

Summary of Utility Sounding Board Utility Tools Survey Results

November 2005

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Background

The Utility Sounding Board (USB) was created out of the Post-2006 Conservation Phase 2 process to provide feedback and advice to BPA regarding peer sharing mechanisms, tools and materials, and/or other initiatives that will enhance the region's ability to achieve the aMW targets in the Northwest Power and Conservation Council's Fifth Power Plan.

Founding members of the USB are representatives from BPA customer utilities and include:

Peter Anderson – Kootenai Electric Coop
Brent Barclay – Columbia River PUD
Jay Himlie – Mason Co. PUD #3
Mike Little – Seattle City Light
Keith Lockhart – Springfield Utility Board
Kathy Moore – Umatilla Electric/PNGC
Tom Schumacher – Benton Co. PUD
Mary Smith – Puget Sound Energy
Dan Villalobos – Inland Power and Light

BPA representatives to the USB include:

Karen Meadows, BPA Energy Efficiency Manager of Planning and Evaluation/Acting Manager, DSM Technologies
Jean Oates
Mira Vowles
One Energy Efficiency Representative (*rotates among six EERs: Tom Hannon, Margaret Lewis, Lloyd Meyer, Rosalie Nourse, Mark Ralston, and Chris Tash*)

Purpose of Survey

The purpose of this survey, conducted in November 2005, was twofold: (1) to obtain information that will help the USB more effectively represent other BPA customer utilities in the region in acting as a consultative body to BPA; and (2) to aid in developing the agenda for the March 2006 regional utility workshop.

The workshop features panels and speakers who will speak on topics that will help utilities successfully develop and implement programs under the new BPA Conservation Rate Credit (CRC) and Conservation Acquisition Agreement (CAA) initiatives, in addition to programs that utilities operate independent of BPA funding sources.

Methodology

The primary delivery method for the survey was a link to an online survey form. BPA Energy Efficiency Representatives e-mailed that link to most utilities, although some surveys were delivered as Word documents or filled out by the customer's EER.

The e-mail link was sent to EERs on October 18, and responses were due November 2, although submissions were accepted beyond that time frame.

The original intent was to have a database “behind” the online survey form that would transfer the data to a spreadsheet format. Due to problems with the survey form, and a lack of sufficient technical support, the data were hand entered into an Excel spreadsheet. Any flaws in the survey instrument or delivery mechanisms are not attributable to the USB.

Survey Results

Using a 144 utility customer baseline, the response rate for the survey is slightly more than 29 percent, which is excellent for the delivery mechanisms used. The split between eastside (of the Cascade Mountains) and westside utilities is 67 percent and 33 percent, respectively. Comparison tables are presented between eastside and westside utilities for some questions where the difference between hubs might be of interest.

Several utilities sent in responses for more than one program. All responses (51) were counted separately when calculating percentages in the following tables, but the actual number of utilities responding to the survey is 42.

Many of the response categories for the survey questions allowed more than one category to be selected; thus, percentages in those tables will not total 100 percent. Those tables do not show a percent of “missing” responses -- those responses that were either missed by the respondent or not selected.

Several survey questions provided an opportunity for respondents to add comments. Those related comments, or a summary of comments is included below the question.

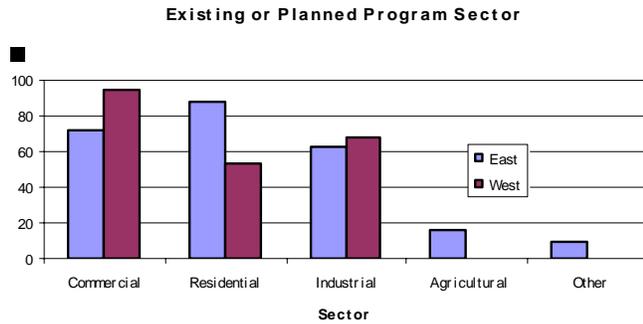
1. What sector is the existing or planned program?

Most respondents are either currently operating or planning to operate a program in the commercial, residential, or industrial sectors. Only 10 percent indicated an interest in the agricultural sector, which is expected as few utilities have a high population of consumers with agricultural undertakings. As the bar chart below shows, there is a higher

concentration of activity in the commercial sector for west side utilities, and a higher rate for residential for eastside utilities. All of the existing or planning agricultural activity occurs in the eastside.

Table 1

Commercial	80%
Residential	75%
Industrial	65%
Agricultural	10%
Other	6%



Related Comments/description (Question 1):

- Renewables
- Conservation Augmentation Program to implement energy conservation measures
- C&RD Program
- ConAug: Commercial
- ConAug for Commercial/Industrial programs
- C&RD: Commercial and Residential
- C&RD for Residential Programs
- Green Energy, Wyoming Wind . . . very successful
- Beginning sometime in 2006, the new Conservation Rate Credit and maybe Conservation Acquisition Agreements later.
- Irrigation, Renewables, SNAP
- Commercial, Industrial, Residential: Currently, we administer the C&RD program for the residential, commercial, and industrial sectors. Post 2006, we'll administer the CRC program in the same sectors. Less interested in and less likely that we'll participate in the current Con Aug program and new bi-lateral contract program because of the decrement. Being able to do projects less than 1 MW in energy savings one at a time helps. Less up front money spent by the utility before being reimbursed and less of a decrement. This option is better than the old option of bundling projects to get up to 1 MW.

2. What technologies are targeted?

The table below lists technologies three or more respondents indicated are targeted by current or planned programs. These technologies are listed by percent of total mentions, with the technology mentioned most frequently shown first, which includes commercial/industrial lighting, various heat pump technologies, and compact fluorescent bulbs.

Table 2

Targeted Technology	% of Total Mentions (n=145)
• Commercial/industrial lighting	12%
• Heat pumps/Heat pump residential programs, if the heat pump infrastructure is there to carry out a program	10%

• Compact fluorescent light bulbs/residential lighting	8%
• Water heaters/Marathon water heaters	6%
• Appliances	5%
• Motors	5%
• Super Good Cents and SGC Manufactured Housing Acquisition Program	4%
• Weatherization; low-income weatherization/assistance	4%
• Clothes washers	3%
• Compressed air	3%
• Controls (lighting, thermostat, timing)	3%
• HVAC, HVAC Economizers, HVAC packaged units	3%
• Solar	3%
• Variable speed/frequency/feed drives	2%
• Heat pumps: Ground source/geothermal heat pumps	2%
• Insulation	2%

The following targeted technologies received one or two mentions and each represents 1 percent of total mentions: Air conditioning; air sealing; commercial buildings; commercial/industrial new construction; compact fluorescent fixtures; dishwashers; duct testing/sealing; education for renewable energy production; energy audit services; energy audits (residential); flat panel monitors; green power; grocery stores; hospital/medical facilities; industrial process improvements; irrigated agriculture; LED lighting; low-wattage space heaters; motel/hotels; O&M advice for customers and support for retrofit commissioning; retrofit commissioning scoping phase funding; power quality; programs targeting small to medium commercial customers; pump replacements/upgrades; refrigeration; SNAP - promotion of locally installed photovoltaic and wind energy projects; transformer downsizing; VendingMiser; and Windows.

3. Is the program existing, planned, or both?

Most respondents (57 percent) reported that they would continue existing programs into the next rate period. Many of these programs offer incentives or rebates or both as evidenced in the related comments following table 3.

Table 3

Both	57%
Existing	35%
Planned	6%
Missing	2%

Related Comments (Question 3):

- **Rebates** (27 mentions)
 - Water heaters (2)
 - Heat pumps (3)
 - ENERGY STAR® clothes washers (2)
 - ENERGY STAR dishwashers
 - Appliances (3)
 - Light fixtures (1)
 - C&RD: payments to customers via rebates calculated from deemed credits (RTF). Mainly residential (1)
 - C&RD: Rebates are offered on these technologies (1)
 - ENERGY STAR lighting (2)
 - Insulation (1)

- Weatherization (2)
- SGC/ENERGY STAR Homes (1)
- Commercial/industrial lighting (1)
- **Incentives** (20 mentions)
 - Residential will pay up to 50% of insulation measures (1)
 - Commercial lighting up to 50% with minimum 30% reduction in energy use (1)
 - Heat pumps (2)
 - Windows (3)
 - Weatherization (2)
 - Insulation (1)
 - Commercial/industrial (3)
 - Incentive program based on first-year verified savings (1)
 - Plan on offering incentives (1)
 - Water heaters (1)
 - Clothes washers (1)
- **Loans** (8 mentions)
 - C&RD: loan program that customers can use for installing these measures (1)
 - Residential heat pumps (1)
 - Weatherization (2)
 - Duct testing (1)
- Commercial and industrial incentives applied to consumer account as rebate credits.
- CFLs - up to \$2 per bulb (tax excluded), limit six per household
- The following services have loans or incentives available to consumers:
 - \$3,000 for ground source heat pumps, NW ENERGY STAR Homes; we'll line up testing with third parties; we'll help with verification to get \$2,000 federal tax credit and \$2,000 in Montana state tax credits.
 - New Residential: ENERGY STAR certification, solar water heating.
 - Existing Residential: Weatherization loans, heat pump retrofit, solar water heating.
 - New Manufactured: ENERGY STAR certification.
 - Existing Manufactured: air sealing, heat pump retrofit.
 - New Commercial: Planned program for exceeding code: lighting, heat pumps, and shell measures.
 - Existing Commercial: Weatherization loans, lighting retrofit, heat pump retrofit.
 - Industrial: Coordination and funding assistance to design and install commercial refrigeration control systems, variable feed drives, lighting, and process equipment efficiency upgrades on a case-by-case basis.
 - Agriculture: Irrigation hardware efficiency system upgrades, water management services to reduce water consumption and pump capacity requirements; energy code compliance: a coordinated service with all code jurisdictions in our service area to provide state energy code plans reviews and recommend more efficient systems to those involved in commercial and residential construction.
 - Efficiency Education: Seminars provided from time to time for local tradesman and the public. Also building new mobile displays that demonstrate services offered and introduce new technology in demand-side management.
- ConAug - payments to commercial and industrial customers based on metered performance (ISO) and/or rebate tables (ESO+). It is hoped that Post 2006 programs will allow for a similar mix of measures, but uncertainty exists as to that possibility.
- Lighting: The utility conducts an audit of the existing system. If the project qualifies, the consumer obtains bids for the conversion. Utility reviews the specs of the equipment for qualification and then quotes the incentive estimate. When the equipment arrives and the installation begins, an in-progress inspection occurs. If all is

well, the contractor proceeds. We then do a final inspection, obtain documents, and then pay consumer incentive.

- Replace existing lighting with energy efficient lighting; replace HVAC motors from constant to variable, install a plate & frame heat exchanger.
- We offer rebates and incentives, communicate information through flyers and newsletters, provide participation information and documentation, verify and pay on rebate.
- Used BPA's C&RD and ConAug program guidelines.
- ConAug: Pass through
- Communicate program through newsletters, flyers, web, provide consumer information on participation and needed documentation, verify measure installations, pay rebates/incentives.
- We use our newsletter, home page, newspaper ads and radio to inform consumers of program opportunity, provide customer with program info, rules and required documentation, inspect and verify measure install, pay rebate. For industry, we use a key accounts representative to maintain relations and identify project opportunities.
- Free energy review and savings potential determination. For large projects, can provide portion of consultant analysis cost, typically up to \$0.03 of expected conservative savings. Utility staff make offer of incentive ranging from \$0.12 to \$0.25 per first year kWh saved. Offer limited to incremental cost. Higher incentive levels are reserved for emerging technologies such as high-performance T8 or dimming ballasts. Utility offers low interest loans (3-4% below prime) for customer share of project. Utility inspects and pays incentive to customer or their payment designee (contractor).
- Where customer is interested, provide recommended measures and estimate of O&M savings. Provide occasional O&M training for businesses. Provide operational manual at web site. For larger customers, provide support (limited incentives) for retro-commissioning.
- Contractor or customer submits rebate for installed items. Can apply to smaller new construction projects, where pre-approval is obtained.
- Utility shifted priorities to residential new construction due to the major increase in housing construction over the past year. Promoting the ENERGY STAR New Construction Program; builders receive a \$20/fixture incentive for ENERGY STAR hardwired CFL fixtures; free duct testing and ENERGY STAR verification. It's important not to hold up the work of the subs or the completion of the house. To accomplish this, two utility staff are trained to do duct testing and final verification. We respond to their requests for testing or final verification within 24hrs. When the pressure test of the duct system doesn't pass, we help identify the problem areas and complete the retest as soon as they are ready. We have also found a reliable source of ENERGY STAR light fixtures for the contractors. The fixtures are selected early on in the construction process to assure that they will be on site when the electricians arrive to do the installation.
- Utility is participating in BPA's ESO+ Program and provides rebates to commercial customers wanting to upgrade their existing lighting systems. Two utility staff are trained in commercial lighting design. We meet with owners to see if they're interested in a free lighting analysis. Following the analysis we assist the owner in acquiring bids they decide to proceed.
- Utility's 24 KW RD&D Community Solar Photovoltaic Project is a community-based, highly visible, grid-connected, centralized solar electric project. The project was developed to overcome several hurdles that have deterred widespread adoption of solar electricity, including aesthetic concerns customers have with modules mounted

on their roofs; the lack of knowledgeable installers; high initial investment; maintenance issues; shading; and a general lack of knowledge regarding renewable energy. This project uses an innovative financing and marketing approach. Other utility green programs in the Northwest ask for voluntary contributions from their customers, and in return, their customers gain the satisfaction of investing in clean renewable energy. Utility's solar project allows customers to financially invest in the project. Along with building personal equity into the project the customer is also entitled to a proportional share of the kilowatt-hours (kWh) generated. The utility would like to begin construction of the initial 24 KW system on Earth Day 2006 and grow the system over the next three years to 165 KW. The location of the modules on a highly visible site is key to the success of this project. Located next to a popular community park and adjacent to the I-90 Corridor, the large PV system will be seen by roughly 30,000 travelers per day. The primary source of funding for the 24 KW (80 solar panels) RD&D project will come from a partnership between the utility and its customers. The utility will administer and promote the project. Investments made by utility customers will primarily go towards the cost of the solar modules. The utility will be responsible for the other project costs, such as infrastructure, operations and maintenance, design development and marketing. The Bonneville Environmental fund is contributing funding for half of the initial purchase of 80 modules from RWE Schott. These funds would be replenished by the customer's investments for modules and will serve much like a revolving loan for the purchase of future modules. Utility staff is also pursuing other funding sources and investors for the project. Neighboring utilities will be asked to team up with us on the project. Central Washington University (CWU) will also be given the opportunity to help cover some of the other project costs. The utility will install and connect the Fat Spaniel Technologies data monitoring equipment to disseminate the project's data to the community and to the public at large. Lastly, but also a very crucial component of this innovative pilot project, is education. CWU's Engineering and Technology Department would like to work with utility staff in developing a Renewable Energy Curriculum that will include solar, wind and fuel cell power generation systems. The utility will make the solar project and site available to CWU students for system design, engineering, metering, testing and installation.

- The utility's low-income program provides free screw-in CFLs to low-income customers and senior citizens on a fixed income. A second program provides rebates for all customers on both screw-in CFLs and hardwired CFLs through one of our local retail stores. Most of the funding for our low-income program is coming from a Seattle Foundation grant. Various local entities help with promotion, distribution, and installation of the bulbs. The utility has also recruited an Americorp volunteer to oversee installation of free hardwired CFL fixtures for Habitat Homeowners. The volunteer showed homeowners fixture options and then placed the orders. Habitat has volunteers to do the installations when the fixtures arrive. Funding will come from both Seattle Foundation grants and BPA rebates. The managers of several large multifamily low-income apartment complexes stated that based on the condition of their existing light fixtures, they'd prefer installing hardwired CFL fixtures instead of the screw-in CFLs. Utility staff worked with Alexander Lighting to put together a lighting package for the managers that included Alexander's lower cost CFL fixtures. With BPA's \$20 incentive per fixture, the managers were able to pick up the remainder of the cost - including all of the labor. Samples were ordered of all of the fixtures the managers selected -- to confirm that they were the fixtures they wanted prior to placing a large order. Funding for the fixtures will come from our ConAug Agreement. The utility's Community CFL Rebate Program with Shaw's Furniture (Energy Star Outlet) was put on hold this summer due to the pending law suit on the CFL patents. Shortly

after this -- BPA announced its plan to reduce incentives on hardwired fixtures to \$2.50 per socket next year. If the reduced incentive stays as proposed, we will drop the Community Program and only do the screw-in bulbs for our low-income customers.

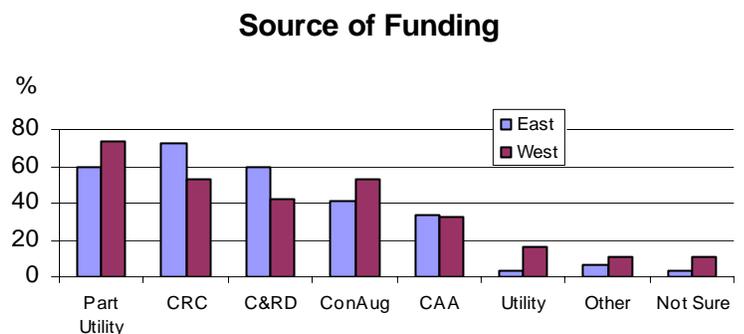
- Utility offers rebates. The delivery mechanism is generally the same for all programs: Communicate availability, provide consumer with program info and required documentation, and verify measure purchase or installation, pay on rebate.
- Purchase Green Power from BPA and re-market it to our consumers.
- CRC and utility-funded.
- SGC program has, in addition to the \$600 rebate for our customers, an incentive of \$150 for the salesman. Rebates are offered in the appliance program. CFLs are offered with a discount.

4. How is or will the program be funded?

The top two funding sources – partial utility funding and funding through CRC -- each represent 65 percent of responses. C&RD and ConAug, which terminate at the end of the current fiscal year (September 30, 2005), trail closely behind. As the bar chart shows, westside utilities tend to fully or partially fund programs. Eastside utilities plan to make more use of the CRC as a funding source.

Table 4

Partially Utility Funded	65%
CRC	65%
C&RD	53%
ConAug	45%
CAA	33%
Utility Funded	8%
Other	8%
Not Sure	6%



Related Comments/Other (Question 4):

- We will use our utility monies and hope to extend our programs by using BPA dollars/credits.
- We'll probably continue to fund these through C&RD through September 2006. Post 2006 we may continue in this manner or switch funding mechanisms (internally).
- Washington Consumer Energy Fund (WCEF) grant
- The \$20 per fixture incentive will remain until BPA's incentives change. When that occurs the builders will return back to putting in screw-in CFLs. This will negate all the work we've done promoting hardwired CFL fixtures with the builders as well as to the rest of the community. Our lighting resource will also move on to a different community serviced by a utility that has incentives.
- Community investors (utility customers)
- Seattle Foundation Grant
- Still working out the details and approval on funding.

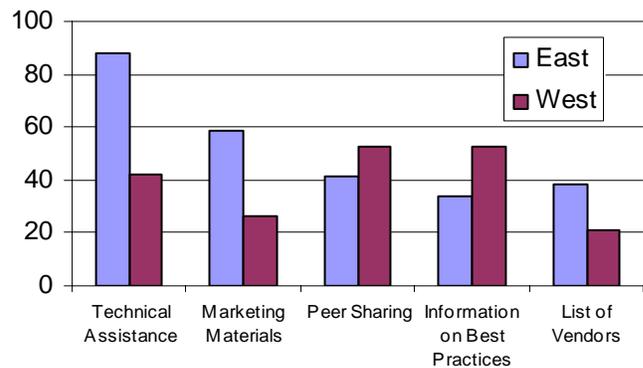
5. What tools or services can help the utility?

Seventy-one percent of respondents indicate a need for technical assistance. Needs was expressed, at nearly the same level, for marketing materials, peer sharing, and information on best practices. Eastside utilities feel a greater need for technical assistance and marketing materials than do westside utilities: 88 percent of eastside vs. 42 percent of westside utilities need technical assistance; 59 percent of eastside vs. 26 percent of westside utilities need marketing materials.

Table 5

Technical Assistance	71%
Marketing Materials	47%
Peer Sharing	45%
Information on Best Practices	41%
List of Vendors	31%
Other	16%
Program Development	14%
Program Implementation	14%

Preferred Tools/Services



Related Comments/Other (Question 5):

- Info on refrigerator decommissioning
- We have a smooth system running for the past three years or so. I estimate we've completed between 75 & 100 projects. And we're finding plenty of new projects.
- Training on new BPA initiatives.
- Our local BPA Energy Efficiency Representative, Contracting Officer's Technical Representative, and engineer provide technical assistance and program implementation assistance.
- Would like to see the continuation of BPA-sponsored industrial audits.
- Support of regional measure identification.
- Will benefit from continued regional support of Energy Ideas Clearinghouse, the Lighting Labs, Northwest Energy Efficiency Alliance (NEEA) and other services that identify emerging efficiency technologies and provide training to contractors and customers in our service territory.
- Develop regional standard for building tune-ups and BPA allowed incentives for these activities. Financial support of EnVINTA Advantage process for larger customers.
- Comprehensive survey of regional rebate items.
- Sharing or networking with peers is always a helpful tool.
- Technical Assistance: Like BPA engineers can provide.
- Tools/Services: Nothing additional to what the area offices have traditionally helped with.
- Examples of what neighboring utilities are doing. Partly this helps us understand what works in this area, and helps us coordinate efforts: marketing campaigns, vendor lists, and incentive levels. Even though incentive levels or actual offerings may differ.

- Technical assistance with non-residential conservation projects (review of proposals), information, and possible program development assistance (conservation estimation information) on high efficiency motors and variable feed drives.
- BPA's continued support of ENERGY STAR program is important. ENERGY STAR staff I presently work with have done an excellent job providing tools and services.
- The Seattle Lighting Design Lab is a valuable resource to us.
- Want to see good ideas on how to run a CFL program. Also need to know how to convince contractors and installers to follow Performance Tested Comfort Systems™ (PTCS) criteria and requirements. Would like more information on how to deliver conservation programs in rural areas (areas that do not have lots of energy service providers).
- Access to the results of this survey to learn what and how other utilities are offering conservation programs. Implementation guidelines, technical assistance, advertising, etc.

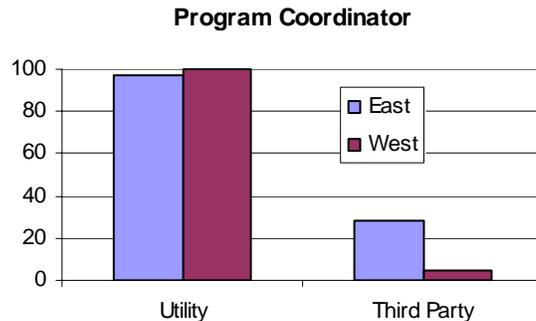
6. Who is or will coordinate the program?

Nearly all respondents, 98 percent, plan to coordinate their conservation programs. Only 20 percent indicated a desire to use a third party.

Although the east/westside intent to coordinate their own programs is about equal, 28 percent of eastside utilities plan to use a third party, while only 5 percent of westside utilities indicate they will do so.

Table 6

Utility	98%
Third Party	20%

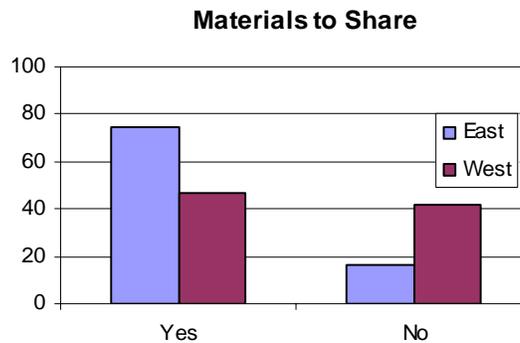


7. Does the utility have materials it would be willing to share?

Most utilities that indicated they have marketing materials they are willing to share.

Table 7

Yes	65%
No	25%
Missing	10%



Related Comments/Descriptions (Question 7):

- We already market and have brochures that we have developed . . . I would be willing to look at anything else BPA might also have.
- Flyers (5 mentions)
- Brochures (in development for 2006), newsletter articles.
- Nothing special, but would be willing to share.
- Radio spots, newsletter articles, brochures, and other promotional material
- Implementation materials. Our marketing is word of mouth, and cold calls, which are very effective. We did do radio ad flights several years ago. Not necessary anymore.
- Presentations
- Ruralite ads
- Bill stuffers (2 mentions)
- Have put together a few things but they are utility specific and not that flashy.
- C&RD: Tri-folds with lay man information on savings and technical aspects of buying windows, heat pumps, insulation, and duct sealing. Cover page for loan program that explains process and qualifications.
- Program intake paperwork.
- Verified savings incentive for integrated design buildings.
- Specifications for Western Premium Economizer.
- Any, as long as it is not too time distracting. Loan program forms and Access tracking software, industrial program template.
- New brochure on our Energy Service programs that we hand out to customers and contractors, a new energy audit form, and a new weatherization pre-approval form. The brochure was updated to include information that customers keep asking about that we were writing additional information on the old brochure. This has now been incorporated into the new brochure.
- Yes, although there's nothing particularly innovative or flashy about them.
- Residential Heat Pump Program: Contractor training and support far exceeds what is required by regional standards.
- Promotional materials for builders.
- Program development and marketing materials.

8. Is there some aspect of this program that is especially innovative or effective?

Less than half of respondents (see table 8) feel an aspect of their program is particularly innovative or effective, and as shown in table 9, less than half of those who responded “yes” are willing to share those materials.

Table 8

Yes	41%
No	8%
Missing	51%

9. Is the utility willing to share these innovative or effective aspects of the program?

Table 9

Yes	41%
No	8%
Missing	51%

Related Comments/Descriptions (Question 9):

- Loan Program
- BPA, federal, and state tax credits all bundled.
- Roundtables or other peer-sharing methods are a big help in our areas.
- Cold calls get results. Just do 'em!
- Combining forces with other utilities and use of loans as main incentive mechanism.
- C&RD: Not innovative but loaning money to do the installation at 4.9% helps our customers quite a bit.
- Typical cases and program approach
- Bulls-eye commissioning; simplified savings spreadsheet; paper on Bulls-eye commissioning; customer operation manual; estimating spreadsheet.
- Western Premium Economizer.
- Trying to get the most efficient space heating and water heating units into all of our residential and commercial buildings. Next we hope to fully insulate all of our residential buildings before tackling the window market. And then, whatever innovative energy saving products or power quality device that hasn't been invented yet.
- Presentation
- Providing the duct testing and verification services has been very positive. Most builders are hiring private consultants to do this work. Most builders are also not willing to spend the time and effort it takes to shift to CFL lighting. Their present lighting suppliers do not offer a good line of CFL fixtures and do not have a good enough understanding of the new technology to put together a quality installation for the builder.
- Utility does not have any lighting design firms available to help customers. Two utility staff were, therefore, trained through the Seattle Lighting Design Lab -- to provide customers with a good lighting analysis. Utility staff has not relied on our local electricians to bring in projects. Most of the projects submitted by the electrician are already contracted out to be installed -- regardless of the incentives.
- To the best of our knowledge, no one has funded a renewables project in this manner. Customers will retain their investment into the project and will also receive a credit on their utility bill for their percentage of the power produced.
- Joint program with our senior center and our local fire department. Multifamily low-income program.
- Loan Program - Low interest loan program (APR of 4.5%). Flexible - Allows customer to select the best measures for their situation.

10. Did the utility provide a web site name?

Table 10

Yes	86%
Missing	14%

11. Does the utility promote the program on its web site?

It's somewhat surprising that although 86 percent of respondents reported that they have a web site (see table 10), only 76 percent report that they use it to promote programs. This may be an area where utilities can use assistance or obtain ideas through peer sharing opportunities.

Table 11

Yes	76%
No	12%
Missing	6%

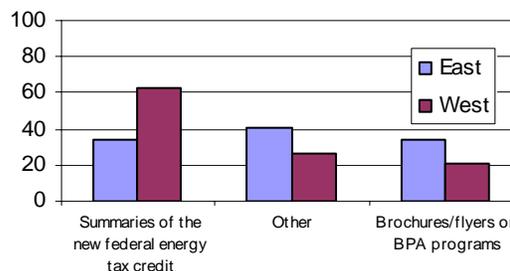
12. Does the utility have other information needs?

Nearly half of respondents, particularly the westside respondents, need a summary of the new federal energy tax credit, which is very lengthy and difficult to read. "Other" needs are defined in the comments below table 12, chief of which are fact sheets of various types.

Table 12

Summaries of the new federal energy tax credit	45%
Other	35%
Brochures/flyers on BPA programs	29%

Other Information Needs



Related Comments (Question 12):

- Brochures
- Fact Sheets (8 mentions, non-specific)
- Fact sheets (heat pump, appliance, commercial lighting and CFL fact sheets would be helpful).
- Fact Sheets. Sure changes in federal law (such as this year's Energy Policy Act) and the new \$500 per year allowable credit for WX helps us give something to customers if you create the fact sheet. This lets people know that there has been a change, the specifics of what's changed, and it gives utilities something to hand out. Brochures, fact sheets on heat pumps, window and glazing treatments, moisture problems, getting a good contractor, differences in water heaters, how ENERGY STAR is different, what's coming down the pipeline (new federal standards for air conditioners Jan 2006 that are 40% more efficient), all of this helps us. You create it; we don't have to. And customers love it.
- Flyers on specific utility programs.

- I would look at any material BPA has.
- I would rather design my own program and give my own descriptions of the program.
- Info on de-commissioning older refrigerators: who, how, etc.
- Simple summary sheet on measures eligible for Conservation Rate Credit Program. Examples: efficient motor replacement, CRC value per motor horsepower. Window replacement, credit per square foot.
- Summaries of new federal efficiency requirements.
- We would like assistance in determining what the state and federal tax incentives would be for our investors. Will the city be able to utilize future rate credits to help expand the project to 165 KW?
- Whatever you can provide is helpful.

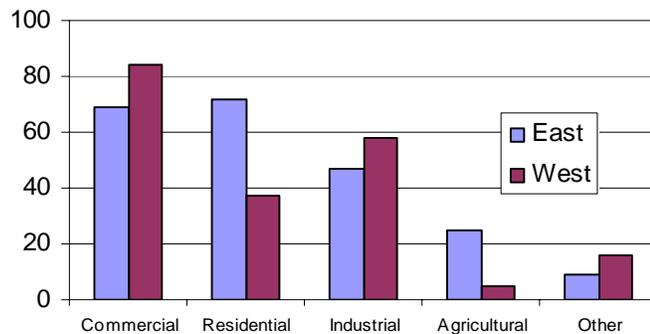
13. For which sectors does the utility need more information

Three-quarters of respondents would like more information on technologies and programs in the commercial sector. Residential and industrial sector information is also needed. Agricultural sector needs (18 percent) may not represent a large percentage of the responses to this question, but for those utilities with a significant agricultural load (primarily eastside, see bar chart below), this information need is important.

Table 13

Commercial	75%
Residential	59%
Industrial	51%
Agricultural	18%
Other	12%

Sector Information Needs



Related Comments (Question 13):

- Renewables
- I'd like to work together with others to put an irrigation program together around BPA's sprinkler rebates and premium efficiency motors.
- Residential: Need guidelines on commissioning and PTCS for heat pump testing.
- Categories of major energy use (lighting, heating/cooling).
- Appropriate measures for new construction given high level of Northwest energy codes.
- Successful marketing methods in mature territories; emerging energy efficiency technology.
- Appropriate measures for new construction given high level of Northwest energy codes.
- Regional coordination of rebate item specifications.
- Any state-of-the-art technologies that have been proven or look very promising.
- Sharing information about what utilities are doing to meet the post 2006 goals would be helpful. What's worked, what hasn't, what they are petitioning for a change for (e.g., CFLs fixtures not just light for Seattle, Tacoma, Puget). Which utilities have dropped from BPA's program but may be doing on their own (e.g., heat pumps).

- Utility program information and incentive levels for all sectors, any innovative products or services.

14. General Comments:

- For Oregon, make this equivalent to duct sealing done for the state tax credit.
- It would be interesting to see a summary of the results of this survey.
- We offer, have offered, and will offer several programs in the three sectors indicated.
- This survey was not very well thought out and has been a frustration to complete. There were no directions on completing the form and no definitions on terms such as the very first blank that needed to be filled in after the personal information, "Program/Initiative name". What do you mean by these terms and shouldn't it be either/or? They could very well be different and probably are. Also, it is implied later on that this survey should probably be filled out for either each individual program or each individual sector. That would take a lot of time. In the future it would be good to think through a little better what is needed and identify it up front. Hopefully what information has been completed will be of some help to you.
- Unfortunately, we do not have our web site up to speed with the programs and services we offer. This is one of our goals for 2006.
- Over the past 10 years, the utility has retrofitted the lighting in larger existing commercial/retail buildings. With only smaller projects remaining, we're finding that it's not cost effective to complete all of BPA's ESO+ program requirements and paperwork for the small amount of energy savings we're achieving.
- Make the programs very simple to use and easy to claim potential credits.

Appendices

Appendix A: Survey Instrument
Appendix B: Survey Respondents

Appendix A: Survey Instrument

Customer Program/Tools Survey

Introduction

The Utility Sounding Board was created out of the Post-2006 Conservation Phase 2 process to provide feedback and advice to BPA regarding peer sharing mechanisms, tools and materials, and/or other initiatives that will enhance the region's ability to achieve the aMW targets in the Council's 5th Power Plan.

This survey will help the Utility Sounding Board obtain information that will help them as they represent you, if you are willing to participate.

1. **Utility Name:**
2. **Survey Respondent's Name:**
3. **Title:**
4. **Phone #:**
5. **E-mail Address:**

Please tell us about all of the energy efficiency or conservation programs you run or plan to run by program or initiative. If other individuals have responsibility for a given program or initiative, please feel free to have them complete a survey, as well.

6. **Program/Initiative Name:**

7. **Sector(s) (*Check all that apply:***

Residential
 Commercial
 Industrial
 Agricultural
 Other (Describe):

8. **Is a particular technology(s) (i.e., heat pumps, lighting, etc.) targeted (describe below):**

9. **Is this an existing or planned program?**

Existing Planned Both

10. **Describe the program in the space below, including whether incentives/rebates are offered, delivery mechanisms, and other pertinent information:**

- 11.

12. How do you, or will you, fund this program? Through: (Check all that apply)

- Fully Utility funded
- Partially Utility funded
- Conservation Augmentation (ConAug)
- Future Conservation Acquisition Agreement
- Conservation and Renewables Discount (C&RD)
- Future Conservation Rate Credit (CRC)
- Not sure
- Other (Describe)

13. Describe the type of tools or services that BPA might offer to help you successfully implement this program. (Check all that apply) –

- Technical assistance
- Marketing materials
- Program development assistance
- Program implementation assistance
- List of potential vendors/suppliers
- Examples of best practice for this type of program
- Opportunities to share or network with peers (via conferences, web sites, newsletters, etc.)
- Other

Describe here the specifics of the tools or services you need:

14. Is, or will, this program be coordinated by:

- Your utility
- Third Party (Describe Below) _____
- Other (Describe Below) _____

15. Do you have marketing and/or implementation materials for this program that you would be willing to share?

- Yes (Describe Below)
- No

16. Is there some aspect of this program that is especially innovative or effective? (Describe below)

15.b. Would you be willing to share that innovation?

Yes (Describe Below)
 No

17. What is your web site address (URL)?

http://

N/A

16.b. Do you promote this program on your web site?

Yes
 No
 N/A

18. Do you have other information needs such as:

Summaries on the new federal energy tax credit
 Brochures/flyers on BPA programs (Describe below).
 Other (Describe below):

BPA, with advice from the Utility Sounding Board is in the process of planning a regional utility forum to discuss what utilities need to successfully develop and implement programs. The meeting will feature utility panels and information on various sectors. Please tell us what you would find most useful.

19. Information about the following sector (check all that apply):

Residential
 Commercial
 Industrial
 Agricultural
 Other

Describe here the type of information you need by sector:

20. Do you have any additional comments?

Please return the survey to BPA via one of the methods below:

- E-mail the survey to jaoates@bpa.gov
- Fax the completed survey to Jean Oates at (503) 230-5147
- Mail a hard copy of the survey to Jean Oates, PNJB-1, Bonneville Power Administration, P.O. Box 3621, Portland, OR 97208

Thank you for taking time to complete this survey.

Appendix B: Survey Respondents

List of Utilities that Responded to the Utility Sounding Board Survey

Benton REA	Grays Harbor PUD
Blachly-Lane Electric Cooperative	Hermiston Energy Services
Central Electric Cooperative, Inc.	Heyburn (IDEA)*
Clark Public Utilities	Idaho Falls Power (IDEA)*
Clatskanie PUD	Inland Power & Light
Columbia Basin	Klickitat County PUD
Cowlitz Co. PUD #1	Lewis Co. PUD 1
Declo (IDEA)*	Lincoln Electric Cooperative
DOE Richland -- Energy Mgmt. Program	Lower Valley Energy
Douglas Electric Cooperative, Inc.	Midstate Electric
Drain, City of	Milton-Freewater
East End Coop (IDEA)*	Modern Electric
Ellensburg	Okanogan County PUD #1
Emerald PUD	Oregon Trail Electric
Eugene Water & Electric Board	Port of Seattle
Farmers Coop (IDEA)*	Ravalli
Flathead Electric Coop	Rupert (IDEA)*
Forest Grove L&P	Salem Electric
Franklin PUD	Soda Springs (IDEA)*
Glacier Electric Coop	Springfield Utility Board
Grant Co. PUD 2 - ENERGY SERVICES	United Electric Coop (IDEA)*

** Idaho Falls Power responded on behalf of all of the other IDEA utilities listed.*