

**Call with Northwest Public Utilities on Behavior Based Energy Efficiency (BBEE)
Programs
Meeting Summary
March 15th, 2011 (By phone)
Facilitated by Skip Schick, contractor to BPA, and Summer Goodwin, BPA EE**

Introduction

Skip Schick provided background on behavior based energy efficiency (BBEE) programs. BPA is defining BBEE as energy savings resulting from changes in individual or organizational behavior and decision-making. BBEE programs are a means of achieving energy savings beyond what is obtained through traditional program efforts focused on encouraging adoption of energy efficient technology. The goal of this group is to create BBEE awareness, share lessons learned, promote use of best practices and encourage BBEE activities.

BPA began researching BBEE programs more than a year ago, and has been discussing program concepts with regional utilities, Stanford University, and private companies. The Planning group helped develop an [RTF-approved evaluation protocol](#), and has been developing an evaluated custom program path as a vehicle to support public utility BBEE program activities. Last fall BPA conducted a review and assessment of residential BBEE programs, concluding that activity is growing both regionally and nationally, with significant energy savings potential. Energy savings claimed by utilities involved in these activities nationally range from 2-10% per participant. A number of utilities are gaining experience with BBEE activity that starts with customer feedback on energy consumption, and includes social norms, goal setting, tips/assistance, and rewards. Each type of activity has the potential to yield benefits (i.e., energy savings), with frequency of customer engagement related to the amount of energy saved. A rough estimate of potential energy savings in the NW public utility residential sector alone ranges from 50-75 aMWs and could be higher.

BPA has developed an action plan to guide its efforts to enable, validate and increase the amount and persistence of energy savings achieved through BBEE programs in the NW. The action plan includes convening this regional public utility group to share information and develop best practices. BPA will continue to monitor other BBEE forums, conduct further research, and support developing “best practice” guides. BPA’s evaluated custom program path can be used to support BBEE program activities. Last week, BPA offered a brownbag on the [new custom program paths](#) that will be available to customers starting April 1, 2011 with the new Implementation Manual. BPA will encourage effective evaluation methods for determining energy savings and documenting persistence of savings. BPA will also solicit proposals from and collaborate with public utilities interested in implementing and evaluating innovative BBEE pilot projects via an RFP process later this year.

Discussion

Skip and Summer facilitated a round robin for the utilities on the phone. Each was asked to describe what, if anything, they are doing or have considered doing in terms of BBEE.

Vic Hubbard, Franklin PUD, said he wanted to hear what's going on in the region and at BPA. Franklin is looking at TED to use with residential customers. They are also participating in BPA's Track and Tune and HPEM for industrial sector.

Anne Ducey, Seattle City Light, said they are offering customers Opower home energy reports. They are sending to 20,000 randomly selected customers every two months. It has been underway since September 2009, and they have seen savings of about 2%. Very few customers have opted out of the program. They do not use AMI technology to implement this.

Monica Shovlin, EWEB, said they are deploying AMI, and pilots for water heater controls and electric vehicles.

DuWayne Dunham, Clark PUD, said he has been in communication with Opower, and he is happy to see BPA embracing this subject.

Steve Holmes, Northern Wasco, said that they are not doing BBEE, but are interested.

Cathy Anderson, Snohomish PUD, sat in for Laura McCrae. She discussed their voluntary opt-in program, PUD Energy Challenge, which is a challenge to residential and commercial customers to reduce their energy use by 10%. 3,000 residential customers have signed up since 2009 and 130 business participants. SnoPUD provides information to customers, quarterly prizes, and newsletters. They had some CIS issues so data analysis has been a challenge.

Vic Hubbard, Franklin PUD, asked if BPA is working toward trying to help procure a standard in the AMI/AMR deployment for the NW. He said they need a standard first, before they can get started with BBEE.

Katie Pruder-Scruggs, BPA Smart Grid, said that BPA is involved in the development of a national standard, but it's not clear when that will be defined.

The utility group was asked about the purpose of this group and what would be the most useful to them?

A: General response: need help with tracking and measuring savings

A: Mike Little, SCL, would like help with tracking. Would like BPA methodology and would like to get this in so they can count savings for I-937. They have been working with Opower.

A: Lauren Gage, BPA Energy Efficiency, commented that there is an RTF approved methodology but it is general in nature.

Q: Mike Little: How do we get an evaluation plan blessed by BPA? Do we propose a plan to BPA?

A: Lauren Gage, BPA Energy Efficiency, the custom program brownbag last week went over the details. See the slides at this address http://www.bpa.gov/Energy/N/Utilities_Sharing_EE/Energy_Smart_Awareness/pdf/Brownbag_Presentation_20110307.pdf . Savings that had already been achieved before the program was approved by BPA cannot be booked.

Q: Mike asked specifically about SCL. They have 20,000 customers in an Opower program since 2009. They would like to do an evaluation and have it counted by BPA.

A: Lauren Gage, BPA: Upon approval of the program, savings could be booked after evaluation.

A: Monica Shovlin, EWEB, said they are not using AMI yet, so they want to be sure that we include BBEE best practices for those with or without AMI technology.

Skip announced that BPA will be holding these meetings for customers once a month.

A: DuWayne Dunham, Clark, said they would like to hear about BBEE programs that are not supported by AMI, such as Opower comparison type of program.

A: Someone asked to hear about in home displays and prepay.

Callers were asked what other products they are using or have heard about.

A: Product: Direct Options.

Announcements were made of upcoming conferences and it was discussed how best to distribute the meeting minutes and share with folks who were unable to attend. All agreed that www.conduitsnw.org would be a good resource in the future for sharing this information. It will launch on May 10th, so we will look into using it then. The meeting was adjourned shortly before 12 noon.

Upcoming BBEE Related Events

- EE Summit - May 10-11, 2011 (Portland, OR)
- ACEEE/CEE National Market Transformation Symposium - April 10-11, 2011 (Washington, DC)
- Behavior, Energy and Climate Conference – November 29- December 2, 2011 (Washington, DC)