



Wyoming Annual Demand-Side Management Review Report

January 1, 2013 – December 31, 2013

Issued April 30, 2014



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List of Abbreviations and Acronyms

CCS	Council of Community Services
CFLs	Compact Fluorescent Lights
DSM	Demand-Side Management
HVAC	Heating, ventilation and air conditioning
IRP	Integrated Resource Plan
kWh	Kilowatt hour
NTG	Net-to-Gross
PCT	Participant Cost Test
PTRC	Total Resource Cost Test with 10 percent adder
RIM	Ratepayer Impact Measure Test
SYLR	See ya later, refrigerator®
Schedule 191	Schedule 191 Customer Efficiency Service Charges
TRC	Total Resource Cost Test
UCT	Utility Cost Test
WEC	Wyoming Energy Council
WFS	Wyoming Department of Family Services
WWS	Wyoming Weatherization Services

EXECUTIVE SUMMARY

Rocky Mountain Power (the “Company”) received approval from the Wyoming Public Service Commission (the “Commission”) on October 3, 2008, to offer its customers energy efficiency services and incentives through six programs targeting residential, commercial and industrial customers. In its Order in Docket No. 20000-264-EA-06 (Record No. 10960), the Commission approved a Stipulation between Rocky Mountain Power, Office of Consumer Services (“OCA”), Wyoming Industrial Energy Consumers (“WIEC”) and Southwest Energy Efficiency Project (“SWEEP”), and directed the Company to file reports addressing the performance of Wyoming demand-side management (“DSM”) programs through 2012. In keeping with the standard, the Company has completed an annual report for 2013.

This report provides details on program results and activities, expenditures, and Customer Efficiency Service Charge (“Schedule 191”) revenue for the performance period from January 1, 2013, through December 31, 2013. The Company, on behalf of its customers, invested \$4.6 million in energy efficiency resource acquisition during the reporting period. The investment yielded approximately 27.9 gigawatt-hours in first year energy savings¹ and approximately 3.54 megawatts of capacity reduction.² Net benefits based on the projected value of the energy savings³ over the life of the individual measures are estimated at \$7.7 million. The cost effectiveness of the portfolio from various perspectives is provided in Table 1.

Table 1 - Cost Effectiveness for the Energy Efficiency Portfolio

	Benefit/Cost Ratio	Net Benefits
Total Resource Cost (“PTRC”) Test plus 10 percent – total resource cost with the addition of environmental and non-energy benefits ⁴	1.95	\$6,708,907
Total Resource Cost Test (“TRC”) ⁵	1.77	\$5,458,081
Utility Cost Test (“UCT”) ⁶	2.61	\$7,723,908
Participant Cost Test (“PCT”) ⁷	3.46	\$15,329,797
Ratepayer Impact (“RIM”) ⁸	0.65	(\$6,637,165)

Annual performance information for 2013 cost effectiveness is provided in detail in Appendix 2.

¹ Reported savings at generation.

² See Appendix 1 for explanation on how the capacity contribution savings values are calculated.

³ See Table 1 – Utility Cost Net Benefits.

⁴ The TRC plus 10 percent includes a benefit adder to account for non-quantified environmental and non-energy benefits of conservation resources over supply-side alternatives.

⁵ The TRC compares the total cost of a supply-side resource to the total cost of energy efficiency resources, including costs paid by the customer in excess of the program incentives. The test is used to determine if an energy efficiency program is cost effective from a total cost perspective.

⁶ The UCT compares the total cost incurred by the utility to the benefits associated with displacing or deferring supply-side resources.

⁷ The PCT compares the portion of the resource paid directly by participants to the savings realized by the participants.

⁸ The RIM examines the impact of energy efficiency on utility rates. Unlike supply-side investments, energy efficiency programs reduce energy sales. Reduced energy sales can lower revenue requirements (see UCT) while putting near-term upward pressure on rates as the remaining fixed costs are spread over fewer kilowatt-hours.

The portfolio was cost effective based on four of the five standard cost effectiveness tests for the reporting period. The ratepayer impact test was less than 1.0 indicating near-term upward pressure was placed on the price per kilowatt-hour (“kWh”) given a reduction in sales.

As approved by the Commission in Docket No. 20000-264-EA-06, costs associated with the Company’s energy efficiency programs are recovered through Schedule 191 - Customer Efficiency Service Charges (“Schedule 191”). There are unique surcharges for each customer classification as defined below:

Category 1 (Residential) – Residential Schedules 2 and 18

Category 2 (Small Commercial and Industrial) – Schedules 25, 28, 40, 210 and all lighting schedules

Category 3 (Large Commercial and Industrial) – Schedule 33, 46 and 48T

In 2013, the Company completed development of a Technical Reference Library which documents in an electronic database the preliminary measure-level savings data, including the methods, assumptions and sources for those assumptions used for the reporting of program energy savings.

Another Company system implementation that began in 2013 was the upgrade of the Company’s tracking system which is used by DSM to store information on completed customer projects. The system is known as DSM Central and integrates with the Technical Reference Library. Together the two systems will improve the process of validating reported savings data and costs.

The Company, working with its third-party program delivery administrators,⁹ collaborates with the following number of retailers, contractors and vendors in the delivery of its energy efficiency programs in the state of Wyoming:

Table 2
Energy Efficiency Infrastructure

Sector	Type	No.
Residential	Lighting Retailers	37
	Appliances Retailers	40
	HVAC ¹⁰ Contractors	7
	Weatherization Trade Allies	5
	Electronic Retailers	24
	Low Income Agencies	3
Commercial and Industrial	Lighting Trade Allies	115
	HVAC Trade Allies	33
	Motors Trade Allies	38
	Engineering Firms	21

⁹ See program specific information for backgrounds on third-party administrators.

¹⁰ Heating, ventilation and air conditioning

REGULATORY HISTORY

During the reporting period, the Company filed a number of compliance and/or informational reports, updates and requests with the Commission in support of the Company programs. The following is a list of those filings:

- January 28, 2013, the Company filed educational and promotional materials that were utilized to educate the public concerning energy efficiency and promote the DSM programs from October 1, 2012 – December 31, 2012 in Wyoming.
- January 29, 2013, the Company filed its quarterly program status reports with monthly participation levels, energy savings, DSM program cost data and Schedule 191 balances by category.
- February 25, 2013, the Company filed to adjust Schedule 191 surcharge for Category 2 (non-residential small general service) customers. This was approved on June 24, 2013 with rates effective June 1, 2013.
- April 25, 2013, the Company filed the Wyoming Annual Demand-Side Management Review Report and appendices for the January 1, 2012 – December 31, 2012 reporting period.
- April 26, 2013, the Company filed its quarterly program status reports with monthly participation levels, energy savings, DSM program cost data and Schedule 191 balances by category.
- May 7, 2013, the Company filed educational and promotional materials that were utilized to educate the public concerning energy efficiency and promote the DSM programs from January 1, 2013- March 31, 2013 in Wyoming.
- July 18, 2013, the Company filed educational and promotional materials that were utilized to educate the public concerning energy efficiency and promote the DSM programs from April 1, 2013- June 30, 2013 in Wyoming.
- July 18, 2013, the Company filed its quarterly program status reports with monthly participation levels, energy savings, DSM program cost data and Schedule 191 balances by category.
- October 10, 2013, the Company filed educational and promotional materials that were utilized to educate the public concerning energy efficiency and promote the DSM programs from July 1, 2013- September 30, 2013 in Wyoming.
- October 25, 2013, the Company filed its quarterly program status reports with monthly participation levels, energy savings, DSM program cost data and Schedule 191 balances by category.

Customer Efficiency Service Charge

In Docket No. 20000-264-EA-06 (Record No. 10960) the Commission approved the recovery of energy efficiency expenditures through Schedule 191. This charge appears as a line item on customer bills. The Company books eligible DSM energy efficiency expenditures as incurred to the balancing account for the appropriate customer category (i.e. residential, small commercial and industrial, and large commercial and industrial).

As referenced above, on February 25, 2013, the Company filed an application in Docket No. 20000-431-ET-13 (Record No. 13466) to increase the Category 2 surcharge from 0.9 percent to 2.2 percent on the basis of a projected \$1.7 million shortfall in its balancing account by December 2013. The Commission approved the request in its Order dated June 24, 2013.

The Schedule 191 balances by category as of December 31, 2013, are shown in Table 3, Table 4 and Table 5 below.

Table 3
Schedule 191 Balance - Category 1 (Residential)

	Monthly Program Cost - Fixed Assets	Monthly Net Accrued Costs*	Rate Recovery	Carrying Charge	Cash Basis Accumulated Balance	Accrual Basis Accumulated Balance
December 2012						28,849
January	29,905	42,087	(184,612)	(297)	(286,308)	(84,068)
February	64,407	19,005	(153,258)	(471)	(375,631)	(154,386)
March	78,995	46,504	(141,660)	(580)	(438,875)	(171,126)
April	79,572	28,161	(123,724)	(657)	(483,684)	(187,774)
May	89,022	(132,354)	(111,485)	(705)	(506,852)	(343,296)
June	125,968	(7,986)	(101,379)	(705)	(482,968)	(327,398)
July	86,063	(28,986)	(122,684)	(714)	(520,304)	(393,719)
August	171,550	(16,765)	(125,110)	(708)	(474,571)	(364,752)
September	71,991	52,016	(117,669)	(709)	(520,958)	(359,123)
October	118,024	(2,036)	(104,970)	(733)	(508,636)	(348,837)
November	175,409	29,550	(125,873)	(690)	(459,790)	(270,442)
December	271,063	(24,659)	(181,835)	(592)	(371,154)	(206,464)
2013 totals	\$ 1,361,968	\$ 4,537	\$ (1,594,258)	\$ (7,561)		

*December 2013 total accrual 164,690

Table 4
Schedule 191 Balance - Category 2 (Small Commercial and Industrial)

	Monthly Program Cost - Fixed Assets	Monthly Net Accrued Costs*	Rate Recovery	Carrying Charge	Cash Basis Accumulated Balance	Accrual Basis Accumulated Balance
December 2012						858,324
January	90,466	(12,142)	(110,401)	1,105	766,272	827,352
February	95,779	13,891	(104,456)	1,086	758,681	833,652
March	182,944	(26,677)	(100,735)	1,140	842,030	890,323
April	75,470	3,952	(97,780)	1,184	820,904	873,150
May	95,419	8,044	(95,615)	1,170	821,878	882,168
June	112,446	1,079	(153,404)	1,142	782,062	843,430
July	74,037	35,569	(267,864)	976	589,211	686,147
August	79,739	53,230	(270,822)	703	398,830	548,997
September	195,179	(46,567)	(260,566)	522	333,964	437,564
October	130,312	(16,317)	(249,487)	391	215,180	302,462
November	51,204	9,872	(251,649)	164	14,899	112,053
December	277,214	(16,365)	(279,306)	20	12,827	93,616
2013 totals	\$ 1,460,207	\$ 7,567	\$ (2,242,086)	\$ 9,603		

*December 2013 total accrual

80,789

Table 5
Schedule 191 Balance - Category 3 (Large Commercial and Industrial)

	Monthly Program Cost - Fixed Assets	Monthly Net Accrued Costs*	Rate Recovery	Carrying Charge	Cash Basis Accumulated Balance	Accrual Basis Accumulated Balance
December 2012						(369,163)
January	48,802	(7,337)	(116,060)	(660)	(497,279)	(444,418)
February	36,213	(5,568)	(119,088)	(768)	(580,923)	(533,630)
March	36,799	(17,604)	(118,734)	(886)	(663,745)	(634,055)
April	30,650	7,070	(125,527)	(1,013)	(759,634)	(722,875)
May	30,189	(6,950)	(106,979)	(1,137)	(837,561)	(807,752)
June	56,246	(16,726)	(107,431)	(1,230)	(889,976)	(876,893)
July	515,306	14,820	(115,128)	(983)	(490,780)	(462,877)
August	44,213	35,153	(115,830)	(750)	(563,148)	(500,091)
September	290,331	9,443	(116,764)	(679)	(390,259)	(317,760)
October	52,853	19,076	(106,186)	(594)	(444,187)	(352,611)
November	298,809	3,084	(132,255)	(514)	(278,147)	(183,487)
December	200,233	(26,063)	(112,051)	(334)	(190,299)	(121,701)
2013 totals	\$ 1,640,643	\$ 8,399	\$ (1,392,032)	\$ (9,548)		

*December 2013 total accrual

68,597

Column Explanations:

Monthly Program Costs – Fixed Assets: Monthly expenditures for all energy efficiency program activities.

Monthly Net Accrued Costs: Monthly net change of program costs incurred during the period not yet posted.

Rate Recovery: Revenue collected through Schedule 191.

Carrying Charge: Monthly carrying charge is based on “Cash Basis Accumulated Balance” of the account. The rate is a reciprocal interest charge with the Schedule 300 Customer Deposit Interest Rate. For 2013, the rate was 1.71 percent

Cash Basis Accumulated Balance: Current balance of the account; a running total of account activities. A negative accumulative balance means cumulative revenue exceeds cumulative expenditures; a positive accumulative balance means cumulative expenditures exceed cumulative revenue.

Accrual Basis Accumulative Balance: Current balance of account including accrued costs.

PLANNING PROCESS

Integrated Resource Plan

The Company develops a biennial integrated resource plan (“IRP”) as a means of balancing cost, risk, uncertainty, supply reliability/deliverability and long-run public policy goals. The plan presents a framework of future actions to ensure the Company continues to provide reliable, reasonable-cost service with manageable risks to the Company’s customers. Energy efficiency and peak management opportunities are incorporated into the plan based on their availability, characteristics and costs.

Energy efficiency and peak management resources can be divided into four general classes based on their relative characteristics, the classes are:

- Class 1 DSM (Resources from fully dispatchable or scheduled firm capacity product offerings/programs) – Capacity savings occur as a result of active Company control or advanced scheduling. Once customers agree to participate, the timing and persistence of the load reduction is involuntary on their part within the agreed limits and parameters.
- Class 2 DSM (Resources from non-dispatchable, firm energy and capacity product offerings/programs) – Sustainable energy and related capacity savings are achieved through facilitation of technological advancements in equipment, appliances, lighting and structures or sustainable verifiable changes in operating and maintenance practices, also commonly referred to as energy efficiency resources.
- Class 3 DSM (Resources from price responsive energy and capacity product offerings/programs) – Short-duration energy and capacity savings from actions taken by customers voluntarily based on pricing incentives or signal.
- Class 4 DSM (Resources from energy efficiency education and non-incentive based voluntary curtailment programs/communications pleas) – Energy and/or capacity reduction typically achieved from voluntary actions taken by customers, to reduce costs or benefit the environment through education, communication and/or public pleas.

As technical support for the IRP, a third-party analysis is conducted to estimate the magnitude, timing and cost of alternative energy efficiency and peak management options.¹¹ The main focus of the study has been on resources with sufficient reliability characteristics that are anticipated to be technically feasible and assumed achievable during the IRP’s 20-year planning horizon. The estimated achievable energy efficiency potential identified in the 2013 study for Wyoming was 136 average megawatts or 9 percent of retail sales.¹² By definition this was the energy efficiency potential that may be achievable to acquire during the 20-year planning horizon if determined least cost and cost-effective compared to supply-side alternatives within the Company’s integrated resource planning process.

¹¹ Assessment of Long-term, System-Wide Potential for Demand-Side and Other Supplemental Resources, www.pacificorp.com/content/dam/pacificorp/doc/Energy_Sources/Demand_Side_Management/DSM_Potential_Study/PacifiCorp_DSMPotential_FINAL_Vol%20I.pdf

¹²Ibid, page 75.

The achievable technical potential for Wyoming by sector is shown in Table 6. The 2013 study indicates that 21 percent of the achievable technical potential for the Company, excluding Oregon,¹³ is in Wyoming.¹⁴

Table 6
Wyoming Energy Efficiency Achievable Technical Potential by Sector

Sector	Average Megawatts in 2032	Percent of Retail Sales
Residential	17	13%
Commercial	29	15%
Industrial	90	8%

Note there is an additional 0.7 average MW associated with agriculture and street lights

Energy efficiency resources vary in their reliability, load reduction and persistence over time. Based on the significant number of measures identified in the potential study it is difficult to incorporate each measure as a standalone resource in the IRP. To address this issue, energy efficiency measures are bundled by their relative cost to reduce the number of combinations to a more manageable number.

The evaluation of energy efficiency resources within the IRP is also informed by state specific evaluation criteria. While all states generally use commonly accepted cost effectiveness tests, some states require variations in calculating or prioritizing the tests.

- Washington and Oregon utilize the total resource cost but allow for consideration of non-energy benefits and a 10 percent regional conservation credit in the determination of cost effectiveness.
- Utah utilizes the utility cost test as the primary determination of cost effectiveness.

The Company evaluates program implementation cost effectiveness (both prospectively and retrospectively) under a variation of five tests to identify the relative impact and/or value to customers and the Company (i.e. utility cost, total resource cost, near-term rate impact, program value to participants, etc.).

The 2013 Integrated Resource Plan preferred portfolio includes the acquisition of energy efficiency resources. The plan seeks opportunities to accelerate these acquisitions as evidenced by the range of the savings target and expanded set of demand side management related Action Plan activities. The action plan savings targets for the 2013 Integrated Resource Plan¹⁵ are shown in Table 7.

¹³ Demand-side Management potential studies are performed by the Energy Trust of Oregon.

¹⁴ Page 75, Table 52 of the 2013 Assessment of Long-term, System-Wide Potential for Demand-Side and Other Supplemental Resources.

¹⁵ 2013 IRP, April, 2013.

www.pacificorp.com/content/dam/pacificorp/doc/Energy_Sources/Integrated_Resource_Plan/2013IRP/PacifiCorp-2013IRP_Vol1-Main_4-30-13.pdf, page 248.

Table 7
Preferred Portfolio Energy Efficiency Targets

2013 Preferred Portfolio	Acquire 1,425-1,876 gigawatt hours (GWh) of cost-effective Class 2 (energy efficiency) resources by the end of 2015 and 2,034-3,180 GWh by the end of 2017.
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ENERGY EFFICIENCY PROGRAMS

Energy efficiency programs are offered to all major customer sectors: residential, commercial, industrial and agricultural. The overall energy efficiency portfolio includes six programs: *Home Energy Savings* – Schedule 111, *Residential Refrigerator Recycling* – Schedule 117, *Low Income Weatherization* – Schedule 118, *FinAnswer Express* – Schedule 115, *Energy FinAnswer* – Schedule 125, and *Self-Direction* – Schedule 192. In addition to the energy efficiency programs, the Company on behalf of customers invests in outreach and communications to make customers aware of the energy efficiency program services and incentives available and promote the efficient use of electricity. Results for 2013 are provided in Table 8.

Table 8
Wyoming Results January 1, 2013 – December 31, 2013

Category and Program	Units	kWh/Yr Savings (at site)	kWh/Yr Savings (at generator)	Program Expenditures
Category 1 - Residential				
Low Income Weatherization (118)	36	82,787	90,661	\$ 40,558
Refrigerator Recycling (117)	779	913,458	1,000,337	\$ 133,237
Home Energy Savings (111)	21,049	7,617,566	8,342,073	\$ 978,921
Total Category 1	21,864	8,613,811	9,433,071	\$ 1,152,715
Category 2 - Agricultural, Commercial & Industrial				
FinAnswer Express (115)	10	44,764	48,916	\$ 9,775
Sub-Total Category 2 (Agricultural)	10	44,764	48,916	\$ 9,775
Energy FinAnswer (125)	0	0	0	\$ 25,882
FinAnswer Express (115)	232	4,576,282	4,983,617	\$ 1,237,123
Self Direction (192)	0	0	0	\$ 2,292
Sub-Total Category 2 (Commercial)	232	4,576,282	4,983,617	\$ 1,265,298
Energy FinAnswer (125)	1	93,748	99,008	\$ 61,327
FinAnswer Express (115)	22	243,978	257,668	\$ 84,189
Self Direction (192)	0	0	0	\$ 8,128
Sub-Total Category 2 (Industrial)	23	337,726	356,676	\$ 153,644
Total Category 2	255	4,958,772	5,389,209	\$ 1,428,716
Category 3 - Agricultural, Commercial & Industrial				
FinAnswer Express (115)	0	0	0	\$ 97
Sub-Total Category 3 (Agricultural)	0	0	0	\$ 97
Category 3 - Commercial and Industrial				
Energy FinAnswer (125)	0	0	0	\$ 25,909
FinAnswer Express (115)	5	2,597,939	2,829,182	\$ 441,213
Self Direction (192)	0	0	0	\$ 1,665
Sub-Total Category 3 (Commercial)	5	2,597,939	2,829,182	\$ 468,787
Energy FinAnswer (125)	5	8,861,365	9,358,576	\$ 1,014,256
FinAnswer Express (115)	21	87,874	92,805	\$ 169,514
Self Direction (192)	2	713,785	753,835	\$ 8,166
Sub-Total Category 3 (Industrial)	28	9,663,024	10,205,216	\$ 1,191,935
Total Category 3	33	12,260,963	13,034,398	\$ 1,660,819
Total Energy Efficiency (Categories 1, 2 and 3)		25,833,546	27,856,678	\$ 4,242,250

Portfolio EM&V, DSM Central and Technical Reference Library - Cat 1	\$ 154,847
Portfolio EM&V, DSM Central and Technical Reference Library - Cat 2	\$ 42,650
Portfolio EM&V, DSM Central and Technical Reference Library - Cat 3	\$ 29,531
Outreach & Communication	\$ 177,711
	\$ 4,646,990

RESIDENTIAL PROGRAMS

The residential energy efficiency portfolio is comprised of three programs, *Home Energy Savings*, *Refrigerator Recycling* and *Low Income Weatherization*. As shown in Table 9, the residential portfolio was cost effective based on four of the five standard cost effectiveness tests for the 2013 reporting period. The ratepayer impact test was less than 1.0 indicating that there is near term upward pressure placed on the price per kilowatt-hour given a reduction in sales.

Table 9
Cost Effectiveness for Residential Portfolio

	Benefit/Cost Ratio	Net Benefits
Total Resource Test plus 10 percent	1.88	\$1,475,850
Total Resource Cost Test	1.71	\$1,189,553
Utility Cost Test	2.48	\$1,710,252
Participant Cost Test	4.37	5,136,378
Rate Payer Impact	0.55	(\$2,347,825)

Home Energy Savings

The *Home Energy Savings* program is designed to provide access to and incentives for more efficient products and services installed or received by customers in new or existing homes, multi-family housing units or manufactured homes. Program participation by measure is provided in Table 10.

Table 10
Eligible Program Measures (Units)¹⁶

Measures	2013 Total Units	2013 Total Participants	2013 kWh savings @ site
Attic Insulation	450,869	53	883,499
Bonus Insulation Incentive	2	2	0
Ceiling Fan	4	2	636
Central A/C Equipment	5	5	1,240
Clothes Washer	642	642	88,070
Desktop Computer	2	2	154
Dishwasher	349	348	15,945
Duct Sealing and Insulation	85	85	587,571

¹⁶ Units are dependent on the type of measure (i.e. insulation is in square feet, dishwashers is a straight count of dishwashers receiving an incentive, CFLs are an estimate of total bulbs, etc.)

Measures	2013 Total Units	2013 Total Participants	2013 kWh savings @ site
Electric Water Heater	42	41	5,100
Evaporative Cooler	8	8	9,864
Fixture	1,767	199	137,826
Flat Panel TV	1,264	1,241	226,256
Floor Insulation	2,150	1	16,297
Freezer	59	58	2,360
Heat Pump Water Heater	1	1	2,120
Monitor	1	1	14
Portable Evaporative Cooler	23	23	2,530
Proper CAC Sizing	21	21	1,260
Refrigerator	509	509	22,396
Room Air Conditioner	92	85	3,772
Single-Head Ductless Heat Pump	5	5	25,110
Wall Insulation	3,290	4	4,937
Windows	280	1	1,001
Lighting - CFL General	136,674	13,667	4,172,581
Lighting - CFL Specialty	40,449	4,045	1,407,027
Grand Total	638,594	21,049	7,617,566

Program performance results for January 1, 2013 – December 31, 2013 are provided in Table 11 below.

Table 11
Cost Effectiveness for Home Energy Savings

	Benefit/Cost Ratio	Net Benefits
Total Resource Cost Test plus 10 percent	1.91	\$1,363,090
Total Resource Cost Test	1.74	\$1,102,844
Utility Cost Test	2.66	\$1,623,543
Participant Cost Test	3.89	\$4,411,588
Rate Payer Impact	0.56	(\$2,082,161)

Program Management

The program manager who is responsible for the *Home Energy Savings* program in Wyoming is also responsible for the Home Energy Savings program in California, Idaho, Utah and Washington and *Refrigerator Recycling* program in Wyoming, California, Idaho, Utah and Washington. For each program and in each state the program manager is responsible for the cost effectiveness of the program, identifying and contracting with the program administrator through

a competitive bid process, establishing and monitoring program performance and compliance, and recommending changes in the terms and conditions set out in the tariff.

Program Administration

The *Home Energy Savings* program is administered by PECI. PECI, a private non-profit corporation, has been designing and implementing energy efficiency programs since 1990.

PECI is responsible for the following:

- Retailer and trade ally engagement – PECI identifies, recruits, supports and assists retailers to increase the sale of energy efficient lighting, appliances and electronics. PECI enters into promotion agreements with each lighting manufacturer and retailer for the promotion of discounted compact fluorescent lighting (“CFLs”). The agreements include specific retail locations, lighting products receiving incentives and not-to-exceed annual budgets. Weatherization and heating, ventilation and air conditioning (“HVAC”) contractors engaged with the program are provided program materials, training and receive regular updates.
- Inspections – PECI recruits and hires inspectors to verify on an on-going basis the installation of measures. A summary of the inspection process is in Appendix 3.
- Incentive processing and call-center operations – PECI receives all requests for incentives, determines whether the applications are completed, works directly with customers when information is incorrect and/or missing from the application and processes the application for payment.
- Program specific customer communication and outreach – A summary of the communication and outreach conducted by PECI on behalf of the Company is outlined in the Communication, Outreach and Education section.

Infrastructure

The Company, through its third party vendor is working with 37 retailers to promote CFLs. Table 12 lists the lighting retailers participating in the program.

Table 12
Retail Stores – Compact Fluorescent Lights

Retailer	City
Ace Hardware - Baileys	Casper
Ace Hardware #10776	Kemmerer
Ace Hardware #11263	Green River
Ace Hardware #8349	Rock Springs
Big Lots #4444	Casper
Cazin's Ace Hardware	Evanston
Dollar Tree #2891	Rock Springs
Family Dollar #5599	Rawlins

Retailer	City
Family Dollar #5767	Mills
Family Dollar #6014	Green River
Family Dollar #6081	Casper
Family Dollar #7224	Evanston
Habitat for Humanity ReStore #3	Mills
Home Depot #6001	Casper
Home Depot #6003	Rock Springs
Menards #3243	Casper
Ridley's #1153	Pinedale
Ridley's #1163	Kemmerer
Sam's Club #6425	Casper
Smith's #182	Rock Springs
Smith's #185	Casper
Smith's #187	Green River
Smith's #86	Evanston
True Value #1552	Casper
True Value #2201	Rock Springs
True Value Hardware - Bookliff Sales	Rock Springs
True Value Hardware - Coupens CY	Casper
True Value Hardware - Howard Supply Company	Rock Springs
True Value Hardware - United Building Center	Evansville
True Value Hardware #7425	Rawlins
Walgreens #07462	Casper
Walgreens #09092	Rock Springs
Walgreens #7601	Casper
Walmart #1456	Evanston
Walmart #1461	Rock Springs
Walmart #1617	Casper
Walmart #3778	Casper

In an attempt to augment the distribution of discounted CFLs through participating retailers the Company mailed 28,000 coupons for \$4.50 off General Electric multi packs of 3 or more CFLs. The coupons were mailed in February 2013 to customers in Laramie, Worland, Cody, Greybull, Powell, Thermopolis, Riverton, Lander, Douglas and Buffalo. The coupons were redeemable at Walmart in Laramie, Riverton or Cody. The coupons expired at the end of June 2013. Due to low response rates (193 coupons redeemed for a response rate of 0.69 percent), future coupon mailings were canceled.

There are 40 local and national retailers stocking and featuring high efficiency appliances promoted through the *Home Energy Savings* program. Table 13¹⁷ lists the retailers where customers can purchase program qualifying appliances within the Company's Wyoming service area.

Table 13
Retail Stores – Appliances

Retailer	City	Ceiling Fan	Clothes Washer	Dishwasher	Electric Water Heater	Freezer	Light Fixture	Portable Evaporative Cooler	Refrigerator	Room Air Conditioner
Best Buy #1527	Casper		√	√			√		√	
Brown's Western Appliance	Worland		√	√		√			√	
Codale Electric Supply #14	Rock Springs									
Codale Electric Supply #19	Casper									
Cost Plus	Casper		√	√					√	
Gizmo's/Cost Plus Appliance	Cody					√				
Home Depot #6001	Casper	√	√	√	√	√	√	√	√	√
Home Depot #6003	Rock Springs		√	√	√	√	√	√	√	√
John Paras Furniture & Appliance	Rock Springs		√	√		√			√	
Kmart #4736	Casper									
Kmart #4837	Riverton									√
Kmart #7107	Rock Springs									
Kmart #9792	Laramie									√
Kusel's Home Furnishings	Riverton		√	√					√	
Letz's TV and Appliance	Casper		√	√					√	√
Menards #3243	Casper		√	√	√	√	√	√	√	√
Meyer's Gambles	Lander		√	√		√			√	
Neilson's Furniture and Appliance	Kemmerer		√	√		√				
Radio Shack	Riverton									
Rasmusson Furniture	Rawlins		√	√		√			√	
Roger's Home Entertainment Center	Douglas		√							
Rushmore Furniture Company	Rock Springs								√	
Sam's Club #6425	Casper									√
Schofield's Appliance	Evanston		√	√					√	√

¹⁷ Check mark indicates retailer participation during 2013

Retailer	City	Ceiling Fan	Clothes Washer	Dishwasher	Electric Water Heater	Freezer	Light Fixture	Portable Evaporative Cooler	Refrigerator	Room Air Conditioner
Sears #1867	Laramie		√	√		√			√	
Sears #2341	Casper		√	√		√			√	√
Sears #3018	Riverton		√	√	√	√			√	√
Sears #3359	Cody		√	√		√				√
Sears #3578	Rock Springs		√	√		√			√	√
Sunlight Mattress & Appliance	Powell									
Sutherlands #2219	Casper						√	√		√
The Electronic Super Store	Laramie									
Total Services	Douglas		√						√	
Wal-Mart - Supercenter #1412	Laramie									√
Wal-Mart - Supercenter #1457	Riverton									
Wal-Mart - Supercenter #1778	Cody									
Walmart #1456	Evanston									√
Walmart #1461	Rock Springs									√
Walmart #1617	Casper									
Walmart #3778	Casper									√

Table 14¹⁸ and Table 15 list the HVAC, weatherization and window contractors.

¹⁸ Check mark indicates retailer participation during 2013

Table 14
HVAC Contractors

Trade Ally Name	City	Central Air Conditioner (CAC)	CAC Best Practices Installation	CAC Proper Sizing	CAC Tune-up	Heat Pump (HP) Conversion	HP Upgrade	Ductless HP	HP Tune-up	Duct Sealing and Duct Insulation	Evaporative Cooler
24 Hour Heating & Air	Casper										
Advanced Air Systems	Cheyenne										
Arrowhead Inc.	Casper						√				
Casper Tin Shop	Casper	√	√				√				√
Laramie Heating & Sheet Metal Inc.	Laramie										
Powder River Heating	Buffalo										
Tim Force Tin Shop	Casper										

Table 15
Weatherization Contractors

Trade Ally Name	City	Attic Insulation	Floor Insulation	Wall Insulation	Windows
24 Hour Heating & Air	Casper				
Casper Window and Door	Casper				
Insulation Inc.	Rock Springs	√			
Rocky Mountain Window Distributors	Evansville				
Wyoming Energy Council, Inc.	Laramie				

Retailers promoting qualifying energy efficient electronics participating in the program are in Table 16.

Table 16
Retail Stores – Electronics

Retailer	City
Best Buy #1527	Casper
John Paras Furniture & Appliance	Rock Springs
Kmart #4736	Casper
Kmart #4837	Riverton
Kmart #7107	Rock Springs
Kmart #9792	Laramie
Kusel's Home Furnishings	Riverton
Letz's TV and Appliance	Casper
Neilson's Furniture and Appliance	Kemmerer
Radio Shack	Riverton
Rasmusson Furniture	Rawlins
Roger's Home Entertainment Center	Douglas
Sam's Club #6425	Casper
Sears #1867	Laramie
Sears #2341	Casper
Sears #3018	Riverton
Sears #3578	Rock Springs
Wal-Mart - Supercenter #1412	Laramie
Wal-Mart - Supercenter #1457	Riverton
Wal-Mart - Supercenter #1778	Cody
Walmart #1456	Evanston
Walmart #1461	Rock Springs
Walmart #1617	Casper
Walmart #3778	Casper

Evaluations

During 2013, a process and impact evaluation was in the process of being completed by a third party evaluator for program years 2011-2012. The process and impact evaluation was completed in first quarter of 2014 and will be provided as an appendix to the 2014 annual report. A copy of the report has been posted on the Company's website at:

www.pacificorp.com/es/dsm/wyoming.html

Refrigerator Recycling

The Refrigerator Recycling program, also known as *See ya later, refrigerator*®, is designed to decrease electricity use through voluntary removal and recycling of inefficient refrigerators and freezers. Participants receive a \$40 incentive for each qualifying refrigerator or freezer recycled through the program and an energy-saving kit which includes two CFLs, a refrigerator thermometer card, energy-savings educational materials, and information on other efficiency programs relevant to residential customers.

Program participation by measure is provided in Table 17.

Table 17
Eligible Program Measures (Units)

Measures	2013 Total	2013 kWh @ site
Refrigerator Recycling	643	744,594
Freezer Recycling	136	122,400
Energy Savings Kit	726	46,464

Program performance results for January 1, 2013 – December 31, 2013 are provided in Table 18.

Table 18
Cost Effectiveness for Refrigerator Recycling

	Benefit/Cost Ratio	Net Benefits
Total Resource Cost Test plus 10 percent	1.29	\$39,281
Total Resource Cost Test	1.18	\$23,598
Utility Cost Test	1.18	\$23,598
Participant Cost Test ¹⁹	N/A	\$563,048
Rate Payer Impact	0.44	(\$198,030)

In 2013, more than 101,270 pounds of metal, 15,580 pounds of plastics, and 1,929 pounds of tempered glass were recycled. In addition, the capture, recovery or destruction of more than 1,012 pounds of ozone depleting Chlorofluorocarbons (greenhouse gases) and Hydro fluorocarbons, commonly used in refrigerants and foam insulation equates to approximately 2,950 metric tons of carbon dioxide.

Program Management

The program manager who is responsible for the *Refrigerator Recycling* program in Wyoming is also responsible for the *Refrigerator Recycling* program in California, Idaho, Utah and Washington and *Home Energy Savings* program in Wyoming, California, Idaho, Utah and Washington. For each program and in each state the program manager is responsible for the cost

¹⁹ Participants in See ya later, refrigerator® program incur no costs.

effectiveness of the program, identifying and contracting with the program administrator through a competitive bid process, establishing and monitoring program performance and compliance, and recommending changes in the terms and conditions set out in the tariff.

Program Administration

The *Refrigerator Recycling* program is administered by JACO Environmental (“JACO”). JACO started over 20 years ago in Snohomish County, north of Seattle, Washington, and has grown to become one of the largest recyclers of house-hold appliances in the United States. The Company contracts with JACO to provide customer scheduling, pick-up, incentive processing and marketing services for the program.

JACO also ensures that over 95 percent of the components and materials of the discarded appliance are either recycled for beneficial uses or eliminated in an environmentally responsible way. The remaining 5 percent can then be productively used as “fluff” to facilitate the decomposition of biodegradable landfill material.

JACO is responsible for the following:

- Appliance handling – JACO handles all customer and field service operations for the program including pick-up of refrigerators and freezers from customers, transporting the units to the de-manufacturing facility and recycling of the appliances.
- Incentive processing and call-center operations – All customer service calls, pick-up scheduling and incentive processing are handled by JACO.
- Program specific customer communication and outreach – Working in close coordination with the Company, JACO handles all the marketing for the program. The program is marketed through bill inserts, customer newsletters and TV, newspaper and online advertising.

Independent third party contract inspectors are employed by the Company to ensure JACO’s performance. The summary of the inspection process is included in Appendix 3.

Infrastructure

A refrigerator recycling pick-up crew based in Casper, Wyoming collects participating customer appliances across the state and transports these units to a JACO facility in Salt Lake City, Utah, for disassembly and recycling.

Evaluations

In October 2013, a process and impact evaluation was completed by a third party evaluator for program years 2011-2012. The impact evaluation provided data on the gross realized savings and the Net-to-Gross (“NTG”) ratio. The process evaluation investigated participant satisfaction, implementation and delivery processes, marketing methods and quality assurance. The

Company's response to the recommendations and web link to the evaluation report are included in Appendix 4.

Low Income Weatherization

The *Low Income Weatherization* program is designed to leverage funds with state and federal grants so that energy efficiency services can benefit income eligible households at no cost.

Program participation and number of homes receiving specific measures in 2013 are provided in Table 19.

Table 19
Eligible Program Measures (Units)

	2013 Total
Participation – Total # of Completed/Treated Homes	36
<i>Number of Homes Receiving Specific Measures</i>	
Air Sealing/Infiltration	1
Attic Ventilation	1
Ceiling Insulation	21
CFLs	28
Duct Insulation	3
Floor Insulation	22
Ground Cover	5
Low Flow Showerheads	10
Replacement Refrigerators	6
Replacement Windows	6
Thermal Doors	6
Wall Insulation	2
Water Pipe Insulation and Sealing	21
Weather-stripping	31

Program performance results for January 1, 2013 – December 31, 2013 are provided in Table 20.

Table 20
Cost Effectiveness for Low Income Weatherization

	Benefit/Cost Ratio	Net Benefits
Total Resource Cost Test plus 10 percent	2.81	\$73,478
Total Resource Cost Test	2.56	\$63,111
Utility Cost Test	2.56	\$63,111
Participant Cost Test ²⁰	N/A	\$161,771
Rate Payer Impact	0.61	(\$67,635)

²⁰ Participants in program incur no costs

Program Management

The program manager who is responsible for the *Low Income Weatherization* program in Wyoming is also responsible for the *Low Income Weatherization* programs in California, Idaho, Utah and Washington and energy assistance programs in Wyoming, California, Idaho, Oregon, Utah and Washington. For each program and in each state the program manager is responsible for the cost effectiveness of the program, partnerships and agreements in place with local agencies that serve income eligible households, establishing and monitoring program performance and compliance, and recommending changes in the terms and conditions set out in the tariff.

Program Administration

The Company currently has contracts in place with three agencies providing low income weatherization throughout the state of Wyoming. These include Council of Community Services (“CCS”), Wyoming Energy Council (“WEC”) and Wyoming Weatherization Services (“WWS”). They subcontract with the Wyoming Department of Family Services (“WFS”) to provide low income weatherization services with funding grants WFS receives from state and federal government sources. Company funding of 50 percent of the cost of approved measures is leveraged by the agencies with these government grants so that the services are at no cost to participating households.

By contract with the Company, CCS, WEC and WWS are responsible for the following:

- Income Verification – Agencies determine if participants are income eligible based on WFS guidelines. Household’s interested in obtaining weatherization services apply through the WFS’s Low Income Energy Assistance Program Application. The current income guidelines are included in Appendix 5.
- Energy Audit – Agencies complete a United States Department of Energy approved audit to determine the cost effective measures to install in the participant’s homes (audit results must indicate a savings to investment ratio of 1.0 or greater).
- Installation of Measures – Agencies install measures listed in Schedule 118.
- Post Inspections – Agencies inspect 100 percent of completed homes and WFS staff randomly inspects 5 - 10 percent for verification of services. See Appendix 3 for verification summary.
- Billing Notification - Agencies are required to submit a billing to Company within 60 days after job completion. A homeowner agreement and invoice form indicating the measures installed and associated cost is submitted on each completed home.

Evaluation

No evaluation activities occurred during 2013.

Commercial and Industrial Programs

The commercial and industrial energy efficiency portfolio is comprised of three programs, *FinAnswer Express*, *Energy FinAnswer* and *Self Direction*. The commercial and industrial portfolio was cost effective based on four of the five standard cost effectiveness tests for 2013 reporting period, as shown in Table 21 below.

Table 21
Effectiveness for Commercial and Industrial Portfolio

	Benefit/Cost Ratio	Net Benefits
Total Resource Test plus 10 percent	2.13	\$5,637,797
Total Resource Cost Test	1.94	\$4,673,268
Utility Cost Test	2.99	\$6,418,395
Participant Cost Test	3.17	\$10,193,419
Rate Payer Impact	0.71	(\$3,884,601)

FinAnswer Express

The *FinAnswer Express* program is designed to assist commercial, industrial, and agricultural customers to improve the efficiency of their new or replacement lighting, HVAC, motors, irrigation, building envelope, and other equipment by providing prescriptive or pre-defined incentives for the most common efficiency measures listed in the program incentive tables.²¹ The program also includes custom incentives and technical analysis services for measures not listed in the program incentive tables that improve electric energy efficiency. The program provides incentives for both new construction and retrofit projects, and is designed to operate in conjunction with the *Energy FinAnswer* program.

Program participation and savings by customer category and measure group is provided in Table 22, 23 and Table 24 below.

Table 22
Projects Completed

Participants	2013 Total
FinAnswer Express Category 2	264
FinAnswer Express Category 3	26
Grand Total	290

²¹ Incentive tables can be found online at

https://www.rockymountainpower.net/content/dam/rocky_mountain_power/doc/Business/Save_Energy_Money/WY_FinAnswerExpress_Brochure_Retrofit.pdf for retrofits and

https://www.rockymountainpower.net/content/dam/rocky_mountain_power/doc/Business/Save_Energy_Money/WY_FinAnswerExpress_Brochure_NCMR.pdf for new construction/major renovation

Table 23
Installed Program Measures Participation and Savings

Measure Groups	2013 Total	kWh/year at site
Category 2		
Building Shell	5	28,772
Compressed Air	1	83,861
Food Service	12	109,208
HVAC	21	378,207
Irrigation	24	44,764
Lighting	198	4,090,095
Motor	64	130,117
Sub-total Category 2	325	4,865,024
Category 3		
HVAC	11	699,237
Lighting	3	1,743,493
Motors	22	243,083
Sub-total Category 3	36	2,685,813
Grand Total	361	7,550,837

Program performance results by customer category for January 1, 2013 – December 31, 2013 are provided in Table 25 and Table 26 below.

Table 25
Cost Effectiveness for FinAnswer Express Category 2

	Benefit/Cost Ratio	Net Benefits
Total Resource Test plus 10 percent	1.32	\$763,701
Total Resource Cost Test	1.20	\$477,618
Utility Cost Test	2.15	1,529,749
Participant Cost Test	2.21	\$2,687,253
Rate Payer Impact	0.61	(\$1,816,467)

Table 26
Cost Effectiveness for FinAnswer Express Category 3

	Benefit/Cost Ratio	Net Benefits
Total Resource Test plus 10 percent	1.78	\$743,543
Total Resource Cost Test	1.62	\$589,049
Utility Cost Test	2.53	\$934,112
Participant Cost Test	3.10	\$1,802,678
Rate Payer Impact	0.63	(\$921,662)

Program Management

The program manager who is responsible for the *FinAnswer Express* program in Wyoming is also responsible for the *FinAnswer Express* program in California, Idaho, Utah, and Washington; and the *Agricultural Energy Services* program in Idaho. For each state the program manager is responsible for the cost effectiveness of the program, identifying and contracting with the program administrators through a competitive bid process, program marketing, establishing and monitoring program performance and compliance, and recommending changes in the terms and conditions of the program.

Program Administration

The program is primarily marketed through local trade allies who receive support from one of two program administrators. The Company contracts with Nexant, Inc. (“Nexant”) and Cascade Energy (“Cascade”) for trade ally coordination, training and application processing services for commercial measures and industrial/agricultural measures respectively.

Nexant and Cascade are responsible for the following:

- Trade ally engagement – Nexant and Cascade identify, recruit, train, support and assist trade allies to increase sales and installation of energy efficient equipment at qualifying business customer facilities.
- Incentive processing and administrative support – Nexant and Cascade handle incoming inquiries as assigned, process *FinAnswer Express* incentive applications, develop and maintain simplified analysis tools and provide program design services, evaluation and regulatory support upon request.
- Inspections – Nexant and Cascade verify on an on-going basis the installation of measures. Summary of the inspection process is in Appendix 3.

In addition, the Company’s project managers coordinate *FinAnswer Express* projects and provide customers with program services and incentives using the energy engineering consultants described further in the *Energy FinAnswer* program section.

Infrastructure

To help increase and improve the supplier and installation contractor infrastructure for energy-efficient equipment and services, the Company established and developed trade ally networks for lighting, HVAC, motors and irrigation. This work includes identifying and recruiting trade allies, providing program and technical training and providing sales support on an ongoing basis. The current lists of the trade allies who have applied and been approved as participating vendors are posted on the Company website and is included as Appendix 6 to this report. Customers are not required to select a vendor from these lists to receive an incentive.

The total number of participating trade allies is currently 144. The current counts of participating trade allies by technology are in Table 27.

Table 27
Participating Trade Allies²²

	Lighting trade allies	HVAC trade allies	Motors and VFD trade allies
List dated 3/27/2014	115	33	38

Evaluation

No evaluation activities occurred during 2013.

²² Some trade allies may participate in more than one technology so the count of unique participating firms is less than the total count by technology.

Energy FinAnswer

The *Energy FinAnswer* program is offered to all non-residential new construction, retrofit commercial (buildings 20,000 square feet and larger) and industrial customers. The program is designed to target comprehensive projects requiring project specific energy savings analysis and operates in concert with the more streamlined *FinAnswer Express* program. The program provides Company-funded energy engineering, incentives of \$0.15 per kWh for first year energy savings and \$50 per kilowatt of average monthly demand savings, up to a cap of 70 percent of the approved project cost. In addition to customer incentives, the program provides design team honorariums (a finder fee for new construction projects) and design team incentives for new construction projects exceeding International Energy Conservation Code 2003 energy code by at least 10 percent.

Projects completed by category for the reporting year is provided in Table 28.

Table 28
Projects Completed

Measure Group	2013 Total
Energy FinAnswer Category 2	1
Energy FinAnswer Category 3	5
Total Projects Completed	6

Program savings by category and measure group is provided in Table 29.

Table 29
Installed Program Measure Participation and Savings

Measure Groups	2013 Total	kWh/year at site
Category 2		
Motor	1	93,748
Sub-Total Category 2		93,748
Category 3		
Compressed Air	1	1,097,776
Controls	3	4,677,089
Motors	5	3,086,500
Sub-Total Category 3		8,861,365
Grand Total		8,955,113

Program performance results by customer category for January 1, 2013 – December 31, 2013 are provided in Table 30 and Table 31.

Table 30
Cost Effectiveness for Energy FinAnswer Category 2

	Benefit/Cost Ratio	Net Benefits
Total Resource Cost Test plus 10 percent	0.41	(\$83,409)
Total Resource Cost Test	0.37	(\$88,622)
Utility Cost Test	0.60	(\$35,073)
Participant Cost Test	0.91	(\$7,906)
Rate Payer Impact	0.38	(\$85,640)

As shown in Table 30, the *Energy FinAnswer Category 2* program ex-ante results suggest the program was not cost effective based on the five standard cost effectiveness tests for the 2013 reporting period. Program expenditures (ie. engineering costs, marketing, etc.) were incurred during 2013 where project energy savings are forecasted to be recognized in 2014.

Table 31
Cost Effectiveness for Energy FinAnswer Category 3

	Benefit/Cost Ratio	Net Benefits
Total Resource Cost Test plus 10 percent	4.06	\$4,086,335
Total Resource Cost Test	3.69	\$3,593,528
Utility Cost Test	4.74	\$3,887,913
Participant Cost Test	4.96	\$5,407,349
Rate Payer Impact	0.85	(\$891,820)

Program Management

The program manager who is responsible for the *Energy FinAnswer* program in Wyoming is also responsible for the *Energy FinAnswer* program in California, Idaho, Utah and Washington; the *Self-Direction Credit* program in Wyoming and Utah; and the *Commercial & Industrial Re-Commissioning* program in Utah. The Company employs five full-time project managers²³ in support of the program manager.

Energy FinAnswer program is administered by the Company. Consequently, the program manager is responsible for the following:

- Program cost effectiveness and performance
- Ensuring the program is operated in compliance with commission tariffs and Company guidelines including but not limited to qualification of customers
- Customer communication and outreach
- Monitoring code and standard changes
- Qualification of materials and equipment
- Engineering analysis of customer opportunities

²³ Based on the volume of projects, temporary project managers and/or support staff are employed from time-to-time

- Quality control and assurance
- Customer service, including the delivery of services and incentive
- Verification of installation and savings²⁴

Infrastructure

Given the diversity of the commercial and industrial customer served by the Company, a pre-approved, pre-contracted group of engineering firms are used to perform facility specific energy efficiency analysis, quality assurance and verification. This being said, the individual projects are directly managed by one of the Company's project manager. The project manager works directly with the customer or through the appropriate community and customer account manager located in Wyoming. Table 32 lists the engineering firms currently under contract with the Company.

Table 32
Engineering Firms

Engineering Firm	Main Office Location
Abacus Resource Management Company	Beaverton, OR
The Brendle Group Inc	Fort Collins, CO
Cascade Energy	Cedar Hills, UT
Compression Engineering Corp	Salt Lake City, UT
EMP2 Inc	Richland, WA
Energy and Resource Solutions Inc	North Andover, MA
Energy Resources Integration LLC	Sausalito, CA
EnerNOC	Walnut Creek, CA
EnSave Inc	Richmond, VT
ETC Group	Salt Lake City, UT
Evergreen Consulting Group	Beaverton, OR
Fazio Engineering	Milton-Freewater, OR
kW Engineering Inc	Oakland, CA
Lincus Inc	Tempe, AZ
Nexant Inc	Salt Lake City, UT
QEI Energy Management Inc	Beaverton, OR
Rumsey Engineering	Rexburg, ID
RM Energy Consulting	Pleasant Grove, UT
SBW Consulting Inc	Bellevue, WA
Solarc Architecture & Engineering Inc	Eugene, OR
Triple Point Energy Inc	Bellevue, WA

Evaluation

No evaluation activities occurred during 2013.

²⁴ Summary of inspection process is in Appendix 3.

Self Direction Credit

The *Self Direction Credit* program is available to Wyoming business customers who meet minimum usage requirements of 5,000,000 kWh per year or have a peak load of at least 1,000 kW in the prior 12 months. Customers are responsible for providing the energy engineering work necessary to document the energy savings of proposed projects.²⁵ This program is designed to provide another option for business customers who have projects similar to those qualifying for incentives from the *Energy FinAnswer* or *FinAnswer Express* programs. Incentives are provided in the form of bill credits as opposed to a one-time incentive and are used to offset the Customer Efficiency Service surcharge on the monthly bill. Both new construction and retrofit projects qualify under the program's eligibility requirements. In addition, there is a provision for customers who can demonstrate that they have no additional cost effective energy efficiency projects at their location for a reduced Schedule 191. The program is primarily marketed through customer and community managers and by referral from other programs for business customers.

Program participation and savings for 2013 are provided in Tables 33 and 34 below.

Table 33
Projects Completed

Measure Group	2013 Total
Self-Direction Category 2	0
Self-Direction Category 3	2
Total Projects Completed	2

Table 34
Installed Program Measure Participation and Savings

Measure Groups	2013 Total	kWh/year at site
Category 3		
Compressed Air	1	674,102
Motors	1	39,683
Sub-Total Category 3		713,785
Grand Total		713,785

Program performance results for January 1, 2013 – December 31, 2013 are provided in Table 35.

²⁵ Customers can elect to purchase engineering analysis completed under the *Energy FinAnswer* program.

Table 35
Cost Effectiveness for Self-Direction Category 3

	Benefit/Cost Ratio	Net Benefits
Total Resource Cost Test plus 10 percent	1.94	\$138,046
Total Resource Cost Test	1.76	\$112,115
Utility Cost Test	1.76	\$112,115
Participant Cost Test	2.77	\$304,045
Rate Payer Impact	0.62	(\$158,593)

Program Management

The program manager who is responsible for the *Self Direction Credit* program in Wyoming is also responsible for the *Self Direction Credit* program in Utah; the *Energy FinAnswer* program in Wyoming, California, Idaho, Utah and Washington; and the *Commercial & Industrial Re-Commissioning* program in Utah. Program manager is responsible for the cost effectiveness of the program, identifying and contracting with the program administrator through a competitive bid process, establishing and monitoring program performance and compliance, and recommending changes in the terms and conditions set out in the tariff.

Program Administration

The *Self Direction Credit* program was administered by Nexant during 2013. Nexant was responsible for the following:

- Tracking and administration of customer credits
- Monitoring code and standard changes
- Qualification of materials and equipment
- Verification and qualification of engineering analysis and eligible measure costs
- Quality control and assurance
- Verification of installation and savings – summary of the inspection process is included in Appendix 3
- Customer communication and outreach

Evaluation

No evaluation activities occurred during 2013.

COMMUNICATIONS, OUTREACH AND EDUCATION

The Company utilizes earned media, customer communications, paid media and program specific media in an effort to communicate the value of energy efficiency, provide information regarding low-cost, no-cost energy efficiency measures, and to educate customers on the availability of technical assistance, services and incentives. The overall goal is to engage customers in reducing their energy usage through behavioral changes as well as changes in equipment, appliances and structures.

Earned Media

Earned media is managed by the Company's external communications department in cooperation with the customer and community managers located in Wyoming. "Earned media" generally refers to favorable television, radio, newspaper or internet news coverage gained through press releases, media events, opinion pieces, story pitches or other communication with news editors and reporters. From January 1, 2013 – December 31, 2013, the Company identified one news story that mentioned its energy efficiency programs or tips which resulted from (1) earned media activities, (2) articles placed in newspapers' progress editions in conjunction with paid advertisements, and (3) without prompting by the Company. A list of the news stories, date of publication or airing, media outlet, and web links (where available) is included in Appendix 7.

Customer Communications

As part of the Company's regular communications to its customers, newsletters across all customer classes promote energy efficiency initiatives and case studies on a regular basis. Inserts and outer envelopes featuring energy efficiency messages and programs have also been used on a consistent basis. In 2013, the Company also issued two newsletters focused entirely on seasonal energy efficiency information targeted in the fall and spring.

The Company also utilizes social media, such as Twitter and Facebook to communicate and engage customers on DSM offers and incentives.

Paid Media/wattsmart campaign

Paid media is managed by the Company's community and customer communications department. Paid media are communication activities the Company produces and pays for, such as television, radio, print, digital, social, collateral, and web media.

Key strategies with this plan, keeping objectives and budgets in the forefront included:

- Moving all Wyoming energy efficiency programs, tips and resources under the wattsmart program umbrella
- Implementing an advertising campaign featuring wattsmart energy efficiency messaging
- Promoting customer conservation (behavioral changes) and increasing participation and savings through the Company's wattsmart DSM programs

- Motivating Wyoming customers to reduce consumption independently or to do so by participating in the Company's wattsmart DSM programs
- Educating customers on how these programs can help them save money on their utility bills, reduce energy consumption and keep costs down for all the Company's customers in Wyoming.

Investments were leveraged through the expansion of the wattsmart campaign in the Company's Utah service territory.²⁶ In addition, the Company produced two new television spots, and outdoor advertisements targeting Wyoming customers with more of a winter efficiency focus.

A summary of the media purchases made by the Company in 2013 is attached in Appendix 7. Links to the Company's current portfolio of advertisements is also included in Appendix 7.

The audiences for these messages were prioritized as follows:

- *PRIMARY*: Households in Rocky Mountain Power's Wyoming service area
- *SECONDARY*: Small and large business

Various communications channels were utilized to optimize effectiveness, frequency and coverage and to build on the messages. Table 36 outlines the value each communication channel provides the overall effort and the impressions achieved to date.

²⁶ Utah television and radio covers western Wyoming and southeastern Idaho.

Table 36
Communication Channels

Communication Channel	Value to Communication Portfolio	Placement to date
Television	Television has the broadest reach and works as the most effective media channel	Rotation of advertisements Both 30 and 15 seconds spots <i>1,269 placements</i> <i>752,709 impressions</i>
Radio	Given the cost relative to television, radio builds on communications delivered via television while providing for increased frequency of messages	Rotation of advertisements <i>653 placements</i> <i>176,300 impressions</i>
Newspaper	Supports broadcast messages and guarantees coverage in areas harder to reach with broadcast	<i>58 insertions</i> <i>507,556 impressions</i>
Outdoor	Supports the broadcast and print media while increasing awareness in areas harder to reach with broadcast	30 outdoor boards (24 weeks) 3,711,144 impressions
Website www.rockymountainpower.net Promote <i>wattsmart.com</i> in advertising, which goes to DSM/energy efficiency program page	Supports all other forms of communications by serving as a source for detailed information regarding the Company's program and other energy efficiency opportunities	wattsmart.com – 27,670 visits
Digital Display	Online advertising – banner ads	627,564 impressions and 433 clicks
Search		20,436 impressions and 2,306 clicks
Twitter (@RMP_Wyoming)	Awareness for early adopters regarding energy efficiency tips Tweets posted on a weekly basis	605 followers As of December 31, 2013
Facebook www.facebook.com/rockymountainpower.wattsmart	Awareness for early adopters regarding energy efficiency tips and a location to share information	903 fans on wattsmart Facebook page as of December 31, 2013.

The total number impressions for the wattsmart campaign were 5,795,709.

Program Specific

All energy efficiency program marketing and communications are under the wattsmart umbrella to ensure a seamless transition from changing customer behavior to the actions they could take by participating in specific programs. Separate marketing activities administered by and specific to the programs ran in conjunction with the wattsmart campaign.

Home Energy Savings

The Home Energy Savings program communicates to customers, retailers and trade allies through a variety of channels. In 2013, a new program brochure was developed, which highlights the benefits of energy-efficient appliances and equipment and lists the incentives available in Wyoming. In addition, a sales kit folder with marketing materials was used by program field staff as a resource for retailer and trade ally engagement.

In the summer, program communications focused on appliance recycling and cooling measures. The campaigns included:

- Point of purchase material
- Handout material for retailers and trade allies to use in their sales to customers
- Web features
- Bill insert
- Social media

In the fall, the Home Energy Savings program developed a heating campaign, including:

- Web features
- Sales handout and outreach to trade allies
- Bill insert and incentive check insert
- Email
- Social media

In November, program communications emphasized the deep discounts and incentives available for the GE GeoSpring Hybrid Water Heater. This offer was communicated to Wyoming customers via newsletters, email, website and social media.

To make it easier for customers to submit and track online applications, program staff worked to enhance the system to allow customers to upload electronic receipts and other documents. Other improvements were also made to the online system for appliances and lighting applications.

Multifamily properties were another focus in 2013. Program staff identified and targeted multifamily property owners, managers, and trade allies to complete attic insulation and other upgrades. A brochure was used to support this effort.

Residential Refrigerator Recycling

The Company promotes the *See ya later, refrigerator*® program through informational advertisements and other customer communications. In 2013, the program garnered 599,719 impressions. Breakdown of impressions by media type is shown in Table 37.

Table 37

See ya later, refrigerator® Program

Communications Channel	2013
TV	214,000
Digital	385,719

Inserts promoting the *See ya later, refrigerator®* program went out in February, April and September bills. In addition, a postcard was sent in February to customers who had recently purchased a new refrigerator and received an incentive through the Home Energy Savings program.

From August through October, the Company promoted the “refrigerator roundup” to Wyoming customers and reported the communities that recycled the most refrigerators and freezers during this time through news releases, social media and on the website.

FinAnswer Express and Energy FinAnswer

During 2013, communications encouraged customers to inquire about incentives for lighting, HVAC, compressed air, irrigation and other energy efficiency measures. Customers were also reminded about the change in federal lighting standards that took place in July 2012. This standard applies to manufacturers of general service fluorescent lamps. Customers were encouraged to retrofit their older linear fluorescent lighting even though the standards have changed. The Company retained a video and webpage²⁷ dedicated to this topic. The program’s garnered 3,025,695 impressions. Breakdown of impressions are below by media type is shown in Table 34.

Table 38
Impressions by Media Type

Communications Channel	2013
Newspaper	362,950
Magazine	64,240
Radio	198,118
Digital Display	23,993,958
Digital Search	6,429

²⁷ www.rockymountainpower.net/lightingstandards

Evaluations

Evaluations are performed by independent external evaluators to validate energy and demand savings derived from the Company's energy efficiency programs. Industry best practices are adopted by the Company with regards to principles of operation, methodologies, evaluation methods, definitions of terms, and protocols including those outlined in the National Action Plan for Energy Efficiency Program Impact Evaluation and the California Evaluation Framework guides.

A component of the overall evaluation efforts is aimed at the reasonable verification of installations of energy efficient measures and associated documentation through review of documentation, surveys and/or ongoing onsite inspections.

Verification of the potential to achieve savings involves regular inspection and commissioning of equipment. The Company engages in programmatic verification activities, including inspections, quality assurance reviews, and tracking checks and balances as part of routine program implementation and may rely upon these practices in the verification of installation information for the purposes of savings verifications in advance of more formal impact evaluation results.

Evaluation, measurement and verification tasks are segregated within the Company's organization to ensure they are performed and managed by personnel who have a neutral interest in the benefits associated with anticipated savings.

Information on evaluation activities completed or in progress during 2013 is summarized in the chart below. Summary of the recommendations are provided in Appendix 4. The evaluation report is available at www.pacificorp.com/es/dsm/wyoming.html

Program / Activities	Years Evaluated	Evaluator	Progress Status
See ya later, refrigerator®	2011-2012	The Cadmus Group	Completed
Home Energy Savings	2011-2012	The Cadmus Group	Q1 of 2014