

Utility Sounding Board (USB) Meeting Summary
October 8, 2008

USB members in attendance:

- Theresa Lackey
- Dan Villalobos
- Chris Aiken
- Darroll Clark
- Wes Thomas
- Rob Roy

Attending via phone: Bob Kajfasz: City of Port Angeles, Gary Nysted: City of Ellensburg, Doris Abravanel: Snohomish Co. PUD

BPA staff in attendance at various times:

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| • Mira Vowles | • Mark Johnson |
| • Margaret Lewis | • Karen Meadows |
| • Becky Clark | • Carrie Nelson |
| • Mike Weedall | • Josh Warner |

2009 Energy Efficiency Summit (Becky Clark)

Discussion among USB and BPA members:

There was overall satisfaction with the theme and outline of the workshop among the group. There were thoughts that calling the event a summit instead of a workshop encourages utilities to share ideas.

Suggestions among the entire group of USB and BPA members included:

- Utilities should be informed beforehand that they will be expected to share ideas
- Networking is a very valuable part of the event as well as sharing “ah hah” moments with each other
- Energy Star Program needs some help because it is hard to talk to the consumer
- It might make sense to have round tables divided by sector, or by utility size
- The theme and events should relate to the current state of the economy
- HWM and Tiers could be discussion topics
- NEET (and the outcomes) is a good topic
- Cap and Trade, Carbon Tax are suggested topics
- Address the future of programs, after October 2009
- Fluid could present
- Brent Barclay was suggested as a speaker

- Themes could be “Unprecedented Change”, “Security Through Conservation”, “Securing Our Energy Future”, “Shifting From Want To, To Have To... and Are You Ready?”

Discussion Regarding Vendor Reception (see handout)

General consensus that having vendors the night before is not ideal. It was suggested that the vendors be given a few minutes of fame between events to give a quick description of their products.

Suggested Vendors:

- AirCare Plus (to help people better understand the program)
- A vendor from the heat pump program
- Various stakeholders like LCC, WSU, NEEA

Electronic Data Interchange (Mira Vowles)

**Please refer to that handout distributed in the USB meeting that explains “Utility Data Best Practices Guidance; A National Action Plan for EE Initiative”

Within the next year it is likely that there will be some form of a Cap and Trade or Carbon Tax passed in the United States. USB was requested to provide input on how electronic data is currently distributed and how it could be in the future.

Do utilities provide electronic billing data to customers and do they charge for it? (It also allows people to know their electricity consumption)

- Five USB members provide electronic data, none of them charge for it
- Three of USB members don’t provide electronic version, only hard copies. Several require the customer to provide identification and be the payer on the account.
- Utilities need to define policies by Nov 1 for the FTC.

Discussion among BPA and USB

There was a concern that customers will not want their info uploaded into a database and that they will be resistant to the government’s involvement. If legislation goes through for cap and trade, or carbon tax the information may be necessary, but only when requested by the customer. It was also suggested that it may be better for BPA to be as uninvolved as possible. There was also a concern that boards may not support it.

Energy Smart Grocer and Design Evaluations (Mira Vowles)

Discussion among BPA and USB

The EERs will notify utilities about what data will be needed for the evaluation and when it will be required. It would be good for utilities to get a head start and have an idea of the data format. Confidentiality agreements could also be an obstacle.

Marketing Materials for Ductless Heat Pumps (Mark Johnson)

Fluid is working on media needs. The goal is to develop tools for utilities that are customizable yet with a message that has integrity. The marketing should also communicate that it is a great opportunity. There will be customizable templates, door hangers, bill inserts, newspaper inserts and post cards. There might also be segmentation opportunities, cooperative market opportunities, communication channels, partner templates, event opportunities, and radio opportunities.

Discussion among BPA and USB

- Education on PTCS could be helpful as well as how to qualify. Education should be part of the marketing.
- TV and radio don't work everywhere, articles might be more useful (text could be provided for newsletters). A target market type might be useful, for example, people with zonal heating.
- It seems like a lot of expenses just to be testing if it is an acceptable measure.
- All the deemed measures will be claimed as HWM if utilities want to self front.
- Fluid is still in the process of planning how the marketing will be distributed to utilities. The turnaround is fast for marketing materials. There are also downloadable templates.
- A focus group is important, and maybe a second one with NEEA that is more quantitative
- There is a general urgency to speed up the marketing and overall pilot program
- It is important to have consistent messaging
- Utilities do their own education
- Contractors can and may be a key component of marketing
- 70 contractors have been trained throughout the region through Fluid's orientation
- Webinars have started and there are four more scheduled for October as well as 5 more with dates to be determined.
- PTR not ready yet
- There is a concern about running the pilot first come first serve, what about good faith estimates? Otherwise it will eliminate small utilities and the 1500 will be gone
- Another brown bag on this may be helpful
- If there is a limit per utility it is better to tell them at the beginning, it may even help drive the program
- No specific conclusion was made regarding first come first serve versus allocated for DHP

Action Item: Fluid to have materials ready for November 12 meeting to aid in discussion

ACEEE Program Ideas (Mira Vowles)

Takeaways from ACEEE that have pilot potential:

Wisconsin's "Green Blitz" program targeted 3300 small and medium commercial businesses. Postcards were sent with the message "20 minutes can save 20% of your business' energy", in order to

achieve 500 kW of demand reduction within 6 weeks. Could this work with your small and medium commercial businesses? Is there an interest in BPA assisting utilities with a similar program?

There was general support of the program.

PG & E also did a program that focused on refrigeration for wineries. Offered a bonus structure with a 10% bonus if the owner signed and committed within 30 days, and completed bonus within 6 months. Mira urged USB members to participate on the Oct 10 Brown Bag to hear more about these and other ACEEE take-aways.

New Opportunity Study (Karen Meadows)

BPA is gathering information on new opportunities, such as demand response, an accelerated EE plan, plug-in hybrids, sub-station CVR and wind levelizing. What is the best way to share information on new opportunities? Brown Bags, at the Workshop and a list-serve, similar to the WSU list-serve were suggested. The WSU list-serve allows participants to sign-up for opportunities they're interested in.

Managing CRC Over the Rate Period (Karen Meadows)

Discussion among BPA and USB

Is a 2 year rate-period manageable? Is there enough time to process CRC funds? Can bilateral agreements be used to manage rate-period spending?

- We need "roll-over" minutes.
- Once utilities have an obligation, the money needs to be set aside
- It was suggested that another tier be created that is a margin below tier two and lock it in the same as a CRC. It could be a middle tier, subsidized by BPA, if utility did conservation. Instead of an incentive utility funds it independently. The amount of conservation achieved would feed into discounted tier 2.
- There was a consensus on the difficulty of managing CRC funds in a 2 year-rate period.
- The sooner there is a transition plan, the better.
- BPA is trying to get umbrella contracts in place. There will also be a plan for multi year projects
- Rate credit can't be rolled over, but it might be obligated for projects.

Post 2011 Planning Process (Karen Meadows, Josh Warner, Mike Weedall)

Discussion among BPA and USB

- After 2011 we do not expect to decrement. Funding for conservation will come out of tier one.
- There will be more than EE, such as smart grid and demand response; the technical world is expanding.
- BPA's plan is to have some decisions made by June of 2009.
- It would be nice for BPA to have some financial experts to explain to utilities what impact there will be.

- For those who don't see the benefits of conservation BPA needs to supply education. People often look at short term impact, not long term savings
- Many utilities that have looked at conservation assessments have decided it is the way to go
- There is a short presentation for HWM and a calculator available for utilities.
- An IRP for customers would be very beneficial for the region
- Templates and tools are useful

Demand Response Options for BPA

BPA commissioned a report on Demand Response and wants to share information. There was a general consensus that email is the most useful option.

Discussion among BPA and USB

- The next plan may have a high amount of CVR.
- DR has the potential to play a major role in wind integration.
- It is important to make boards understand DR

USB Business (Mira Vowles)

- Next meeting will be November 12th, 2008 via phone from 8:30-10:30
- Darroll Clark accepted the position of USB chairperson