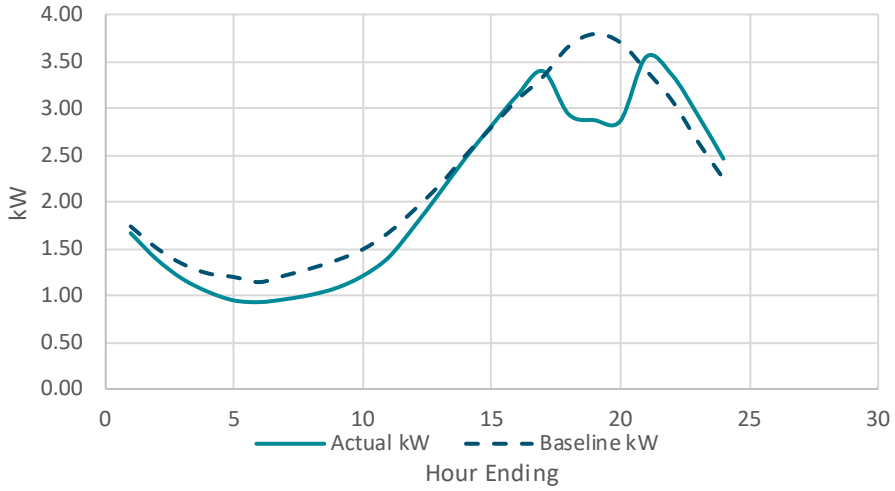

Figure 10. A/C Cool Credit: average household results for July 10, 2024 event

2025 Plans

Idaho Power will continue to actively market the A/C Cool Credit program to solicit new participants with a strong focus on recruiting customers who live at a residence that currently has a DRU installed for a previous occupant.

Idaho Power will continue to direct customers to the awareness video on its website to help educate customers about what the A/C Cool Credit program does and how it can benefit customers. Additionally, the company will include a quick response (QR) code on all marketing materials to direct customers to the awareness video.

The company has been working with a vendor to add a new Bring Your Own Thermostat (BYOT) option to the program. With this option, customers will be able to participate in A/C Cool Credit events through their smart thermostats as an alternative to the currently utilized DRUs. The company received support from the EEAG to move forward with the new offering in November 2024 and plans to file with the IPUC and OPUC to implement the program in 2025.

Easy Savings: Low-Income Energy Efficiency Education

	2024	2023
Participation and Savings[1]		
Participants (coupons)	130	99
Energy Savings (kWh)	70,589	46,109
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$125,050	$0
Oregon Energy Efficiency Rider	$0	$0
Idaho Power Base Rates	$29,596	$146,232
Total Program Costs—All Sources	$154,646	$146,232
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.763	$1.068
Total Resource Levelized Cost ($/kWh)	$0.763	$1.068
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	n/a	n/a
Total Resource Benefit/Cost Ratio	n/a	n/a

[1] For jurisdictional-level participation and savings details, see Appendix 4.

Description

Initially implemented as an outcome of IPUC Case No. IPC-E-08-10 and Order Nos. 30722 and 30754, Idaho Power committed to fund energy efficiency education for low-income customers and provides $125,000 to CAP agencies in its service area annually, on a prorated basis. That amount and structure was most recently evaluated in Case No. IPC-E-24-39 where the Commission approved the ongoing funding of $125,000 per year for low-income energy efficiency education.

From 2009 to 2017, using CAP agency personnel, the program distributed energy-saving kits (ESK) and corresponding educational materials to participants in the Low-Income Home Energy Assistance Program (LIHEAP) who heat their homes with electricity. In 2017, with input from a planning committee consisting of representatives from CAP agencies; the Idaho Department of Health and Welfare (IDHW), the IPUC, and Idaho Power; the program discontinued kit distribution and began offering a coupon for a free electric HVAC tune-up and one-on-one education with the goal of helping low-income customers learn ways to maintain their HVAC system and reduce their energy costs.

To provide services for the program, participating HVAC company owners sign HVAC contractor guidelines and acknowledge the two-fold goal of the program—customer education and equipment tune-up. Agencies qualify applicants and, if eligible, provide a coupon. The coupons contain a list of the participating HVAC contractors available in the customer's area.

The selected HVAC contractors visit customers and provide HVAC tune-up services while educating customers about maintaining their HVAC system and how to change filters. They explain how regular maintenance improves overall performance, answer questions about the specific heating equipment, and share ways to save energy. The contractor leaves energy efficiency information and energy-saving tips with customers as well as a customer survey. HVAC contractors then bill the CAP agency for their cost of the services, with a maximum of $800 per coupon.

Program Activities

In 2024, payments totaling $125,000 were provided to CAP agencies to cover the cost of HVAC tune-ups, filters, and 30% (or $37,500) administrative cost for agencies. Additionally, $9,938 of unused funds were carried over from 2023. In 2024, a total of 130 coupons were redeemed for HVAC tune-ups and disposable or washable furnace filters. The cost associated with tune-ups and filters was $84,098. The average cost per coupon of all coupons redeemed was $657. The agencies and Idaho Power worked together to arrange the transfer of funds between those agencies not able to spend their allotted funding and those who anticipated needing additional funds for redeemed coupons toward the end of the year. Two agencies transferred $27,736 to other agencies, which provided $89,118 to be used for redeemed coupons. A total of $5,020 remained unspent and will be used for additional coupons in 2025.

In March 2024, the company sent helpful energy efficiency education materials to CAP agencies for regional HVAC contractors to share with customers.

In 2024, the annual funding obligation of $125,000 was moved from base-rate revenue requirements to recovery through the Rider as an outcome of the Idaho General Rate Case (IPC-E-23-11), and the company was ordered to work with staff and CAP agencies to develop implementation and ongoing administration details related to the funding change (Order No. 63042).

The company completed this work in 2024 and filed a compliance filing (IPC-TAE-24-03/IPC-E-24-39) to change the timing of funding by requiring the CAP agencies to invoice Idaho Power for payment of redeemed coupons, rather than receive the payments upfront. The IPUC approved this change (Order No. 36406), effective December 1, 2024.

Marketing Activities

The Easy Savings program is included under Savings for Your Home on the Idaho Power website in the Income-Qualified Customers section.

Idaho Power provided regional CAP agencies with coupons updated for 2024. A survey was included to gather feedback about customers' experience with the Easy Savings program during the contractor visit.

Figure 11. Free HVAC tune-up coupon

Customer Satisfaction

A customer survey was used to assess major indicators of customer satisfaction with the program throughout the service area. Program participants were asked to complete a survey after their HVAC system was serviced. Survey questions gathered the following information:

- What the contractor did while at the home
- How much customers learned about their HVAC system and its operation
- How well the contractor communicated

Idaho Power received survey results from 55 of the 130 participants who had their HVAC systems serviced in 2024. Some highlights include the following:

- Almost 95% of respondents said the contractor made sure the heating system was working properly
- Almost 91% of respondents said the contractor provided energy-saving tips
- Almost 93% reported they learned how to change furnace filters, how often to change them, and the importance of maintaining the heating system
- Over 89% of respondents reported they learned how to set the thermostat to save energy, and 85% learned how their HVAC system works
- 96% of respondents rated their overall experience with the Easy Savings program as “Satisfied” or “Very Satisfied,” with 4% saying they were “Unsure”

A summary of the survey is included in *Supplement 2: Evaluation*.

Cost-Effectiveness

Because the Easy Savings program is primarily an educational and marketing program, Idaho Power does not apply traditional cost-effectiveness tests to it.

For the HVAC tune-up coupons redeemed in 2024, the program claimed between 114 and 672 kWh per home, with average savings of approximately 543 kWh per home. The savings are calculated using a weighted average of single-family, multifamily, and manufactured home types from Idaho Power's *2022 Energy Efficiency Potential Study*. The weighting is derived from the 2024 housing types from both the WAQC (Idaho and Oregon) and Weatherization Solutions for Eligible Customers programs. The savings from the study include tune-up savings for cooling, space heating, and miscellaneous/ventilation.

2025 Plans

Each agency will submit invoices for redeemed coupons up to their portion of the annual funds of $125,000.

Participating contractors will continue to discuss the importance of HVAC maintenance and incorporate education about saving energy with coupon recipients. They will answer questions about other ways to save energy in their homes as agreed upon for this low-income energy efficiency educational program.

Educational Distributions

	2024	2023
Participation and Savings[1]		
Participants (kits/giveaways)	53,983	53,028
Energy Savings (kWh)	3,900,277	3,960,690
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$737,775	$880,568
Oregon Energy Efficiency Rider	$13,280	$21,720
Idaho Power Base Rates	$0	$0
Total Program Costs—All Sources	$751,055	$902,287
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.028	$0.034
Total Resource Levelized Cost ($/kWh)	$0.028	$0.034
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	2.31	1.76
Total Resource Benefit/Cost Ratio	2.69	2.07

[1] For jurisdictional-level participation and savings details see Appendix 4.

Description

Designated as a specific program in 2015, the Educational Distributions effort is administered through the Residential Energy Efficiency Education Initiative (REEEI) and seeks to use low-cost and no-cost channels to deliver energy efficiency items with energy savings directly to customers. The goal for these distributions is to drive behavioral change and create awareness of, and demand for, energy efficiency programs in Idaho Power's service area.

Idaho Power selects items for distribution if the initial analysis indicates the measure is either currently cost-effective or expected to be cost-effective. Typically, selected items have additional benefits beyond traditional energy savings, such as educating customers about energy efficiency, expediting the opportunity for customers to experience newer technology, or allowing Idaho Power to gather data or validate potential energy savings resulting from behavior change.

Idaho Power recognizes the need to educate and guide customers to promote behavioral change and awareness and will plan program activities accordingly. Items may be distributed at events and presentations, through direct-mail, or during home visits conducted by energy advisors.

Nightlights as Giveaways

Nightlights are a popular giveaway item with Idaho Power customers and provide another opportunity to share information about energy efficient LED technology and safe,

energy-efficient ways to provide nighttime lighting. Energy advisors are encouraged to use nightlights as a bridge to these discussions.

Student Energy Efficiency Kit Program

The SEEK program provides fourth- to sixth-grade students in schools in Idaho Power's service area with quality, age-appropriate instruction regarding the wise use of electricity. Each child who participates receives an energy efficiency kit. The products in the kit are selected specifically to encourage energy savings at home and engage families in activities that support and reinforce the concepts taught at school.

Once a class enrolls in the program, teachers receive curriculum and supporting materials. Students receive classroom study materials, a workbook, and a take-home kit containing the following:

- Two LED lightbulbs
- A high-efficiency showerhead
- Two LED nightlights
- A furnace filter alarm
- A digital thermometer for measuring water and refrigerator/freezer temperatures
- A water flow-rate test bag
- A shower timer
- Sticker and magnet pack (containing reminders about energy efficiency)

Figure 12. Student Energy Efficiency Kit

At the end of the program, students and teachers return feedback to Idaho Power's vendor indicating how the program was received and which measures were installed. The vendor uses this feedback to provide a comprehensive program summary report showing program results and savings.

Unlike most residential programs offered by Idaho Power, SEEK results are reported on a school-year basis, not by calendar year.

Welcome Kits

Idaho Power uses a vendor to mail Welcome Kits to brand new customers between 35 and 45 days after electric service begins at their residence. Each kit contains two LED lightbulbs, two nightlights, a greeting card, and a small flipbook containing energy-saving tips and information about Idaho Power's energy efficiency programs. The kits are intended to encourage first-time customers to adopt energy-efficient behaviors early in their new homes.

Figure 13. Welcome Kit

Program Activities

Nightlights as Giveaways

Idaho Power continued to distribute LED nightlights to engage customers in discussions around energy-efficient behavior changes and home upgrades.

In-person events scheduled throughout the year afforded Idaho Power staff and energy advisors the opportunity to distribute 9,625 nightlights along with an educational message. Nightlights were distributed to business and community leaders at civic events, aging customers at senior centers, secondary students at career fairs and during presentations, as well as many other groups at presentations and events throughout Idaho Power's service area.

Figure 14. Nightlight

Student Energy Efficiency Kit Program

During the 2023–2024 school year, the vendor was responsible for SEEK recruiting activities. Idaho Power EOEAs continued to promote the program during their school visits and interactions with fourth- to sixth-grade teachers. The curriculum, focusing on digital engagement, continues to be well received, and SEEK enrollments were strong. The vendor delivered 12,962 kits to 385 classrooms in 179 schools within Idaho Power's service area (Table 12), resulting in 3,031 MWh of savings.

Welcome Kits

Idaho Power continued to contract with a third-party vendor to distribute energy efficiency kits to the company's first-time customers. Each welcome kit recipient received two 800-lumen lightbulbs and two nightlights along with a flip book highlighting the residential energy efficiency programs and additional energy-saving tips.

The company shipped over 31,000 Welcome Kits to Idaho customers in 2024, and over 500 kits to Oregon customers (Table 12). Idaho Power continues to receive positive customer feedback indicating these kits are well received.

Table 12. Welcome Kit and SEEK distribution by region

Region	SEEK Distribution	Welcome Kit Distribution
Capital	5,436	16,705
Southern	2,753	6,787
Canyon	2,250	3,516
Eastern	1,446	3,011
Western Idaho	722	1,408
Western Oregon	355	522
Total	**12,962**	**31,949**

Marketing Activities

Nightlights as Giveaways

Nightlights are not marketed as a separate measure, but energy advisors use them to facilitate energy efficiency conversations during customer visits. Nightlights have also become an outstanding way to engage customers at events and presentations, as energy advisors report they are a sought-after item.

Student Energy Efficiency Kit Program

During the 2023–2024 school year, the vendor staff handled most of the marketing and recruitment of teachers via email and phone calls to the eligible schools. Idaho Power EOEAs continued to promote the program through the Idaho Power *Community Education Guide* and in conversations with teachers throughout the year.

Welcome Kits

The Welcome Kits are not requested by customers; therefore, they are not marketed. Instead, each week Idaho Power sends a list of new customers to the vendor to fulfill the order. The kits are, however, used to cross-market other programs through the inclusion of a small flipbook containing energy-saving tips and information about Idaho Power's energy efficiency programs.

Cost-Effectiveness

In situations where Idaho Power managed energy efficiency education and distribution through existing channels, the cost-effectiveness calculations were based on the actual cost of the items. If outside vendors were used to assist with distribution, the cost-effectiveness calculations may include vendor-related charges.

The UCT and TRC for the program are 2.31 and 2.69, respectively.

Nightlights as Giveaways

Idaho Power used the third-party evaluator's calculated savings of 12 kWh per nightlight as explained in the Welcome Kit cost-effectiveness section.

Student Energy Efficiency Kit Program

The cost-effectiveness analysis for the SEEK offering was based on the savings reported by the kit provider for the 2023–2024 school year. The kit provider calculated the annual savings based on information collected from the participants' home surveys and the installation rate of the kit items. Questions on the survey included the number of individuals in each home, water heater fuel type, flow rate of old showerheads, and the wattage of any replaced lightbulbs.
The response rate for the survey was approximately 65%. The survey gathers information on the efficiency level of the existing measure within the home and which measures were

installed. The energy savings will vary for each household based on the measures offered within the kit, the number of items installed, and the existing measure that was replaced. Savings were calculated for the 2023-2024 school year using the kit provider's calculated savings as well as a third-party deemed value of 12 kWh per nightlight within the kits. The savings for each kit averaged approximately 236 kWh annually per household, and the total program saved 3,031,273 kWh. A copy of the report is included in *Supplement 2: Evaluation.*

Welcome Kits

For the nightlight component of the kit, Idaho Power used the third-party evaluator's calculated savings of 12 kWh per nightlight, which was identified using survey data as part of a 2020 evaluation and verified again in the 2024 evaluation. For kits distributed after June 30, 2023, Idaho Power did not claim savings for the LED lightbulbs; however, the company continued to claim 12 kWh per nightlight included in the kit.

In 2024, the Welcome Kits were not fully cost-effective due to the erosion of lighting savings. After consulting the EEAG in 2021, the decision was made to keep this educational offering, but to include only the cost-effective portion of costs associated with those energy savings in the Educational Distribution program; the remainder of the kit costs are included in the REEEI budget (see Other Program and Activities section).

Evaluations

In 2024, Idaho Power contracted with a third-party evaluator to conduct an impact evaluation on the 2023 Educational Distributions program. The Educational Distributions impact evaluation calculated a verified savings realization rate of 178.7% for Welcome Kits and an electric savings realization rate of 126.9% for the Student/Teacher Kits.

Listed below are key recommendations from the evaluation (in italics) followed by Idaho Power's response. See the complete impact evaluation report in *Supplement 2: Evaluation*.

Welcome Kit subprogram recommendations:

Review the methodology used to calculate savings for LEDs; consider applying first year energy savings as opposed to an average of first year and subsequent year savings.
This methodology was used to calculate savings for kit LEDs prior to the 2024 program year. Savings for LEDs are no longer calculated or claimed for the existing kits, but the company will consider this methodology for treatment of any potential future lighting savings calculations.

Given that LEDs will no longer garner savings in 2024, consider including additional energy efficient equipment in Welcome Kits, such as smart power strips or low-flow showerheads.
The company has evaluated the potential to include smart power strips and low-flow showerheads in the Welcome Kits, and while they aren't currently cost-effective to include,

the company will continue to monitor these and other energy-efficient equipment for potential future inclusion.

Student/Teacher Kit subprogram recommendations:

Use the results of the Student Kit survey to claim savings for shower timers. While the consultant calculated savings associated with shower timers based on usage identified in the student survey results, the company has no way to verify persistence of the behavior over the course of the year and without being able to validate ongoing use of the timers or change in behavior related to shower use, does not plan to claim these savings in the future.

Consider adjusting the projected increase in gas efficiency parameter in the filter whistle savings equation. At a minimum, reviewing the source for the 0.92% used in ex-ante calculations (and potentially adjusting that value to closer to 15%) seems worthwhile.
The company will work with the Student Kit vendor to review the source of the 0.92% gas savings assumption and identify if a newer, more accurate source is available.

2025 Plans

Nightlights as Giveaways

Nightlights will continue to be the primary opportunity to garner savings in conjunction with educational discussions and customer conversations. Field staff will look for opportunities to discuss enhancements in LED technology (dusk-to-dawn sensors, etc.); promote the use of LED nightlights as an energy-efficient, safe nighttime lighting option; and encourage in-home adoption of other energy-saving behaviors.

Student Energy Efficiency Kit Program

Idaho Power will continue to offer the SEEK program. The company will work with the vendor to implement process and curriculum enhancements based on suggestions received from teachers, students, and parents.

The company will continue to leverage the positive relationships Idaho Power's EOEAs have within the schools to maintain program participation levels.

Welcome Kits

Idaho Power will continue to offer Welcome Kits to first-time customers, working to raise awareness of energy efficiency programs and encourage adoption of energy-saving behaviors at a prime readiness moment—when moving into their new homes. The print components of the kits will be updated with new Idaho Power branding. The Educational Distributions program will continue to count the savings and pay for the cost-effective energy-saving portion of each kit, while the remaining costs associated with the kits will be included in Idaho Power's REEEI efforts.

Other Educational Distributions

Idaho Power will continue to look for opportunities to engage customers with new technologies that stress the importance of energy-efficient behaviors at home. Idaho Power intends to continue efforts to identify a cost-effective marketplace platform that will engage and educate customers as well as look to identify other innovative solutions to promote efficient technologies that may not fold neatly into other program offerings.

Heating and Cooling Efficiency Program

	2024	2023
Participation and Savings[1]		
Participants (projects)	622	1,035
Energy Savings (kWh)	819,224	1,040,069
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$331,068	$593,407
Oregon Energy Efficiency Rider	$27,002	$30,640
Idaho Power Base Rates	$160,935	$0
Total Program Costs—All Sources	$519,004	$624,047
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.062	$0.056
Total Resource Levelized Cost ($/kWh)	$0.266	$0.180
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	0.95	0.94
Total Resource Benefit/Cost Ratio	0.39	0.40

[1] For jurisdictional-level participation and savings details, see Appendix 4.

Description

Initiated in 2007, the objective of the Heating & Cooling Efficiency (H&CE) Program is to provide customers with energy-efficient options for space heating/cooling and water heating.
The program provides incentives to residential customers, builders, landlords, and installation contractors in Idaho Power's service area for the purchase and proper installation of qualified heating and cooling equipment and services. Measures, conditions, and incentives/stipends for new homes and existing homes are summarized in tables 13 and 14, respectively.
See idahopower.com/heatingcooling for a complete description of the program.

Table 13. Measures and incentives—new homes

New Equipment or Services	Customer Incentive	Contractor Stipend
Ducted air-source heat pump	$ 800	$ 50
Ducted open-loop water-source heat pump	1,000	50
Ducted ground-source heat pump	3,000	
Central A/C (high efficiency)[1]	50	
Central A/C (higher efficiency)[1]	150	
Heat pump water heater	300	

[1] See idahopower.com/heatingcooling for full requirements.

Table 14. Measures and incentives—existing homes

Existing Equipment Requirement[1]	New Equipment or Services[1]	Customer Incentive	Contractor Payment
Oil or propane heating system	Ducted air-source heat pump	$ 800	$ 50
Electric (forced-air or zonal) heating system	Ducted air-source heat pump	800	50
Ducted air-source heat pump	Ducted open-loop water-source heat pump	500	50
Electric (forced-air or zonal), oil, or propane heating system	Ducted open-loop water-source heat pump	1,000	50
Air-source heat pump	Ducted ground-source heat pump	1,000	
Electric zonal system, electric furnace, or an oil or propane furnace	Ducted ground-source heat pump	3,000	
n/a	Central A/C (high efficiency)[1]	50	
n/a	Central A/C (higher efficiency)[1]	150	
Zonal electric heating system	Ductless air-source heat pump	500	
Electric forced-air heating system or heat pump	Duct-sealing services (single-family or manufactured home)	200	
Permanent split capacitor air handler motor	Electronically commutated motor	50	150[2]
n/a	Evaporative cooler	150	
Electric storage water heater	Heat pump water heater	300	
Electric heating system	Smart thermostat	50	
Zonal or central A/C or heat pump	Whole-house fan	200	

[1] See idahopower.com/heatingcooling for full requirements.
[2] Contractor stipends (offsets labor costs) are $50; contractor incentive of $150 is to encourage promotion.

Idaho Power requires licensed contractors to perform the installation services related to these measures, except evaporative coolers, heat pump water heaters, and smart thermostats. To qualify for the ducted air-source heat pump (ASHP), ducted open-loop water-source heat pump, ductless ASHP, and duct-sealing incentives, an authorized participating contractor must perform the work. To be considered a participating contracting company, an employee from the contracting company must first complete Idaho Power's required orientation regarding program guidelines and technical information on HVAC equipment.

A third-party contractor reviews, enters, and submits incentive applications for payment using a program database portal developed by Idaho Power. The third-party contractor also provides technical and program support to customers and their contractors and performs installation verifications.

Program Activities

H&CE Program performance is largely dependent on the ability of the customers' contractors to promote and leverage the heat pump measures offered. Idaho Power continued to engage with and develop participating contractors already in the program while adding 12 additional

contractors in 2024. The program specialist frequently engaged with contractors to discuss the program and provided technical assistance and market information.

In 2022, the federal government passed the *Inflation Reduction Act of 2022* (IRA) containing approximately 120 programs. Two of these programs, IRA sections 13301 and 13302, offer tax credits to homeowners purchasing high-efficiency home products and equipment. To promote the availability of these tax credits, 11 of the H&CE Program web pages had hyperlinks added to direct customers to the federal EnergyStar.gov website. The specific H&CE Program web pages involved were those incentivizing electric heat pumps for space and water heating and central air conditioners. The H&CE Program incentives are stackable with the federal tax credits. There are differences in the requirements to qualify for the federal tax credits versus the H&CE Program incentives.

The number of H&CE Program incentives paid in 2024 are listed in Table 15.

Table 15. Quantity of H&CE Program incentives in 2024

Incentive Measure	Total [1]	Idaho	Oregon
Ducted Air-Source Heat Pump	105	99	6
Open-Loop Water-Source Heat Pump	4	4	
Ductless Heat Pump	141	132	9
Evaporative Cooler	4	4	
Whole-House Fan	73	73	
Electronically Commutated Motor	6	6	
Duct-Sealing	5	5	
Smart Thermostat	200	194	6
Heat Pump Water Heater	21	20	1
Central A/C	61	61	
Ground-Source Heat Pump	4	4	

[1] Quantities do not tie to 622 total projects due to some customers receiving incentives on more than one heat pump.

Marketing Activities

Idaho Power used multiple marketing tactics for its H&CE Program promotion in 2024.

In March, the company emailed information about the H&CE Program to approximately 322,376 residential customers. The promotion was opened by 152,149 customers and received 2,143 clicks to the H&CE Program web page. A Facebook ad also ran in March and reached 114,340 customers resulting in 2,136 clicks to the web page.

A digital program ad was included in the October edition of the company's monthly customer e-newsletter, *The Current*. Customers who clicked the ad were directed to the H&CE Program web page. Additional tactics included digital ads in February/March and September/October. The February/March digital display ads received 2,283,052 impressions resulting in 1,513 clicks

to the web page. The September/October ads resulted in 1,846,597 impressions and 11,447 clicks to the web page.

The program was featured on the Idahopower.com homepage in March and June, with the March web card highlighting the program and the June card focusing on the smart thermostat incentive.

Program information was also included in energy efficiency collateral mailed in the new customer Welcome Kits.

Two inserts were sent in bills to promote the program—once in February to 297,225 customers and again in September to 297,033 customers. Both inserts also included information on applicable federal tax credits, which could help customers save more when combined with the Idaho Power incentive. The program and applicable tax credits were also promoted on social media.

Additionally, a postcard promoting the program was mailed to 8,023 customers in March.

Cost-Effectiveness

In 2024, the H&CE Program had a UCT of 0.95 and TRC of 0.39.

Overall, program participation declined from 1,035 participants in 2023 to 622 in 2024, a decrease of 40.3%. Program savings decreased by 21.2% in 2024. Despite the lower savings, the UCT ratio increased from 0.94 in 2023 to 0.95 in 2024, driven by a general increase in DSM avoided costs as well as the modifications made to program incentives at the end of 2023.

In 2024, smart thermostats made up 32% of the total program participation and 8% of total savings. This is a notable drop from 2023 when smart thermostats made up 45% of participation and 14% of savings. The program reduced the smart thermostat incentive from $75 to $50 at the end of 2023, which noticeably contributed to the participation decline.

Air-source heat pumps made up 17% of the total program participation and 51% of the total savings. In 2024, the program removed the incentive option for upgrading an existing air-source heat pump to a more efficient air-source heat pump. Prior to its removal this was a popular option; in the 2023 program year it had 55 participants. The option was removed due to a change in the eligibility requirements outlined in the RTF workbook used to claim savings. Idaho Power plans to assess possibilities for this incentive to return, likely with different eligibility requirements.

Ductless heat pumps (DHP) made up 23% of the program participation and 22% of the total savings. While the savings assumptions did not change year over year, savings are dependent on the location of the installed DHPs and based on the location of installations in 2024, the

average savings per unit declined by approximately 8%. Heating zone 1 and cooling zone 3 have the highest savings at 1,945 kWh per DHP.

The TRC calculation includes tax credits for the participant. As part of the IRA, tax credits are available for ASHPs, open-loop heat pumps, ground-source heat pumps, DHPs, heat pump water heaters, and central A/C units that meet certain efficiency standards. These tax credits range from $600 to $9,000. The inclusion of the tax credit offsets the participants' costs used in the TRC calculation.

In November 2023, Idaho Power modified the program based on the updated savings and analyzed with the newest DSM avoided costs from the *2023 IRP*. These changes improved program cost-effectiveness overall, but Idaho Power will review additional modifications and offerings in 2025 to further improve the program cost-effectiveness.

For detailed information about the cost-effectiveness savings, sources, calculations, and assumptions, see *Supplement 1: Cost-Effectiveness*.

2025 Plans

Idaho Power's goal in 2025 is to continue onboarding new contractors and developing authorized contractors currently in the H&CE Program that administer the incentives for ducted ASHP, ductless ASHP, open-loop water-source heat pumps, and duct-sealing. The program specialist will frequently interact with the contractors and continue to provide program guidance and technical support to assist them in meeting the H&CE Program requirements and further their product knowledge. This remains an important part of the program because it creates the opportunity to bring in additional contractors, and is a refresher for participating contractors that helps them increase customer participation while improving their work quality and program compliance.

Idaho Power will explore modifications and additions to the program offerings with a goal of improving cost-effectiveness.

The 2025 marketing strategy will include bill inserts, direct-mail, social media, digital and search advertising, and email marketing to promote individual measures as well as the overall program.

Home Energy Audit

	2024	2023
Participation and Savings[1]		
Participants (audits)	235	337
Energy Savings (kWh)	19,407	11,329
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$72,571	$230,011
Oregon Energy Efficiency Rider	$0	$0
Idaho Power Base Rates	$85,715	$0
Total Program Costs—All Sources	$158,287	$230,011
Program Levelized Costs[2]		
Utility Levelized Cost ($/kWh)	$0.942	$2.156
Total Resource Levelized Cost ($/kWh)	$1.286	$2.570
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	n/a	n/a
Total Resource Benefit/Cost Ratio	n/a	n/a

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] 2023 Program Levelized Costs include evaluation. If evaluation expenses were removed from the program's costs, the 2023 utility levelized costs and total resource levelized costs would be $1.728 and $2.141, respectively.

Description

Initiated in 2014, the Home Energy Audit (HEA) program was designed to provide residential customers with helpful tools and tailored information to reduce energy consumption in their homes. Under the HEA program, a certified, third-party home performance specialist conducts an in-home energy audit to identify areas of concern and provide specific recommendations to improve the efficiency, comfort, and health of the home. The audit includes a visual inspection of the crawlspace and attic, a health and safety inspection, and a blower door test to identify and locate air leaks. The home performance specialist collects information on types and quantities of appliances and lighting in each home, then determines which available energy efficiency measures are appropriate. Homeowners and/or landlords approve all direct-install measures prior to installation, which could include the following:

- Up to 20 LED lightbulbs
- One high-efficiency showerhead with thermostatic shower valve
- Pipe insulation from the water heater to the home wall (approximately 3 feet)
- Tier 2 Advanced Power Strip

The home performance specialist collects energy-use data and records the quantity of measures installed during the audit using specialized software. After the audit, the auditor

writes up the findings and recommendations, and the software creates a report for the customer.

To qualify for the HEA program, a participant must live in Idaho and be the Idaho Power customer of record for the home. Renters must have prior written permission from the landlord. Single-family, site-built homes, duplexes, triplexes, and fourplexes qualify, though multifamily homes must have individual, separate heating systems and meters for each unit. Manufactured homes, new construction, or buildings with more than four units do not qualify.

Interested customers fill out an online application. If they do not have access to a computer, or prefer talking directly to a person, Idaho Power accepts applications over the phone. Participants are assigned a home performance specialist based on geographical location to save travel time and expense.

Participating customers pay $99 (all-electric homes) or $149 (other homes: gas, propane, or other fuel sources) for the audit and installation of measures, with the remaining cost covered by the HEA program. The difference in cost covers the additional testing necessary for homes that are not all-electric. These types of energy audits normally cost $400 or more, not including the select energy-saving measures, materials, and labor. The retail cost of the materials available to install in each home is approximately $145.

Program Activities

Four home performance specialist companies served the program in 2024 and completed 235 energy audits. The number and percentage of audited homes per heating fuel type are listed in Table 16.

Table 16. Number and percentage of audited homes per heating fuel type 2024

Fuel Type	Number of Homes	Percent
Electric	70	30%
Natural Gas	153	65%
Oil	4	2%
Propane	7	3%
Wood	1	0.4%

Three potential quality assurance (QA) survey formats were explored in 2024: emailing surveys to participants, mailing surveys to participants with pre-paid postage envelopes for return responses, and having auditors leave behind surveys with pre-paid postage envelopes for return responses. The survey format chosen was an email survey consisting of, at most, 10 questions, that will be emailed to participants within 30 days of the audit.

In the 2023 process evaluation of the program, evaluators recommended the company re-assess door sweeps for inclusion in the program. In 2024, program staff re-evaluated adding door sweeps to the program by reopening conversations with the auditors about the feasibility of their addition. Auditors expressed concerns surrounding installing door sweeps including: the various types of sweeps needed for different doors; the potential to have to remove a door for install; having to drill into a customer's door for installation; the varying widths of doors and sweeps; damage to the door/paint; unlevel doors or floors; and liability of any damage from the install. It was determined these are all issues that go above and beyond the expectation of an energy auditor, and therefore the company does not plan to add door sweeps to the direct-install portion of the program at this time.

The evaluators also recommended that Idaho Power include SNUGG Pro as part of the regular training sessions with auditors and provide additional guidance and clarification on quality control practices and outputs from the software. In 2024, while SNUGG Pro agreed to work with the company and auditors on training, the company polled the auditors and they all indicated they would not have interest in in-person training. They indicated they would, instead, access SNUGG Pro's online training material, direct contact, live support, and support topic features if they had questions. As a result, no in-person training was conducted.

Finally, the evaluators recommended that Idaho Power require each home energy auditor to be certified by the Department of Energy (DOE) certification programs for the Energy Efficient Home Improvement Credit (Section 25C) and provide the written home energy audit report to customers with the required information (qualified home energy auditor's name and employer identification number [EIN], an attestation that the qualified home energy auditor is certified by a qualified certification program, and the name of such qualified certification program). The company confirmed each auditor participating in the program is certified by a qualified DOE certification program. Auditors list that information on each audit report. In addition, program staff adds the energystar.gov tax credit website to each report for customers to reference.

Marketing Activities

In 2024, several tactics promoted the program. A bill insert was sent to 290,000 residential customers in March, 286,200 in June, and 287,300 in December. The December bill insert mentioned the federal tax credit and cited the energystar.gov website to learn more. The brochure was redesigned with the new "Good Energy" branding, and a digital ad appeared in the June edition of the company's e-newsletter, *The Current*, directing customers to the HEA web page.

Customers who enrolled in HEA throughout the year were asked where they heard about the program. Responses included the following: information in the mail, 21%; family member or friend, 14%; Idaho Power employee, 15%; social media, 3%; other, 47%; did not reply, 0%.

Cost-Effectiveness

One of the goals of the program is to increase participants' understanding of how their home uses energy and to encourage their participation in Idaho Power's energy efficiency programs. Because the HEA program is primarily an educational and marketing program, the company does not use the traditional cost-effectiveness tests.

With the implementation of the *Energy Independence and Security Act of 2007* (EISA), after June 30, 2023, Idaho Power stopped claiming savings for LED bulbs installed during the audits. In 2024, the program began assessing lightbulb savings on LEDs installed in place of an incandescent or halogen lightbulb. Savings vary depending on the efficiency of the replacement lightbulb and whether the auditor marks it as a low, high, or moderate usage installation.

In Idaho Power's 2022 *Energy Efficiency Potential Study*, it is estimated that pipe wraps save approximately 18 kWh per foot annually. Previously, the pipe wrap savings were capped at three feet per home regardless of the number of feet installed in the home. As recommended by the evaluators, the cap was removed. Savings for pipe wrap are counted for homes with electric water heaters. Since pipe wrap is installed in three-foot increments, the savings ranged from 55 to 111 kWh per home.

The integrated 1.75 gallons per minute (gpm) high-efficiency showerheads with thermostatic shower valves were installed in six homes. The savings are approximately 50 kWh per year.

While Idaho Power does not calculate a cost-effectiveness ratio for the HEA program, the savings benefits and costs associated with direct-install measures have been included in the sector and portfolio cost-effectiveness. Idaho Power also converted the 18 kWh per foot of pipe wrap savings to 1.89 therms, and those gas savings are included in the sector and portfolio cost-effectiveness as non-energy benefits.

2025 Plans

Plans for 2025 include implementing a survey-based quality assurance (QA) component to the program.

Idaho Power will recruit participants through small batches of targeted direct-mailings, emails, social media posts, and bill inserts. Additional digital advertising may be considered if the program needs to be strategically promoted in specific regions.

Home Energy Report Program

	2024	2023
Participation and Savings[1]		
Participants (homes)	98,119	96,901
Energy Savings (kWh)	18,596,812	17,659,087
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$783,117	$883,505
Oregon Energy Efficiency Rider	$0	$0
Idaho Power Base Rates	$48,998	$0
Total Program Costs—All Sources	$832,115	$883,505
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.044	$0.047
Total Resource Levelized Cost ($/kWh)	$0.044	$0.047
Benefit/Cost Ratios[2]		
Utility Benefit/Cost Ratio	1.31	1.32
Total Resource Benefit/Cost Ratio	1.44	1.45

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] 2024 third-party reported savings of 18,679,000 kWh and 2023 third-party reported savings of 17,737,130 kWh discounted by 0.44% based on evaluated double-counting estimate. Idaho Power reported values shown in the table above reflect the 0.44% discount.

Description

The objective of the HER Program is to encourage customers to engage with their home's electricity use with a goal to produce average annual behavioral savings of 1 to 3%. The program also promotes customer use of online tools and participation in other energy efficiency programs. Idaho Power works with a third-party contractor to operate the program.

There are two groups of active participants in the HER program: pilot participants and participants added to the program in 2020. All active participants receive periodic *Home Energy Reports* with information about how their homes' energy use compares with similar homes. The reports also give a breakdown of household energy use and offer suggestions to help customers change their energy-related behaviors. The program contractor estimates energy savings by completing a statistical comparison of the energy used by customers who receive the reports against the energy used by a control group. Since the savings estimates rely on the integrity of the experimental design, participants in both the treatment (those receiving reports) and the control group are selected through a random process.

Program Activities

In 2024, Idaho Power began working with a new implementor for the HER program.

All HER Program participants received reports in the months of February, June, September, October, and November. Idaho Power introduced a newly formatted report in June of 2024; the updated reports still offer valuable insights into home energy usage, highlight areas for potential energy savings, and continue to compare a home's energy consumption to both an average and an efficient home. However, instead of just one or two generic energy efficiency tips, customers receive two personalized tips based on their home's characteristics along with up to two additional tips from Idaho Power. Additionally, the new reports feature a graph that displays electric usage trends over time alongside the average monthly temperatures.

The February report cycle focused on thawing frozen food before cooking to reduce cooking times, using a clothesline to dry clothes, and updating the home profile in My Account. In June, customers received another recommendation to update their home profile in My Account, as well as personalized tips based on their home profile. The September reports provided a tip to seal air leaks to save energy, as well as personalized tips based on the customer's usage. In October, customers received tips on updating their home profile and adjusting their thermostat to save energy, as well as personalized tips based on their usage.

Idaho Power continued to send email reports (eHERs), in addition to paper reports, to participants who had an email address on file with Idaho Power. A total of 480,653 reports were delivered in 2024 (Table 17).

Table 17. HERs delivered in 2024

Report Cycle	# of Email Only Recipients	# of Paper Only Recipients	# of Both Email & Paper Recipients	# of Unique Customers Receiving HERs	Total Reports Delivered
February	165	44,647	46,144	90,956	137,100
June	43,789	—	—	43,789	43,789
September	49,652	—	—	49,652	49,652
October	4,566	25,442	45,394	75,402	120,796
November	2,532	37,649	7,134	47,315	54,449
December	5,474	13,475	27,959	46,908	7,4867
2024 Report Totals	**106,178**	**121,213**	**126,631**	**354,022**	**480,653**

In 2024, the savings results for one of the initial two waves of pilot participants identified as electric heating customers were not statistically significant as stand-alone cohorts, however, these participants did contribute to the overall program savings. The participants added to the program in 2020 saw slight increases in both their savings percentage and kWh savings per customer, increasing from 1.28% to 1.32% and from 187.89 kWh to 192.65 kWh, respectively. Overall, the active participants used an average of 190.37 fewer kWh per home than their control group counterparts. When viewed in aggregate, the estimated savings for all program participants was about 1.29% below their respective control groups, for a total reported savings of 18,502,544 kWh. The small group of customers who received their last report in February

2020 continued to demonstrate persistent savings. With residual savings included, total 2024 reported program savings came to 18,678,790 kWh. Apart from one small outlier group, program participants achieved savings between 125 and 335 kWh annually per home.

Idaho Power's customer solutions advisors responded to 188 HER Program-related phone calls during the year. Given that 480,653 reports were delivered, this represents a call rate of just under 0.04%. The participant-driven opt-out rate was up slightly from 0.05% in 2023 to 0.17% in 2024—significantly lower than the industry average of 1%. Overall attrition in 2024 was 1.17%—down from 4.83% in 2023 (includes opt-outs, move-outs, etc.).

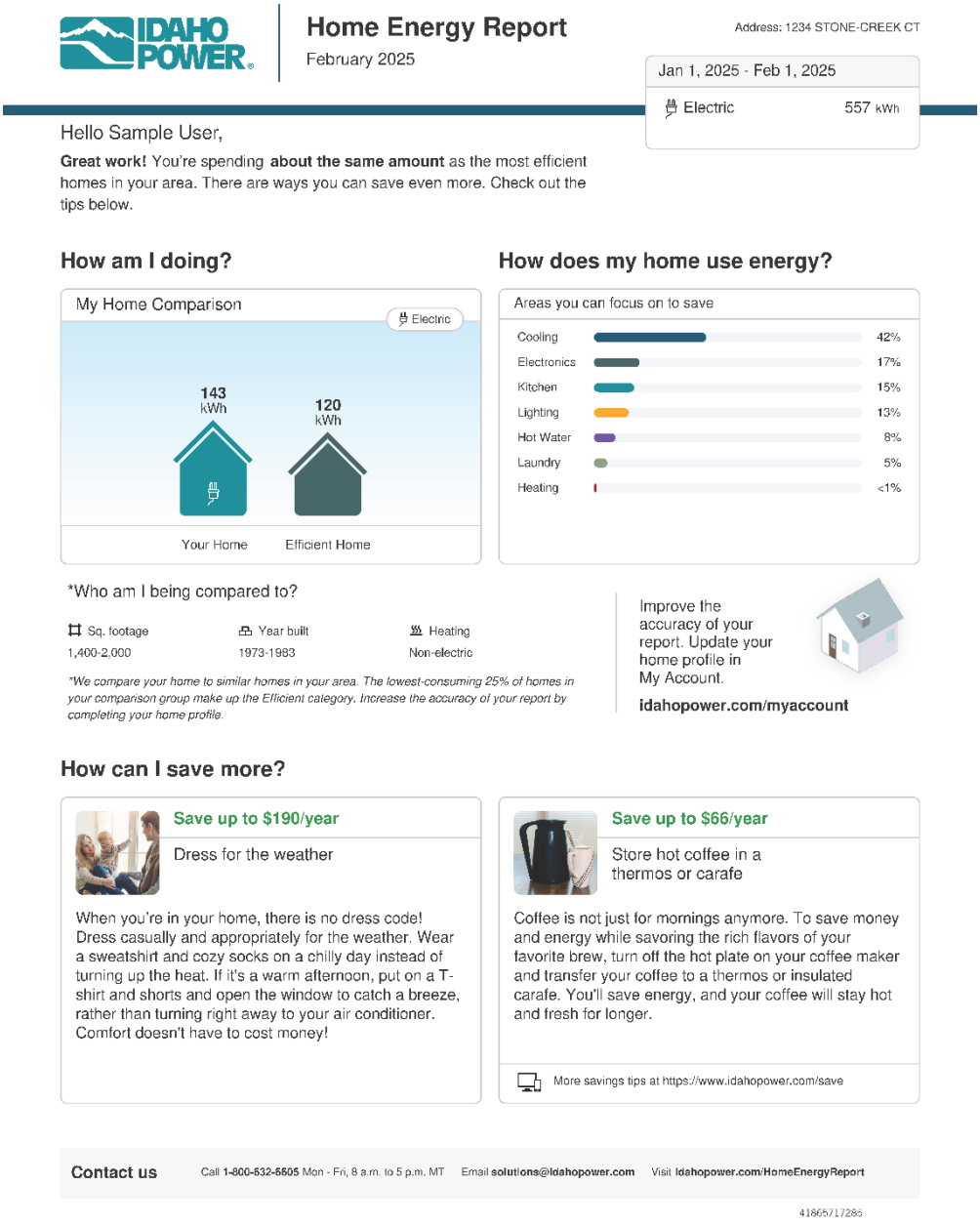

Figure 15. Page 1 of the new *Home Energy Report*

Marketing Activities

Because the HER Program is based on a randomized control trial (RCT) methodology, the reports cannot be requested by customers, therefore the program is not marketed. The *Home Energy Reports* (as well as Account Alerts and My Account) were used to cross-market Idaho Power's other energy efficiency programs (i.e., HEA and H&CE Program).

Cost-Effectiveness

HER Program savings are calculated each year using measured usage of the customers receiving the reports relative to a statistically similar control group that does not receive the reports. Due to the potential of double-counting savings from other programs, Idaho Power discounts the HER Program savings of 18,679,000 kWh by 0.44% to report savings of 18,596,812 kWh. This percentage was recommended by a third-party evaluator during the 2022 impact evaluation. The UCT and TRC ratios for the 2024 program year are 1.31 and 1.44, respectively. The cost-effectiveness is based on the one-year life of the associated savings.

For more detailed information about the cost-effectiveness savings and assumptions, see *Supplement 1: Cost-Effectiveness*.

2025 Plans

In 2025, Idaho Power plans to continue working with the contractor to maintain or enhance the HER cadence and enrich the customer experience for current participants. In addition, the company plans to expand the program to approximately 33,000 new customers, including over 2,400 customers who reside in the Oregon service area. Idaho Power will work with the new contractor to improve the two-way flow of data between the contractor and Idaho Power to tighten the feedback loop and shorten the timeframe for implementing program improvements.

Also in 2025, Idaho Power will explore alternatives to validate the savings generated by the HER program that would allow all (or more) customers to receive HERs.

Multifamily Energy Efficiency Program

	2024	2023
Participation and Savings[1]		
Participants (projects)	2	—
Energy Savings (kWh)	84,977	—
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$30,985	$22,758
Oregon Energy Efficiency Rider	$1,072	$1,216
Idaho Power Base Rates	$11,152	$0
Total Program Costs—All Sources	$43,208	$23,974
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.051	n/a
Total Resource Levelized Cost ($/kWh)	$0.093	n/a
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	1.16	n/a
Total Resource Benefit/Cost Ratio	0.75	n/a

[1] For jurisdictional-level participation and savings details, see Appendix 4.

Description

Idaho Power introduced a new Multifamily Energy Efficiency Program (Multifamily Program) in November 2023 for both its Idaho and Oregon service areas. This program encompasses multifamily projects with five or more dwelling units per building and common commercial areas typically seen in multifamily developments. The program includes residential and commercial space types for both new construction and retrofit projects.

The Multifamily Program offers nine energy efficiency measures specific to the dwelling units and 17 energy efficiency measures for the common commercial space areas (Table 18).

Table 18. Energy efficiency measures for Multifamily Energy Efficiency Program

Dwelling Unit Measures	Common Commercial Space Measures [1]
Air-source heat pumps	Efficiency exit signs
Continuous exhaust fans	Efficient chillers
Ductless mini-split heat pumps	Light load reduction
Efficient windows	Efficient laundry machines
Low-e storm windows	Indoor and outdoor pool covers
Manual exhaust fans	Economizers
Packaged terminal A/C and heat pumps	Efficient air-cooled A/C and heat pump units
Reflective roof treatment	High-volume, low-speed fans
Smart thermostats	Reflective roof treatment

[1] Separate incentives are offered for each type of project (new construction/major renovations or retrofits) depending on whether the project is in Oregon or Idaho.

In addition to the customer incentive, a Professional Assistance Incentive (PAI) is available to an architect or engineer for supporting technical aspects and documentation of a project.

Program Activities

The program engineer and energy advisors provided outreach to customers, professionals, and professional organizations to highlight the new program option while promoting other Idaho Power programs.

Idaho Power has received 22 preliminary applications for the new program since it launched on November 1, 2023—eight were received in 2023, with the additional 14 received in 2024. Two of the projects were completed in 2024, resulting in 84,977 kWh of energy savings in Idaho. The dwelling unit savings were 58,149 kWh, and the common areas savings were 26,828 kWh. One of the projects received the PAI.

Marketing Activities

Emails were sent in April and September to 288 architects, engineers, and developers with a 27% open rate in April and a 28% open rate in September. Digital ads and search engine marketing ran January through March and November through December. Web users were exposed to 1,015,599 display ads (animated GIF image ads embedded on a website) based on their demographics, related to online articles they viewed, or their use of mobile web pages or apps. Users clicked the ads 981 times. Multifamily search terms and ads were added to the existing C&I search engine marketing campaign. Starting November 2024, Idaho Power ran paid ads on LinkedIn focusing on the Multifamily Program. These ads received 117,789 impressions and 947 clicks. Additionally, a banner was placed at the construction site of a new large downtown Boise multifamily project (the Arthur Building construction site) highlighting that the facility is being built or enhanced with energy efficiency in mind.

Figure 16. Paid LinkedIn post about Multifamily Program

Cost-Effectiveness

Idaho Power contracted with a third party to create a Technical Reference Manual (TRM) for the program. The manual provides savings and costs related to measures in new construction and retrofit scenarios. While the program is fuel neutral, savings for certain measures vary based on the customer's fuel type.

The program saw 84,977 kWh of savings in the 2024 program year, resulting in UCT and TRC ratios of 1.16 and 0.75, respectively. The program's cost-effectiveness was impacted by the low volume of projects finalized in the 2024 program year. Before the program's launch in 2023, Idaho Power initially forecasted the program to be cost-effective with eight completed projects in 2024, compared to the two that were actually completed. However, the savings per project, 42,489 kWh, exceeded expectations versus the initially modeled 33,537 kWh. This means that even a modest increase in participation is expected to bring the program TRC into a cost-effective range. Idaho Power anticipates the program will be cost-effective under both the UCT and the TRC tests as more projects are completed. For more detailed information about the cost-effectiveness savings and assumptions, see *Supplement 1: Cost-Effectiveness.*

2025 Plans

Idaho Power engineers, program specialists, and energy advisors will continue to provide outreach to customers, professionals, and professional organizations to promote the new Multifamily Program. The program will also continue to be cross-marketed while promoting other Idaho Power programs.

Oregon Residential Energy Conservation Program

	2024	2023
Participation and Savings[1]		
Participants (audits/projects)	13	3
Energy Savings (kWh)	–	–
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$0	$0
Oregon Energy Efficiency Rider	$14,007	$7,860
Idaho Power Base Rates	$0	$0
Total Program Costs—All Sources	$14,007	$7,860
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	n/a	n/a
Total Resource Levelized Cost ($/kWh)	n/a	n/a
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	n/a	n/a
Total Resource Benefit/Cost Ratio	n/a	n/a

[1] For jurisdictional-level participation and savings details, see Appendix 4.

Description

Idaho Power offers free energy audits for customers with electrically heated homes within the Oregon service area. This is a program required by Oregon Revised Statute (ORS) 469.633 and has been offered under Oregon Tariff Schedule 78 since 1980. Upon request, an energy audit contractor hired by Idaho Power visits the customer's home to perform a basic energy audit and to analyze it for energy efficiency opportunities. The customer receives an estimate of costs and savings for recommended energy-efficient measures. Customers may choose either a cash incentive or a 6.5%-interest loan for a portion of the costs for weatherization measures.

Program Activities

A total of 14 audits were completed in 2024. None of the audit customers chose to pursue energy efficiency upgrades.

Marketing Activities

In October, Idaho Power sent 10,034 Oregon residential customers an informational brochure about energy audits and home weatherization financing.

Cost-Effectiveness

The Oregon Residential Energy Conservation Program is a statutory program described in Oregon Schedule 78, which includes a cost-effectiveness definition. Pages 3 and 4 of

Schedule 78 identify the measures determined to be cost-effective and the specified measure life cycles for each. This schedule also includes the cost-effective limit (CEL) for measure lives of 7, 15, 25, and 30 years.

2025 Plans

Idaho Power plans to continue marketing the program to all Oregon residential customers with a bill insert/brochure.

Rebate Advantage

	2024	2023
Participation and Savings[1]		
Participants (homes)	109	79
Energy Savings (kWh)	283,227	214,236
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$128,849	$130,233
Oregon Energy Efficiency Rider	$9,281	$6,867
Idaho Power Base Rates	$38,604	$0
Total Program Costs—All Sources	$176,734	$137,100
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.042	$0.042
Total Resource Levelized Cost ($/kWh)	$0.115	$0.049
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	1.16	0.98
Total Resource Benefit/Cost Ratio	0.47	0.93

[1] For jurisdictional-level participation and savings details, see Appendix 4.

Description

Initiated in 2003, the Rebate Advantage program helps Idaho Power customers in Idaho and Oregon with the initial costs associated with purchasing new, energy-efficient, NEEM-certified, ENERGY STAR® qualified manufactured homes. This enables the homebuyer to enjoy the long-term benefit of lower electric bills and greater comfort. The program also provides an incentive to the sales consultants to encourage more sales of ENERGY STAR qualified homes and more discussion of energy efficiency with their customers during the sales process.

In addition to offering financial incentives, the Rebate Advantage program educates manufactured home buyers and retailers about the benefits of owning energy-efficient models. NEEM, a consortium of manufacturers and state energy offices in the Northwest, establishes quality control (QC) and energy efficiency specifications for qualified manufactured homes and tracks their production and on-site performance. NEEM adds the classification Eco-Rated™ for homes produced by factories that have demonstrated a strong commitment to minimizing environmental impacts from the construction process.

In 2019, NEEM created the most stringent manufactured home energy standard in the country, the ENERGY STAR with NEEM 2.0 specification, which was later renamed the ENERGY STAR with NEEM+ certification. NEEM+ standards are engineered to save approximately 30% more energy than ENERGY STAR standards. As a result, NEEM+ delivers the highest possible energy savings

and the highest level of overall comfort. These homes are built to specifications tailored to the Northwest climate.

Program Activities

In 2024, for each home sold under this program, the residential customer incentive was $1,000 and the sales staff incentive was $200. Idaho Power paid 109 incentives on new manufactured homes, which accounted for 283,227 annual kWh savings. This included 103 homes sited in Idaho and six sited in Oregon. Of these 109 homes, 12 were NEEM+, 94 were ENERGY STAR, and three were Eco-Rated.

Marketing Activities

Idaho Power continued to support manufactured home dealerships by providing them with program marketing collateral.

In May and October, Idaho Power promoted the Rebate Advantage program with a bill insert sent to 295,800 and 297,400 customers, respectively. The insert continued to use the "Good Energy" style, had information about potential energy and cost savings, and referred customers to the program website.

Cost-Effectiveness

The UCT and TRC for the program are 1.16 and 0.47, respectively. In 2024, Idaho Power used the same savings and assumptions source used in 2023.

The increase in UCT cost-effectiveness is due to stronger program participation (38% increase), and the application of the DSM avoided costs from the *2023 Integrated Resource Plan*.

The decrease in TRC cost-effectiveness is due to tax credits no longer being included in the calculation. As part of the IRA, Section 45L Tax Credit for Energy Efficient New Homes was updated and extended. For certified manufactured homes meeting the most recent ENERGY STAR Manufactured New Home program requirements, a $2,500 tax credit is available to the homebuilder. Previously, the tax credits were incorporated in the TRC calculation, but feedback from builders revealed that program homes were not always eligible for the credit, so it is no longer being included.

For detailed information on all measures within the Rebate Advantage program, see *Supplement 1: Cost-Effectiveness*.

Evaluations

In 2024, Idaho Power contracted with a third-party evaluator to conduct an impact and process evaluation on the 2023 Rebate Advantage program. The evaluator calculated a realization rate of 99.77% for the 2023 program year.

Listed below are key recommendations from the evaluation (in italics) followed by Idaho Power's response. See the complete impact and process evaluation report in *Supplement 2: Evaluation*.

Reference the most up-to-date RTF Climate Zone workbook (currently version 3.2) when assigning Heating and Cooling Zones for savings calculations. The company has updated its climate zone mapping to match the latest RTF workbook. This change has been reflected in all climate zone-dependent savings, including those in this report.

Review the 2–7 kWh savings deduction that IPC applies to manufactured homes that do not have an A/C unit. If a valid source for this deduction cannot be identified, consider removing it. The company will no longer apply this slight savings deduction for participating homes without an A/C unit. After further review, the company believes the deemed savings numbers provided by the RTF account for the small percentage of homes without an A/C unit, so an additional decrement is not necessary.

Recommendations (in italics) based on the process analysis of the 2023 Rebate Advantage program:

Add a layer of quality control to the Rebate Advantage data review process to prevent and correct data entry errors. The company will have administrative personnel review a percentage of the entered homes as a second layer of quality control.

Regularly review trends in Census manufactured homes data to help improve program performance and guide informational messaging to potential customers. The company will continue to regularly review the manufactured homes Census.gov data as well as other appropriate manufactured housing websites to keep up-to-date on current trends to improve program performance and guide informational messaging to potential customers.

Review the content of marketing materials to ensure the materials address key barriers to purchasing a manufactured home to help increase program participation. The program specialist will continue to work with the marketing specialist to identify and address key barriers when creating program marketing materials.

2025 Plans

Idaho Power plans to review the cost-effectiveness and feasibility of the updated Housing and Urban Development (HUD)/ENERGY STAR v3.0 manufactured homes code that was originally planned to take effect on May 31, 2023, but was delayed due to litigation regarding the new federal standards. The code is now scheduled to go into effect January 1, 2026.

Idaho Power will continue to support manufactured home dealers by providing them with program materials. The company will also distribute a bill insert to Idaho and Oregon customers

and continue to explore and use digital advertising to promote the program to potential manufactured home buyers.

Residential New Construction Program

	2024	2023
Participation and Savings[1]		
Participants (homes)	92	64
Energy Savings (kWh)	304,424	234,945
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$209,809	$195,102
Oregon Energy Efficiency Rider	$0	$194
Idaho Power Base Rates	$42,652	$0
Total Program Costs—All Sources	$252,461	$195,296
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.055	$0.053
Total Resource Levelized Cost ($/kWh)	$0.133	$0.066
Benefit/Cost Ratios[2]		
Utility Benefit/Cost Ratio	1.04	1.05
Total Resource Benefit/Cost Ratio	1.09	1.25

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] 2023 cost-effectiveness ratios include evaluation. If evaluation expenses were removed from the program's cost-effectiveness, the 2023 UCT and TRC would be 1.23 and 1.42, respectively.

Description

The Residential New Construction Program launched in Idaho in March 2018 as a pilot, replacing the ENERGY STAR® Homes Northwest Program, and transitioned to a regular program in 2021. The Residential New Construction Program offers builders a cash incentive to build energy-efficient, single-family, all-electric homes that use heat pump technology in Idaho Power's Idaho service area. These homes must meet strict requirements that make them 10%, 15%, or 20% more energy efficient than homes built to standard state energy code.

The RTF and NEEA have created specific modeling requirements and program guidelines to ensure the program provides reliable energy savings for utilities across the northwest. These homes feature high-performance HVAC systems, high-efficiency windows, increased insulation values, and tighter building shells to improve comfort and save energy. Idaho Power claims energy savings based on each home's individual modeled savings.

Builders must contract with a Residential Energy Services Network (RESNET)-certified rater to ensure the home design will meet program qualifications. The rater will work with the builder from the design stages through project completion; perform the required energy modeling (REM) using REM/Rate modeling software; perform site inspections and tests; and enter, maintain, and submit all required technical documentation in the REM/Rate modeling software

and the NEEA-maintained AXIS database. This data is used to calculate the energy savings and the percent above code information needed to certify the home.

Program Activities

Participating residential builders who built homes at least 10% above the standard state energy code, as determined by the REM/Rate energy modeling software and AXIS database output, were incentivized as follows:

- 10 to 14.99% above code: $1,200 incentive
- 15 to 19.99% above code: $1,500 incentive
- 20% or more above code: $2,000 incentive

In 2024, the company paid incentives for 92 newly constructed energy-efficient homes in Idaho, accounting for 304,424 kWh of energy savings.

In response to the 2023 process evaluation recommendation to educate raters on potential savings from water heating, the company has been encouraging raters to use the online educational resources located on the NEEA Hot Water Solutions website, hotwatersolutionsnw.com. The NEEA website was created to educate all sectors on heat pump water heaters and contains printable articles for both raters and builders. Idaho Power encourages raters to share the information directly with their builders.

Marketing Activities

Idaho Power participated in the Snake River Valley Building Contractors Association (SRVBCA) and the Building Contractors Association of Southwestern Idaho (BCASWI) builders' expos and sent marketing materials to the winter and fall Idaho Building Contractors Association (IBCA) Board Meetings. The energy auditor based out of McCall attended the IBCA Summer Conference in McCall and staffed a company informational table at the conference.

Idaho Power supported 2024 Parade of Homes events with full-page ads in the Parade of Homes magazines of the following BCAs: The Magic Valley Builders Association (MVBA), the BCASWI, the SRVBCA, and the Building Contractors Association of Southeast Idaho (BCASEI).

The company sent a bill insert to 285,759 Idaho customers in May to promote the program.

The program brochure was left at the City of Boise permitting office as a hard-copy handout.

Cost-Effectiveness

The savings for the energy-modeled homes averaged approximately 3,309 kWh per home depending on which efficiency upgrades were included, a slight decrease from the average energy modeled savings of 3,671 kWh per home in 2023. The decrease in savings per home is largely driven by single-family detached home participants, as only 44% were built to the

highest incentive level standards, compared to 80% in 2023. Savings are modeled on an individual home basis and are expected to fluctuate from year to year based on factors like size and layout.

While savings are custom calculated for each of the 92 modeled homes, the incremental costs over a code-built home are difficult to determine. The RTF's single-family new construction workbook was used as proxy for the incremental costs and non-energy benefits.

The UCT and TRC for the program are 1.04 and 1.09, respectively. The slight decrease in the UCT cost effectiveness between 2023 and 2024 is due to the application of the DSM avoided costs from the *2023 Integrated Resource Plan*. As part of the IRA, Section 45L Tax Credit for Energy Efficient New Homes was updated and extended. The TRC cost-effectiveness considers this tax credit as a reduction to the incremental participant cost component. For detailed information for all measures within the Residential New Construction Program, see *Supplement 1: Cost-Effectiveness.*

2025 Plans

In 2025, the company will be exploring options to recruit new raters to the program using services from the program's current QA provider.

Idaho Power plans to continue to promote this program to Idaho builders and new home buyers. These marketing efforts include ads in *Parade of Homes* magazines for the BCASWI, SRVBCA, MVBA, and the BCASEI. A bill insert is planned for spring 2025. The company also plans to continue supporting the general events and activities of the IBCA and its local affiliates. Social media and other advertising will be considered based on past effectiveness.

Shade Tree Project

	2024	2023
Participation and Savings[1]		
Participants (trees)	736	2,462
Energy Savings (kWh)	–	11,199
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$59,627	$262,344
Oregon Energy Efficiency Rider	$0	$0
Idaho Power Base Rates	$18,675	$0
Total Program Costs—All Sources	$78,302	$262,344
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	n/a	$1.571
Total Resource Levelized Cost ($/kWh)	n/a	$1.571
Benefit/Cost Ratios[2]		
Utility Benefit/Cost Ratio	n/a	0.31
Total Resource Benefit/Cost Ratio	n/a	0.42

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] 2023 cost-effectiveness ratios include evaluation. If evaluation expenses were removed from the program's cost-effectiveness, the 2023 UCT and TRC would be 0.33 and 0.45, respectively.

Description

Initiated in 2013 as a pilot, Idaho Power's Shade Tree Project operated in a small geographic area each spring and fall, offering no-cost shade trees to Idaho residential customers. Participants enrolled using the online Energy-Saving Trees tool and picked up their tree at specific events. Unclaimed trees were donated to cities, schools, and other non-profit organizations.

Using the online enrollment tool, participants located their home on a map, selected from a list of available trees, and evaluated the potential energy savings associated with planting in different locations. During enrollment, participants learned how trees planted to the west and east save more energy over time than trees planted to the south and north.

Ensuring the tree is planted properly helps it grow to provide maximum energy savings. At the tree pick-up events, participants received additional education on where to plant trees for maximum energy savings and other tree care guidance from local experts. These local specialists included city arborists from participating municipalities, Idaho Power utility arborists, and county master gardeners.

According to the DOE, a well-placed shade tree can reduce energy used for summer cooling by 15% or more. Utility programs throughout the country report high customer satisfaction with

shade tree programs and an enhanced public image for the utility related to sustainability and environmental stewardship. Other utilities report energy savings between 40 kWh per year (coastal climate, San Diego) and over 200 kWh per year (Phoenix) per tree planted. Of the trees planted in 2024, it is estimated each surviving tree will save approximately 11 kWh per year by 2034 and 33 kWh per year by 2044. The estimated savings for each tree is adjusted to reflect the estimated survivorship of the tree.

To be successful, trees should be planted to maximize energy savings and ensure survivability. Two technological developments in urban forestry—the state sponsored Treasure Valley Urban Tree Canopy Assessment and the Arbor Day Foundation's Energy-Saving Trees tool—provided Idaho Power with the information to facilitate a shade tree project.

Program Activities

Based on results from the program's 2023 impact evaluation, it was determined the program was no longer cost-effective. So the decision was made, with EEAG support, to end the program after the 2024 spring offering. The offering was held in May for customers in the Magic Valley area. A total of 736 trees were distributed at two pick-up events. In advance of each event, Idaho Power purchased the 3-gallon trees from the local wholesale nursery that the program used to secure the trees for the program. The species offered for each event depended on the trees available at the time of purchase. Idaho Power worked with city and state arborists to select a variety of large-growing deciduous trees that traditionally grow well in the climate and soils of the participating area.

Idaho Power continued to screen applicants during enrollment to determine whether participants met the eligibility requirements for the project, such as residential status within the eligible counties. Participation eligibility in the program remained two trees per address for the life of the program.

Marketing Activities

At the start of the spring campaign, Idaho Power sent direct-mail letters and emails to select customers, explaining the benefits of shade trees and encouraging program enrollment. Idaho Power sent emails to over 5,600 customers and letters to 800 customers encouraging Blaine, Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka, and Twin Falls County customers to reserve free shade trees. Additionally, there were two Facebook posts, and a *News Briefs* press release that resulted in an article on kivitv.com.

Following the spring events, an email was sent to all customers who had requested to be notified of future offerings, to inform them that the program would be ending. The Shade Tree Project website was also updated to notify customers of the closing of the program.

The company will continue to respond to inquiries regarding the program and refer customers to tree programs available through their city or other sources, when available.

Cost-Effectiveness

In 2023, Idaho Power contracted with a third-party evaluator to perform an impact evaluation and audit of the past trees distributed in the Shade Tree Project. The evaluation found that the mortality and non-plant rate of program trees was higher than estimated. It also found that there was high uncertainty related to the winter-heating detriment of shade trees. Due to this combination of factors, the program became not cost-effective and with no known modifications that would make it cost-effective again, Idaho Power made the difficult decision, with the support of EEAG, to end the program. The program held its final shade tree event in spring of 2024.

Idaho Power does not claim tree savings until the fifth year after planting, when the trees become large enough to produce recognizable savings. In 2023, the program claimed 11,199 kWh of incremental savings associated with the trees planted in the 2019 shade tree events. In 2024, the company would have claimed savings for trees planted in 2020, however, that was the only year in the program's 10-year history where, due to COVID-19 limitations, there were no events held. This resulted in no incremental savings to report.

Due to the program closing, Idaho Power does not currently plan to continue reporting savings from the events held from 2021 to 2024 nor the incremental savings for previously planted trees. However, as the already planted trees continue to grow, they will provide increasing benefits to participants for decades to come, as shown in Figure 17. Idaho Power estimates that program trees will provide over 800,000 kWh of annual cooling savings by 2040.

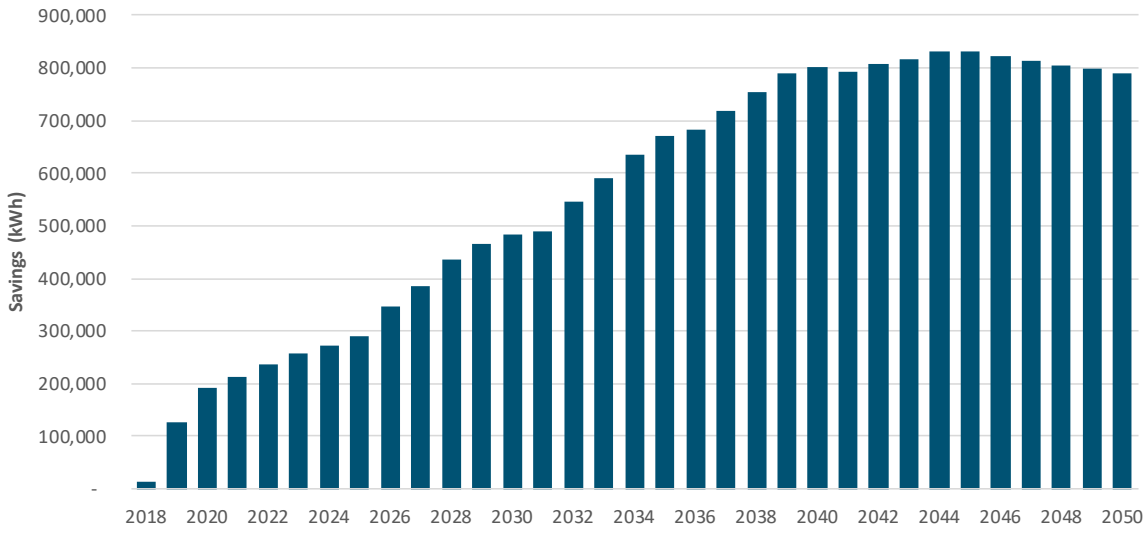

Figure 17. Estimated kWh benefits from the 10 years of Shade Tree Project plantings

Customer Satisfaction

After the spring offering, Idaho Power emailed a survey to participants. The survey asked questions related to the program marketing, tree-planting education, and participants' experience with the enrollment and tree delivery processes. Results were traditionally compared, offering to offering, to look for trends to ensure the program processes were still working and to identify opportunities for improvement. Data was also collected about where and when the participant planted the tree.

In total, the survey was sent to 358 Shade Tree Project participants and 127 responses were received, for a response rate of 35%. Some highlights included the following:

- Approximately 57% of respondents heard about the program from an Idaho Power email, and over 18% learned of the program from a friend or relative.
- Over 90% of respondents were "very satisfied" with the information they received on the planting and care of their shade tree, while 8% of respondents were "somewhat satisfied."
- Participants were asked how much they would agree or disagree they would recommend the project to a friend. Nearly 94% of respondents said they "strongly agree," and almost 6% said they "somewhat agree."
- Participants were asked how much they would agree or disagree they were satisfied with the overall experience with the Shade Tree Project. Approximately 90% of respondents indicated they "strongly agree," and 9% "somewhat agree" they were satisfied.

View the complete survey results in *Supplement 2: Evaluation*.

2025 Plans

Though the program is closed, the company will continue to monitor for any changes that might make a future offering cost-effective and will continue to educate customers about using shade trees for energy savings.

Weatherization Assistance for Qualified Customers (Idaho)

	2024	2023
Participation and Savings[1]		
Participants (homes/non-profits)	157	162
Energy Savings (kWh)	366,428	305,675
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$638,289	$0
Oregon Energy Efficiency Rider	$0	$0
Idaho Power Base Rates	$53,536	$1,216,848
Total Program Costs—All Sources[2]	$691,825	$1,216,848
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.299	$0.304[3]
Total Resource Levelized Cost ($/kWh)	$0.474	$0.487[3]
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	0.16	0.14[3]
Total Resource Benefit/Cost Ratio	0.22	0.23[3]

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] 2023 and 2024 Total Program Costs include accounting accruals and reversals associated with unspent dollars carried over into the next year. These accruals and reversals have been removed from the cost-effectiveness and levelized cost calculations.

[3] These numbers are inclusive of both Idaho and Oregon under the WAQC program.

Description

The WAQC program provides financial assistance to regional CAP agencies in Idaho Power's service area to help fund weatherization costs of electrically heated homes occupied by qualified customers who have limited incomes. Weatherization improvements enable residents to maintain a more comfortable, safe, and energy-efficient home while reducing their monthly electricity consumption and are available at no cost to qualified customers who own or rent their homes. These customers also receive educational materials and ideas on using energy wisely in their homes. Regional CAP agencies determine participant eligibility according to federal and state guidelines. The WAQC program also provides limited funds to weatherize buildings occupied by non-profit organizations that primarily serve special needs populations, regardless of heating source, with priority given to electrically heated buildings in Idaho.

In 1989, Idaho Power began offering weatherization assistance in conjunction with the State of Idaho Weatherization Assistance Program (WAP). This allows CAP agencies to combine Idaho Power Base Rates with federal weatherization funds to serve more customers with special needs in electrically heated homes.

Idaho Power has an agreement with each CAP agency in its service area for the WAQC program that specifies the funding allotment, billing requirements, and program guidelines. Idaho Power

oversees the program in Idaho through five regional CAP agencies: Eastern Idaho Community Action Partnership (EICAP), El Ada Community Action Partnership (EL ADA), Metro Community Services (Metro Community), South Central Community Action Partnership (SCCAP), and Southeastern Idaho Community Action Agency (SEICAA).

Idaho agencies use an energy audit program called ECOS for identifying/selecting measures.

Program Activities

In 2024, Idaho Power made $2,349,922 available to Idaho CAP agencies. Of the available funds, $1,458,506 were used to weatherize 154 homes and three non-profit buildings in Idaho; $1,078,601 directly funded audits, energy efficiency measures, and health and safety measures for qualified customers' homes (production costs); and $107,860 funded administration costs to Idaho CAP agencies for those homes weatherized. The non-profit buildings totaled $247,314 in production costs with $24,731 as an administrative payment.

Table 19 shows each CAP agency, the number of homes weatherized, production costs, the average cost per home, administration payments, and total payments per county made by Idaho Power in Idaho.

Table 19. Idaho WAQC activities and Idaho Power expenditures by agency and county in 2024

Agency/County	Number of Homes	Production Cost	Average Cost	Administration Payment to Agency	Total Payment
Idaho Homes					
EICAP					
Lemhi	3	$ 18,000	$ 6,000	$ 1,800	$ 19,800
Agency Total	**3**	**$ 18,000**	**$ 6,000**	**$ 1,800**	**$ 19,800**
EL ADA					
Ada	64	381,899	5,967	38,190	420,089
Elmore	8	51,846	6,481	5,185	57,031
Owyhee	7	38,578	5,511	3,858	42,436
Agency Total	**79**	**$ 472,323**	**5,979**	**$ 47,232**	**$ 519,556**
Metro Community Services					
Canyon	23	201,387	8,756	20,139	221,526
Gem	1	13,591	13,591	1,359	14,950
Payette	2	23,514	11,757	2,351	25,865
Agency Total	**26**	**$ 238,492**	**9,173**	**$ 23,849**	**$ 262,342**
SCCAP					
Gooding	4	10,778	2,695	1,078	11,856
Jerome	5	46,399	9,280	4,640	51,039
Lincoln	4	23,163	5,791	2,316	25,479
Twin Falls	16	156,304	9,769	15,630	171,934
Agency Total	**29**	**$ 236,644**	**8,160**	**$ 23,664**	**$ 260,308**
SEICAA					

Agency/County	Number of Homes	Production Cost	Average Cost	Administration Payment to Agency	Total Payment
Bannock	13	87,171	6,705	8,717	95,888
Bingham	4	25,971	6,493	2,597	28,568
Agency Total	**17**	**$ 113,141**	**6,655**	**$ 11,314**	**$ 124,455**
Total Idaho Homes	**154**	**$ 1,078,601**	**7,004**	**$ 107,860**	**$ 1,186,461**
Non-Profit Buildings					
Owyhee	2	209,965	104,982	20,996	230,961
Twin Falls	1	37,349	37,349	3,735	41,084
Total Non-Profit Buildings	**3**	**$ 247,314**	**$ 82,438**	**$ 24,731**	**$ 272,045**
Total Program	**157**	**$ 1,325,914**		**$ 132,591**	**$ 1,458,506**

Note: Dollars are rounded.
Total program average excludes non-profit jobs.

In 2024, as an outcome of the Idaho General Rate Case (IPC-E-23-11), the annual funding obligation of $1.2 M was moved from base rates to recovery through the Idaho Rider (Order No. 6042). The company was also ordered to work with staff and CAP agencies to develop implementation and ongoing administration details related to the offering (Order No. 36042). In 2024, Idaho Power completed this work and submitted a filing to the IPUC (IPC-TAE-24-03/ IPC-E-24-39) requesting programmatic and tariff changes, with the IPUC ultimately approving the following in Order No. 36406, effective December 1, 2024:

1. Elimination of carryover funds.
2. Allowance for services rendered in current year to be invoiced within 60 days of the following year.
3. Removal of the dollar limit that can be transferred between agencies.
4. A one-time increase to the maximum annual average cost per home from $6,000 to $8,495.
5. Modification of the re-weatherization options to allow for other electric equipment in addition to HVAC.

Though the practice of carrying over unspent funds was eliminated, the carryover of funds accumulated before the funding source was switched to the rider are still being carried over, and in 2025 that carryover amount totals $355,379. This amount will be added to the annual base amount of $1,212,534 in 2025 for an availability of $1,567,913 to agencies.

The maximum allowable annual average cost per home is specified in agreements between Idaho Power and CAP agencies and allows the CAP agency flexibility to service some homes with greater or fewer weatherization needs. It also provides a monitoring tool for Idaho Power to forecast year-end outcomes. The average cost per home weatherized is calculated by dividing the total annual Idaho Power production cost of homes weatherized by the total number of homes

weatherized that the CAP agencies billed to Idaho Power during the year. The maximum annual average cost per home in the 2024 agreement was $6,000. In 2024, Idaho CAP agencies had a combined average cost per home weatherized of $7,004. Weatherization managers reported that higher costs of equipment caused higher averages in 2024.

CAP agency administration fees are equal to 10% of Idaho Power's per-job production costs. The average administration cost paid to agencies per Idaho home weatherized in 2024 was $700. Not included in this report's tables are additional Idaho Power staff labor, marketing, and support costs for the WAQC program totaling $57,108 for 2024. These expenses were in addition to the WAQC program funding requirements in Idaho specified in IPUC Order No. 29505.

Table 20 details the 2024 base funding, available funds from 2023, and the total amount of 2024 spending in Idaho.

Table 20. WAQC base funding and funds made available in Idaho in 2024

Idaho Agency	2024 Base	Available Funds from 2023	Total 2024 Allotment	2024 Spending
EICAP	$ 12,788	$ 6,172	$ 18,960	$ 19,800
EL ADA	568,479	0	568,479	519,556
Metro Community Services	302,259	485,314	787,573	262,342
SCCAP	167,405	141,925	309,330	260,308
SEICAA	111,603	277,148	388,751	124,455
Non-profit buildings	50,000	226,830	276,830	272,045
Idaho Total	**$ 1,212,534**	**$ 1,137,388**	**$ 2,349,922**	**$ 1,458,506**

Weatherization Measures Installed in Idaho

Table 21 details home counts for which Idaho Power paid all or a portion of each measure's cost during 2024 in Idaho. The home counts column shows the number of times any percentage of that measure was billed to Idaho Power during the year. If totaled, measure counts would be higher than total homes weatherized because the number of measures installed in each home varies.

WAQC, like WAPs nationwide, are whole-house programs that offer several measures that have costs but do not necessarily save energy, or for which the savings cannot be measured. This includes health and safety measures and home energy audits. Health and safety measures ensure weatherization activities do not cause unsafe situations in a customer's home or compromise a home's existing indoor air quality (IAQ). Idaho Power contributes funding for the installation of items that do not save energy, such as smoke and carbon monoxide detectors, vapor barriers, electric panel upgrades, floor registers and boots, kitchen range fans, and venting of bath and laundry areas. While these items increase health, safety, and comfort and ensure certain energy saving measures work properly, they increase costs of the job.

Table 21. WAQC summary of measures installed in Idaho 2024

	Counts	IP Pay Production Costs (no admin.)
Idaho Homes		
Attic Insulation	41	$ 24,802
Audit and Education	48	46,993
Doors	69	13,488
Duct Installation	23	7,930
Duct Sealing	31	3,188
Electric Water Heater	26	12,219
Floor Insulation	12	29,511
Furnace to Air-Source Heat Pump	115	676,889
Furnace to Furnace	2	2,150
Health and Safety	142	21,228
HVAC Repair	11	8,215
Infiltration	131	6,208
Lighting-LEDs	13	1,318
Pipe Wrap	38	412
Wall Insulation	3	1,417
Windows	68	99,826
Zonal Heat to Heat Pump	14	122,807
Total Idaho Homes		**$ 1,078,601**
Idaho Non-Profits		
Attic Insulation	1	4,202
Audit and Education	2	476
Duct Installation	1	4,777
Floor Insulation	1	12,470
Health and Safety	1	460
Infiltration	1	2,861
Pipe Wrap	1	1,426
Windows	1	10,676
Zonal Heat to Heat Pump	2	209,965
Total Idaho Non-Profit Measures		**$ 247,314**

Note: Dollars are rounded.

Re-Weatherization

In May 2022, with support from EEAG, Idaho Power filed a proposal (IPC-E-22-15) with the IPUC designed to address an increase in carryover funds by expanding eligibility for weatherization to include homes weatherized within the last rolling 14-year period that did not receive HVAC upgrades. Because these homes are not eligible to receive federal funding for re-weatherization within a rolling 14-year period based on DOE guidelines, Idaho Power's proposal was to fund HVAC upgrades at 100% of the cost for these jobs. In November 2022, the IPUC approved the

company's application in Order No. 35583, and the newly approved re-weatherization option was implemented in April 2023. In September 2024, the company filed to expand the application of re-weatherization to allow for other electric equipment, in addition to HVAC, to be updated. In November of 2024, the IPUC approved the company's application in Order No. 36406.

Re-weatherization jobs are invoiced to Idaho Power separately from regular WAQC jobs and are paid with funds from each CAP agency's carryover of unused funds from previous years.

In 2024, 12 homes were re-weatherized: two in the Capital region, six in the Southern region, and four in the Eastern region (Table 22).

Of the 12 homes weatherized, five were manufactured homes and seven were single-family homes. Heating upgrades included one zonal heat system upgraded to a ductless heat pump, with four more zonal heat systems upgraded to air-source heat pumps where the CAP agency built ductwork to accommodate the system. Another seven homes had their central electric furnace upgraded to air source heat pumps.

Spending on re-weatherization jobs totaled $168,893, with $15,353 going toward administrative costs and $153,540 to production costs. The average cost of the 12 re-weatherization jobs was $12,795 (Table 23).

Table 22. WAQC re-weatherization job summary 2024

Idaho Region	Number of Jobs	Structures	Pre WAQC versus Post WAQC
Capital	2	Manufactured homes	Electric Furnace to Heat Pump Systems
Southern	1	Manufactured home	Electric Furnace to Heat Pump System
	5	Single-family homes	Zonal Heat to Air-Source Heat Pump (new ducts)
Eastern	2	Manufactured homes	Electric Furnace to Heat Pump Systems
	2	Single-family homes	Electric Furnace to Heat Pump Systems
Total	**12**		

Table 23. WAQC re-weatherization spending and average job cost by agency 2024

Agency	Number of Jobs	Production (excludes admin.)	Administration	Total Payment (includes admin.)	Average Cost (excludes admin.)
EICAP	0				
EI-ADA	2	$ 17,273	$ 1,727	$ 19,000	$ 8,636
METRO	0				
SCCAP	6	98,724	9,872	108,596	16,454
SEICAA	4	37,543	3,754	41,297	9,3886
WAQC Idaho Re-Weatherization	**12**	**$ 153,540**	**$ 15,353**	**$ 168,893**	**$ 12,795**

Verification

Annually, Idaho Power verifies a portion of the homes weatherized under the WAQC program. This is done through two methods. The first method uses a state monitoring process where either an independent quality-control inspector or trained peers ensure measures were installed to DOE and state WAP specifications. Utility representatives, weatherization personnel from the CAP agencies, or IDHW visit homes weatherized by each of the CAP agencies. In 2024, four Idaho Power funded homes were chosen for review.

For the second method, Idaho Power contracts with two companies that employ building performance specialists to verify installed measures. After verification, any required follow up is done by CAP agency personnel. In 2024, 21 homes were verified. Of the 21 homes verified, two were re-weatherized homes. On one occasion, the home verifier requested a double check of the placement of the outdoor unit of a heat pump. The CAP agency and contractor returned to the home to ensure state standards were met. Also, one verification consisted of six multifamily units on site of a non-profit job where ductless heat pump installments replaced zonal heat.

Marketing Activities

Information about WAQC is available in a brochure (English and Spanish) and on the Income Qualified Customers page of Idaho Power's website. Idaho Power regional energy advisors promote WAQC to customers in their communities, at fairs, senior centers, and during other presentations in their regions. The CAP agencies also promote the program through their outreach activities.

In March, Idaho Power sent a letter to Idaho customers who were potentially eligible for re-weatherization. The letter encouraged those customers to contact their CAP agency to see if they now qualified; CAP agency contact information was included.

Cost-Effectiveness

In 2024, the Idaho WAQC program's overall cost-effectiveness was 0.16 from the UCT perspective and 0.22 from the TRC perspective. These ratios include the savings and costs associated with re-weatherization. The UCT and TRC for the WAQC-only (excluding re-weatherization) portion of the overall program are 0.17 and 0.22, respectively. The UCT and TRC for the re-weatherization efforts alone are 0.07 and 0.08, respectively.

The savings values were last updated in 2020 based on a billing analysis of program participants conducted by a third party; there were no changes to the values used for reporting from 2020 to 2024. Idaho Power initially planned to update the analysis in 2024; however, the company opted to postpone the analysis for another year to minimize any lingering impacts from COVID-19, as the billing analysis requires at least one year of pre- and post-weatherization data. Idaho Power

plans to update this billing analysis in 2025, which will include weatherization jobs from 2019 through 2023.

While final cost-effectiveness is calculated based on measured consumption data, cost-effectiveness screening begins during the initial contacts between CAP agency weatherization staff and the customer. For Idaho state's WAP, the agency weatherization auditor uses the Ecos tool to conduct the initial audit of the home. The Ecos tool is used to compare the efficiency of the home prior to weatherization to the anticipated efficiency after the proposed improvements. The weatherization manager can split individual measure costs between Idaho Power and the agency when a minimum of 15% is paid with agency funds.

The 2024 cost-effectiveness analysis continues to incorporate the following directives from IPUC Order No. 32788:

- Applying a 100% net to gross (NTG) value to reflect the likelihood that WAQC weatherization projects would not be initiated without the presence of a program
- Claiming 100% of project savings
- Including an allocated portion of the indirect overhead costs
- Applying the 10% conservation preference adder
- Claiming $1 of benefits for each dollar invested in health, safety, and repair measures
- Amortizing evaluation expenses over a three-year period

Finally, the cost-effectiveness calculation removes the impacts of any accruals and reversals associated with unspent dollars carried over into the following year, as not including this amount in the calculation would understate expenses in 2024. Idaho Power will continue to work with the EEAG, as well as the managers who oversee the weatherization work, to discuss ways to improve the program. For further details on the overall program cost-effectiveness assumptions, see *Supplement 1: Cost-Effectiveness*.

Customer Education and Satisfaction

The CAP agency weatherization auditor explains to the customer where energy might be saved in their home and how. Further education is done as the crew demonstrates the upgrades and how they will help save energy and provide an increase in comfort. Idaho Power provides each CAP agency with energy efficiency educational materials for distribution to customers during home visits. Any customers whose homes are selected for the company's post-weatherization home verification receive additional information and can ask the home verifiers more questions.

A customer survey was used to assess major indicators of customer satisfaction throughout the service area. Program participants in all regions were asked to complete a survey after their homes were weatherized. Survey questions gathered information about how customers learned

of the program, reasons for participating, how much customers learned about saving energy in their homes, and the likelihood of household members changing behaviors to use energy wisely.

The results of the customer surveys include responses from both Idaho and Oregon WAQC participants. Idaho Power received survey results from 125 of 155 households weatherized by both programs in 2024. Some highlights are listed below; a complete summary of the survey is included in *Supplement 2: Evaluation*.

- Over 46% of respondents learned of the program from a friend or relative, and almost 21% learned of the program from an agency flyer. Fourteen people mentioned they learned of the program from an Idaho Power bill insert, employee, or website.
- Almost 57% of the respondents reported their primary reason for participating in the weatherization program was to reduce utility bills, while 44% had concerns about their existing furnace. Over 42% wanted to improve the comfort of their home.
- Over 75% reported they learned how air leaks affect energy use, and over 59% indicated they learned how to use energy wisely during the weatherization process, with 56% reporting they learned how insulation affects energy use.
- 44% of respondents said they learned how to program the new thermostat.
  Most respondents (over 94%) reported they were likely to change habits to save energy, and over 67% reported they have shared all the information about energy use with members of their household.
- Over 86% of the respondents reported they think the weatherization they received will significantly affect the comfort of their home, and most (over 95%) said they were "very satisfied" with the program.
- 84% of the respondents reported the habit they were most likely to change to save energy was turning off lights when not in use, while over 66% said they would wash full loads of clothes. Turning the thermostat down in winter was reported by over 63% of the respondents, and turning the thermostat up in summer was reported by over 61% as a habit they and members of the household were most likely to adopt to save energy.

2025 Plans

In 2025, Idaho Power will continue to make funds available to Idaho CAP agencies while implementing changes to improve program delivery.

The program will expand the re-weatherization option, increase the average cost per home, and allow unlimited transfers between agencies in Idaho.

The company will also continue to provide the most benefit possible to special needs customers by working with Idaho WAP personnel and IDHW to develop recommendations and ideas to help improve the program for qualified customers.

Idaho Power plans to continue to verify approximately 5% of the homes weatherized under the WAQC program via home-verification companies and state monitoring processes.

In 2025, Idaho Power expects to make available the base amount of $1,212,534 plus unused funds from 2024 of $355,379 for a total of $1,567,913 available for weatherization measures and agency administration fees in Idaho. Of this amount, approximately $50,000 will be made available in the non-profit pooled fund to weatherize buildings housing non-profit agencies that primarily serve qualified customers in Idaho.

Idaho Power will continue to maintain the program content on its website and include it with other marketing collateral.

Weatherization Assistance for Qualified Customers (Oregon)

	2024	2023
Participation and Savings[1]		
Participants (homes)	1	5
Energy Savings (kWh)	1,023	8,585
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$0	$0
Oregon Energy Efficiency Rider	$418	$0
Idaho Power Base Rates	($12,500)	$100,194
Total Program Costs—All Sources	($12,082)	$100,194
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.757	$0.304[3]
Total Resource Levelized Cost ($/kWh)	$0.926	$0.487[3]
Benefit/Cost Ratios[2]		
Utility Benefit/Cost Ratio	0.06	0.14[3]
Total Resource Benefit/Cost Ratio	0.20	0.23[3]

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] 2023 and 2024 Total Program Costs include accounting accruals and reversals associated with unspent dollars carried over into the next year, sometimes causing total program costs to be negative. These accruals and reversals have been removed from the cost-effectiveness and levelized cost calculations.

[3] These numbers are inclusive of both Idaho and Oregon under the WAQC program.

Description

The WAQC program provides financial assistance to regional CAP agencies in Idaho Power's service area to help fund weatherization costs of electrically heated homes occupied by qualified customers who have limited incomes. Weatherization improvements enable residents to maintain a more comfortable, safe, and energy-efficient home while reducing their monthly electricity consumption. These improvements are available at no cost to qualified customers who own or rent their homes. These customers also receive educational materials and ideas for using energy wisely in their homes. Regional CAP agencies determine participant eligibility according to federal and state guidelines.

In Oregon, Idaho Power offers weatherization assistance in conjunction with the State of Oregon WAP. This allows CAP agencies to combine Idaho Power Base Rates with federal and state weatherization funds to serve more customers with special needs in electrically heated homes.

Idaho Power has an agreement with each CAP agency in its service area for the WAQC program that specifies the funding allotment, billing requirements, and program guidelines. Idaho Power oversees the program in Oregon through two regional CAP agencies: Community Connection of Northeast Oregon, Inc. (CCNO), and Community in Action (CINA).

Oregon agencies use Residential Energy Modeling (REM) software for identifying and selecting measures.

Program Activities

In 2024, Idaho power made $67,500 available to Oregon CAP agencies. Of the available funds, $6,667 were used by one Oregon CAP agency to weatherize one home in Oregon. Of the funds paid, $6,061 directly funded the audit, energy efficiency measures, and health and safety measures for the qualified customer's home (production costs), and $606 funded administration costs to the Oregon CAP agency for the home.

Table 24 shows each CAP agency, the number of homes weatherized, production costs, the average cost per home, administration payments, and total payments per county made by Idaho Power in Oregon.

Table 24. Oregon WAQC activities and Idaho Power expenditures by agency and county 2024

Agency/County	Number of Homes	IP Production Cost	Average Cost	Administration Payment to Agency	Total Payment
CCNO-Baker	0	$ 0	$ 0	$ 0	$ 0
Agency Total	**0**	**$ 0**	**$ 0**	**$ 0**	**$ 0**
CINA- Malheur	1	6,061	6,061	606	6,667
Agency Total	**1**	**$ 6,061**	**$ 6,061**	**$ 606**	**$ 6,667**
Total Oregon Homes	**1**	**$ 6,061**	**$ 6,061**	**$ 606**	**$ 6,667**

Note: Dollars are rounded.
Total program average excludes non-profit jobs.

In 2024, as a result of the Oregon General Rate Case (UE 426), the annual funding obligation of for the program was moved from base rates to recovery through the Oregon Rider (Order No. 24-311). The company was also ordered to increase the annual funding amount from $45,000 to $50,000 and to carryover unspent funds from year to year. Idaho Power also worked with OPUC staff, CAP agencies, and stakeholders and requested the following changes to the program (ADV 1640/Advice No. 24-04), which were approved by the OPUC at a September 19, 2024, public meeting:

- Expansion of eligibility to include homes that heat primarily with a non-metered fuel source and secondarily with electric heat.
- Increase of the funding portion from 85% maximum to up to 100% of project costs.
- An increase of the administrative payment to CAP agencies from 10 to 30%.
- An increase of the maximum allowed project costs from a maximum annual average of $6,000 to a maximum per project cost of $20,000.

The practice of carrying over unspent funds in Oregon began on October 15, 2024, and the prorated portion of the $50,000 annual funding that was not spent equals $10,548. This amount

will be added to the annual base amount of $50,000 in 2025 for an availability of $60,548 to the agencies.

Table 25 details the 2024 base funding, available funds from 2023, and the total amount of 2024 spending in Oregon.

Table 25. WAQC base funding and funds made available in Oregon 2024

Agency	2024 Base	Available Funds from 2023	Total 2024 Allotment	2024 Spending
CCNO	$ 6,750.00	$ 3,375.00	$ 10,125.00	$ 0.00
CINA	38,250.00	19,125.00	57,375.00	$ 6,666.69
Oregon Total	$ 45,000.00	$ 22,500.00	$ 67,500.00	$ 6,666.69

Weatherization Measures Installed in Oregon

Table 26 details home counts for which Idaho Power paid all or a portion of each measure's cost during 2024 in Oregon. The home counts column shows how many times any percentage of that measure was billed to Idaho Power during the year. If totaled, measure counts would be higher than total homes weatherized because the number of measures installed in each home varies.

WAQC, like WAPs nationwide, are whole-house programs that offer several measures that have costs but do not necessarily save energy, or for which the savings cannot be measured. This includes health and safety measures and home energy audits. Health and safety measures ensure weatherization activities do not cause unsafe situations in a customer's home or compromise a home's existing indoor air quality (IAQ). Idaho Power contributes funding for the installation of items that do not save energy, such as smoke and carbon monoxide detectors, vapor barriers, electric panel upgrades, floor registers and boots, kitchen range fans, and venting of bath and laundry areas. While these items increase health, safety, and comfort and ensure certain energy saving measures work properly, they increase costs of the job.

Table 26. WAQC summary of measures installed in Oregon 2024

	Total Counts-All Payment Sources	IP Pay Production Costs (no admin.)
Floor Insulation	1	$ 2,462
Health and Safety	1	1,880
Infiltration	1	1,005
Lighting-LEDs	1	70
Pipe Wrap	1	46
Wall Insulation	1	598
Total Oregon Homes		**$ 6,061**

Note: Dollars are rounded.

Marketing Activities

Information about WAQC is available in a brochure (English and Spanish) and on the Income Qualified Customers page of Idaho Power's website. Idaho Power regional energy advisors promote WAQC to customers in their communities, at fairs, senior centers, and during other presentations in their regions. The CAP agencies also promote the program through their outreach activities.

Cost-Effectiveness

In 2024, the Oregon WAQC program's overall cost-effectiveness was 0.06 from the UCT perspective and 0.20 from the TRC perspective. Oregon WAQC cost-effectiveness is calculated in a manner like that described in the Idaho WAQC Cost-Effectiveness section.

For further details on the overall program cost-effectiveness assumptions, see *Supplement 1: Cost-Effectiveness*.

Customer Education and Satisfaction

The CAP agency weatherization auditor explains to the customer where energy might be saved in their home and how. Further education is done as the crew demonstrates the upgrades and how they will help save energy and provide an increase in comfort. Idaho Power provides each CAP agency with energy efficiency educational materials for distribution to customers during home visits. Any customers whose homes are selected for the company's post-weatherization home verification receive additional information and can ask the home verifiers more questions.

A customer survey was used to assess major indicators of customer satisfaction throughout the service area. Program participants in all regions were asked to complete a survey after their homes were weatherized. Survey questions gathered information about how customers learned of the program, reasons for participating, how much customers learned about saving energy in their homes, and the likelihood of household members changing behaviors to use energy wisely.

The results of the customer surveys include responses from 124 Idaho participants and one Oregon participant and can be found in the WAQC (Idaho) program Customer Education and Satisfaction section. A complete summary of the survey is included in *Supplement 2: Evaluation*.

2025 Plans

In 2025, Idaho Power will continue to make funds available to Oregon CAP agencies while implementing changes to improve program delivery.

The program will expand eligibility to customers that primarily heat with non-metered fuel, pay 100% of project costs, increase administrative payments, and increase the maximum allowable cost per job.

Idaho Power plans to continue to verify approximately 5% of the homes weatherized under the WAQC program via home-verification companies and state monitoring processes.

In 2025, Idaho Power will make available the base amount of $50,000 plus unused funds from 2024 of $10,548 for a total of $60,548 available for weatherization measures and agency administration fees.

Idaho Power will continue to maintain the program content on its website and include it with other marketing collateral.

Weatherization Solutions for Eligible Customers

	2024	2023
Participation and Savings[1]		
Participants (homes/non-profits)	18	12
Energy Savings (kWh)	25,784	18,184
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$111,940	$84,428
Oregon Energy Efficiency Rider	$0	$0
Idaho Power Base Rates	$1,004	$3,292
Total Program Costs—All Sources	$112,944	$87,719
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.326	$0.347
Total Resource Levelized Cost ($/kWh)	$0.326	$0.347
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	0.14	0.13
Total Resource Benefit/Cost Ratio	0.21	0.19

[1] For jurisdictional-level participation and savings details, see Appendix 4.

Description

Weatherization Solutions for Eligible Customers is an energy efficiency program designed to serve Idaho Power residential customers in Idaho whose income falls between 175% and 250% of the current federal poverty level. Initiated in 2008, the program is designed to mirror the WAQC program. These customers often do not have disposable income to invest in energy efficiency upgrades, and they typically live in housing similar to WAQC customers.

The program also benefits certain customers on the Idaho State WAP waiting list. When customer income overlaps both programs, this program may offer an earlier weatherization date than the state WAP, resulting in less wait time for the customer and quicker energy savings.

Potential participants are interviewed by a participating contractor to determine household occupant income eligibility, as well as to confirm the home is eligible. If the home is a rental, the landlord must agree to maintain the unit's current rent for a minimum of one year, and to help fund a portion of the cost of weatherization. If the customer is eligible, an auditor inspects the home to determine which upgrades will save energy, improve indoor air quality, and/or provide health and safety measures for the residents. To be approved, energy efficiency measures and repairs must have a savings-to-investment ratio (SIR) of 1.0 or higher, interact with an energy-saving measure, or be necessary for the health and safety of the occupants.

The Weatherization Solutions for Eligible Customers program uses a home audit tool called the HAT14.1. The home is audited for energy efficiency measures, and the auditor proposes upgrades based on the SIR ratio calculated by HAT14.1. Measures considered for improvement are window and door replacement; ceiling, floor, and wall insulation; HVAC repair and replacement; water heater repair and replacement; and pipe wrap. Also included is the potential to replace lightbulbs and refrigerators. Contractors invoice Idaho Power for the project costs, and if the home is a rental, a minimum landlord payment of 10% of the cost is required.

Idaho Power's agreement with contractors includes a provision that identifies a maximum annual average cost per home. The intent of the maximum annual average cost is to allow contractors the flexibility to service homes with greater or fewer weatherization needs. It also provides a monitoring tool for Idaho Power to forecast year-end outcomes.

Program Activities

In 2024, one southern contractor weatherized 17 homes and one southeastern contractor weatherized one home for the program in Idaho. Of the 18 homes weatherized, seven were single-family, five were manufactured homes, and six were multifamily homes. The contractor reported increased costs for materials and equipment over previous years.

An independent company performed random verifications of weatherized homes and visited with customers about the program. In 2024, two homes were verified, and measures were found to be correctly installed and performing as anticipated.

Marketing Activities

The program was not actively marketed in 2024.

Cost-Effectiveness

In 2024, the Weatherization Solutions for Eligible Customers program cost-effectiveness was 0.14 from the UCT perspective and 0.21 from the TRC perspective.

Weatherization Solutions for Eligible Customers projects, like WAQC program guidelines, benefit from a prescreening of measures through a home audit process. The home audit process ensures an adequate number of kWh savings to justify the project and provides more consistent savings for billing analysis. See WAQC cost-effectiveness for a discussion of the audit and prescreening process, which is similar for both programs. In 2025, Idaho Power plans to conduct a billing analysis of program participants to update the savings assumptions associated with the program.

For further details on the overall program cost-effectiveness assumptions, see *Supplement 1: Cost-Effectiveness*.

Customer Satisfaction

A customer survey was used to assess major indicators of customer satisfaction with the program throughout the service area. Program participants were asked to complete a survey after their homes were weatherized. Survey questions gathered the following information:

- How customers learned of the program
- Reasons for participating
- How much customers learned about saving energy in their homes
- The likelihood of household members changing behaviors to use energy wisely

Idaho Power received survey results from 15 of 18 households weatherized by the program in 2024. Some highlights include the following:

- Over 53% learned of the program from a letter in the mail, and over 13% of respondents learned of the program from a friend or relative.
- Over 66% of the respondents reported their primary reason for participating in the weatherization program was to reduce their utility bills, and over 20% wanted to improve the comfort of their home.
- Over 20% reported they learned how to reduce the amount of hot water used, how air leaks affect energy use, how insulation affects energy use, and how to understand what uses the most energy in a home.
- 100% of respondents said they learned how air leaks affect energy use, how insulation affects energy use, how to reduce the amount of hot water used, and how to understand what uses the most energy in their home.
- Almost 67% of the respondents reported they think the weatherization they received will significantly affect the comfort of their home, and almost 87% said they were “very satisfied” with the program.
- Over 46% of the respondents reported the habit they were most likely to change was unplugging electrical equipment when not in use, and over 13% said washing full loads of clothes was the habit they were likely to adopt to save energy.

A summary of the survey is included in *Supplement 2: Evaluation*.

2025 Plans

Participation in the program remains low as workforce shortages persist, supply costs continue to rise, and WAQC jobs, which leverage shared funding and have long waiting lists, are prioritized over Weatherization Solutions for Eligible Customers jobs.

If needed, additional marketing for the program may include bill inserts, emails, *News Briefs*, website updates, and ads in various regional publications, particularly those with a senior

and/or low-income focus. Social media posts/boosts, coordinated partner content, and employee education may be used to increase awareness. Regional marketing and targeted digital ads will be considered based on need as evidenced by any regional contractor's waiting list for Weatherization Solutions for Eligible Customers services.

Commercial & Industrial Sector Overview

In 2024, Idaho Power's C&I sector consisted of 79,496 commercial, governmental, school, and small business customers. The number of customers increased by 910, or 1.14%, since 2023. Energy use per month for customers in this sector is not as homogenous as other customer sectors and can vary by several hundred thousand kWh each month depending on customer type. In 2024, the commercial sector represented 27.13% of Idaho Power's total retail annual electricity sales.

Industrial and special contract customers are Idaho Power's largest individual energy consumers. In 2024, there were 140 customers in this category, representing approximately 23% of Idaho Power's total retail annual electricity sales.

Idaho Power's C&I sector has many energy efficiency programs available to commercial, industrial, governmental, schools, and small business customers. The suite of options can help businesses of all sizes implement energy efficiency measures.

Table 27. Commercial & industrial sector program summary, 2024

Program	Participants	Total Cost		Savings	
		Utility	Resource	Annual Energy (kWh)	Peak Demand (MW) [1]
Demand Response					
Flex Peak Program	309 sites	$ 790,712	$ 790,712		34.7/40.6
Total		**$ 790,712**	**$ 790,712**		**34.7/40.6**
Energy Efficiency					
CIEE					
Custom Projects	126 projects	9,579,826	26,542,318	60,076,877	
Green Motors Program—Industrial	motor rewinds	0	2,118	7,990	
New Construction	140 projects	3,915,111	5,897,403	18,161,615	
Retrofits	467 projects	3,289,506	9,590,236	12,066,417	
Small Business Lighting Program	9 projects	45,700	49,843	22,967	
Total		**$ 16,830,144**	**$ 42,081,918**	**90,335,866**	

Notes:

See Appendix 3 for notes on methodology and column definitions.

Totals may not add up due to rounding.

[1] Demand response program reductions are reported with 6.5% system loss assumptions. Maximum actual demand reduction/maximum potential demand reduction.

Commercial and Industrial DSM Programs

C&I Energy Efficiency—Custom Projects. For projects not covered by the New Construction or Retrofits options, Custom Projects offers incentives for qualifying custom energy efficiency projects and energy-management measures, such as strategic energy management (SEM)

cohorts, tune-ups, system optimization, and retro-commissioning. Additionally, Idaho business customers who wish to find ways to save energy and to quantify their savings can obtain a scoping assessment and detailed assessment through this option.

Figure 18. C&I energy efficient participant facility

C&I Energy Efficiency—New Construction. This option offers specific incentives for designing and building better-than-code energy-efficient features into a new construction, major renovation, addition, expansion, or change-of-space project. A Professional Assistance Incentive (PAI) is available for the architect or engineer for supporting technical aspects and documentation of the project.

C&I Energy Efficiency—Retrofits. This option offers prescriptive incentives for energy-saving retrofits to existing equipment or facilities.

Green Motors Program (GMP). This initiative offers incentives to rewind motors. Under the GMP, service centers are accredited, and personnel are certified by EASA to repair and rewind motors to improve reliability and preserve the original efficiency. If a rewind returns a motor to its original efficiency, the process is called a "Green Rewind." By rewinding a motor under this initiative, customers may save up to 40% of the cost of a new motor.

Flex Peak Program. This demand response program pays an incentive to C&I customers who voluntarily reduce their demand during periods of high energy demand or for other system needs.

Small Business Lighting (SBL) Program. This program targets typically hard-to-reach small business customers in Idaho who use up to 50,000 kWh annually, offering a free lighting assessment. Qualified customers are paid an enhanced incentive of $0.40/kWh saved.

Oregon Commercial Audit. This statutorily required program offers free energy audits, evaluations, and educational products to Oregon customers to help them achieve energy savings.

Marketing

In 2024, Idaho Power continued to market the programs listed above, targeting the following customers: commercial, industrial, government, schools, small businesses, electrical contractors, architects, engineers, and other design professionals.

Bill Inserts

A bill insert highlighting how Idaho Power's incentives can save customers money was included in 37,589 business customer bills in March, and a version of the insert was included in 37,172 bills in July.

Figure 19. C&I energy efficiency bill insert

Print and Digital Advertising

In 2024, print ads focused on promoting incentives and their availability to businesses of all sizes. The company also continued to promote energy efficiency with messages around providing safe, reliable, affordable, clean energy in select publications.

Print ads ran in the *Idaho Business Review* in February, March, May, June, July, August, October, and December. Ads also ran in the Building Owners and Managers Association (BOMA) membership directory and symposium program, *Idaho Business Review Top Projects Awards* publication, and the Idaho Association of General Contractors membership directory. Additionally, Idaho Power sponsored the Construction section in the *Idaho Business Review's Book of Lists*, which included an energy efficiency ad and an article highlighting an energy efficiency project and the company's energy efficiency programs.

Idaho Power continued using search engine marketing to display Idaho Power's C&I Energy Efficiency Program near the top of the search results with the paid search terms when customers search for energy efficiency business terms. These ads received 146,038 impressions and 21,552 clicks.

Airport Advertising

To reach business customers, Idaho Power displayed a two-sided hanging banner and a backlit ad at the Boise Airport in 2024. The company redesigned its ad promoting cash incentives for businesses of all sizes when they incorporate energy efficiency into their new or existing facilities.

Figure 20. Airport banner

Newsletters

Idaho Power produces and distributes *Energy@Work*, a quarterly newsletter featuring company information and energy efficiency topics for business customers. In 2024, each newsletter was delivered electronically, with the addition of a hard-copy newsletter in the second quarter.

- The spring issue was emailed to 17,271 customers in March. The issue focused on incentives for adaptive refrigeration controller (ARC), 2024 training opportunities, and incentives for connected thermostats.
- The summer issue was emailed to 19,579 customers and mailed to 25,324 in June. The issue focused on Flex Peak Program changes, energy efficiency incentives

benefitting Commercial Creamery and City of Boise Lander Street Water Renewal Facility, Idaho Power's reliability efforts, and preparing for summer outages.

- The fall issue was emailed to 19,585 customers in September. The issue included information on energy efficiency incentives that benefited Dallas Harris Elementary School in southeast Boise, recognition of St. Luke's energy efficiency achievements, and instructions on how to calculate your emissions.
- The winter issue was emailed to 19,507 customers in December. The issue included a thank-you to participants in the Flex Peak Program, an article about earning incentives when you upgrade your standard fan with a high-volume, low-speed fan, how to become "50001 Ready," and how to purchase Renewable Energy Certificates.

Radio

Idaho Power sponsored messages on public radio stations in Boise, Twin Falls, and Pocatello from August through September. The company ran a total of 402 messages in Boise and Twin Falls and 637 messages in Pocatello.

Social Media

Idaho Power continued using regular LinkedIn posts focused on energy-saving tips, program details, and incentives. When appropriate, these messages were also shared on Idaho Power's Facebook and X pages. Starting Sept. 2024, Idaho Power ran paid ads on LinkedIn focusing on C&I energy efficiency programs and energy-saving tips. These ads received 108,324 impressions and 1,183 clicks.

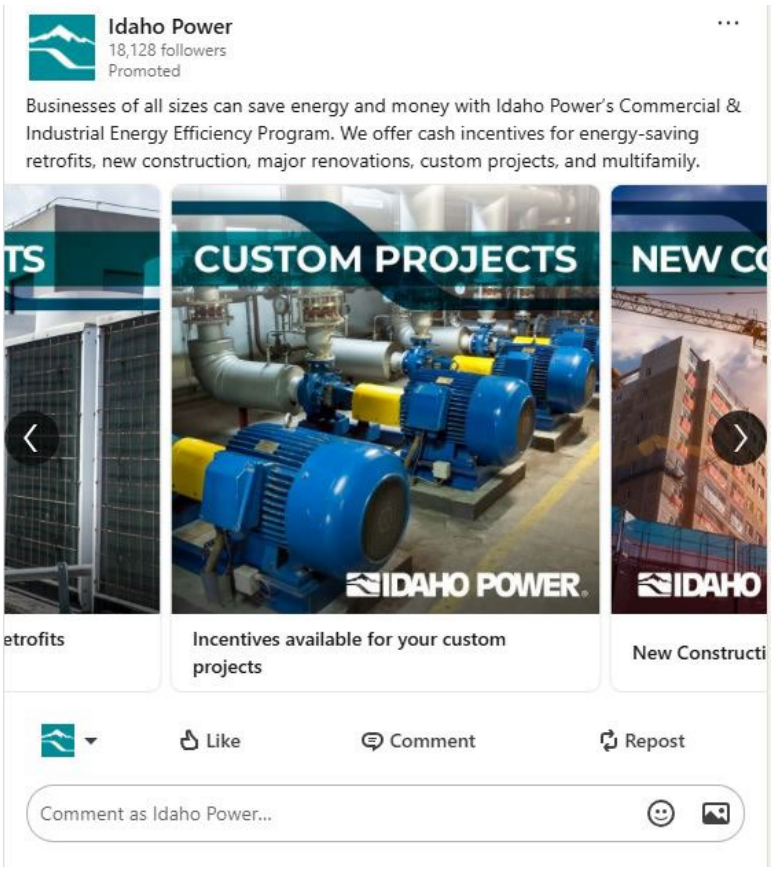

Figure 21. LinkedIn ad for C&I Energy Efficiency Programs

Public Relations

Idaho Power provides PR support to customers who want to publicize the work they have done to become more energy efficient. Upon request, Idaho Power creates large-format checks used for media events and/or board meetings. Idaho Power will continue to assist customers with PR opportunities by creating certificates for display within their buildings and participating in press events or opportunities, if requested.

These opportunities were coordinated for several companies in 2024, including Commercial Creamery, the City of Boise Lander Street facility, Dallas Harris Elementary School, Micron, City of Boise, and Sun Valley Company.

Figure 22. Large-format check presented to Commercial Creamery

Association and Event Sponsorships

Idaho Power's C&I Energy Efficiency Program typically sponsors several associations and events.

Idaho Power is a sponsor of BOMA Idaho, which includes having the company logo at events such as the Annual Building Excellence Awards. The company sponsored the BOMA Commercial Real Estate Symposium in February 2024 and placed an energy efficiency ad and an article highlighting an energy-efficient project in the event program. Before and during the event, slides were presented with energy efficiency tips and program information that rotated on the screen, and Idaho Power had a booth with materials promoting energy efficiency. Energy efficiency program takeaway brochures were placed at each table. Idaho Power sponsored the Emergency Preparedness Event with energy efficiency program takeaway brochures and industry specific tips. The cost was split between energy efficiency rider funds and Idaho Power base rates.

Idaho Power remained a sponsor of the *Idaho Business Review's Top Projects Awards* held in October in Boise. An Idaho Power employee spoke about the value of energy efficiency and encouraged participation in energy efficiency programs. An ad to congratulate the top project finalists and associated professional firms was placed in the event program with energy efficiency program information.

Customer Satisfaction

Idaho Power conducts the *Burke Customer Relationship Index Survey* each year. In 2024, on a scale of zero to 10, small business survey respondents rated Idaho Power 7.93 regarding

offering programs to help customers save energy, and 7.70 related to providing information on how to save energy and money. Approximately 13% of small business respondents indicated they have participated in at least one Idaho Power energy efficiency program. Of the small business survey respondents who have participated in at least one Idaho Power energy efficiency program, 85.4% are "very" or "somewhat" satisfied with the program.

In 2024, on a scale of zero to 10, large C&I survey respondents rated Idaho Power 8.98 regarding offering programs to help customers save energy, and 8.98 related to providing customers with information on how to save energy and money, and 46% of large C&I respondents indicated they have participated in at least one Idaho Power energy efficiency program. Of the large C&I survey respondents who have participated in at least one Idaho Power energy efficiency program, 100% are "very" or "somewhat" satisfied with the program.

Training and Education

In 2024, Idaho Power engineers, program staff, field representatives, and hired consultants continued to provide technical training and education to help customers learn how to identify opportunities to improve energy efficiency in their facilities. The company has found that these activities increase awareness and participation in its energy efficiency and demand response programs and enhance customer program satisfaction. To market this service and distribute the training schedule and resources, Idaho Power used its website, email, and the *Energy@Work* newsletter.

During each training session, a program engineer gave an overview of the C&I Energy Efficiency Program incentives available to customers.

As part of the training and education outreach activity, Idaho Power collaborated with and supported stakeholders and organizations, such as Integrated Design Lab (IDL) and the American Society of Heating, Refrigeration, and Air Conditioning Engineers (ASHRAE). Using Idaho Power funding, IDL performed several tasks aimed at increasing the energy efficiency knowledge of architects, engineers, trade allies, and customers. Specific activities included sponsoring a Building Simulation Users Group (BSUG), conducting Lunch & Learn sessions at various design and engineering firms, and offering the Energy Resource Library (ERL).

Idaho Power delivered five technical training sessions in 2024. Topics included the following:

- HVAC (Boise—In person only)
- Advanced Management of Compressed Air Systems (Twin Falls—In person only)
- Harmonics (Boise—Hybrid)
- Motors and VFDs (Boise—Hybrid)
- Idaho Power Energy Efficiency and Demand Response Programs Workshop (Boise—Hybrid)

The level of participation in 2024 remained high, with 182 individuals signing up and 156 attending the technical sessions. Customer feedback indicated the average satisfaction level was 94%. Idaho Power's average cost to deliver the technical trainings in 2024 was approximately $4,033.49 per class. Idaho Power continues to assess feedback from customers to offer relevant courses as well as accommodate their technical training needs.

Aside from the classes listed above, Idaho Power also partnered with the Northwest Energy Efficiency Council (NEEC) to administer Building Operator Certification (BOC) Level I and Level II courses as well as their new Fundamentals of Energy Efficient Buildings course. Idaho Power sponsored 16 customers who signed up for the training and paid $900 of the $2,095 tuition cost for the Level I and Level II courses or $625 of the $1,250 tuition cost of the Fundamentals course upon completion.

Field Staff Activities

Idaho Power is staffed with knowledgeable and enthusiastic energy advisors who conduct annual visits to each of the company's large power customers in Idaho and Oregon. These annual meetings often lead to further engagements as the advisors discover ongoing and upcoming projects where Idaho Power's expertise can provide substantial support.

Energy efficiency remains a key focus during annual consultations. In 2024, the company observed impressive levels of customer engagement, with many effectively utilizing incentives to boost their energy efficiency. However, some customers faced hurdles that impacted their full participation. Challenges such as lower staffing levels and delays in project timelines were common, alongside a prioritization of immediate operational efficiencies over longer-term energy projects. Despite these challenges, it's encouraging to see the resilience and commitment of customers as they navigate these complexities to explore and benefit from energy efficiency initiatives.

Some of Idaho Power's largest customers are interested in exploring ways to reduce their carbon footprint. The company is dedicated to assisting these customers in identifying energy efficiency opportunities that align closely with their broader energy management strategies and sustainability goals. Through providing customized support and resources, Idaho Power enables them to make well-informed decisions.

Overall, data consistently shows that improving energy efficiency is the most cost-effective way for customers to achieve their sustainability goals and reduce operational costs. Many customers are seeing the benefits of participating in cohort programs, which encourage lasting changes in behavior and operations to enhance energy efficiency.

Commercial and Industrial Energy Efficiency Program

	2024	2023
Participation and Savings[1]		
Participants (projects)	736	740
Energy Savings (kWh)[2]	90,312,898	85,830,271
Program Costs by Funding Source[2]		
Idaho Energy Efficiency Rider	$15,408,715	$16,363,292
Oregon Energy Efficiency Rider	$587,526	$348,260
Idaho Power Base Rates	$788,204	$1,224
Total Program Costs—All Sources	$16,784,444	$16,712,776
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.020	$0.021
Total Resource Levelized Cost ($/kWh)	$0.051	$0.047
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	2.22	2.79
Total Resource Benefit/Cost Ratio	1.12	1.48

[1] Metrics for each option (New Construction, Custom Projects, and Retrofits) are reported separately in the appendices and in *Supplement 1: Cost-Effectiveness*. For jurisdictional-level participation and savings details, see Appendix 4.
[2] 2023 and 2024 dollars include totals for New Construction, Custom Projects, and Retrofits.

Three major program options targeting different energy efficiency projects are available to commercial, industrial, governmental, schools, and small business customers in the company's Idaho and Oregon service areas: Custom Projects, New Construction, and Retrofits.
Idaho Power has found that providing facility energy assessments, customer technical training, and education services are key to encouraging customers to consider energy efficiency modifications. Incentives reduce customers' payback periods for energy-reducing projects.

Description—Custom Projects

Initiated in 2003, the Custom Projects option provides incentives for energy efficiency modifications to new and existing facilities. The goal is to encourage energy savings in Idaho and Oregon service areas by helping customers implement energy-efficient capital upgrades or energy management projects. Interested customers submit a pre-approval application to Idaho Power for potential modifications identified by the customer, Idaho Power, or a third-party consultant. Idaho Power reviews each application and works with the customer and vendors to provide or gather sufficient information to support the estimated energy-savings calculations, then pre-approves the project. Then, the customer moves forward with the project.

In some cases, large, complex projects may take as long as two or more years to complete. Once the project is completed, customers submit a payment application, and each project is

reviewed to ensure energy-saving measures are installed and operating, and energy savings are achieved. Idaho Power engineering staff or a third-party consultant verifies the energy-savings methods and calculations. Through this verification process, the energy savings are finalized, the total project costs are identified, and the final incentive is calculated. On the larger and more complex projects, Idaho Power or a third-party consultant conducts on-site power monitoring and data verification (M&V) before and after project implementation to confirm energy savings are obtained and are within program guidelines. If changes in project scope take place, Idaho Power recalculates energy savings and incentive amounts based on the actual installed equipment and performance.

Two types of projects are eligible for incentives under the Custom Projects option: 1) capital projects and 2) energy-management projects. To support project initiation and energy savings estimations, free and cost-share energy assessments and customer training are made available.

Capital Projects

Incentive levels for custom capital projects are $0.18 (for projects that submitted requests for pre-approval prior to December 11, 2024) or $0.20 (for projects that submitted requests for pre-approval after December 11, 2024) per estimated kWh savings for one year, up to 70% of the project cost. There is a Streamlined Custom Efficiency (SCE) offering that works to keep vendor engagement and customer satisfaction high, targeting specific measures that are standard and have streamlined calculation and verification methods developed. Currently, the SCE offering provides custom incentives for refrigeration controllers for walk-in coolers and freezers; process-related VFDs; and other small, vendor-based projects that do not qualify for prescriptive incentives. Idaho Power contracts with a third party to manage SCE data collection and analysis for each project. Additionally, under the capital incentive structure, Idaho Power provides incentives for conducting pressurized, underground water leak assessments and fixing those leaks. The program reimburses $1,000 per 5 miles of pipe inspected with ultrasound leak detection for a third-party leak assessment in addition to the standard capital project incentive for repairs.

Energy Management

The energy management incentive pays $0.025 per first-year kWh saved, up to 100% of the eligible costs. Compared to typical custom capital projects, energy management projects tend to have the following:

- A shorter measure life and a much lower cost.
- O&M changes that save energy without interrupting the customer's service or production.
- Cost-effective energy savings from measures rooted in low-cost O&M improvements.

Idaho Power operates Strategic Energy Management (SEM) cohorts under the Custom Projects energy management option. Idaho Power has SEM cohorts to engage with customers in group settings, allowing interaction and economies of scale in working with multiple customers on SEM. SEM consists of collaborative training workshops and one-on-one coaching to support customers in achieving continuous improvement in energy performance over a long period. SEM relies on management commitment to long-term energy performance goals, energy planning and implementation, and having a system for measuring and reporting energy performance.

The Industrial Energy Efficiency Cohort (IEEC), Campus Cohort for Energy Efficiency (CCFEE), and the Continuous Energy Improvement (CEI) Cohort for Schools program offerings are driving a significant number of new projects while providing high levels of customer satisfaction with the programs. Reported cohort savings correlate to energy management incentives; any capital projects promoted or identified in SEM are reported and incentivized through the Custom Projects, New Construction, or Retrofits options of the C&I Program, not as a cohort savings number.

Cohorts are structured to offer three phases of support.

1. The active phase, typically the first two years of engagement with strong consultant support, includes energy team development, energy policy development, energy model creation, training and report-out workshops, energy champion and team calls, and general energy efficiency awareness.
2. The maintaining phase includes medium consultant support and is typically years three through five or six. This phase includes consultant maintenance of facility energy models, monthly energy champion calls, report-out workshops, and ongoing general development to transition to self-sustaining operations.
3. The sustaining phase is typically beyond year five or six where the participants manage activities on their own, including maintenance of energy models and ongoing focus on energy-saving activities. Participants in this phase have the option to participate in report-out workshops, but consultant support is minimal. Typically, energy models are re-baselined on a 5-year cycle and yearly energy savings are calculated with reference to the most recent baseline.

Idaho Power also has a commercial energy-savings offering, Find n’ Fix. This offering uses an analysis tool, in conjunction with engineering services, to help identify and quantify energy savings opportunities for commercial customers associated with central building control systems.

Compressed air system leak repairs are eligible for payment under the energy management incentive. Customers can use their own instrumentation or work with one of Idaho Power's third-party consultants to identify leaks. Energy savings achieved from fixing leaks are quantified, and project costs are calculated by factoring in the material cost to fix the leaks as well as any labor requirements.

Facility tune-ups are available for industrial customers to optimize the operation of energy-intensive systems within their plants. Industrial facilities require periodic maintenance and adjustments to operate at peak energy efficiency. The offering focuses on low and no-cost adjustments to a variety of systems including refrigeration, compressed air, pumps, fans, and other controls.

Assessment and Training

The Custom Projects option also offers energy assessment services and customer training to help identify, evaluate, and quantify potential energy-saving modifications or projects. The program covers the cost of engineering services to conduct energy scoping assessments up to $6,000 to encourage its larger customers to adopt energy efficiency improvements and potential demand response potential.

The company is currently contracted with six firms to provide scoping assessments and general energy efficiency engineering support services through 2025. Two of the firms are focused on energy modeling to support cohorts and other energy management offerings. The other four firms provide a wide array of engineering services, including scoping assessments, detailed assessments, energy modeling, and implementation of various energy management programs. Detailed assessments are an investment-grade analysis of specific systems with cost-effective energy efficiency potential performed by a pre-approved third-party consultant and are offered to customers as a cost share of 75% of the cost of the assessment, up to $12,500.

Green Motors Program

Idaho Power also participates in the Green Motors Program (GMP). The GMP is a motor rewind offering available to all commercial, industrial, and irrigation customers. If a rewind returns a motor to its original efficiency per Electrical Apparatus Service Association (EASA) guidelines, the process is called a "Green Rewind." By rewinding a motor under this initiative, customers may save up to 40% of the cost of a new motor. Participating service centers are accredited by EASA and personnel are certified to repair and rewind motors to improve reliability and preserve the original efficiency as standardized by EASA. A standard rewind may result in a lower efficiency. Idaho Power pays service centers $2.00 per horsepower (hp) for each National Electrical Manufacturers Association (NEMA)-rated motor up to 5,000 hp that receives a Green Rewind. Half of that incentive, or $1.00 per hp, is passed on to the customer as a credit on their rewind invoice.

Description—New Construction

Initiated in 2004, the New Construction option enables customers in Idaho Power's Idaho and Oregon service areas to incorporate energy-efficient design features and technologies into a new construction, major renovation, addition, expansion, or change-of-space project. The customer may otherwise lose savings opportunities for these types of projects.

The New Construction option currently offers incentives for 34 energy-saving building and design features related to efficient lighting, lighting controls, building shell, HVAC equipment, HVAC controls, variable speed drives, refrigeration, compressed air equipment, appliances, and other equipment. A complete list of the measures offered through New Construction is included in *Supplement 1: Cost-Effectiveness*. The new construction and major renovation project design and construction process often encompasses multiple calendar years. In addition to the customer incentive, a PAI is available to architects and/or engineers for supporting technical aspects and documentation of a project.

Description—Retrofits

Initiated in 2007, Retrofits is Idaho Power's prescriptive option for existing facilities that offers incentives to customers in Idaho and Oregon for a defined list of energy efficiency upgrade measures. Eligible measures cover a variety of energy-saving opportunities in lighting, HVAC, building shell, food service equipment, and other commercial measures. A complete list of the measures offered through Retrofits is included in *Supplement 1: Cost-Effectiveness*.

Program Activities—Custom Projects

Incentive levels for custom capital projects were evaluated and increased in late 2024, from $0.18 to $0.20 per estimated kWh savings for one year, up to 70% of the project cost. This change became effective on December 11, 2024. Projects are paid at $0.18 per estimated kWh saved for projects that were submitted for requests for pre-approval prior to December 11, 2024, and projects that were submitted for requests for pre-approval after that date are paid at $0.20 per estimated kWh saved. The energy management incentive of $0.025 per first-year kWh saved, up to 100% of the eligible costs remained unchanged in 2024.

The Custom Projects option had a successful year in 2024 with a total of 126 completed projects, a 33% increase compared to 2023, and achieved energy savings of 60,076,877 kWh (Table 28), a 1% decrease compared to 2023.

In 2024, Idaho Power contractors completed 70 assessments for Idaho Power customers. These assessments identified over 67,449,000 kWh of savings potential, which was used as the basis of savings for some projects completed in 2024 and will be used to promote other future projects. Three of the assessments identified additional demand response opportunities.

Table 28. Custom Projects annual energy savings by primary option measure 2024

Option Summary by Measure	Number of Projects	kWh Saved
Compressed Air	6	5,674,482
Controls	8	3,069,459
Energy Management	27	16,887,176
Fans	2	626,709
HVAC	6	1,699,639
Other	14	6,364,303
Pump	11	1,506,683
Refrigeration	13	5,006,486
VFD	39	19,241,940
Total [1]	**126**	**60,076,877**

[1] Does not include GMP project counts and savings.

Custom Projects engineers and key account energy advisors visited large C&I customers to perform initial facility walk-throughs, conduct commercial/industrial efficiency program informational sessions, and train customers on specific technical energy-saving opportunities.

Idaho Power provided sponsorship for the 2024 ASHRAE combined Chapter Regional Conference and Technical Conference that had numerous energy-efficiency-related presentations and over 200 attendees. Idaho Power also provided a sponsorship and a leadership team member to the American Council for an Energy Efficiency Economy to support North American SEM Collaborative activities. Custom Projects engineers gave presentations on Idaho Power programs and offerings at the Cohort for Schools Final Workshop, the Idaho School Boards Association (ISBA) Day on the Hill, a Caldwell School District Board Meeting, the Idaho Society of Healthcare Engineering Fall Conference, the Fan Efficiency Symposium, the Project Green Sustainability Summit, an Energy Efficiency and Demand Response Workshop for Idaho Power customers, and multiple presentations at Cohort Workshops (virtual). Idaho Power sponsored exhibit booths at the ISBA Day on the Hill, the ASHRAE Technical Conference, a customer's Environmental/Health/Safety Fair, and the Project Green Sustainability Summit.

Cohorts

Industrial Energy Efficiency Cohort (IEEC).

Year one of the IEEC officially began in September 2022 and is an expansion on the prior Industrial Wastewater Energy Cohort (IWEC) that was first launched in January 2016. Recruitment efforts for the first year were limited to municipal wastewater facilities or large industrial facilities that had their own wastewater treatment systems. Two municipal and four industrial customers signed up to participate in the first year.

Program year two began in September 2023. One facility did not continue with the program due to exhausting their opportunities to save energy and nearing completion of their entirely

new wastewater system. Two new industrial customers joined for year two as the cohort has an open enrollment to support new participants as they join. There were seven active participants in year two. A new focus of the cohort that began in year two was to incorporate a "holistic approach" that could support more than just wastewater systems. Since the cohort includes large industrial customers, participants now can have subsystems upstream of the wastewater treatment analyzed for energy efficiency opportunities. Examples of subsystems include compressed air, refrigeration, HVAC, process equipment, and more. To this end, the cohort was renamed from Industrial Wastewater Energy Cohort to Industrial Energy Efficiency Cohort.

The third program year began in September 2024 when three new customers joined the cohort and will participate in activities moving forward. Energy savings associated with IEEC totaled 9,970,000 kWh in 2024 and the year ended with 10 active participants. This cohort continues to offer technical trainings to non-cohort participants to continue the engagement of customers in the Idaho Power programs.

Campus Cohort for Energy Efficiency (CCFEE).

The CCFEE kicked off in June 2023 with five customers enrolled and 21 sites. This cohort is for any customer with a campus of facilities including, but not limited to, universities, hospitals, correctional facilities, and government facilities.

In 2023, three workshops were held for cohort participants in which they learned about HVAC fundamentals, engaging employees in energy efficiency, building an energy team, and tracking their energy usage with modeling. In 2024, a fourth workshop was held, Making SEM Stick, that focused on ensuring that SEM practices remain part of the organization's standard workflow after the cohort engagement ends. Additionally, four peer-to-peer calls were held in which participants could discuss challenges and successes in implementing projects at their site.

There were also on-site visits conducted for the participants. The first visit was focused on touring the campus and performing a deep dive into their HVAC system and controls to see how it might run more efficiently. The second visit was a focused "treasure hunt" in which teams walked the site to identify energy efficiency opportunities.

The first year of the cohort wrapped up at the end of June 2024 with 2,836,000 kWh savings. All but one cohort participant continued to year two. Participants will continue to identify and implement low cost and no-cost energy saving projects in year two and attend trainings to learn more about energy efficiency opportunities at their sites.

Continuous Energy Improvement (CEI) Cohort for Schools.

The goal of this cohort is to equip school district personnel with hands-on training and guidance to help them get the most out of their systems while reducing energy consumption.
The seventh program year of the Cohort for Schools ran from June 2023 through May 2024 to

coincide with the standard school calendar; reported energy savings are based on the program year.

Five school districts participated in the program in 2024. Of those five, three districts are modeling all schools in their district. One district added two new facilities, and another added seven new facilities for a total of 49 facilities engaged with the offering during the 2024 program year. The cohort is implemented by a third-party consultant that provided final savings reports for each school district, which totaled 972,000 kWh. Incentive checks totaling $8,100 were provided in 2024.

Activities in 2024 included managing a list of energy efficiency opportunities for each facility detailing low- and no-cost opportunities to reduce energy consumption. The consultant worked with each participant to complete as many identified opportunities as possible. Afterward, the consultant checked in monthly by phone to review the list of opportunities and to discuss current activities. Idaho Power provided program and incentive information, both in hard copy and electronically, along with many other energy-saving resources pertinent to school facilities.

Over the last few years, this offering has supported DOE 50001 Ready development. 50001 Ready is a self-guided program for facilities to establish an energy management system. It can help organizations achieve and sustain energy and cost savings through informed and systematic decision-making, according to the DOE. As of 2024, 31 school facilities from the cohort were listed by the DOE as having achieved 50001 Ready status.

Final program year workshops were held October 22, 2024, in Boise and October 24, 2024, in Twin Falls where results were reported for the program year. Districts shared successes, lessons learned, and other details pertinent to their energy-saving journeys.

The 2024 to 2025 program year activities will continue until May 31, 2025. At that time, Idaho Power will review final M&V reports to establish energy savings and eligible costs for the program year activities and will distribute the corresponding incentives to participating school districts.

Green Motors Program

The Green Motors Practices Group (GMPG), a non-profit trade organization, audited and managed the GMP payment process through August 2024, for which Idaho Power paid GMPG $0.05 per kWh saved. In August, GMPG ceased operations and discontinued these services. At that time, Idaho Power chose to continue the offering by implementing the program in-house. On October 22, 2024, the company filed a modification to Schedule 89 to remove references to GMPG and replace with references to the EASA accreditation; change the name from Green Motors Initiative to Green Motors Program; and add a provision to document the customer invoice credit of $1.00 per hp of the $2.00 per hp paid to the service center. The company will work directly with EASA-accredited motor service centers that perform EASA-

certified rewinds to continue to deliver incentives to qualifying customers. Currently, five motor service centers are EASA-accredited in Idaho Power's service area.

In 2024, a total of three C&I customers' motors were rewound, resulting in savings of 7,990 kWh for the GMP.

Program Activities—New Construction

In 2024, a total of 140 projects were completed, resulting in 18,161,615 kWh of energy savings in Idaho and Oregon. The C&I construction industry was extremely active in Idaho Power's service area in 2024, although the industry is still experiencing higher interest rates, causing delays for some projects. New Construction had a 37% increase in number of projects and a 71% increase in total savings compared to 2023. Average savings per project in 2024 were 129,726 kWh compared to 104,338 kWh in 2023.

Maintaining a consistent offering is important for large projects with long construction periods; however, changes are made to enhance customers' choices or to meet new code changes. Idaho Power strives to keep the New Construction option consistent by making changes approximately every other year.

In addition to the customer incentive, a PAI is available to an architect or engineer for supporting technical aspects and documentation of a project. The PAI is equal to 20% of the participant's total incentive with a maximum allowed of $5,000 per application.

The PAI increases the engagement with architects and engineers and is most beneficial to small and medium businesses as they prepare project documentation. These customers typically do not have staff with a technical background in construction, which can make completing applications and submitting documentation a challenge.

In 2024, a total of 69 projects, or 49% of the projects paid, received the PAI compared to a total of 51 projects, or 50% of the projects paid, in 2023. The PAI will continue to be offered due to positive feedback from customers, architects, and engineers.

In 2024, third-party on-site verification occurred on 14 of the 140 projects, or 10% of the total projects completed.

The New Construction engineer and Idaho Power energy advisors continued outreach to customers, professionals, and professional organizations throughout 2024. Meetings were held with specific customers or professionals to build relationships with the local design community and to discuss Idaho Power's New Construction option as well as the overall C&I Energy Efficiency Program. An Idaho Power representative attended nine Lunch and Learn sessions provided by the IDL to provide energy efficiency program information to attendees. Additionally, Idaho Power energy advisors and the New Construction engineer presented program information to one professional organization, one government agency, two suppliers,

and four design firms. The New Construction engineer and Idaho Power energy advisors met with customers (in person and virtually) to discuss the New Construction option and incentive opportunities for their specific project.

Idaho Power energy advisors also provided energy efficiency program information during customer visits and calls.

See *Supplement 2: Evaluation* for the complete IDL report.

Program Activities—Retrofits

The Retrofits option achieved 12,066,417 kWh of energy savings in 2024, representing 467 projects. Lighting retrofits comprised most of the energy savings and project count.

To increase program participation, the company offered a limited-time trade ally marketing incentive to lighting project submitters for completing the lighting tool and submitting the project documentation on behalf of the customer to Idaho Power. The trade ally incentive offer began in July and ended in December. The company paid 86 trade ally incentives in 2024. The company will review 2024 participation and decide whether to resume offering trade ally incentives in 2025. Idaho Power continued its contracts with various consultants to provide ongoing program support for lighting and non-lighting project reviews and inspections, as well as trade ally outreach.

Idaho Power and its consultants continued to meet with trade ally companies (in person and virtually) to review the Retrofits option and associated incentives.

Marketing Activities

Idaho Power continued to primarily market the C&I Energy Efficiency Program as a single offering to businesses.

See the C&I Sector Overview for the company's additional efforts to market the C&I Energy Efficiency Program. Below are the option-specific marketing efforts for 2024.

Custom Projects

In addition to program-level marketing activities, Idaho Power updated multiple brochures, including Custom Projects Overview and Compressed Air Leaks. Idaho Power continued to present large-format checks to interested Custom Projects participants and publicized these events to local media, when applicable. Several of these opportunities were facilitated by key account energy advisors in 2024.

In 2024, Idaho Power continued to promote the GMP as part of the C&I Energy Efficiency Program marketing efforts.

New Construction

The company continued to place banners on select construction sites highlighting that the facility is being built or enhanced with energy efficiency in mind. A banner remained at St. Luke's McCall Medical Center throughout 2024, along with a new banner at the Arthur building (Figure 23).

Figure 23. Energy efficiency construction-in-progress banner at the Arthur Building

Idaho Power sponsored the American Institute of Architects (AIA) publication which included a print ad and an energy efficiency article. The company also sponsored the Build a Better Idaho innovative construction symposium which included an energy efficiency ad.

Retrofits

The company sent an email in April highlighting non-lighting upgrades, such as the connected thermostat incentive. The email reached 843 customers with an open rate of 44%.

Idaho Power offers cash incentives for qualifying non-lighting energy efficiency upgrades at your business. Incentives can help you save energy, reduce costs, and improve employee and customer comfort.

There are many non-lighting incentives available, such as connected thermostats.

A connected thermostat connects to the internet and has additional features, such as programming, monitors, and alerts. Eligible connected thermostats control a single HVAC system having its own supply fan serving a single zone with mechanical cooling. The connected thermostat must be listed on the Connected Thermostat Qualified Products List to qualify for the incentive. With this program, participants can receive a cash incentive of $150 per unit*.

Follow these steps to participate:

1. Review the conditions and requirements outlined in this worksheet to see if your business is eligible.
2. Verify your thermostat is listed on the Connected Thermostat Qualified Products List.
3. Complete the Retrofits HVAC/Controls Worksheet and the Retrofits Non-Lighting Application.
4. Gather the connected thermostat invoice.
5. Submit items 3 and 4 to retrofit@idahopower.com.

Visit idahopower.com/retrofits, email retrofit@idahopower.com, or contact your energy advisor to learn about additional business incentive opportunities.

Program requirements apply. Review the requirements outlined in this document to see if you are eligible to participate.

Figure 24. Email to business customers about non-lighting incentive opportunities

Cost-Effectiveness

Custom Projects

Projects submitted through the Custom Projects option must meet certain cost-effectiveness requirements, which include TRC, UCT, and/or PCT tests, depending on the state. The program requires that all costs related to the energy efficiency implementation and energy-savings calculations are gathered and submitted with the program application. Payback is calculated with and without incentives, along with the estimated dollar savings for installing energy efficiency measures. As a project progresses, any changes to the project are used to recalculate energy savings and incentives before the incentives are paid to the participant. To aid in gathering or verifying the data required to conduct cost-effectiveness and energy-savings

calculations, third-party engineering firms are sometimes used to provide an assessment, or engineering M&V services are available under the Custom Projects option.

The UCT and TRC ratios for the option are 2.21 and 0.91 respectively. Non-energy impacts were applied in 2024 based on an estimated per-kWh value by C&I end uses. These values were provided by a third party as part of the 2019 impact evaluation of the New Construction and Retrofits options. Details for the program cost-effectiveness are in *Supplement 1: Cost Effectiveness*.

New Construction

To calculate energy savings for the New Construction option, Idaho Power verifies the incremental efficiency of each measure as compared to the International Energy Conservation Code (IECC) or standard industry baseline (i.e., how the building would have used energy absent of energy efficiency measures.) The New Construction option offers prescriptive measures which are installed in new buildings, a change in use of space, or expansions, and therefore previous measurable kWh usage in the building is not usually appropriate or available to determine the baseline. In this case, savings are calculated through two main methods. When available, savings are calculated using actual measure parameters, including the efficiency of the installed measure compared to code required efficiency; if no actual measure parameters are available, deemed savings are used from the TRM. Deemed savings for lighting and non-lighting measures from the TRM or the RTF are also used to calculate the cost effectiveness.

New Construction incentives are calculated mainly through a dollar-per-unit equation using square footage, tonnage, operating hours, or kW reduction.

The UCT and TRC ratios for the option are 2.46 and 2.32, respectively. Non-energy impacts were applied in 2024 based on an estimated per-kWh value by C&I end uses. These values were provided by a third party as part of the 2019 impact evaluation of the New Construction and Retrofits options.

Complete, updated measure-level details for cost-effectiveness can be found in *Supplement 1: Cost Effectiveness*.

Retrofits

Idaho Power calculates savings in the Retrofits option in one of two ways depending on the measure type. For all lighting measures, Idaho Power uses a Lighting Tool developed by a third party. An initial analysis is conducted to see if the lighting measures shown in the tool are cost-effective based on the average input of watts and hours of operation, while the actual savings for each project are calculated based on specific information regarding the existing and replacement fixture. For most non-lighting measures, deemed savings from the TRM or the RTF are used to calculate the savings and the cost-effectiveness. The program made slight

modifications to its Retrofits offerings in September 2023. At that time, incentives for most lighting measures increased and the savings for the food service equipment measures were updated with the current savings from the RTF workbooks. The new savings were reflected on all applications after the September 2023 program update.

The UCT and TRC ratios for the option are 1.96 and 0.96, respectively. Non-energy impacts were applied in 2024 based on an estimated per-kWh value by C&I end uses. These values were provided by a third party as part of the 2019 impact evaluation of the New Construction and Retrofits options.

Complete updated measure-level details for cost-effectiveness can be found in *Supplement 1: Cost Effectiveness*.

Customer Satisfaction

In 2024, a survey was sent to Retrofits customers who had a lighting project installed by a contractor to evaluate the customers' satisfaction level. Survey questions gathered information about how customers learned of the program and their satisfaction with the program, contractor, and equipment.

The survey invitation was sent to 184 program participants, and Idaho Power received survey results from 46 respondents. Some highlights include the following:

- More than 69% of respondents learned of the program from a contractor, and more than 4% learned of the program from an Idaho Power employee.
- Approximately 80% of respondents said they were "very satisfied" with the program, and approximately 15% of respondents indicated they were "somewhat satisfied."
- Approximately 91% of respondents said they were "very satisfied" with the contractor they hired to install their equipment, and approximately 8% of respondents indicated they were "somewhat satisfied."
- Approximately 89% of respondents said they were "very satisfied" with the equipment installed, and nearly 9% of respondents said they were "somewhat satisfied."

A copy of the survey results is included in *Supplement 2: Evaluation*.

Evaluations

In 2024 Idaho Power contracted with a third-party evaluator to conduct an impact and process evaluation of the C&I Custom Projects that were paid in 2023. The evaluation found a successfully run program that has mitigated many of the risks associated with custom energy efficiency programs. The evaluation team identified only minor adjustments to claimed savings and calculated a realization rate of 100.3%.

Listed below are key recommendations from the evaluation (in italics) followed by Idaho Power's response. See the complete impact and process evaluation report in *Supplement 2: Evaluation*.

Thoroughly review project materials to ensure they contain sufficient detail to verify calculated savings for custom programs. The company will continue to review project materials to ensure they contain sufficient detail to verify calculated savings for custom programs.

When promoting the custom program to potential customers, IPC staff should continue to emphasize the payback period of equipment installations, as well as the longer-term return on investment. IPC staff should also continue to provide materials that display the range of available C&I Custom options to fit unique client considerations. The company will continue to emphasize the payback period of equipment installations, as well as the longer-term return on investment and will continue to provide materials that display the range of available C&I Custom options to fit unique customer considerations.

Although IPC provides customers with project timeline estimates, utility staff should consider increasing their communication and project updates with customers, so they are up to date on their application's status and progress. Staff will explore ways to increase communication and project updates with customers related to their application status and progress.

2025 Plans

In 2025, the three options will continue to be marketed as part of Idaho Power's C&I Energy Efficiency Program. Below are specific program option strategies.

Custom Projects

Idaho Power will market the updated incentives to commercial and industrial customers and will explore potential changes in response to the evaluation recommendations.

Idaho Power will continue to provide the following:

- Activities and coaching for the SEM cohort participants.
- In-person or virtual site visits and energy-scoping assessments by Custom Projects engineers or consultants to identify projects and energy savings opportunities.
- Funding for detailed energy assessments for larger, complex projects.
- M&V of larger, complex projects.
- Technical training for customers, presented virtually or in-person.

New Construction

Idaho Power will continue to build relationships in 2025 by sponsoring technical training through the IDL to address the energy efficiency education needs of design professionals

throughout Idaho Power's service area. Idaho Power will connect with a variety of architects and engineers in person and virtually to gain feedback and identify barriers to program participation. The feedback will be used to improve the program. Idaho Power will explore how to increase participation in non-lighting measures. Idaho Power will also evaluate the existing TRM in 2025. The savings and costs provided in the TRM are used to evaluate new and existing energy efficiency measures for the prescriptive programs.

Retrofits

Idaho Power will continue to offer a menu of lighting and non-lighting incentives to commercial customers in 2025, and explore how to increase participation in non-lighting measures. Idaho Power will also evaluate the existing TRM in 2025. The savings and costs provided in the TRM are used to evaluate new and existing energy efficiency measures for the prescriptive programs.

Flex Peak Program

	2024	2023
Participation and Savings[1]		
Participants (buildings)	309	271
Maximum Potential Demand Reduction (MW)[2]	40.6	38.8
Maximum Actual Demand Reduction (MW)[2]	34.7	32.9
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$7,783	$135,731
Oregon Energy Efficiency Rider	$205,573	$242,133
Idaho Power Base Rates	$577,356	$698,285
Total Program Costs—All Sources	$790,712	$1,076,149
Cost-Effectiveness Values		
Program Cost ($/kW)[3]	$27.54	$36.40
DR Benefit Value ($/kW)[4]	$62.39	$84.57

[1] For jurisdictional-level participation and reductions details, see Appendix 4.

[2] Demand response program reductions are reported with 6.5% system loss assumptions in 2024 and 7.6% system loss assumptions in 2023.

[3] Maximum potential annual program cost divided by maximum potential demand reduction. See *Supplement 1: Cost-Effectiveness* for full calculation details.

[4] See Cost-Effectiveness subsection of the Flex Peak Program write-up for details.

Description

Originating in 2009, the Flex Peak Program is a voluntary demand response program through which large C&I customers in Idaho and Oregon are eligible to earn a financial incentive for reducing load. The objective of the program is to reduce the demand on Idaho Power's system when summer demand for energy is high or for other system needs.

Customers with the ability to offer load reduction of at least 20 kW are eligible to enroll in the program. Customers have two ways they can participate: the manual option or the automatic dispatch option. The manual option allows customers to have the flexibility to choose which loads will be interrupted during each demand response event (event), either by manually turning off their load or a portion of their load for their participating site(s). Customers can participate in the automatic option by allowing Idaho Power to install a demand response unit (DRU) at the electrical panel(s) of the facility site(s) enrolled in the program. The DRU provides Idaho Power the ability to send a signal to interrupt a particular load or service during an event.

Program event parameters are listed below:[b]

[b] Program parameters do not apply to system emergencies.

- Events occur during the active DR season, from June 15 through September 15 (excluding weekends, Independence Day and Labor Day)
- A minimum of three events will occur each program season
- Events can last between two and four hours per day and can occur between 3 p.m. and 10 p.m.
- Events will not exceed 16 hours per week or 60 hours per season
- Idaho Power will notify participants four hours prior to the initiation of an event with advanced notification beyond four hours for customers that can nominate an excess of 3 MW of demand
- Idaho Power may cancel the event and notify participants of the cancellation up to 30 minutes before the event start time

Program Incentives

The program includes both fixed and variable incentive payments. The fixed-capacity incentive was replaced for the 2024 season with a tiered fixed-capacity incentive (Table 29). Approved in early 2024 by both the IPUC and OPUC, the new structure seeks to reward participants for their average actual season performance compared to their nominated demand reductions, and provides a simplified, tiered, fixed rate for calculating payments.

Under the newly approved methodology, the tiered fixed-capacity payment rate is determined by the average actual season performance percentage during the program season. To calculate the average season performance percentage, the customer's average actual demand reduction for the season is divided by their average event week demand nomination. For example, if a participant's average actual season performance percentage is 65%, their fixed-capacity payment rate is 2.44 per kW (Table 29). The fixed-capacity incentive is then calculated by multiplying the fixed-capacity payment rate by the customer's average actual demand reduction and the number of weeks in the season (prorated for partial weeks). If customers provide more reduction during an event than their nominated demand, they are eligible to account for up to 20% above their nomination for that event.

The variable energy incentive is calculated by multiplying the demand reduction (kW) by the event duration hours to achieve the total kilowatt hour (kWh) reduction during an event. The variable incentive payment is $0.20 per kWh and is provided for events that occur after the first four events of the 2024 season.

Incentives are calculated using Idaho Power's interval metering billing data. Participants can elect to have their incentive checks mailed or their Idaho Power account credited within 45 days of the end of the program season. The incentive structure offered for the 2024 season is listed in Table 29.

Table 29. Flex Peak Program 2024 incentive structure

Fixed-Capacity Payment Rate [1]		Variable Energy Payment Rate [2]
Average Season Performance (%)	Fixed-Capacity Payment Rate per kW	
75–120%	$3.25	$0.20 per kWh (actual kW reduction x hours of event)
50–74.99%	$2.44	
25–49.99%	$1.63	
0–24.99%	$0.81	

[1] To be prorated for partial weeks

[2] Does not apply to first four program events

Program Activities

Changes to the program for the 2024 season that were approved per Idaho Case No. IPC-E-23-24 and Oregon ADV 1543/Advice No. 23-12 include:

- Replacing the performance penalty with a tiered incentive, detailed in the "Program Incentives" subsection of this report
- Replacing the Performance Adjustment Waiver with a performance exception for device failure and creating a performance exception during system outages
- Establishing the opportunity for advanced notification beyond four hours for customers than can nominate loads in excess of 3 MW

These changes sought to provide customer clarity around incentive payments and address the impacts of power or equipment interruptions on customer participation in the program. The extended notification option for customers nominating large loads was driven by customer feedback.

Idaho Power initiates energy assessments for large customers to determine potential for demand reduction and to identify demand reduction tactics along with the potential for participation in other energy efficiency programs. Three assessments were completed in 2024, resulting in one enrollment into the program for the 2024 season.

Over the past year, company energy advisors focused on program participant retention via consistent follow-up with participants after each event. Key account energy advisors logged these interactions to help inform program capacity. Advisors targeted customers that had expressed interest in Flex Peak during the 2023 season for a second round of outreach, this resulted in one new participant late in the 2024 season.

In 2024, 120 participants enrolled 315 sites in the program. This was an increase of 38 participants and 44 sites from the previous year (2023). Existing customers were automatically re-enrolled. One customer (three sites) did not re-enroll, as demand reduction was not in line with their facility needs. 2024 was the second year that customers could choose

an automatic dispatch option. Customers that chose to participate in this way used a DRU that Idaho Power operates. There were two automatic dispatch participants controlling a total of nine sites in 2024. A total of 118 participants chose the manual option across 306 sites.

Participants had a nominated demand reduction of 40.3 MW in the first week of the program and ended the season with a nominated demand reduction of 39.2 MW. The maximum potential demand reduction came from the nominated amount in the seventh week of the season at 40.6 MW. The company uses the full nominated amount from the highest week for the maximum potential demand reduction as events can and have achieved the full nominated demand reduction in prior years.

The maximum realization rate achieved during the season was 85%, and the season average for the four events combined was 68%. The realization rate is the percentage of actual demand reduction achieved versus the amount of demand reduction nominated for an event.
The maximum actual hourly demand reduction was 34.7 MW (at generation level) during the July 24 event (Table 30), when 305 of 311 sites participated. Individual participant performance as well as total program event performance can be found in *Supplement 2: Evaluation*.

Table 30. Flex Peak Program demand response event details

Event Date	Event Time	Maximum Actual Hourly Demand Reduction, Total (MW)
Thursday, July 11	6–10 p.m.	27.4
Wednesday, July 24	5–8 p.m.	34.7
Friday, August 2	6–10 p.m.	24.9
Thursday, August 22	6–10 p.m.	21.1

Figures 25 and 26 represent the enrolled participation by regional service areas and enrolled nominations by business type (average weekly nominations) for 2024, respectively.

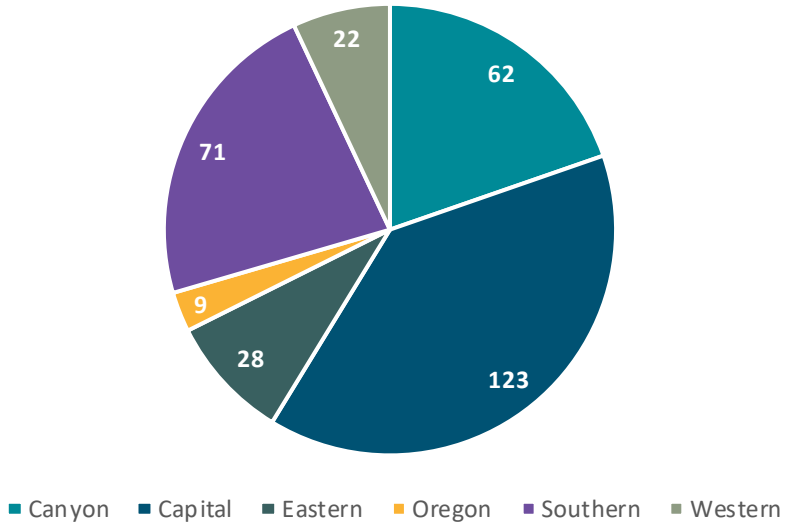

Figure 25. Enrolled participants by region 2024

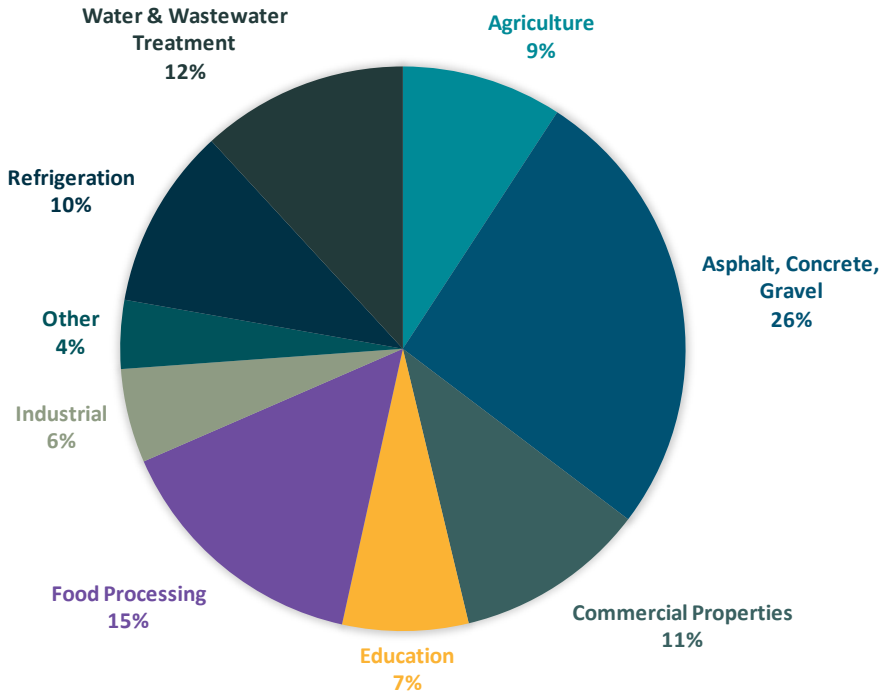

Figure 26. Enrolled nominations (% of average weekly nomination) by business type 2024

Idaho Power uses interval metering data to calculate the actual demand reduction per site, and to provide each participant and associated energy advisor with an individualized report showing their hourly baseline, actual usage, and reduction after each event. The program specialist identifies participants who under/over reduce, thus potentially needing to adjust their nomination and/or demand-reduction strategy. The customer's energy advisor then works directly with them to refine their nomination for future events.

Marketing Activities

In 2024, the program brochure and website were updated to reflect the new tiered fixed-capacity payment rate structure. An interactive calculator was also updated on the web page to assist customers in estimating their seasonal nominations and incentives. The company ran a My Account pop-up ad in May (Figure 27) promoting enrollment to large commercial customers that resulted in 57 clicks. In March, the company emailed 21 national accounts in its service area. Also, the company sent an email in April to 12,357 business customers and another in May to 12,301. This tactic resulted in a 41% open rate in April and a 36% open rate in May. Additionally, a LinkedIn ad ran March through May promoting program enrollment, resulting in 2,080 clicks.

Figure 27. My Account pop-up ad for Flex Peak Program

In 2024, the company optimized audience targeting to ensure digital display ads reached the intended customer groups. This resulted in web users seeing a total of 1,059,644 display ads (animated GIF image ads embedded on a website) based on their demographics, related to online articles they viewed, or their use of a particular mobile web page or app. Users clicked the ads 3,953 times, resulting in a click-through rate of 0.4%. The company continued with digital display ads and search engine marketing, which were new tactics in 2023. Search engine marketing displayed Idaho Power's Flex Peak Program near the top of the search results with the paid search terms when customers searched for Flex Peak and demand response terms. These ads received 4,117 impressions and 777 clicks.

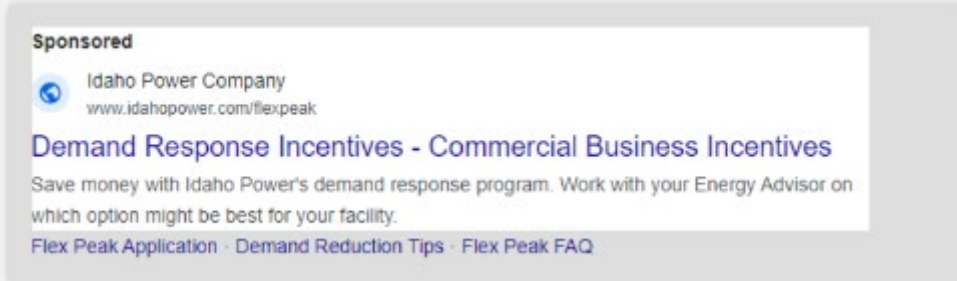

Figure 28. Search engine marketing ad

The company's energy advisors shared program details with potential and current participants. The Flex Peak Program continued to be included in the C&I Energy Efficiency Program collateral. Additional details can be found in the C&I Sector Overview.

Cost-Effectiveness

Idaho Power determines cost-effectiveness for its demand response programs using the approved method for valuing demand response under IPUC Order No. 35336 and approved by the OPUC on February 8, 2022, in ADV 1355/Advice No. 21-12. Using financial and avoided cost assumptions from the *2023 Integrated Resource Plan*, the defined cost-effective threshold for operating Idaho Power's three demand response programs for the maximum allowable 60 hours is $62.39 per kW under the current program parameters.

The Flex Peak Program was dispatched for 16 event hours and achieved a maximum actual demand reduction of 34.7 MW and a maximum potential demand reduction of 40.6 MW. The total cost of the program in 2024 was $790,712. Had the Flex Peak Program been used for the full 60 hours, the potential cost would have been approximately $1.1 million. Using the potential cost and the maximum potential demand reduction results in a cost of $27.54 per kW, thus the program was cost-effective.

A complete description of Idaho Power cost-effectiveness of its demand response programs is included in *Supplement 1: Cost-Effectiveness.*

Evaluations

To evaluate the program each year, Idaho Power prepares a *Flex Peak Program End-of-Season Report* that presents actual demand reduction calculations and analysis, and detailed results from the program season. See *Supplement 2: Evaluation* for the 2024 report. A brief overview of the results is provided in this section.

Figure 29 compares the average and maximum actual demand reduction achieved for each event. The maximum actual demand reduction achieved ranged from a low of 21.1 MW with a realization rate of 50% to a high of 34.7 MW with a realization rate of 85%.

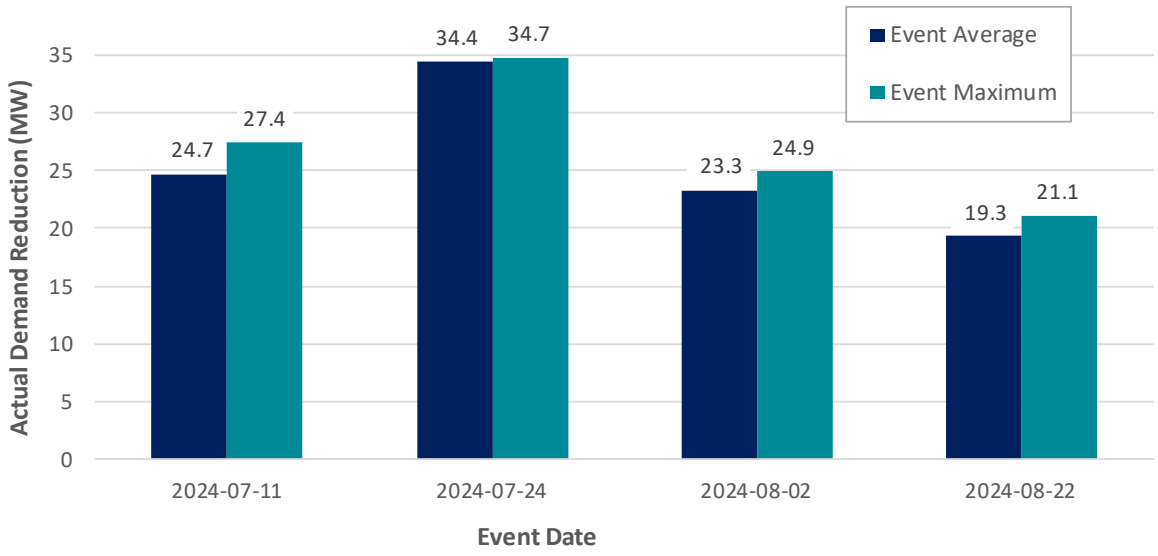

Figure 29. Average and maximum demand reduction achieved per event

The program contributed approximately 12.6% of the company's overall demand response portfolio in 2024 and can be relied on to provide dispatchable demand reduction to the electrical grid.

2025 Plans

For the upcoming season, Idaho Power will implement several minor adjustments to the Flex Peak Program, approved by the OPUC in ADV 1659/Advice No. 24-09, at its January 21, 2025, public meeting and IPUC Case No. IPC-E-24-37, in Order No. 26449, on January 29, 2025.

The most notable adjustment shifts the application of the variable incentive to after the first three events of each season, rather than the first four. This change aligns the fixed-capacity rate structure with the minimum number of events that are held each season and aims to reduce confusion related to the disparity between the minimum number of events and when the variable incentive is provided; a similar change was approved for the Irrigation Peak Rewards Program. Each event following the first three will offer the variable incentive of $.20/kWh.

Additional approved changes to the program include:

- Incentive for automation of systems: Participants who choose to automate their system with DRUs will be eligible for an incentive payment of up to $1,500 to defray costs associated with the reprogramming or installation of new equipment. In 2025, the company will incorporate this option in marketing and communications to existing and potential program participants.

- Nomination flexibility: Participants will have the opportunity to change their nomination daily without restriction. Changes to nominations made prior to 2 p.m. will go into effect the following day. Prior to 2025, nominations could only be changed weekly.
- Adjusted baseline cap calculation: The baseline demand used to calculate reductions will be based off 110% of the highest hour usage in the 10 days prior to a called event. The previous methodology measured reductions on 100% of the highest hour usage. This change acknowledges the high likelihood that the baseline energy usage on an event day could be higher than a non-event day due to increased outside temperatures.

Idaho Power will maintain its focus on retaining currently enrolled participants and will be using email marketing, paid search, digital display ads, and other tactics to boost program enrollment. Energy assessments conducted by Idaho Power engineers or contract engineers will be offered to large customers to help determine potential for demand reduction and identify specific demand response tactics and sequences that could be initiated for events.

The company will continue to assess customer interest, pursue participation from large national accounts, and seek collaborative ways to expand the program. The program will also continue to be marketed along with the C&I Energy Efficiency Program.

Oregon Commercial Audit

	2024	2023
Participation and Savings[1]		
Participants (audits)	4	7
Energy Savings (kWh)	n/a	n/a
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$0	$0
Oregon Energy Efficiency Rider	$6,419	$6,402
Idaho Power Base Rates	$0	$0
Total Program Costs—All Sources	$6,419	$6,402
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	n/a	n/a
Total Resource Levelized Cost ($/kWh)	n/a	n/a
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	n/a	n/a
Total Resource Benefit/Cost Ratio	n/a	n/a

[1] For jurisdictional-level participation details, see Appendix 4.

Description

The Oregon Commercial Audit program identifies opportunities for all Oregon C&I building owners, government agencies, schools, and small businesses to achieve energy savings. Initiated in 1983, this statutorily required program (ORS 469.865) is offered under Oregon Tariff Schedule No. 82.

Through this program, Idaho Power provides no-cost energy audits, evaluations, and educational products to customers through a third-party contractor. The contractor inspects the building shell, HVAC equipment, lighting systems, and operating schedules, if available, and reviews past billing data. These visits provide an opportunity for the contractor to discuss available incentives and specific business operating practices for energy savings. The contractor may also distribute energy efficiency program information and remind customers that Idaho Power personnel can offer additional energy-savings tips and information. Business owners can decide to change operating practices or make capital improvements designed to use energy wisely.

Program Activities

During 2024, four audits were completed at separate facilities for two customers. The program contractor conducted the audits, and an Idaho Power energy advisor was available to assist customers. An additional four customers requested audits in 2024 that are scheduled for completion in 2025.

Marketing Activities

Idaho Power sent its annual direct-mailing to 1,688 Oregon C&I customers in October to promote the program's no-cost or low-cost energy audits and the available incentives and resources.

Cost-Effectiveness

The Oregon Commercial Audit program is a statutory program offered under Oregon Schedule 82, the Commercial Energy Conservation Services Program. Because the required parameters of the Oregon Commercial Audit program are specified in Oregon Schedule 82 and the company abides by these specifications, this program is deemed to be cost-effective. Idaho Power claims no energy savings from this program.

2025 Plans

Idaho Power does not expect to make any operational changes in 2025. The company will continue to market the program through the annual customer notification and will consider additional opportunities to promote the program to eligible customers via its energy advisors.

Small Business Lighting Program

	2024	2023[2]
Participation and Savings[1]		
Participants (projects)	9	n/a
Energy Savings (kWh)	22,967	n/a
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$13,050	n/a
Oregon Energy Efficiency Rider	$0	n/a
Idaho Power Base Rates	$32,650	n/a
Total Program Costs—All Sources	$45,700	n/a
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.230	n/a
Total Resource Levelized Cost ($/kWh)	$0.251	n/a
Benefit/Cost Ratios		
Utility Benefit/Cost Ratio	0.25	n/a
Total Resource Benefit/Cost Ratio	0.35	n/a

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] The program began in 2024 and did not have any participants, savings, or costs to report for 2023.

Description

Idaho Power launched the Small Business Lighting (SBL) Program in September 2024, targeting typically hard-to-reach small business customers in Idaho who use up to 50,000 kWh annually. Idaho Power offers free lighting assessment and pays an enhanced incentive of $0.40/kWh saved for SBL project savings.

Program Activities

The SBL Program launched in September 2024 in Idaho. Eligible customers received a direct-mail letter explaining the program and offering a free lighting assessment from a program participating contractor. Customers could reach out to a participating contractor listed on the program website directly or contact Idaho Power and request the company to assign a contractor to them. The participating contractors confirmed the customers' eligibility as part of the free lighting assessments. Customers received a project proposal from the contractor and decided if they wanted to participate in the program. Idaho Power offered an SBL incentive of $0.40 per kWh saved, not to exceed 100% of project cost. The incentive was paid directly to the participating contractor, with the customer owing the contractor any remaining amount. SBL was approved in December 2024 in Oregon.

Marketing Activities

Nearly 2,000 direct-mail letters were sent to targeted customers in two separate mailings (one in September and one in November). Nine of the ten projects submitted to the program were completed by year end.

Idaho Power customer solutions advisors conducted outreach calls to many customers that received the direct-mail letter but had not responded. The advisors placed more than 300 calls, with some customers saying they would go to the program website to find a contractor and others requesting Idaho Power assign them a contractor.

To encourage contractors to serve small businesses in rural areas, the company offered a rural contractor marketing incentive. One project qualified for the rural incentive in 2024.

Cost-Effectiveness

The SBL Program had UCT and TRC ratios of 0.25 and 0.35, respectively. The program was not expected to be cost-effective in program year 2024, due primarily to its launch being late in the year, leaving it with only a short window to build awareness and produce savings.

Of the 22,967 kWh of savings in 2024, approximately 82% came from interior lighting measures and 18% from exterior lighting. Exterior lighting tends to have a higher avoided cost benefit value due to the savings occurring during higher-risk hours thus providing greater system reliability benefits. Initial cost-effectiveness modeling anticipated a more even interior-exterior split with 65% of savings from interior lighting and 35% from exterior lighting. Additionally, the initial program modeling assumed an average project size of 3,458 kWh, which is higher than the 2024 actual average of 2,552 kWh. With only 9 projects completed in 2024, the data is still limited. However, Idaho Power will continue to proactively monitor the program's participation trends.

For more detailed information about the cost-effectiveness savings and assumptions, see *Supplement 1: Cost-Effectiveness*.

Customer Satisfaction

No customer satisfaction surveys were sent in 2024.

2025 Plans

Idaho Power will market the SBL Program to eligible Oregon small businesses in 2025, as well as continue marketing to eligible customers in Idaho. In addition, Idaho Power will send customer satisfaction surveys to SBL participants.

Irrigation Sector Overview

The irrigation sector is comprised of agricultural customers operating water pumping or water delivery systems to irrigate agricultural crops or pasturage. End-use electrical equipment primarily consists of agricultural irrigation pumps and center pivots. The irrigation sector does not include water pumping for non-agricultural purposes, such as domestic water supply or irrigating lawns, parks, cemeteries, and golf courses.

- In July 2024, the active irrigation service locations totaled 21,698 system-wide, which is an increase of 0.7% compared to July 2023. The increase is primarily caused by adding service locations for pumps and center-pivot irrigation systems as land is converted from surface irrigation (e.g., furrow) to sprinkler irrigation.
- Irrigation customers accounted for 1,994,899 MWh of energy usage in 2024, versus 1,805,855 MWh in 2023. The approximately 10.5% increase is primarily because of the substantially hotter, drier year.
- This sector represented nearly 12.5% of Idaho Power's total electricity sales, and approximately 29.6% of July sales. Though annual electricity use may vary substantially for weather-related reasons, and there are now more irrigation customers, the energy-use trend for this sector has not changed significantly in many years because of the following:
  - The added energy use from new customers is relatively small compared to the energy use of the average existing customer.
  - Ongoing improvements through energy efficiency efforts and system replacement offset much of the added energy use.

Figure 30. Irrigation sector relies on agricultural representatives for direct customer contact

The Irrigation Efficiency Rewards program, including the GMP, experienced decreased annual savings, dropping from 4,562,888 kWh in 2023 to 4,289,877 kWh in 2024. This decline was due primarily to a decrease in the number of custom projects and a decrease in the savings and measures from small maintenance upgrades in the Menu Incentive Option of the program.

Idaho Power re-enrolled the majority of the 2023 Irrigation Peak Rewards participants in 2024, with 2,517 service points and a maximum potential demand reduction of 258.8 MW. Table 31 summarizes the overall expenses and performance for both programs and shows the maximum actual demand reduction was 200.8 MW on July 24, 2024.

Table 31. Irrigation sector program summary 2024

		Total Cost		Savings	
Program	Participants	Utility	Resource	Annual Energy (kWh)	Peak Demand (MW)[1]
Demand Response					
Irrigation Peak Rewards	2,517 service points	$ 8,778,184	$ 8,778,184		200.8/258.8
Total		**$ 8,778,184**	**$ 8,778,184**		**200.8/258.8**
Energy Efficiency					
Irrigation Efficiency Rewards	628 projects	1,653,465	14,165,961	4,289,877	
Green Motors Initiative—Irrigation	0 motor rewinds	0	0	0	
Total		**$ 1,653,465**	**$ 14,165,961**	**4,289,877**	

Notes:

See Appendix 3 for notes on methodology and column definitions.

Totals may not add up due to rounding.

[1] Maximum actual demand reduction/maximum potential demand reduction. Demand response program reductions are reported with 6.5% system loss assumptions.

Irrigation DSM Programs

Irrigation Efficiency Rewards. This energy efficiency program is designed to encourage customers to replace or improve inefficient irrigation systems and components. Customers receive incentives through the Custom Incentive Option for extensive retrofits and new systems and through the Menu Incentive Option for small maintenance upgrades.

Irrigation Peak Rewards. This demand response program is designed to reduce demand from irrigation pumps during periods of high energy demand or for other system needs. Participating service points are automatically controlled by Idaho Power Demand Response Unit (DRU) or manually interrupted by the customer for very large pumping installations, for certain system configurations, or when switch communication is not available.

Green Motors Program. This energy efficiency program incentivizes the rewinding of irrigation motors. Under the GMP, service centers are accredited by EASA and personnel are certified to repair and rewind motors to improve reliability and preserve the original efficiency. If a rewind

returns a motor to its original efficiency, the process is called a "Green Rewind." A standard rewind may result in a lower efficiency. Idaho Power pays service centers to perform a green rewind on qualified irrigation motors. Half of this incentive is then given to the customer as a credit on the rewind invoice.

Marketing

In early 2024, the company mailed a winter edition of *Irrigation News* to all irrigation customers in its service area. The newsletter educated customers about energy efficiency incentives, upcoming irrigation customer workshops, wildfire mitigation efforts, safety messaging, and enrollment information for the Irrigation Peak Rewards program.

An additional summer edition of *Irrigation News* was sent to all irrigation customers in July. The newsletter provided relevant information on how to understand demand on an irrigation system, how to save energy and money by participating in efficiency programs, changes to the Idaho Irrigation Rate Design, and how to safely operate farm equipment around power lines.

Figure 31. ***Irrigation News*** **summer edition**

The March 2024 issue of *Connections*, the monthly Idaho Power newsletter, was centered around irrigation and agricultural programs. Highlights included an article titled *People Behind your Power: Agricultural Representatives*, and another article focusing on programs to help agricultural customers save energy and money. *Connections* is delivered to all Idaho Power customers who receive paper bills and is linked electronically for customers who receive e-bills.

Six emails were sent in 2024 to irrigation customers in the service area, totaling 10,802 email recipients with an average open rate of 60%.

The company also placed numerous print ads in agricultural publications to reach the target market in smaller farming communities. Publications included the *Capital Press*, *Power County Press/Aberdeen Times*, *Potato Grower* magazine, *Owyhee Avalanche*, *Argus Observer*,

and *The Ag Expo East and West* programs. Idaho Power used radio advertising to show support for Future Farmers of America and Ag Week conferences.

February through April, the company ran 1,496 radio ads promoting the Irrigation Efficiency Rewards program. The 30-second spots ran in eastern and southern Idaho on a variety of stations, including news/talk, classic rock, adult hits, and country.

Additionally, a Facebook and Instagram post ran in March supporting National Agriculture Day. The post featured an ag rep promoting irrigation programs.

Customer Satisfaction

Idaho Power conducts the *Burke Customer Relationship Index Survey* each year. In 2024, on a scale of zero to 10, irrigation survey respondents rated Idaho Power 7.75 regarding offering programs to help customers save energy, and 7.56 related to providing customers with information on how to save energy and money. Almost 23% of irrigation respondents indicated they have participated in at least one Idaho Power energy efficiency program. Of the irrigation survey respondents who have participated in at least one Idaho Power energy efficiency program, almost 81% are “very” or “somewhat” satisfied with the program.

Training and Education

Idaho Power continued to market its irrigation programs by offering in-person workshops, staffing booths at three agricultural shows/expos, conducting dealer presentations, and offering individual presentations to irrigation customers. In 2024, Idaho Power provided seven in-person irrigation workshops, one virtual workshop, and one conference seminar for the Irrigation Efficiency Rewards and Irrigation Peak Rewards programs. Approximately 177 customers attended in-person workshops or the seminar.

Field Staff Activities

Idaho Power ag reps met with customers in 2024 to offer Idaho Power energy efficiency and demand response program information, education, training, and irrigation system assessments and audits across the service area.

In 2024 ag reps continued their engagement with agricultural irrigation equipment dealers with the goal of sharing expertise about energy-efficient system designs and increasing awareness about the program. Ag reps participated in training sponsored by the nationally based Irrigation Association to maintain or obtain their Certified Irrigation Designer and Certified Agricultural Irrigation Specialist accreditations.

Irrigation Efficiency Rewards

	2024	2023
Participation and Savings[1]		
Participants (projects)	628	647
Energy Savings (kWh)	4,289,877	4,562,888
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$1,229,784	$1,474,741
Oregon Energy Efficiency Rider	$59,923	$127,827
Idaho Power Base Rates	$363,757	$106,399
Total Program Costs—All Sources	$1,653,465	$1,708,967
Program Levelized Costs		
Utility Levelized Cost ($/kWh)	$0.037	$0.042
Total Resource Levelized Cost ($/kWh)	$0.321	$0.361
Benefit/Cost Ratios[2]		
Utility Benefit/Cost Ratio	1.65	2.06
Total Resource Benefit/Cost Ratio	3.86	2.22

[1] For jurisdictional-level participation and savings details, see Appendix 4.

[2] 2023 cost-effectiveness ratios include evaluation. If evaluation expenses were removed from the program's cost-effectiveness, the 2023 UCT and TRC would be 2.11 and 2.23, respectively.

Description

Initiated in 2003, the Irrigation Efficiency Rewards program encourages energy-efficient equipment use and design in irrigation systems. Qualified irrigators in Idaho Power's service area can receive financial incentives and reduce their electricity usage through participation in the program. Two options help meet the needs for major or minor changes to new or existing systems: Custom Incentive Option and Menu Incentive Option. Irrigation customers can also qualify for an incentive when they "rewind" their irrigation motors.

Custom Incentive Option

The Custom Incentive Option is offered for extensive retrofits to existing systems or installing an efficient, new irrigation system.

For a new system, Idaho Power determines whether the equipment is more energy efficient than the standard equipment before approving the incentive. If an existing irrigation system is changed to a new water source, it is considered a new irrigation system under this program. The incentive for a new system is $0.25 per estimated kWh saved in one year, not to exceed 10% of the project cost.

For existing system upgrades, the incentive is $0.25 per estimated kWh saved in one year or $450 per estimated kW demand reduction, whichever is greater. The incentive is limited to 75% of the total project cost.

The qualifying energy efficiency measures include hardware changes that result in a reduction of the potential kWh use of an irrigation system or that result in a potential demand reduction. Idaho Power reviews and analyzes each project, considering prior usage history, irrigation system maps, system design details, invoices, and, in many situations, post-installation demand data to verify savings and incentives.

Menu Incentive Option

The Menu Incentive Option covers a portion of the costs of repairing and replacing specific components that help the irrigation system use less energy. This option is designed for systems where small maintenance upgrades provide energy savings from these seven measures:

1. New flow-control type nozzles
2. New nozzles for impact, rotating, or fixed head sprinklers
3. New or rebuilt impact or rotating type sprinklers
4. New or rebuilt wheel-line levelers
5. New complete low-pressure pivot package (sprinkler, regulator, and nozzle)
6. New drains for pivots or wheel lines
7. New riser caps and gaskets for hand lines, wheel lines, and portable main lines

Incentives are based on a predetermined kWh savings per component from the RTF.

Green Motors Program

Idaho Power also participates in the Green Motors Program (GMP). The GMP is a motor rewind offering available to all commercial, industrial, and irrigation customers. If a rewind returns a motor to its original efficiency per Electrical Apparatus Service Association (EASA) guidelines, the process is called a “Green Rewind.” By rewinding a motor under this initiative, customers may save up to 40% of the cost of a new motor. Participating service centers are accredited by EASA and personnel are certified to repair and rewind motors to improve reliability and preserve the original efficiency, as standardized by EASA. A standard rewind may result in a lower efficiency. Idaho Power pays service centers $2.00 per horsepower (hp) for each National Electrical Manufacturers Association (NEMA)-rated motor up to 5,000 hp that receives a Green Rewind. Half of that incentive, or $1.00 per hp, is passed on to the customer as a credit on their rewind invoice.

Program Activities

In 2024, a total of 628 projects were completed in Idaho and Oregon as shown in Table 32. There were no irrigation motors rewound under the GMP in 2024.

Table 32. Completed projects and energy savings 2024

Option	Idaho	Oregon	Total	Energy Savings
Menu Incentive	573	7	580	2,297 MWh
Custom Incentive	38	10	48	1,992 MWh
Total	**611**	**17**	**628**	**4,289 MWh**

In 2023, Idaho Power contracted with a third party to conduct an impact evaluation on the Irrigation Efficiency Rewards program for program year 2022; the report was submitted to Idaho Power in March 2024. The recommendations made in the impact evaluation were thoughtfully considered and implemented throughout 2024. The five main process evaluation recommendations (in italics) and actions taken are described below:

Streamline Custom Incentive Option calculations. The program engineer worked alongside the ag reps to streamline the custom incentives. In 2024, the company made improvements to the VFD and multiple pump calculations (see recommendation below on baseline energy consumption for additional details on the improvements). In 2025, the company will continue to look for areas to streamline the process.

Create a reference for Custom Incentive Option calculation assumptions. In 2024, the worksheet calculator included a new tab that contains assumptions guidance. The guidance is reviewed annually and updated as required.

Review baseline energy consumption for irrigation system projects with multiple pumps. The program engineer worked alongside the ag reps to review the baseline energy consumptions for irrigation system projects with multiple pumps and VFD projects. For multiple pumps and VFDs on existing systems, the calculator tool will still use the five-year history as baseline. To improve the calculator tool, the proposed new system's estimated energy usage is now based on multiple flow conditions using three average run hours derived from AMI meter data. The new method for multiple pumps estimates the total project savings, whereas previously the calculator for multiple pumps and VFD savings were additive to the primary calculation sheet. The improvement is easier to follow and eliminates one extra step of creating a single-base pump for comparison to the multiple pumps system. On new systems the baseline is created using a single pump with multiple flow conditions as compared to a new system with multiple pumps with various run-time hours. The new method is easier to follow and calculates the total savings versus the additional savings from the multiple pumps or VFD conditions.

Continue to use meter data to calibrate the custom baseline energy consumption. In 2024, the AMI meter data was better documented and was used to help calibrate the custom baseline energy consumption for new projects. The five-year history is still used as the baseline for existing projects. Idaho Power created a new AMI data viewer, which will allow access to five years of AMI meter data. The new tool will allow Idaho Power to better calibrate the custom baseline energy consumption in the future.

Continue to organize digital files. In both the Menu and Custom Incentive Options, staff have taken steps to improve the process to ensure all the documentation is included in a PDF file before the project is uploaded for payment.

During spring and summer 2024, Idaho Power staff researched adjustments to program incentives to attract more program participation. On November 22, 2024, Idaho Power requested Oregon Schedule 27 Irrigation Efficiency Rewards Program tariff modifications, which were approved on December 19, 2024, with an effective date of January 1, 2025. The modifications increase the Custom and Menu Incentive options, bring the Green Motors Initiative in house, and change the program name to Green Motors Program (GMP). Program changes are outlined below.

Custom Incentive Option

- An increase in the incentive for an existing system project from $0.25 to $0.30 per annual kWh (kWh/yr) saved and from $450 to $540 per kW of demand reduction.
- An increase in the incentive for a new system project from $0.25 to $0.30 per kWh/yr saved.

Menu Incentive Option

- The addition of language to clarify that a customer may only receive an incentive payment every three years for the same menu item on the same acres. Previously, Schedule 27 stated that a customer could receive incentives for up to two items per acre under each measure type but did not specify how often they could receive incentives for the same measure. This is not a change to how the program operates, rather the company added the language to Schedule 27 for transparency.
- An increase of the incentive for a new flow control nozzle from $2.50 to $5.00 per nozzle.
- An increase of the incentive for a new nozzle for impact, rotating or fixed-head sprinklers from $0.35 to $1.50 per nozzle.
- An increase of the incentive for a new or rebuilt brass impact sprinkler from $0.50 to $0.55 per sprinkler.
- An increase of the incentive for a new complete low-pressure pivot sprinkler package from $8.00 to $10.00 per sprinkler head, nozzle, and low-pressure regulator package.

- An increase of the incentive for new riser caps and gaskets for hand lines, wheel lines, or portable mainlines from $1.00 to $2.00 per measure type.
- An increase of the incentive for new drains for pivots or wheel lines from $3.00 to $4.00 per drain.
- An increase of the incentive for new or rebuilt wheel-line levelers from $1.00 to $1.50 per leveler.

Green Motors Program

The Green Motors Practices Group (GMPG), a non-profit trade organization, audited and managed the GMP payment process through August 2024, for which Idaho Power paid GMPG $0.05 per kWh saved. In August, GMPG ceased operations and discontinued these services. At that time, Idaho Power chose to continue the offering by implementing the program in house. On November 22, 2024, the company filed a modification to Schedule 27 to remove references to GMPG and replace with references to the EASA accreditation; change the name from Green Motors Initiative to Green Motors Program; and add a provision to document the customer invoice credit of $1.00 per hp of the $2.00 per hp paid to the service center. The company will work directly with EASA-accredited motor service centers that perform EASA-certified rewinds to continue to deliver incentives to qualifying customers. Currently, five motor service centers are EASA-accredited in Idaho Power's service area.

Marketing Activities

In addition to activities mentioned in the Irrigation Sector Overview, the Idaho Power ag reps, program engineer, and program specialist worked one on one with irrigation dealers and vendors who are key to the successful promotion of the program. Between January and April 2024, the ag reps held eight workshops for their customers: seven were in-person and one was virtual (Figure 32). The workshops focused on the Irrigation Efficiency Rewards program, the Irrigation Peak Rewards program, safety, reliability, water supply outlook forecasts, Idaho Power's hydro operations, and how Idaho Power meets customers' energy needs in extreme conditions. The ag reps shared Idaho Power's website and self-help tools. The ag reps also visited irrigation vendors in their area to distribute custom and menu efficiency applications and talk about the program.

Figure 32. Postcard invitation to irrigation customer workshop

The company used radio ads again in 2024 to increase program awareness. From February through April, the company ran 1,496 radio ads promoting the Irrigation Efficiency Rewards program. Radio ads alternated weeks with the Irrigation Peak Rewards spots, to avoid conflict and competition. The 30-second spots ran in eastern and southern Idaho on a variety of stations, including news/talk, adult hits, classic rock, and country.

Cost-Effectiveness

Idaho Power calculates cost-effectiveness for the program's Custom Incentive Option and Menu Incentive Option using different savings and benefits assumptions and measurements for each.

Each application under the Custom Incentive Option received by Idaho Power undergoes an assessment to estimate the energy savings that will be achieved through a customer's participation. On existing system upgrades, Idaho Power calculates the savings of a project by determining what changes will be made and comparing them to the service point's previous five years of electricity usage on a case-by-case basis. On new system installations, the company uses standard practices as the baseline to determine the efficiency of the applicant's proposed project. Based on the specific equipment to be installed, the company calculates the estimated post-installation energy consumption of the system. The company verifies completion of the system installation through aerial photographs, maps, and field visits

to ensure the irrigation system is installed and used in the manner the applicant's documentation describes.

Each application under the Menu Incentive Option received by Idaho Power also undergoes an assessment to ensure deemed savings are appropriate and reasonable. Payments are calculated on a prescribed basis by measure. In some cases, the energy-savings estimates are adjusted downward from deemed RTF savings to better reflect known information on how the components are being used. For example, a half-circle rotation center pivot will save half as much energy per sprinkler head as a full-circle rotation center pivot. All deemed savings are based on seasonal operating hour assumptions by region. If a system's usage history indicates it has lower operating hours than the assumptions, like the example above, the deemed savings are adjusted. For 2024, Idaho Power used the same savings and assumptions source used in 2023.

The UCT and TRC ratios for the program are 1.65 and 3.86, respectively.

Complete measure-level details for cost-effectiveness can be found in *Supplement 1: Cost-Effectiveness*.

2025 Plans

The program will update materials to reflect the incentive increases and will mail Irrigation Efficiency Rewards program brochures and applications to all irrigation customers and vendors in spring and summer 2025.

Program marketing plans typically include conducting customer-based irrigation workshops across the service area to promote energy efficiency, technical education, and program understanding. In 2025, the ag reps will host workshops in Mountain Home, Burley, and Caldwell, Idaho, as well as Nyssa, Oregon. Mail and email invitations are sent to Oregon customers for both the Nyssa and Caldwell workshops, as the Caldwell location may be closer to their base operations. In addition to the four workshops, ag reps will seek opportunities to host mini-workshop sessions at the producer locations.

Idaho Power has committed to host a booth at the Western Idaho Ag Expo, the Southern Idaho Ag Show, and the Idaho Potato Conference in 2025 to promote the program, educate attendees on what they can do to save energy, and explain how to participate and earn an incentive. At the Idaho Potato Conference, an ag rep will present on the Idaho Power irrigation programs.

Ag reps will continue to seek opportunities to present at irrigation equipment dealer workshops. Marketing the program to irrigation supply companies will continue to be a priority, as they are an important part of getting the program in front of customers.

The company will also promote the program in agriculturally focused editions of newspapers, magazines, radio ads, the irrigation customer newsletter, email updates and reminders,

social media posts, and paid search ads. The radio ads will run during the winter/spring throughout the company's South-East region.

Irrigation Peak Rewards

	2024	2023
Participation and Savings[1]		
Participants (service points)	2,517	2,439
Maximum Potential Demand Reduction (MW)[2]	258.8	252.1
Maximum Actual Demand Reduction (MW)[2]	200.8	187.7
Program Costs by Funding Source		
Idaho Energy Efficiency Rider	$413,658	$616,755
Oregon Energy Efficiency Rider	$115,986	$258,884
Idaho Power Base Rates	$8,248,539	$7,424,190
Total Program Costs—All Sources	$8,778,184	$8,299,830
Cost-Effectiveness Values		
Program Cost ($/kW)[3]	$45.43	$44.53
DR Benefit Value ($/kW)[4]	$62.39	$84.57

[1] For jurisdictional-level participation and reductions details, see Appendix 4.

[2] Demand response program reductions are reported with 6.5% system loss assumptions in 2024 and 7.6% system loss assumptions in 2023.

[3] Maximum potential annual program cost divided by maximum potential demand reduction. See *Supplement 1: Cost-Effectiveness* for full calculation details.

[4] See Cost-Effectiveness subsection of program write-up for details.

Description

Originating in 2004, the Irrigation Peak Rewards program is a voluntary demand response program through which agricultural irrigation customers in Idaho and Oregon are eligible to earn a financial incentive for reducing load. The objective of the program is to reduce the demand on Idaho Power's system when summer demand for energy is high or for other system needs.

There are two options for participating: an automatic dispatch option and a manual dispatch option. Due to the size of the program, the participants are split into four approximately equal-sized groups that can be used independently on different days, used all together at the same time, or staggered out at different start times on a demand response event (event) day.

Automatic Dispatch Option. Pumps enrolled in the automatic dispatch option have one of two devices installed that control the irrigation pump(s) via signal from Idaho Power. This option requires that all pumps shut off at a site for the event. Approximately 98% of the devices are demand response units (DRU) and use Idaho Power's Automated Metering Infrastructure (AMI) to send a signal that opens the contactor and shuts off the pump. The other 2% of automatic dispatch participants have an Idaho Power-developed cellular device installed. The cellular

device has the same load-control feature as the DRU, except a cellular network signal is used to send the command for shut off during an event. Hourly usage data is not available for cellular sites.

Manual Dispatch Option. The manual dispatch option is used for pumps with at least 1,000 cumulative hp, that Idaho Power has determined to have limited communication availability, or that have certain system configurations. Participants manually control which pumps are turned off during an event. Manual participants are required to nominate a portion of their overall load (kW) for reduction during the season. They may choose to shut down all or partial demand at the site. Aggregate customers participate manually by identifying a group of pumps across multiple sites to participate as an aggregate. The customer nominates a demand reduction for the aggregate and is compensated according to the actual demand reduction during the event.

Program event parameters for both interruption options are listed below:[c]

- Events occur during the active demand response season, from June 15 through September 15 (excluding Sundays, Independence Day, and Labor Day)
- A minimum of three events will occur each program season
- Events may occur up to four hours per day between the hours of 3–10 p.m. (standard interruption option), or between the hours of 3–11 p.m. (extended interruption option)
- Events will not exceed 16 hours per week or 60 hours per season (applies to both interruption options)
- Idaho Power notifies automatic participants by phone, email, and/or text messaging four hours before the start of the event whenever possible
- Idaho Power notifies manual participants by phone, email, and/or text four hours before the start of the event
- Idaho Power may cancel the event and notify participants of the cancellation up to 30 minutes before the event start time

The Irrigation Peak Rewards incentive structure includes fixed incentives (billing credits) and variable event-related incentives. Participants receive fixed incentives that are not tied to events: a demand credit and an energy credit. The fixed demand and fixed energy credits for the automatic dispatch participants are applied to the monthly bill for billing dates June 15 through September 15.

- Fixed demand credits are calculated by multiplying the monthly billing kW by the demand-related incentive rate

[c] Program parameters do not apply to system emergencies.

- Fixed energy credits are calculated by multiplying the total monthly billing kWh usage by the energy-related incentive rate

The fixed demand and fixed energy credits (Table 33) for the manual dispatch participants are paid with a check. Credits are prorated for periods when meter reading/billing cycles do not align with the Irrigation Peak Rewards season dates.

Table 33. Monthly fixed billing credits for manual and automatic options

Fixed Demand Credit ($/billing kW)	Fixed Energy Credit ($/billing kWh)
$5.25	$0.008

Variable incentives apply if more than four events occur in the season. Participants who choose the extended interruption option (3–11 p.m.) are paid a higher variable credit. Variable credits are calculated by multiplying the monthly billing kW by the variable incentive rate for each hour of the event. The variable incentive rate depends on the selected interruption option, standard or extended (Table 34).

Table 34. Variable incentive, paid after the fourth event

Standard Option 3–10 p.m. Variable Energy Credit per hour of the event ($/billing kW)	Extended Option 3–11 p.m. Variable Energy Credit per hour of the event ($/billing kW)
$0.18	$0.25

Program rules allow customers to opt out of events while incurring an opt-out fee of $6.25 per kW. The opt-out fee is calculated by multiplying $6.25 by the demand (kW) based on the current month's billing or demand reduction not achieved for manual dispatch option participants. The demand reduction not achieved for the manual dispatch option refers to the amount that was nominated minus the actual demand reduction that was achieved. The opt-out penalties will not exceed the total incentive that would have been paid with full participation.

Idaho Power has expanded the use of AMI technology with the use of DRUs installed at pump locations. AMI technology provides the ability to turn off pumps during an Irrigation Peak Rewards event by sending a command through the power line. The AMI system also allows Idaho Power to analyze the interval metering data of participating pumps during events. Interval metering reports provide data to help determine which DRUs functioned properly and which pumps were turned off and stayed off during the event. During the 2024 season, 2,707 DRUs were active and installed at 2,378 pump locations. Forty-four pump locations currently use 55 cellular devices.

Program Activities

In January 2024, Idaho Power mailed Irrigation Peak Rewards enrollment packets to all irrigation customers. The packets included an enrollment worksheet with estimated credits for participation, contact worksheets, and a program brochure. Total billing demand was 366.5 MW with 2,517 pumps enrolled for the 2024 season (2,378 with DRUs, 44 with cellular devices, and 95 participating under the manual option).

Percentage of participants by sub-region is shown on Figure 33. For purposes of the program, the Canyon-West and South-East regions shown on Figure 2 (Introduction section) are further divided into sub-regions: Western, Canyon, and Oregon (located primarily within the Canyon-West region), and Southern and Eastern (located primarily within the South-East region).

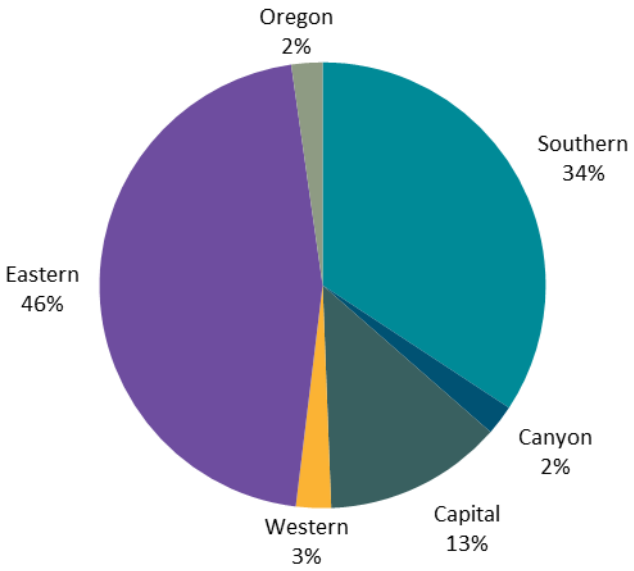

Figure 33. Percentage of participants by sub-region, 2024

In 2024, Idaho Power enrolled 2,517 (11.4%) of the eligible service points in its service area in the program (Table 35), an increase of 3.19% over 2023. Program participants in 2024 had a combined billing demand of 366,482 kW, an increase over the 2023 season, where participant billing demand totaled 361,590 kW. The key factor impacting the higher participation was efforts by the ag reps to increase participation in the spring by contacting customers with the highest demand.

Table 35. Eligible pump locations and participation levels by area

Idaho Power Sub-Region	Eligible Service Locations	Manual Dispatch Option	Automatic Dispatch Option	Total Enrolled by Area	Eligible Enrolled
Canyon	2,962	1	49	50	1.69%
Western	2,397	2	68	70	2.92%
Oregon	2,374		36	36	1.52%
Capital	1,880	90	229	319	17.0%
Eastern	3,569		1,134	1,134	31.77%
Southern	8,851	2	906	908	10.26%
Total	**22,033**	**95**	**2,422**	**2,517**	**11.42%**

Enrollment was higher in 2024, and the maximum potential demand response was higher, even though there was a change in system loss calculation due to the coincident factor for pumps, which can vary from year to year due to weather and crop type.

Idaho Power actively monitors and maintains the reliability of participating devices both pre-season and during the season. Communication status reports are reviewed weekly to identify possible issues. The company worked with three electrical contractors across the region in 2024 to maintain, troubleshoot, repair, and exchange program devices.

In 2024, participants were organized into four groups, labeled A, B, C, and D, and the program was used on six days. Table 36 shows the event performance by date. Two days had two groups participating, two days had all four groups participating, one day had three groups participating and one day had one group participating. Each participant experienced 16 total event hours in the season. The program maximum potential demand reduction was 258.8 MW, and the maximum actual demand reduction achieved was 200.8 MW on July 24, 2024, with all four groups participating (Table 36). Demand reduction analytical methods and results are provided in the end-of-season report in *Supplement 2: Evaluation*.

Table 36. Irrigation Peak Rewards demand response event details

Event Details	Event Time (p.m.)	Groups	High Temperature (°F)[1]	Maximum Actual Demand Reduction, Total (MW)	Opt-outs
Wednesday, July 10	5–10	A,D	108	133.9	59
Thursday, July 11	5–10	B,C	105	105.6	43
Wednesday, July 24	3–9	A,B,C,D	107	200.8	26
Friday, August 2	5–10	A,B,C,D	107	167.6	27
Monday, August 19	5–9	C	96	49.2	0
Thursday, August 22	4–10	A,B,D	95	113.5	28

[1] National Weather Service, recorded in the Boise area

Marketing Activities

In 2024, Idaho Power continued to use workshops, direct-mail, and outreach calls to encourage past participants to re-enroll in the program and potential new participants to enroll for the first time. The brochure, enrollment worksheet, and contact worksheet were mailed to all eligible participants in January 2024.

The company ran a My Account pop-up ad in May promoting enrollment to irrigation customers. Twenty users clicked on the ad. In April, the company sent two emails to 3,287 irrigation customers. This tactic resulted in an average 49% open rate. Additionally, Facebook and Instagram ads ran April through June promoting program enrollment, resulting in 165 clicks and 185,770 total impressions. A thank-you note to participants was posted on Facebook in October.

The company continued its marketing tactics from 2023, using digital display ads, search engine marketing, and radio. Web users were exposed to 741,211 display ads (animated GIF image ads embedded on a website) based on their demographics, related to online articles they viewed, or their use of a particular mobile web page or app. Users clicked the ads 900 times, resulting in a click-through rate of 0.12%. Search engine marketing displayed Idaho Power's Irrigation Peak Rewards program near the top of the search results with the paid search terms when customers searched for Irrigation Peak Rewards and demand response terms. These ads received 12,133 impressions and 8,022 clicks. From February through May, the company ran 1,286 radio ads promoting the Irrigation Peak Rewards program. The 30-second spots ran in Boise, eastern Idaho, and southern Idaho markets on a variety of stations, including news/talk, classic rock, and country.

Figure 34. Facebook ad for Irrigation Peak Rewards

Combined digital marketing efforts resulted in increased Irrigation Peak Rewards website traffic, which brought 8,784 total new users to the landing page for information on the program.

See the Irrigation Sector Overview section for additional marketing activities.

Cost-Effectiveness

Idaho Power determines cost-effectiveness for its demand response programs using the approved method for valuing demand response under IPUC Order No. 35336 and approved by the OPUC on February 8, 2022, in ADV 1355/Advice No. 21-12. Using financial and avoided cost assumptions from the *2023 Integrated Resource Plan*, the defined cost-effective threshold for operating Idaho Power's three demand response programs for the maximum allowable 60 hours is $62.39 per kW under the current program parameters.

The Irrigation Peak Rewards participants were each dispatched for four events, resulting in 35 event hours across six days in the season, and achieving a maximum actual demand reduction of 200.8 MW with a maximum potential demand reduction of 258.8 MW. The total expenses in 2024 were $8.8 million and would have been approximately $11.8 million if the program had been operated for the full 60 hours. Using the potential cost and the maximum

potential demand reduction results in a cost of $45.43 per kW, thus the program was cost-effective.

A complete description of cost-effectiveness results for Idaho Power's demand response programs is included in *Supplement 1: Cost-Effectiveness*.

Customer Satisfaction

In 2024, a survey was sent to Irrigation Peak Rewards customers who participate in the demand response program. Survey questions gathered information about how customers participate in the program, how likely they would be to continue to participate with new program options, and overall program satisfaction.

The survey invitation was sent to 500 program participants, and Idaho Power received survey results from 32 respondents. Some highlights include the following:

- Approximately 31% of respondents said they were "very satisfied" with the program, and approximately 15% of respondents indicated they were "somewhat satisfied."
- Approximately 53% of respondents would like to keep the current method of a monthly fixed-incentive bill credit and (if applicable) an end-of-season variable incentive payment check, and more than 18% would like to receive the total incentive as a single end-of-season check in the mail.

Evaluations

To evaluate the program each year, Idaho Power prepares an *Irrigation Peak Rewards Program Report* that presents demand reduction calculations and analysis and results from the program season. See *Supplement 2: Evaluation* for the 2024 report. A brief overview of the program results is provided in this section.

The program's maximum potential demand reduction is determined by looking at the maximum coincidence for all participants in the program (all groups) for an event. Coincidence is defined as the maximum potential demand that is on and available for shutoff during an event on any given day throughout the season and is typically the highest at the end of June and the beginning of July when a larger percentage of irrigation pumps are operating nearly 24 hours per day, seven days per week. Later in the season, when many pumps are not operating due to crop maturity and reduced watering demands, the coincidence is lower. The calculation for maximum potential demand reduction also includes a performance reduction due to the actual average device failure and opt-outs for 2024 (10.7%) for the events that occurred in the season.

Program participants hit their peak season demand on July 4, 2024, reaching an overall coincidence factor of 69.0% (including the 10.7% performance reduction mentioned above)

and a maximum potential demand reduction of 258.8 MW at the generation level for the season.

A breakdown of the actual demand reduction for each event day and each event hour for the 2024 program season is shown in Table 37 and includes system losses of 6.5%.

Table 37. Irrigation Peak Rewards program demand reduction (MW) for events, including system losses

		Hourly Demand Reduction (MW)						
Event Date	Groups	3–4 p.m.	4–5 p.m.	5–6 p.m.	6–7 p.m.	7–8 p.m.	8–9 p.m.	9–10 p.m.
Wednesday, July 10	A,D	—	—	67.5	133.9	132.9	132.1	60.2
Thursday, July 11	B,C	—	2.8	66.2	105.4	105.6	99.7	39.3
Wednesday, July 24	A,B,C,D	51.3	159.0	200.8	199.5	145.4	37.0	—
Friday, August 2	A,B,C,D	—	2.1	85.7	165.5	167.6	163.0	81.0
Monday, August 19	C	1.8	15.6	48.5	49.2	45.7	33.1	—
Thursday, August 22	A,B,D	—	40.0	73.3	113.5	113.1	73.3	40.0

Figure 35 shows the total hourly system demand for all participants for the 24-hour period on July 24, 2024. A reduction in system demand during the active event period from hour ending at 4 p.m. through hour ending at 9 p.m. is clearly shown on the graph; the gradual drop and subsequent rise in system demand is due to the staggered start/end times for the four groups participating. The maximum actual demand reduction occurred during the hour ending at 6 p.m., when all groups were dispatched. The small system demand shown for that hour is attributed to opt-outs and load left on during the event.

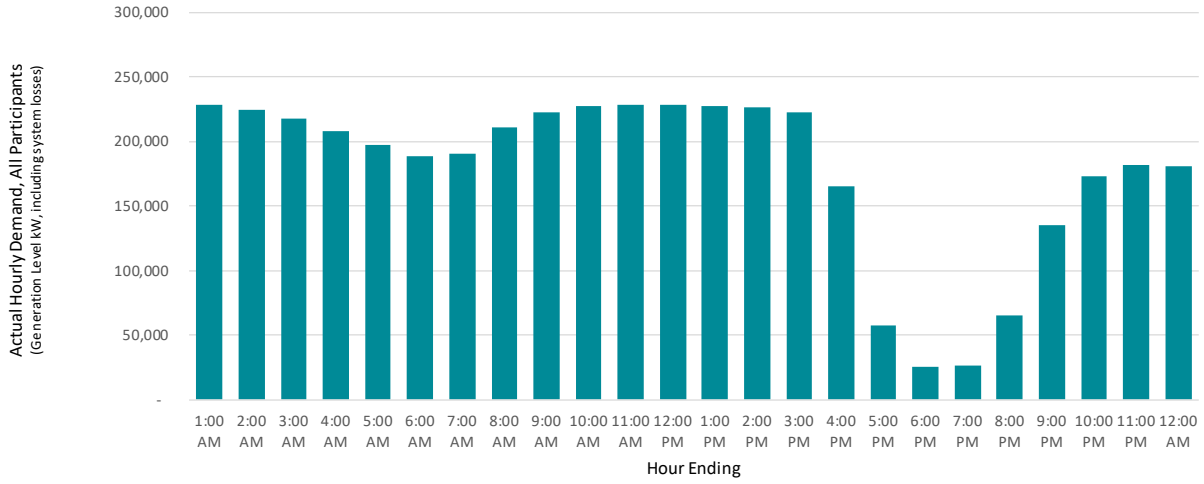

Figure 35. Participant demand (kW) by hour on event day July 24, 2024

2025 Plans

For the upcoming season, Idaho Power will implement a few adjustments to the Irrigation Peak Rewards program, approved by the OPUC in ADV 1659/Advice No. 24-09, at its January 21, 2025, public meeting and the IPUC in Case No. IPC-E-24-37, in Order No. 36449, issued on January 29, 2025.

The most notable adjustment includes adding an early option to the program consisting of four event hours between 3:00 p.m. and 9:00 p.m. with approximately half the incentive of the standard option. Participants that choose the early option will receive the following incentives: fixed demand credit of $2.75 per KW of billing demand, fixed energy credit of $0.004 per kWh of billing kWh usage, and a variable credit of $0.09 per kWh reduced per event (or billing kW for each hour of the event). The opt out fee for this option is $3.25 per billing KW. This change was driven by customer feedback including results from a 2023 customer survey identifying challenges with participating into the later evenings.

An additional approved change includes shifting the application of the variable incentive to after the first three events of each season, rather than the first four. This change aligns the fixed-capacity rate structure with the minimum number of events that are held each season and aims to reduce confusion related to the disparity between the minimum number of events and when the variable incentive is provided. Each event following the first three will offer the variable incentive in accordance with the appropriate interruption option.

For the 2025 program season, all irrigation customers will receive a comprehensive enrollment packet containing an informational brochure, enrollment worksheet and a contact worksheet. For all new pump signups, a DRU will need to be installed by a contracted electrician prior to the program season.

Idaho Power will have an informational booth at the local 2025 ag expos, including Western, Eastern, and Southern regions. The Irrigation Peak Rewards program will be the focus of in-person workshops presented by Idaho Power ag reps in winter 2025. For the upcoming season, Idaho Power will continue its focus on retaining currently enrolled participants and will consider using email marketing, radio, paid search, digital display, and other tactics to boost program enrollment. The ag reps will continue to remind and inform customers and encourage program participation in person and by phone.

Other Programs and Activities

Idaho Power's Internal Energy Efficiency Commitment

Renovation projects continued at the Idaho Power Corporate Headquarters (CHQ) in downtown Boise, with a project to exchange the old T-12 parabolic lighting fixtures with LED fixtures. Remodels continued to incorporate energy efficiency measures, such as lower partitions for better transfer of daylight, transom lighting, and automated lighting controls.

The CHQ building, along with five other sites across the enterprise, participated in the Flex Peak Program again in 2024 and committed to reduce up to 200 kW of electrical demand during events. Unlike other program participants, Idaho Power does not receive any financial incentives for its participation. For the three events in 2024, Idaho Power averaged an aggregated 9.2% reduction in power.

Energy Efficiency Advisory Group (EEAG)

Formed in 2002, the EEAG provides input on enhancing existing DSM programs and on implementing energy efficiency programs. Currently, the EEAG consists of members representing a cross section of Idaho Power customers from the residential, industrial, commercial, and irrigation sectors, as well as individuals representing low-income households, environmental organizations, state agencies, city governments, public utility commissions, and Idaho Power.

The EEAG has traditionally met quarterly, and when necessary, Idaho Power facilitates additional meetings and/or calls to address special topics. In 2024, a total of five EEAG meetings were held. The first three on February 8 (virtual meeting), May 23 (in-person meeting), and August 14 (virtual meeting) were for Idaho and Oregon combined. As an outcome of UE 426 in Oregon, the company agreed to form an Oregon-specific EEAG which will meet twice yearly. Therefore, two in-person EEAG meetings were held in November: one in Idaho on November 14 and one in Oregon on November 21. EEAG meetings are generally open to the public. Idaho Power appreciates the input from the group and acknowledges the commitment of time and resources the individual members give to participate in EEAG meetings and activities.

During these meetings, Idaho Power discussed new energy efficiency program ideas and new measure proposals, marketing methods, and specific measure details. The company provided the status of energy efficiency programs and expenses, gave updates of ongoing programs and projects, and supplied general information on DSM issues and other important issues occurring in the region.

Idaho Power relies on input from the EEAG to provide a customer and public interest view of energy efficiency and demand response. Additionally, Idaho Power regularly provides updates on current and future cost-effectiveness of energy efficiency programs and how changes in the IRP will impact DSM alternate costs, which Idaho Power uses in calculating cost-effectiveness. In the meetings, Idaho Power frequently requests input and feedback from EEAG members on programmatic changes, marketing tactics, and incentive levels.

Throughout 2024, Idaho Power relied on input from the EEAG on existing and potential new DSM programs. For complete meeting notes, see *Supplement 2: Evaluation*.

Market Transformation

Idaho Power's energy efficiency programs and activities are gradually transforming markets by changing customers' knowledge, use, and application of energy-efficient technologies and principles. The traditional market transformation definition is an effort to permanently change the existing market for energy efficiency goods and services by engaging and influencing large national companies to manufacture or supply more energy-efficient equipment. Through market transformation activities, the adoption of energy efficient materials and practices is promoted before they are integrated into building codes or become standard equipment.

NEEA

Idaho Power has been a funder of NEEA and participated in NEEA activities since its inception in 1997. NEEA's role is to look to the future to find emerging opportunities for energy efficiency and to create a path forward to make those opportunities a reality in the region.

Idaho Power participates in NEEA with funding from the Idaho and Oregon Riders. In September 2024, Idaho Power signed an agreement with NEEA for the 2025–2029 funding cycle and filed Case No. IPC-E-24-35 with the IPUC seeking authorization for Idaho Power's continued participation in NEEA for the 2025–2029 cycle and confirmation that its participation be funded by the Idaho Rider. On December 30, 2024, Idaho Power received IPUC Order No. 36436 authorizing Idaho Power's participation in NEEA from 2025–2029 funded through the Idaho Rider, subject to an annual prudency review. The contract commits Idaho Power to paying NEEA a total of $20.3 million, or approximately $4.1 million annually.

NEEA categorizes the savings it achieves in five categories: total regional savings, baseline savings, local program savings, net market effects, and co-created savings created by NEEA and its utility funders working collaboratively. For 2025 to 2029, NEEA expects 190 to 225 average megawatts (aMW) of co-created savings.

In 2024, Idaho Power participated in all NEEA committees and workgroups, including representation on the Regional Portfolio Advisory Committee (RPAC) and the Board of Directors. Idaho Power representatives participated in the two overarching coordinating

committees, the RPAC, Cost-Effectiveness and Evaluation Advisory Committee (CEAC), Regional Emerging Technology Advisory Committee (RETAC), and the Idaho Energy Code Collaborative. The company also participated in NEEA's initiatives, including the Commercial Building Stock Assessment (CBSA), Residential Building Stock Assessment (RBSA), and SEM.

NEEA performed one market progress evaluation report (MPER) to assess NEEA's influence on energy code development and adoption for buildings and homes in Idaho. In addition to the MPER, NEEA provided 55 market-related reports, of which 20 were through third-party contractors for energy efficiency initiatives throughout the Northwest. Links to these and other reports mentioned below are provided in *Supplement 2: Evaluation* and on NEEA's website under *Resources & Reports*. For information about all committee and workgroup activities, see the NEEA Activities section below.

NEEA Marketing

To support NEEA efforts, Idaho Power continued to educate residential customers on heat pump water heaters (HPWH) and educated commercial customers and participating contractors on NXT Level Lighting Training and Luminaire Level Lighting Controls (LLLC).

Idaho Power continued to encourage trade allies to take the NXT Level Lighting Training and posted training information on its website.

To promote LLLC, Idaho Power continued using a link to an informational LLLC flyer on its main Retrofits and Lighting web pages.

NEEA Activities: All Sectors

For the 2020 to 2024 funding cycle, NEEA and its funders reorganized the advisory committees into two coordinating committees: the Products Coordinating Committee and the Integrated Systems Coordinating Committee. Additionally, NEEA and its funders form working groups as needed in consultation with the RPAC. The RPAC continued, as well as the Cost Effectiveness and Evaluation Advisory and the RETAC committees. The Idaho Energy Code Collaborative also remained intact.

The company currently has representation on both coordinating committees. These committees provide utilities with the opportunity to give meaningful input into the design and implementation of NEEA initiatives, as well as to productively engage with each other. Quarterly meetings were held in 2024 for both committees, and working groups were formed by the coordinating committees to focus on topics relevant to all sectors, as described below.

Cost-Effectiveness and Evaluation Advisory Committee

The advisory committee meets four times a year to review evaluation reports, cost-effectiveness, and savings assumptions. One of the primary functions of the work group is to

review all savings assumptions updated since the previous reporting cycle. The committee also reviews NEEA evaluation studies and data collection strategies and previews forthcoming research and evaluations. In addition, in 2024, the committee spent time reviewing and providing feedback on NEEA's approach to evaluating and estimating savings based on work on codes and standards. This work resulted in significant adjustments to the evaluation process and continues to feed ongoing work to update reporting for this category of work.

Idaho Energy Code Collaborative

Since 2005, the State of Idaho has been adopting a state-specific version of the International Energy Conservation Code (IECC). The Idaho Energy Code Collaborative was formed to assist the Idaho Building Code Board (IBCB) in vetting and evaluating future versions of the IECC for the residential and commercial building sectors. NEEA facilitates the group, comprised of individuals with diverse backgrounds in the building industry and energy code development. Building energy code evaluations are presented by the group at the IBCB public meetings. The group also educates the building community and stakeholders to increase energy code knowledge and compliance. Idaho Power is an active member.

The Idaho Energy Code Collaborative provided statewide resources to builders and related stakeholders in support of the current building energy codes. The collaborative also began evaluating the 2021 and 2024 editions of the IECC for potential future adoption by the State of Idaho. This work will continue through 2025, and the results will be provided to the IBCB.

Other resources supporting current codes included monthly training sessions and a robust website, IdahoEnergyCode.com. Idaho Power will continue to participate in the Idaho Energy Code Collaborative.

Regional Emerging Technology Advisory Committee (RETAC)

Idaho Power participated in the RETAC, which met quarterly in 2024 to review RETAC's emerging technology pipeline, developed with assistance from the Bonneville Power Administration (BPA), NEEA, and the Northwest Power and Conservation Council (NWPCC). Throughout 2024, RETAC focused primarily on space-heating and water-heating products for residential and commercial markets. The technologies for these products centered on heat pumps. RETAC discussed the current state of the technologies and their associated gaps and issues. Other meeting topics included motor-driven systems, lighting controls, consumer products, 2026 NWPCC Power Plan, and current research being performed at Oak Ridge National Laboratory. This work will continue in 2025.

Regional Portfolio Advisory Committee

RPAC is responsible for overseeing NEEA's market transformation programs and their advancement through key milestones in the "Initiative Lifecycle." RPAC members must reach a

full consent vote at selected milestones for a program to advance to the next stage. In 2018, NEEA and RPAC formed an additional group called the RPAC Plus (RPAC+), which included marketing subject matter experts to help coordinate NEEA's marketing activities with those of the funders. RPAC convenes quarterly meetings and adds other webinars as needed.

In 2024, RPAC conducted four quarterly meetings, three of which were virtual and one of which was hybrid. Throughout 2024, RPAC received updates of savings forecasts, portfolio priorities, and committee reports.

NEEA Activities: Residential

NEEA provides BetterBuiltNW online builder and contractor training and manages the regional homes database, AXIS.

Residential Building Stock Assessment (RBSA)

The RBSA is a study conducted approximately every five years. Its purpose is to determine common attributes of residential homes and to develop a profile of the existing residential buildings in the Northwest. The information is used by the regional utilities and the NWPCC to determine load forecast and energy-savings potential in the region. NEEA began work on the most recent RBSA in mid-2020.

Due to delays in receiving the demographic and housing characteristics file from the 2020 U.S. Census—as well as challenges in recruiting multifamily tenants—completion of the study was delayed; the final report became available in April 2024 and can be found on NEEA's website. This report compares different housing characteristics across NEEA's four states in the region: Idaho, Montana, Oregon, and Washington. The states share similar characteristics across the quantity and sizes of different home types. Idaho has the highest percentage of homes heated by a furnace at 68%, followed by Montana at 61%. Idaho also has the highest percentage of homes with cooling (79%). This is likely driven by the newer building stock of Idaho homes, as 37% of homes in Idaho were built after 2000, which is 10 points greater than the population-wide value.

NEEA Activities: Commercial/Industrial

NEEA continued to provide support for C&I energy efficiency activities in Idaho in 2024, which included partial funding of the IDL for trainings and additional tasks.

Commercial Building Stock Assessment (CBSA)

NEEA began work on the CBSA in 2022. The CBSA is a study conducted approximately every five years, and the information is used by utilities in the Pacific Northwest and the NWPCC to determine load forecast and electrical energy-savings potential in the region.

For commercial customers who choose to participate in the study, the third-party contractor schedules a site visit with a field technician who collects information on equipment and building characteristics that affect energy consumption. This includes HVAC equipment, lighting, building envelope, water heating, refrigeration and cooking, computers and miscellaneous equipment, and cooling towers.

Idaho Power representatives have been engaged in the CBSA's monthly working group since August 2022. In 2023, the group selected vendors to lead the study and provide engineering support. In 2024, the study design was finalized, and a sample of buildings was identified. Initial outreach to the building owners and managers began in late 2024, and the effort to secure participation is still ongoing. Site visits will be held throughout 2025, and the report is slated to be released in 2026.

Very High-Efficiency Dedicated Outside Air Systems (DOAS)

NEEA's High-Performance HVAC program focused on design of market intervention strategies based on market and field research associated with very high-efficiency DOAS. Very high-efficiency DOAS pairs a very high-efficiency heat/energy recovery ventilator (HRV/ERV) type of DOAS with a high-efficiency heating and cooling system, while following set design principles that maximize efficiency. NEEA updated the Very High-Efficiency DOAS Equipment & Design Best Practices for Optimal Efficiency in 2024. The key area of focus was market development, engaging with manufacturer distributors and representatives in 2024. Additional resources for utilities are provided on the BETTERBRICKS website.

Luminaire Level Lighting Controls (LLLC)

Throughout 2024, NEEA engaged with key manufacturers and their sales channels to encourage promotion of LLLC to their customers and projects.

NEEA continued to offer a variety of LLLC educational resources for use by utilities and their customers and trade allies. These materials are found at betterbricks.com. In addition, NEEA is actively working with utilities in the Pacific Northwest to develop case studies of commercial buildings that incorporated LLLC.

NEEA Funding

In 2024, Idaho Power completed participation in the 2020–2024 five-year Regional Energy Efficiency Initiative Agreement funding cycle with NEEA. Per this agreement, Idaho Power was committed to fund NEEA based on a quarterly estimate of expenses up to the five-year total direct funding amount of $14.7 million, or approximately $2.9 million annually, in support of NEEA's implementation of market transformation programs in Idaho Power's service area. Of this amount, 100% was funded through the Idaho and Oregon Energy Efficiency Riders.

On February 20, 2020, Idaho Power received IPUC Order No. 34556, supporting Idaho Power's participation in NEEA from 2020 to 2024 with such participation to be funded through the Idaho Rider and subject to a prudency review.

In 2024, Idaho Power paid $3,372,515 to NEEA: $3,203,890 from the Idaho Rider for the Idaho jurisdiction and $168,626 from the Oregon Rider for the Oregon jurisdiction. Other expenses associated with Idaho Power's participation in NEEA activities, such as administration and travel, were also paid from the Idaho and Oregon Riders.

Final NEEA savings for 2024 will be released later in 2025. Preliminary estimates reported by NEEA indicate Idaho Power's share of regional market transformation savings as 24,501 MWh. These savings are reported in two categories: 1) codes-related and standards-related savings of about 21,494 MWh (88%) and 2) non-codes-related and non-standards-related savings of about 3,008 MWh (12%).

In the *Demand-Side Management 2023 Annual Report*, preliminary estimated savings reported were 23,914 MWh. The final NEEA savings for 2023 reported herein are 22,015 MWh and include savings from code-related initiatives as well as non-codes-related initiatives. Idaho Power relies on NEEA to report the energy savings and other benefits of NEEA's regional portfolio of initiatives. For further information about NEEA, visit their website at neea.org.

Regional Technical Forum

The RTF is a technical advisory committee to the NWPCC that was established in 1999 to develop standards to verify and evaluate energy efficiency savings. Since 2004, Idaho Power has supported the RTF by providing annual financial support, regularly attending monthly meetings, participating in subcommittees, and sharing research and data beneficial to the forum's efforts.

The forum is made up of both voting members and corresponding members from investor owned and public utilities, consultant firms, advocacy groups, Northwest Power and Conservation Council (ETO), and BPA, all with varied expertise in engineering, evaluation, statistics, and program administration. The RTF advises the NWPCC during the development and implementation of the regional power plan regarding the following RTF charter items:

- Developing and maintaining a readily accessible list of eligible conservation resources, including the estimated lifetime costs and savings associated with those resources and the estimated regional power system value associated with those savings.
- Establishing a process for updating the list of eligible conservation resources as technology and standard practices change, and an appeal process through which utilities, trade allies, and customers can demonstrate that different savings and value estimates should apply.

- Developing a set of protocols by which the savings and system value of conservation resources should be estimated, with a process for applying the protocols to existing or new measures.
- Assisting the NWPCC in assessing 1) the current performance, cost, and availability of new conservation technologies and measures; 2) technology development trends; and 3) the effect of these trends on the future performance, cost, and availability of new conservation resources.
- Tracking regional progress toward achieving the region's conservation targets by collecting and reporting regional research findings and energy savings annually.

In 2024, Idaho Power concluded the 2020–2024 NWPCC sponsorship at a rate of $713,300 for the five-year period and agreed to the RTF 2025–2029 sponsorship. Under the 2025–2029 agreement, Idaho Power is the fourth-largest RTF funder, at a rate of $868,500 for the five-year period. For this funding cycle, gas utilities and the gas portion of dual-fuel utilities are also funding the RTF.

When appropriate and when the work products are applicable to the climate zones and load characteristics in Idaho Power's service area, Idaho Power uses the savings estimates, measure protocols, and supporting work documents provided by the RTF. In 2024, Idaho Power staff participated in RTF meetings as a voting member and was represented on the RTF Policy Advisory Committee.

Throughout the year, Idaho Power reviews any changes enacted by the RTF to savings, costs, or parameters for existing and proposed measures. The company then determines how the changes might be applicable to, or whether they impact, its programs and measures. The company accounted for all implemented changes in planning and budgeting for 2024.

Residential Energy Efficiency Education Initiative

Idaho Power recognizes the value of general energy efficiency awareness and education in creating behavioral change and customer demand for, and satisfaction with, its programs. The REEEI promotes energy efficiency to the residential sector. The company achieves this by creating and delivering educational materials and programs that result in wise and informed choices regarding energy use and increased participation in Idaho Power's energy efficiency programs.

Kill A Watt Meter Program

The Kill A Watt™ Meter Program remained active in 2024. As a refresh, Idaho Power reached out to each library in its service area to promote the program with new librarians and replace and replenish missing items in the kits. Idaho Power's Customer Care Center and field staff continued to encourage customers to learn about the energy used by specific appliances and

activities within their homes by visiting a local library to check out a Kill A Watt meter (Figure 36).

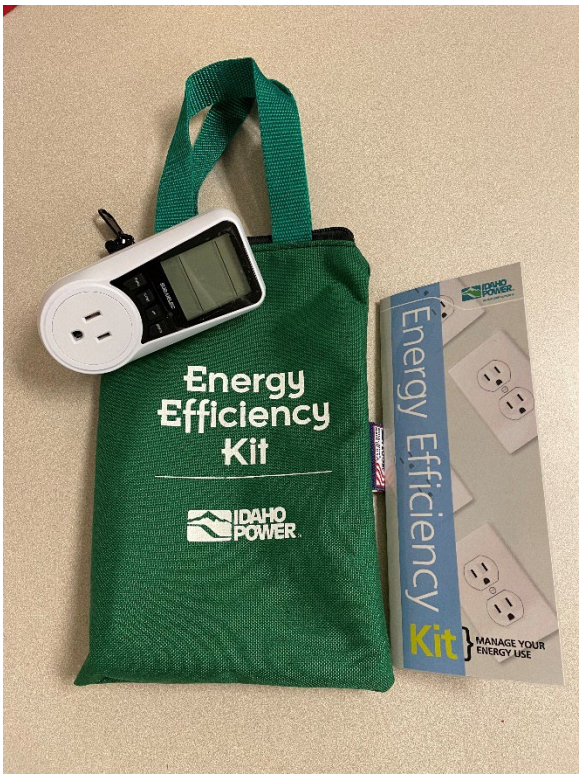

Figure 36. Kill A Watt meter

Teacher Education

In 2024, Idaho Power coordinated with the Idaho STEM Action Center to provide a professional development workshop focusing on the principles of energy and energy efficiency. This four-day, for-credit workshop for middle school and high school teachers was offered at the College of Southern Idaho (Twin Falls) as part of the iSTEM Summer Institutes. In addition to classroom work, participants were introduced to place-based field trip options to enhance student learning. This year, Idaho Power worked with Intermountain Gas to coordinate visits to a bio-digester power plant facility, a hydropower plant, and both transmission and distribution substations. A total of 12 teachers completed the training and returned to their schools with complete sets of classroom materials, along with the experience necessary to use them effectively to engage their students in hands-on, minds-on energy exploration.

Customer Education and Marketing

Idaho Power looks for ways to emphasize energy efficiency education in its *Connections* newsletter, bill inserts, and digital channels. In addition, the company continues to build and

maintain its library of *Energy Efficiency Guides* and other collateral focusing on various audiences and subject matter.

Idaho Power continued to increase customer awareness of energy-saving ideas via distribution of the 96-page booklet *30 Simple Things You Can Do to Save Energy*, a joint publishing project between Idaho Power and The EarthWorks Group. The booklet was used to fulfill direct web requests from customers, shared by energy advisors during in home visits, and sent to customers in response to inquiries received by Idaho Power's Customer Care Center.

Idaho Power continues to recognize that educated employees are effective advocates for energy efficiency and Idaho Power's energy efficiency programs. Idaho Power energy efficiency program specialists connected with energy advisors and other employees from each of Idaho Power's geographical regions and the Customer Care Center to discuss educational initiatives and answer questions about the company's energy efficiency programs.

REEEI distributed energy efficiency messages through a variety of other communication methods in 2024. Idaho Power participated in 143 events highlighting energy efficiency. Program specialists and EOEAs shared information about programs and other energy-saving ideas in an additional 1,018 presentations and trainings for audiences of all ages throughout the year. To increase opportunities with adult audiences and more secondary-school-aged young people, the EOEAs carried out a concerted marketing effort—establishing relationships with over 946 new community advocates and decision-makers.

Idaho Power's social media channels and *News Briefs* focused on content designed to help customers save energy, and quarterly bill inserts and emails provided all residential customers with easy steps to get their home ready for each season, and behavioral tips for reducing energy use. Throughout the year, nine separate *News Briefs* and 30 energy efficiency social media posts offered timely suggestions and tips on ways to save (Figure 37).

Figure 37. Summer energy-saving tip

2025 Program

The initiative's 2025 goals are to improve customer awareness of the wise use of energy, increase program participation, and promote educational and energy-saving ideas that result in energy-efficient, conservation-oriented behaviors.

To ensure the widest distribution of up-to-date seasonal energy efficiency information, Idaho Power will review and update past *Energy Efficiency Guides* in 2025. This will ensure customers have access to up-to-date educational content tailored for each season. Additionally, the company will issue a new *Spring Energy Efficiency Guide* in 2025 in both English and Spanish. The primary distribution channel will be online. However, hard copies will be available at events and can be requested to be sent via U.S. mail.

The initiative will continue to educate customers using a multi-channel approach to explore new technologies and/or program opportunities that incorporate a behavioral component.

University of Idaho Integrated Design Lab

Idaho Power is a founding supporter of the IDL (idlboise.com), which is dedicated to the development of high performance, energy-efficient buildings in the Intermountain West. Idaho Power has worked with the IDL since its inception in 2004 to educate the public about how energy-efficient building practices and strategies benefit the business and the customer. In 2024, Idaho Power entered into an agreement with the IDL to perform the tasks and services described below.

Foundational Services

The goal of this task is to provide energy efficiency technical assistance and project-based training to building industry professionals and customers. Requests for IDL involvement in building projects are categorized into one of three types:

1. Phase I projects are simple requests that can be addressed with minimal IDL time
2. Phase II projects are more complex requests that require more involvement and resources from the lab
3. Phase III projects are significantly more complex and must be co-funded

The IDL provided technical assistance on 20 new projects in Idaho Power's service area in 2024: 16 Phase I projects, four Phase II projects, and no Phase III projects. Ten of the projects were on new buildings, eight were on existing buildings, and two were general design assistance. The number of projects increased by two compared to 2023. The related report is in the IDL section of *Supplement 2: Evaluation*.

Lunch & Learn

The goal of the Lunch & Learn task is to educate architects, engineers, and other design and construction professionals about energy efficiency topics through a series of educational lunch sessions.

In 2024, the IDL provided 17 in-person and three hybrid technical training lunches. A total of 188 architects, engineers, designers, project managers, and others attended.

The topics of the lunches (and the number performed of each) were: The Architect's Business Case for Energy Performance Modeling (2); Daylighting Multipliers—Increasing Daylighting Harvesting Efficiency (3); Air Infiltration and Passive Systems (4); Luminaire Level Lighting Controls (1); High Performance Classrooms (3); The Future of Lighting Controls (1); Luminaire Level Lighting Controls Networking and Mapping to an Environment (1); Thermal Energy Storage Systems (1); and Envelope and Window Design for Enhanced Energy Efficiency (4). The related report is in the IDL section of *Supplement 2: Evaluation*.

Building Simulation Users Group (BSUG)

The goal of this task is to facilitate the Idaho BSUG, which is designed to improve the energy efficiency related simulation skills of local design and engineering professionals.

In 2024, six BSUG sessions were hosted by the IDL. All sessions were hosted in a hybrid format so participants could choose to join in person or virtually. The sessions were attended by 197 professionals. Evaluation forms were completed by attendees for each session. Analyzing results from the first six questions that rated the sessions on a scale of 1 to 5, with 5 being "excellent" and 1 being "poor," the average session rating was 4.37 for 2024. For the final question, "The content of the presentation was …" on a scale of 1 to 5, with 1 being "too basic," 3 being "just right," and 5 being "too advanced," the average session rating was 3.14 for 2024.

Each presentation was archived for remote access anytime, along with general BSUG content through the IDL website. The related report is in the IDL section of *Supplement 2: Evaluation*.

Energy Resource Library (ERL)

The ERL gives customers access to resources for measuring and monitoring energy use on various systems. The goal of this task is to operate and maintain the library, which includes a web-based loan tracking system, and to teach customers how to use the resources in the library.

The inventory of the ERL consists of over 900 individual pieces of equipment. In 2024, a total of 37 new tools were added to the library. The new tools replaced old data logging and transformer models and added air-quality sensors and accessories to complete tool kits. The tools and manuals are available at no cost to customers, engineers, architects, and contractors

in Idaho Power's service area to aid in the evaluation of energy efficiency projects and equipment they are considering. A contactless pick-up and drop-off system is available if desired.

In 2024, loan requests totaled 21 with 16 loans completed, three loans on-going, and two loans canceled. Loans were made to nine different locations and 17 unique users, nine of which were new ERL users. The majority of tools were borrowed for principal investigations or audits, although loans were also made for determining baselines before energy efficiency measures were implemented. Tools were also used to verify energy efficiency measures. The ERL web page recorded 8,871 visits in 2024 compared to 5,220 visits in 2023. The related report is in the IDL section of *Supplement 2: Evaluation*.

Design Tools Updates

Over the years, the IDL has developed several digital design tools to assist local firms. These tools require updating over time. In 2024, 19 tools were hosted on the IDL website and made available for use and download, serving as a one-stop resource for engineers and architects for early design considerations. In 2024, the IDL saw a total of 3,083 visits to the home/landing page for the digital design tools. IDL provided priority for each tool and will update in future tasks. Work in 2024 was primarily focused on developing visualization tools for Commercial Buildings Energy Consumption Survey (CBECS) 2018 data that was released in late 2022, and the IDL developed the following four categories with the 2018 project/study: Food Service, Public Assembly, Warehouse, and Service. Also, the Education building type was further analyzed by its subcategories—Elementary, High School, Middle School, Multi-Grade, Pre-School, and Other—with graphics developed for each.

The related report for this task is in the IDL section of *Supplement 2: Evaluation*.

Fan Savings from UV Lamps

In-duct Ultraviolet Germicidal Irradiation (UVGI) prevents microbial growth on cooling coils, which can reduce fan energy and result in net energy savings depending on the building type and airflow. The energy savings are a result of cleaner cooling coils having less of a pressure restriction that the fan must overcome. In 2024, a test site with 24 rooftop units was chosen to be used for research into potential impacts from UVGI implementation. Two of the 24 units will have UV Lamps installed in 2025. The rest of the units will remain unchanged. The unit data will be recorded for comparison purposes.

The related report for this task is in the IDL section of *Supplement 2: Evaluation*.

Passive Window Design

This task focuses on assessing the cost-effectiveness of passive design strategies for windows in Idaho's colder mountainous regions to provide practical guidance for architects and builders. The IDL evaluated the impact of window geometry on energy efficiency in medium-sized office spaces, including window-to-wall ratio (WWR) and building orientation, and various window configurations, such as Low-E coatings and double-glazing. Using a simulation model provided by the DOE for medium-sized office spaces, the results of the evaluation indicated that optimizing window geometry and selecting appropriate window configurations can significantly enhance energy efficiency and occupant comfort. It also indicated adjusting the WWR and building orientation, along with implementing optimized glazing, can effectively mitigate thermal loads. The related report for this task is in the IDL section of *Supplement 2: Evaluation*.

Compressed Air Testing

Sealing leaks in a compressed air system provides energy savings, reduces operation costs, minimizes compressor cycling, and prevents equipment failure. This experiment tested various types of leaks to determine which ultrasonic camera would be most effective in detecting leaks in real-world applications and industrial settings. It was determined that the Fluke ii900 camera can conduct in-depth analysis suitable for large-scale industrial applications while the Flex US detector is better suited for general leak detection.

The related report for this task is in the IDL section of *Supplement 2: Evaluation.*

2025 IDL Strategies

In 2025, the IDL will continue work on Foundational Services, Lunch & Learn sessions, BSUG, ERL, Design Tools Update, Fan Savings from UV Lamps, and one new task: Efficient Building Façade Design.

Distributed Energy Resources

Pursuant to IPUC Order Nos. 32846 and 32925 issued in Case No. IPC-E-12-27, Order No. 34955 issued in Case No. IPC-E-20-30, and Order No. 36159 issued in Case No. IPC-E-23-14, Idaho Power files its annual Distributed Energy Resources (DER) Status Report with the IPUC in April each year. The report provides updates on participation levels of customer generation, system reliability considerations, accumulated excess net energy credits, and system upgrades caused by on-site generation customers and the ongoing O&M costs associated with those upgrades. The report can be accessed on Idaho Power's website (idahopower.com/solar); links to the three most recent reports are located to the right on the web page, in the section labeled *Annual DER/Customer Generation Status Reports*.

CONCLUSIONS

This DSM report provides a summary of activities performed by Idaho Power to offer DSM programs to all its customers throughout 2024. Programs are generally designed to educate, inform, and/or reward customers.

The savings from energy efficiency programs, including the estimated savings from NEEA, were 143,599 MWh, and the energy efficiency portfolio was cost-effective from all three benefit/cost methodologies (UCT, TRC, and PCT).

Idaho Power successfully operated its three demand response programs in 2024, with a total maximum potential demand reduction of approximately 323 MW and a total maximum actual demand reduction of approximately 257 MW.

The DSM programs are carefully managed and monitored for ways to improve savings, cost-effectiveness, and value to the customer. One energy efficiency program was closed in 2024 due to non-cost-effectiveness. A small-business focused program that closed in 2023 was re-designed in 2024 to maintain offerings to customers that do not easily fit within other commercial programs.

In addition to the residential, C&I, and irrigation programs, which are gradually transforming markets by changing customers' knowledge and energy use, Idaho Power's collaboration with multiple stakeholders is laying the groundwork for building a more energy-efficient future with the long-term goal of permanently changing the existing market.

This DSM 2024 Annual Report satisfies the reporting obligation set forth by IPUC Order No. 29419 in Case No. IPC-E-03-19.

GLOSSARY OF ACRONYMS

A/C—Air Conditioning or Air Conditioner

Ad—Advertisement

AMI—Automated Metering Infrastructure

aMW—Average Megawatt

AHRI—Air-Conditioning, Heating, and Refrigeration Institute

ASHRAE—American Society of Heating, Refrigeration, and Air Conditioning Engineers

ASHP—Air-Source Heat Pumps

B/C—Benefit/Cost

BCASEI—Building Contractors Association of Southeast Idaho

BCASWI—Building Contractors Association of Southwestern Idaho

BOC—Building Operator Certification

BOMA—Building Owners and Managers Association

BPA—Bonneville Power Administration

BSU—Boise State University

BSUG—Building Simulation Users Group

BTU—British Thermal Units

C&I—Commercial and Industrial

CAP—Community Action Partnership

CAPAI—Community Action Partnership Association of Idaho, Inc.

CBSA—Commercial Building Stock Assessment

CCFEE—Campus Cohort for Energy Efficiency

CCNO—Community Connection of Northeast Oregon, Inc.

CCS—Commissioning, Sizing, and Controls

CEAC—Cost-Effectiveness Advisory Committee

CEI—Continuous Energy Improvement

CEL—Cost-Effective Limit

CFM—Cubic Feet per Minute

CHQ—Corporate Headquarters (Idaho Power)

CIEE—Commercial and Industrial Energy Efficiency

CINA—Community in Action

COP—Coefficient of Performance

CR&EE—Customer Relations and Energy Efficiency

CSA–Customer Solutions Advisors

CSI—College of Southern Idaho

DHP—Ductless Heat Pump

DOAS—Dedicated Outside Air Systems

DOE—US Department of Energy

DR—Demand Response

DSM—Demand-Side Management

EA5—EA5 Energy Audit Program

EASA—Electrical Apparatus Service Association

ECM—Electronically Commutated Motor

EEAG—Energy Efficiency Advisory Group

EEI—Edison Electric Institute

EICAP—Eastern Idaho Community Action Partnership

EISA—*Energy Independence and Security Act of 2007*

EIWC—Eastern Idaho Water Cohort

EL ADA—El Ada Community Action Partnership

EM&V—Evaluation, Measurement, and Verification

EPA—Environmental Protection Agency

EOEA—Education and Outreach Energy Advisors

ERL—Energy Resource Library

ERV— Recovery Ventilator

ESK—Energy-Saving Kit

ETO—Energy Trust of Oregon

ft—Feet

GMP—Green Motors Program

GMPG—Green Motors Practices Group

GWh–Gigawatt-hour

H&CE—Heating & Cooling Efficiency

HEA—Home Energy Audit

HER—Home Energy Report

HOU—Hours of Use

hp—Horsepower

HPWH—Heat Pump Water Heater

HRV—Heat Recovery Ventilator

HSPF—Heating Seasonal Performance Factor

HUD—Housing and Urban Development

HVAC—Heating, Ventilation, and Air Conditioning

IAQ—Indoor Air Quality

IBCA—Idaho Building Contractors Association

IBCB—Idaho Building Code Board

ID—Idaho

IDHW—Idaho Department of Health and Welfare

IDL—Integrated Design Lab

IEEC—Industrial Energy Efficiency Cohort

IECC—International Energy Conservation Code

IP—Internet Protocol

IPMVP—International Performance Measurement and Verification Protocol

IPUC—Idaho Public Utilities Commission

IRA—Inflation Reduction Act

IRP—Integrated Resource Plan

ISBA—Idaho School Boards Association

ISM—In-Stadium Marketing

ISR—In-Service Rate

ISU—Idaho State University

kW—Kilowatt

kWh—Kilowatt-hour

LEEF—Local Energy Efficiency Funds

LIHEAP—Low Income Home Energy Assistance Program

LLLC—Luminaire Level Lighting Controls

M&V—Monitoring and Verification

MPER—Market Progress Evaluation Report

MVBA—Magic Valley Builders Association

MW—Megawatt

MWh—Megawatt-hour

n/a—Not Applicable

NEB—Non-Energy Benefit

NEEA—Northwest Energy Efficiency Alliance

NEEC—Northwest Energy Efficiency Council

NEEM—Northwest Energy-Efficient Manufactured Housing Program

NEMA—National Electrical Manufacturers Association

NLC—Networked Lighting Controls

NPR—National Public Radio

NREL—National Renewable Energy Laboratory's

NTG—Net to Gross

NWPCC—Northwest Power and Conservation Council

O&M—Operation and Maintenance

OPUC—Public Utility Commission of Oregon

OR—Oregon

ORS—Oregon Revised Statute

OTT—Over-the-Top

PAI—Professional Assistance Incentive

PCA—Power Cost Adjustment

PCT—Participant Cost Test

PLC—Powerline Carrier

PR—Public Relations

PTCS—Performance Tested Comfort System

QA—Quality Assurance

QC—Quality Control

RBSA—Residential Building Stock Assessment

RCT—Randomized Control Trial

REEEI—Residential Energy Efficiency Education Initiative

REM—Required Energy Modeling

RESNET—Residential Energy Services Network

RETAC—Regional Emerging Technology Advisory Committee

Rider—Energy Efficiency Rider

RIM—Ratepayer Impact Measure

RPAC—Regional Portfolio Advisory Committee

RPAC+—Regional Portfolio Advisory Committee Plus

RTF—Regional Technical Forum

SAS—Statistical Analysis System

SBDI—Small Business Direct Install

SCCAP—South Central Community Action Partnership

SCE—Streamlined Custom Efficiency

SEEK—Student Energy Efficiency Kits

SEICAA—Southeastern Idaho Community Action Agency

SEM—Strategic Energy Management

SIR—Savings-to-Investment Ratio

SRVBCA—Snake River Valley Building Contractors Association

TRC—Total Resource Cost

TRM—Technical Reference Manual

TSV—Thermostatic Shower Valve

UCT—Utility Cost Test

UVGI—Ultraviolet Germicidal Irradiation

VFD—Variable Frequency Drive

WAP—Weatherization Assistance Program

WAQC—Weatherization Assistance for Qualified Customers

WSOC—Water Supply Optimization Cohort

WWEEC—Wastewater Energy Efficiency Cohort

WWR—Window-to-Wall Ratio

APPENDICES

Appendix 1. Idaho Rider, Oregon Rider, and NEEA payment amounts (January-December 2024)

Idaho Energy Efficiency Rider		
2024 Beginning Balance	$	700,361
2024 Funding plus Accrued Interest as of December 31, 2024		32,782,650
Total 2024 Funds		**33,483,011**
2024 Expenses as of December 31, 2024		(25,912,503)
Ending Balance as of 2024	$	**7,570,508**
Oregon Energy Efficiency Rider		
2024 Beginning Balance	$	807,030
2024 Funding plus Accrued Interest as of December 31, 2024		2,334,011
Total 2024 Funds		**3,141,041**
2024 Expenses as of December 31, 2024		(1,434,722)
Ending Balance as of 2024	$	**1,706,318**
NEEA Payments		
2024 NEEA Payments as of December 31, 2024	$	3,372,515
Total	$	**3,372,515**

Appendix 2. 2024 DSM expenses by funding source (dollars)

Sector/Program	Idaho Rider	Oregon Rider	Non-Rider Funds	Total
Energy Efficiency/Demand Response				
Residential				
A/C Cool Credit	(242,227)	(5,589)	417,056	169,241
Easy Savings: Low-Income Energy Efficiency Education	125,050	-	29,596	154,646
Educational Distributions	737,775	13,280	-	751,055
Heating & Cooling Efficiency Program	331,068	27,002	160,935	519,004
Home Energy Audit	72,571	(0)	85,715	158,287
Home Energy Reports	783,117	-	48,998	832,115
Multi-Family Energy Efficiency	30,985	1,072	11,152	43,208
Oregon Residential Weatherization	-	14,007	-	14,007
Rebate Advantage	128,849	9,281	38,604	176,734
Residential New Construction Program	209,809	-	42,652	252,461
Shade Tree Project	59,627	(0)	18,675	78,302
Weatherization Solutions for Eligible Customers	111,940	-	1,004	112,944
Weatherization Assistance for Qualified Customers (Idaho)	638,289	-	53,536	691,825
Weatherization Assistance for Qualified Customers (Oregon)	-	418	(12,500)	(12,082)
Commercial/Industrial				-
Commercial and Industrial Energy Efficiency Program				-
Custom Projects	8,595,184	499,816	484,826	9,579,826
New Construction	3,696,504	23,328	195,280	3,915,111
Retrofits	3,117,026	64,382	108,098	3,289,506
Flex Peak Program	7,783	205,573	577,356	790,712
Small Business Lighting (SBL) Program	13,050	0	32,650	45,700
Irrigation				-
Irrigation Efficiency Rewards	1,229,784	59,923	363,757	1,653,465
Irrigation Peak Rewards	413,658	115,986	8,248,539	8,778,184
Energy Efficiency/Demand Response Total	**$ 20,059,843**	**$ 1,028,478**	**$ 10,905,929**	**$ 31,994,250**
Market Transformation				
NEEA	3,203,890	168,626	-	3,372,515
Market Transformation Total	**$ 3,203,890**	**$ 168,626**	**$ -**	**$ 3,372,515**
Other Programs and Activities				
Commercial/Industrial Energy Efficiency Overhead	152,095	46,416	740,865	939,376
Energy Efficiency Direct Program Overhead	54,880	15,439	239,288	309,607
Oregon Commercial Audit	-	6,419	-	6,419
Residential Energy Efficiency Education Initiative	246,737	8,749	58,194	313,680
Residential Energy Efficiency Overhead	919,691	57,732	183,787	1,161,210
Other Programs and Activities Total	**$ 1,373,403**	**$ 134,755**	**$ 1,222,135**	**$ 2,730,292**
Indirect Program Expenses				
Energy Efficiency Accounting & Analysis	1,274,151	95,715	646,657	2,016,524
Energy Efficiency Advisory Group	1,263	491	10,008	11,761
Oregon Energy Efficiency Advisory Group	-	4,631	-	4,631
Special Accounting Entries	(45)	2,027	34,634	36,615
Indirect Program Expenses Total	**$ 1,275,369**	**$ 102,863**	**$ 691,299**	**$ 2,069,530**
Grand Total	**$ 25,912,503**	**$ 1,434,722**	**$ 12,819,363**	**$ 40,166,589**

Appendix 3. 2024 DSM Program Activity

Program	Participants	Total Costs		Savings		Measure Life (Years)	Nominal Levelized Costs[a]	
		Program Administrator[b]	Total Resource[c]	Annual Energy (kWh)	Peak Demand[d] (MW)		Utility ($/kWh)	Total Resource ($/kWh)
Demand Response[1]								
A/C Cool Credit	17,641 homes	169,241	169,241	n/a	21.9 / 24	n/a	n/a	n/a
Flex Peak Program	309 sites	790,712	790,712	n/a	34.7 / 40.6	n/a	n/a	n/a
Irrigation Peak Rewards	2,517 service points	8,778,184	8,778,184	n/a	200.8 / 258.8	n/a	n/a	n/a
Total		**$9,738,136**	**$9,738,136**	**n/a**	**257.4 / 323.4**			
Energy Efficiency								
Residential								
Easy Savings: Low-Income Energy Efficiency Education	130 hvac tune-ups	154,646	154,646	70,589		3	$0.763	$0.763
Educational Distributions	53,983 kits/giveaways	751,055	751,055	3,900,277		9	$0.027	$0.027
Energy Efficient Lighting	0 lightbulbs	0	0	0		15		
Heating & Cooling Efficiency Program	622 projects	519,004	2,241,416	819,224		16	$0.062	$0.266
Home Energy Audit	235 audits	158,287	216,146	19,407		12	$0.942	$1.286
Home Energy Report Program[2]	98,119 treatment size	832,115	832,115	18,596,812		1	$0.044	$0.044
Multifamily Energy Efficiency Program	2 projects	43,208	78,571	84,977		15	$0.051	$0.093
Oregon Residential Energy Conservation Program	13 audits/projects	14,007	12,380	0		45		
Rebate Advantage	109 homes	176,734	477,292	283,227		45	$0.042	$0.115
Residential New Construction Program	92 homes	252,461	614,962	304,424		60	$0.055	$0.133
Shade Tree Project	736 trees	78,302	78,302	0		40		
Weatherization Assistance for Qualified Customers (Idaho)	157 homes/non-profits	691,825	1,553,095	366,428		30	$0.299	$0.474
WAQC	145 homes/non-profits	522,931	1,384,201	346,638		30		
WAQC - Re-Weatherizerized Homes	12 homes/non-profits	168,894	168,894	19,790		30		
Weatherization Assistance for Qualified Customers (Oregon)	1 homes/non-profits	-12,082	-9,761	1,023		30	-$0.878	-$0.709
Weatherization Solutions for Eligible Customers	18 homes	112,944	112,944	25,784		30	$0.326	$0.326
Sector Total		**$3,772,506**	**$7,113,163**	**24,472,172**		**5**	**$0.034**	**$0.065**
Commercial/Industrial								
Custom Projects	126 projects	9,579,826	26,542,318	60,076,877		14	$0.017	$0.046
Green Motors - Industrial	3 motor rewinds		2,118	7,990		8		
New Construction	140 projects	3,915,111	5,897,403	18,161,615		14	$0.023	$0.034
Retrofits	467 projects	3,289,506	9,590,236	12,066,417		12	$0.031	$0.092
Small Business Lighting	9 projects	45,700	49,843	22,967		12	$0.230	$0.251
Sector Total		**$16,830,144**	**$42,081,917**	**90,335,865**		**14**	**$0.020**	**$0.049**

Program	Participants	Total Costs: Program Administrator[b]	Total Costs: Total Resource[c]	Savings: Annual Energy (kWh)	Savings: Peak Demand[d] (MW)	Measure Life (Years)	Nominal Levelized Costs[a]: Utility ($/kWh)	Nominal Levelized Costs[a]: Total Resource ($/kWh)
Irrigation								
Green Motors - Irrigation	0 motor rewinds	0	0	0		21		
Irrigation Efficiency Rewards	628 projects	1,653,465	14,165,961	4,289,877		16	$0.037	$0.321
Sector Total		**$1,653,465**	**$14,165,961**	**4,289,877**		**16**	**$0.037**	**$0.321**
Energy Efficiency Portfolio Total		**$22,256,114**	**$63,361,040**	**119,097,915**		**12**	**$0.022**	**$0.061**
Market Transformation[3]								
Northwest Energy Efficiency Alliance (codes and standards)				21,493,637				
Northwest Energy Efficiency Alliance (other initiatives)				3,007,542				
Northwest Energy Efficiency Alliance Totals		**$3,372,515**	**$3,372,515**	**24,501,179**				
Other Programs and Activities								
Residential								
Residential Energy Efficiency Education Initiative		313,680	313,680					
Commercial								
Oregon Commercial Audit	4 audits	6,419	6,419					
Other								
Energy Efficiency Direct Program Overhead		2,410,193	2,410,193					
Total Program Direct Expense		**$38,097,058**	**$79,201,984**	**143,599,094**				
Indirect Program Expenses		2,069,530	2,069,530					
Total DSM Expense		**$40,166,589**	**$81,271,514**					

Endnotes:

a. Levelized Costs are based on financial inputs from Idaho Power's 2023 IRP and calculations include line-loss adjusted energy savings.

b. The Program Administrator Cost is the cost incurred by Idaho Power to implement and manage a DSM program.

c. The Total Resource Cost is the total expenditures for a DSM program from the point of view of Idaho Power and its customers as a whole.

d. Demand response program reductions are reported with 6.5% system loss assumptions. Maximum actual demand reduction / maximum potential demand reduction.

1. Peak Demand is the peak performance of each respective program and not combined performance on the actual system peak hour.

2. Savings have been reduced by 0.44% to avoid double counting of savings in other energy efficiency programs.

3. Savings are preliminary estimates provided by NEEA. Final savings for 2024 will be provided by NEEA April 2025.

Appendix 4. 2024 DSM Program Activity by State Jurisdiction

Program	Idaho Participants	Idaho Program Administrator Costs	Idaho Demand Reduction (MW)/Annual Energy Savings (kWh)	Oregon Participants	Oregon Program Administrator Costs	Oregon Demand Reduction (MW)/Annual Energy Savings (kWh)
Demand Response[1]						
A/C Cool Credit	17,451 homes	174,830	21.7 / 23.7	190 homes	-5,589	0.2 / 0.3
Flex Peak Program	299 sites	585,139	25.3 / 29.6	10 sites	205,573	9.4 / 11
Irrigation Peak Rewards	2,481 service points	8,661,340	199.4 / 257	36 service points	116,844	1.4 / 1.8
Total		**$9,421,308**	**246.4 / 310.3**		**$316,828**	**11 / 13.1**
Energy Efficiency						
Residential						
Easy Savings: Low-Income Energy Efficiency Education	130 hvac tune-ups	154,646	70,589			
Educational Distributions	52,638 kits/giveaways	737,775	3,799,577	1,345 kits/giveaways	13,280	100,701
Energy Efficient Lighting	0 lightbulbs	0	0	0 lightbulbs	0	0
Heating & Cooling Efficiency Program	600 projects	492,002	775,023	22 projects	27,002	44,201
Home Energy Audit	235 audits	158,287	19,407			
Home Energy Report Program	98,119 treatment size	832,115	18,596,812			
Multifamily Energy Efficiency Program	2 projects	42,137	84,977	0 projects	1,072	0
Oregon Residential Energy Conservation Program				13 audits/projects	14,007	0
Rebate Advantage	103 homes	167,162	269,307	6 homes	9,572	13,920
Residential New Construction Program	92 homes	252,461	304,424	0 homes	0	0
Shade Tree Project	736 trees	78,302	0			
Weatherization Assistance for Qualified Customers in Idaho	157 homes/non-profits	691,825	366,428			
Weatherization Assistance for Qualified Customers in Oregon[2]				1 homes/non-profits	-12,082	1,023
Weatherization Solutions for Eligible Customers	18 homes	112,944	25,784			
Sector Total		**$3,719,655**	**24,312,327**		**$52,850**	**159,845**
Commercial						
Custom Projects	120 projects	9,079,990	57,163,578	6 projects	499,836	2,913,299
Green Motors - Industrial	3 motor rewinds		7,990	0 motor rewinds		0
New Construction	139 projects	3,891,784	18,154,746	1 projects	23,328	6,869
Retrofits	457 projects	3,225,125	11,838,759	10 projects	64,382	227,658
Small Business Lighting	9 projects	45,700	22,967	0 projects	0	0
Sector Total		**$16,242,598**	**87,188,039**		**$587,545**	**3,147,826**

Program	Idaho Participants	Idaho Program Administrator Costs	Idaho Demand Reduction (MW)/Annual Energy Savings (kWh)	Oregon Participants	Oregon Program Administrator Costs	Oregon Demand Reduction (MW)/Annual Energy Savings (kWh)
Irrigation						
Green Motors - Irrigation	0 motor rewinds		0			
Irrigation Efficiency Rewards	611 projects	1,588,261	4,131,911	17 projects	65,203	157,966
Sector Total		**$1,588,261**	**4,131,911**		**$65,203**	**157,966**
Market Transformation						
Northwest Energy Efficiency Alliance (codes and standards)			21,111,600			382,037
Northwest Energy Efficiency Alliance (other initiatives)			2,803,200			204,342
Northwest Energy Efficiency Alliance Totals[3]		**$3,203,890**	**23,914,800**		**$168,626**	**586,379**
Other Programs and Activities						
Residential						
Residential Energy Efficiency Education Initiative		304,932			8,749	
Commercial						
Oregon Commercial Audit				4 audits	6,419	
Other						
Energy Efficiency Direct Program Overhead		2,290,606			119,587	
Total Program Direct Expense		**$36,771,250**			**$1,325,808**	
Indirect Program Expenses		1,961,525			$108,006	
Total Annual Savings			**139,547,077**			**4,052,017**
Total DSM Expense		**$38,732,775**			**1,433,813**	

Endnotes:

1. Peak Demand is the peak performance of each respective program and not combined performance on the actual system peak hour.

2. Oregon adminstrator costs are negative due to account adjustments. Amount charged to the Oregon rider was reversed and charged to the Idaho rider.

3. Savings are preliminary estimates provided by NEEA. Final savings for 2024 will be provided by NEEA April 2025.