

BBEE Public Utility Conference Call May 19, 2011 – Summary

Summer Goodwin, BPA, welcomed public utility representative participants, asked them to introduce themselves, and reminded everyone about the purpose of these conference calls. Summer also provided an update on what BPA is doing to further support utility behavior based energy efficiency (BBEE) program activity; including promoting the evaluated custom program path as a means of enabling BBEE programs, and plans to issue a funding opportunity announcement for innovative BBEE pilot programs.

Skip Schick, consultant to BPA, summarized the discussion at the 2011 EE Utility Summit BBEE panel session, which included presentations by Seattle City Light (Andrew Gibb), Snohomish PUD (Laura McCrae), and BPA (Lauren Gage). The presentations generated good discussion, including discussion about evaluation, customizing customer tips, messaging and customer segmentation, savings persistence, and the relationship between BBEE savings and capital project savings (how to avoid double counting).

The utility round robin centered on what utilities are doing, considering, or interested in regarding BBEE. Some comments and questions focused on how BPA requirements and incentives work under the evaluated custom program path. Summer referenced the [implementation manual](#) (page 21) and encouraged utility representatives to contact their EERs if they had further questions or needed additional guidance. Several themes are emerging from this as well as prior BBEE public utility conference calls. These themes include public utility interest in BBEE but an inability to investigate options, utilities that are interested in better leveraging off their smart grid and AMI investments, and interest in a region-wide solution or platform.

Inability to Investigate Options

Tim Lammers, Columbia River PUD, said that BBEE is all new to them, and they have an interest in better leveraging their EEI funding (which is less than in the past) to accomplish more. They are somewhat aware of OPower, but not other options. They aren't able to investigate options, but are interested in what they could do, how options could be investigated. Eugene Rosolie, Cowlitz PUD, asked whether OPower is the only option, saying he would like information on who else is doing this (vendors) and what their track records are.

Leveraging Smart Grid/AMI

Some utilities involved in smart grid and investing in advanced metering infrastructure (AMI) see BBEE as a natural extension of these investments to maximize value. Van Ashton, City of Idaho Falls, said they are planning to deploy a number of in-home displays as part of

their smart grid pilot. Van asked if they could submit and evaluate the savings from the displays under the evaluated custom program track. BPA answered that they could submit that under the evaluated custom program track, but they would be able to book the savings only after they completed an evaluation and it verified that there were savings. It was suggested that Idaho Falls may want to consider additional customer engagement strategies and tactics because research shows that in home display programs have had varying results.

A Region-wide Solution or Platform

Some participants expressed interest in exploring a region-wide framework or platform for residential BBEE. Eugene Rosolie, Cowlitz County PUD, asked, what would need to happen for BPA to develop or initiate something? He suggested that some sort of joint design and development effort that could take advantage of economies of scale and more favorable pricing could be good. He said that small utilities simply don't have the staff to move forward on their own. He asked if BPA take the lead? For example, put out a joint RFP, indicate that these are the things customers want in a program. Summer suggested that customers initiate a conversation on [Conduit](#) to communicate with other utility representatives and see if there is interest on the part of others in joint action. John Murray, Lane Electric Coop, voiced similar thoughts, indicating that they had prepay and myusage.com, but are unable to go further on their own. They are waiting for some type of region-side program or solution.

Representing BPA, Summer and Skip agreed to communicate the thoughts to the internal BPA behavior group. Skip mentioned the BBEE residential research BPA has conducted to-date and that they are looking to update and expand on the research. Skip mentioned the information BPA is looking to collect and questions it is looking to answer, indicating that BPA wants to make sure it is the type of information utilities need and want access to as they consider residential BBEE options. The announcement was made that Snohomish PUD would present and answer questions about their program on the next monthly call on June 23rd.