

# AGENDA

## USB CONFERENCE CALL

March 10, 2010

8:30 a.m. to 10:30 a.m.

Room 376, bridge: (503) 230-3344, pc 7525

Facilitator: Lloyd Meyer

EER: Boyd Wilson

Attendees: Andrew Miller, Mark Ralston, Sarah Moore, Lee Hall

USB Members: Cheryl Talley, Chris Aiken, Eugene Rosolie, Gary Nystedt, Mattias Jarvegren, Rob Roy, Rob Currier, Steve Brown, Tom Schumacher

TIME	TOPICS	PURPOSE	SPEAKER
8:30-8:40	<b>Welcome</b>		Lloyd Meyer
8:40-8:55	<b>USB Charter</b> <i>See attached handout</i>	Discussion/Inform	Lloyd Meyer
8:55-9:25	<b>Summit Update</b>	Inform	Andrew Miller
9:25-9:40	<b>Recovery Update</b>	Discussion	Mark Ralston
9:40-10:10	<b>Residential Products Promotion</b> <i>See attached handout</i>	Discussion	Sarah Moore
10:10-10:30	<b>Smart Grid Update</b>	Discussion/Inform	Lee Hall

## **DRAFT**

### **Bonneville Power Administration Utility Sounding Board Charter** (To be effective in April 2010)

#### **Background**

The Council's Sixth Power Plan has identified a higher level of cost-effective conservation potential, particularly in the residential, commercial and industrial sectors. As a result, the aMW conservation targets for the region (and BPA) have increased. To be successful in achieving the new, higher targets, BPA believes it is important to leverage existing resources and trade allies, to minimize duplication of effort, and to work collaboratively with our utility customers in the development of tools and resources that will help achieve the new targets. To provide a mechanism for utility input, BPA has established a Utility Sounding Board (USB).

The draft Sixth Power Plan envisions that almost 60 percent of the new demand for electricity over the next 5 years could be met with energy efficiency, nearly doubling targets from the previous plan. The USB's role in serving as both a sounding board and providing effective input on BPA's energy efficiency programs and policies is more important than ever.

#### **Purpose**

The USB was formed to create a consultative body to BPA on the implementation of BPA's conservation programs. The USB, with a particular focus on what it takes in the market to achieve aMW targets, will provide recommendations on tools, materials, third party programs, regional infrastructure needs and peer sharing approaches to enhance the effectiveness and reduce the overall cost of BPA and its customer utility conservation programs. The USB may address such issues as: 1) where to best focus BPA, third-party and utility conservation efforts; 2) what program implementation, marketing tools and resources should be developed that multiple utilities can use; 3) how particularly effective existing programs and lessons learned can be leveraged; 4) how to best implement RTF technical recommendations on conservation measures; and 5) review and comment on BPA developed program implementation and marketing materials (tool kits). The Utility Sounding Board is not meant to replace existing regional Utility Roundtables.

#### **Objectives**

1. Increase the number of BPA customer utilities that offer conservation programs targeted towards cost-effective measures in all sectors.
2. Reduce utility start-up costs for new conservation program initiatives.
3. Establish a mechanism for peer sharing of conservation program approaches, implementation and marketing materials.
4. Provide a mechanism for utilities and BPA to jointly develop recommendations for the best approach to achieve savings from cost-effective measures identified in the Council's Plan (e.g. where 3<sup>rd</sup> party programs are needed, how to leverage vendors, etc.).

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5. Assist in the planning and implementation of the Annual Utility Summit.
6. Ensure the program initiatives, implementation, and marketing materials BPA develops are needed and used by utility customers.
7. Support BPA's effort to provide outreach to all utilities regarding USB issues.

### **Specific Tasks**

1. Assist in the review of the Biannual BPA Energy Efficiency Manual.
2. ....

### **Utility Sounding Board Composition and Members**

- The USB is composed of nine customer representatives, one rotating BPA Energy Efficiency Representative, and one BPA USB lead representative.
- Utility participation is voluntary.
- The USB is composed of a mix of utilities to provide east and west side utility representation and a range of sizes (medium to large utilities).

### **Future membership**

- Twice a year, BPA will send out a request for new USB members.
- To avoid starting with a completely new USB each year, three members will rotate out each 6 months. New members will agree to a term of 18 months.
- The USB will set up a rotation schedule identifying each member's rotation cycle.

### **Selection of new USB members**

BPA will maintain a list of interested utility staff. BPA will also send out a request for new USB members at each rotation.

Criteria for selection will include:

- Geographical location of utility (to maintain an east/west side balance)
- Utility size (to maintain a mix of medium and larger utilities)
- Utility conservation program design and implementation experience
- Length of time on the waiting list

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BPA will work with the USB to select three individuals meeting the above criteria at each rotation.

In the event that a USB members needs to end his/her term prior to the normal 18 months, BPA will work with the USB to select an individual meeting the above criteria from the waiting list. The selected individual will complete their predecessor's rotation cycle.

### Meetings

The USB will meet on the second Wednesday, every other month in Portland. On the alternate months, the USB will hold a 2-hour conference call as needed from 8:30 a.m. – 10:30 a.m. also on the second Wednesday of the month.

### Communication to the Region

USB meeting agendas and summaries will be posted on the BPA website. Other avenues for learning about USB issues and recommendations include BPA Energy Efficiency Representatives and the BPA Energy Efficiency Newsletter.

### Group Norms

**Respect:** Be courteous and seek to understand team members' ideas and perspectives without judging motives, character, or integrity. Give everyone the opportunity to speak.

**Meetings:** Be respectful of people's time, including: attend each meeting, start and end meetings on time; clarify purpose and desired outcome up front; stick to agenda – stay focused and concise; take responsibility for preparing and sharing documents in advance; read materials prior to the meeting in which they will be discussed; and take responsibility for catching up, if you're late or absent.

**Perspective:** In addition to your own utility perspective, USB members should also speak to a broader utility/regional perspective.

**Conflict Resolution:** Communicate concerns and support mutual problem solving by dealing directly with others in an open and honest manner.

**Input:** When practical, USB will seek alignment on input/recommendations in addition to providing individual member input when needed.

**Follow Through:** Members and BPA do what they say they will do; action items are completed and results reported in subsequent meetings, as appropriate.

**Have Fun:** Look for opportunities to have make things enjoyable; display a sense of humor; lighten up!

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### **BPA Role**

BPA will prepare the agenda (with input from the USB), necessary background materials and will facilitate the meetings. BPA will provide an agenda for each meeting at least a week in advance and will summarize action items and key recommendations from each meeting.

### **Changes to this Charter**

Proposed changes to this charter will be vetted through the USB and BPA. BPA will seek to gain consensus on changes to this charter. The original Charter and any future changes to the Charter will be posted on the BPA website.

## Residential products promotion

*(This is a partially filled in discussion template.)*

### PRODUCTS

*What's included?*

- CFLs
  
- showerheads
  
- light fixtures
  
- smart strips?
  
- "home snapshots"

### CHANNELS

*How will stuff be delivered?*

- Retail/bldr
- Event distribution
- Direct mail
- On-line fulfillment
- Direct Install
- 
  
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- Event distribution
- Direct mail
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- Direct Install
- 
  
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### ISSUES/CONCERNS

*Known or potential issues/concerns?*

- RETAIL: Missing POP/utility branding, coordination at store level, shared stores in utility territory
  
- DIRECT MAIL: PO impacts, vacation homes, unwanted package of mercury
  
- ONLINE: Utility branding, access for computer challenged
  
- DIRECT INSTALL: staff/time intensive, liability issues, scheduling, access/trust
  
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### PROGRAM MECHANISMS

*How will or can these be addressed?*

- RETAIL: Allocation, store/program coordination
  
- DIRECT MAIL: advance marketing, structured mailing plan,
  
- ONLINE: utility specific portals, 1-800 work around.
  
- DIRECT INSTALL: outsource installation verification, require licensing and proof of liability insurance, roll out to a limited number of customers as pilot to test, consider geographic scheduling
  
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### Upcoming:

Brown Bag: March 3

Utility Summit: Mar 17

Brown Bag: March 24