

# Washington DSM Advisory Group Meeting February 28, 2022



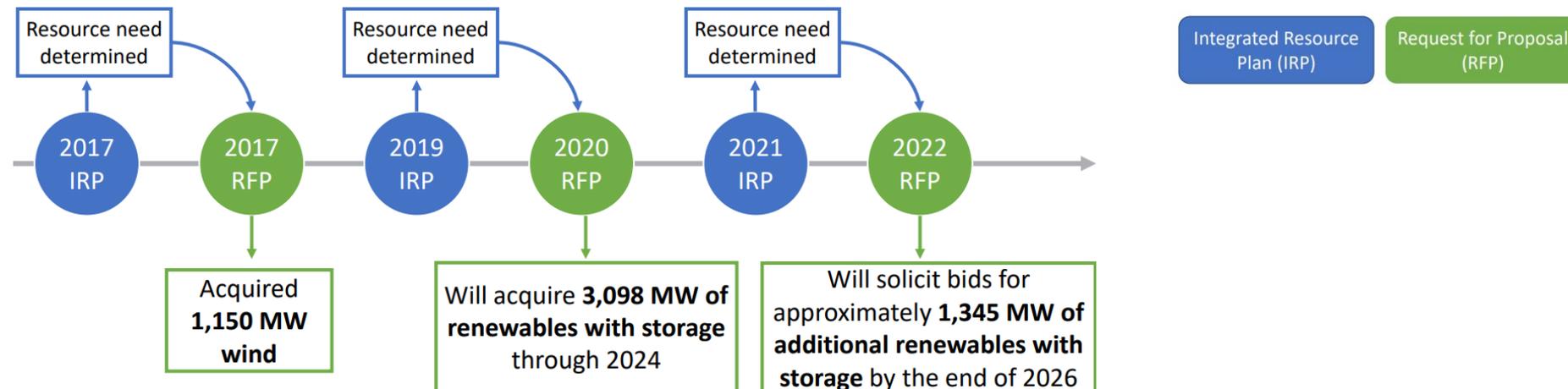
- All Source Request for Proposals – Heather Eberhardt
- Review of the 2022 communications and outreach plan – Heather Beery
- Business Energy Reports – Barb Modey
- Future Non-Energy Impacts research – Peter Schaffer
- Updates
  - Conservation Potential Assessment – Peter Schaffer
  - Low-income DHP Conversion Measures – Peter Schaffer
  - Washington Equity Advisory Group schedule/updates – Melissa Nottingham
  - Clean Energy Implementation Plan process/next steps – Melissa Nottingham
  - Clean Energy Implementation Plan utility actions – Nancy Goddard
  - 2022-2023 DSM forecast – Nancy Goddard

# All Source RFP



# PacifiCorp's 2022 All-Source Request for Proposals

- PacifiCorp's planning process occurs ~2 years and is followed by a procurement process to purchase new energy generation resources to serve our customers across six states.



- PacifiCorp will issue a request for proposals (“RFP”) in 2022 to identify and procure the lowest cost, lease risk resources to fulfil needs.

# PacifiCorp's 2022 All-Source Request for Proposals

- Washington's clean energy transformation act (CETA) includes new equity rules which are being incorporated into the RFP.
  - Washington bidders have opportunities to bid using tax credits available for using diversity suppliers: RCW 82.08.962 and 82.12.962
  - PacifiCorp is offering bidders a free bid alternative to provide pricing for a different diversity strategy.
  - Winning bidders will be required in their contract to track and report its use of diverse businesses including, but not limited to, women-, minority-, disabled-, and veteran-owned businesses, and also to track and report to the utility the firm's application of the labor standards in RCW 82.08.962 and 82.12.962.
- PacifiCorp is conducting outreach to potential bidders or resource suppliers, including nonprofit organizations and under-represented bidders such as minority-, women-, disabled-, and veteran-owned businesses, to encourage equitable participation in the bidding process.

# PacifiCorp's 2022 All-Source Request for Proposals

- The proposed RFP schedule, subject to change, is:

RFP Milestone	Date
RFP Comments due from Interested Persons (see website for more information)	February 14, 2022
Approval by Washington Utilities and Transportation Commission	March 10, 2022
Proposed Date to Issue RFP to Market (subject to change)	April 26, 2022
Notice of Intent to Bid Due	November 17, 2022
Bids due from Market	January 16, 2023
Final Shortlist Recommendation	April 24, 2023
Required online date	December 31, 2026

- More information on how to participate in the RFP may be found at PacifiCorp's website:

[PacifiCorp's 2022 All-Source Request for Proposals](https://www.pacifcorp.com/suppliers/rfps/2022-all-source-rfp.html)

<https://www.pacifcorp.com/suppliers/rfps/2022-all-source-rfp.html>

- PacifiCorp's request of the DSM Advisory Group is to provide recommendations for how PacifiCorp can reach out to potential bidders or resource suppliers, including nonprofit organizations and under-represented bidders such as minority-, women-, disabled-, and veteran-owned businesses, to encourage equitable participation in the bidding process.

# Review of 2022 Communications Plan



# Communications Outreach

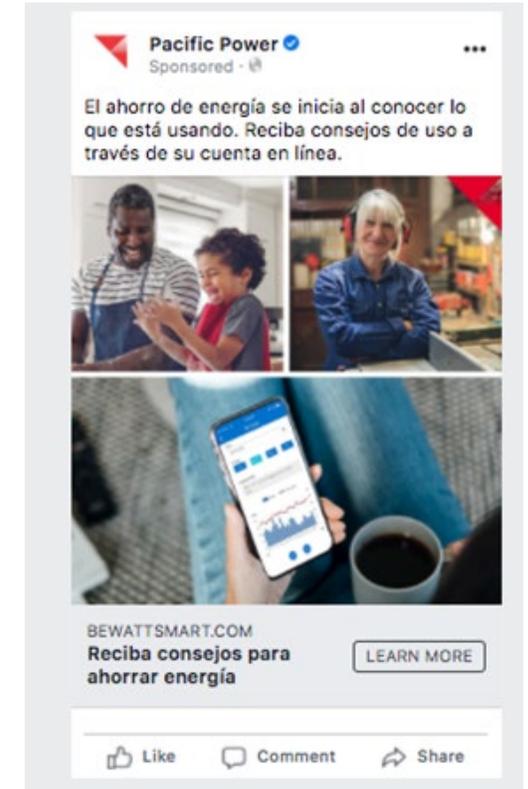
**Objective:** Increase awareness of, and participation in, Wattsmart energy efficiency programs.

## Goals:

- Increase energy efficiency program participation.
- Develop, measure and refine strategies to reach customers in named communities.
- Promote energy-efficient behaviors and cost-savings tools.

**Overarching Messaging:** *Empowering customers with meaningful choices*

Pacific Power's Wattsmart programs empower customers to take meaningful actions to reduce energy use and lower their bills.



# Strategic Approach

CHANNEL	2021 MEASUREMENT & ENGAGEMENT
Cable TV (Spanish)	7,258,062 impressions
Radio	520 target rating points
Newspaper	412,075 impressions
Digital Ads	8,033,015 impressions
Social Media	4,045,759 impressions
Search Engine Marketing	46,501 impressions
Website Analytics	95,524 pageviews on BeWattsmart.com landing page

## 2022 Priorities:

- Build upon last year's advertising campaign with messaging in English and Spanish.
- Reach customers through an integrated campaign using paid media (cable TV, radio, digital and social media), targeted communications and outreach.
- Increase and enhance communications and outreach in Spanish.
- Create awareness for tools that provide usage insights such as Home and Business Energy Reports.
- Highlight businesses that have benefitted from Wattsmart programs.

# 2022 Media Plan

		1st Quarter									2nd Quarter									3rd Quarter									4th Quarter																								
		January			February			March			April			May			June			July			August			September			October			November			December																		
		27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19
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# Residential ads

## Wattsmart

### MESSAGING

Create awareness for the tools and rebates available through the Wattsmart program  
English & Spanish-language executions

### CHANNELS

Cable TV, Radio, Digital, Social

A social media ad for Pacific Power Wattsmart. It features a blue header with the Pacific Power logo and the text "Sponsored". The main text reads: "With plenty of cost-saving tools and rebates to choose from, Wattsmart® powers the greatness in all you do." Below the text are two images: one of an elderly woman holding a light bulb and another of a young child smiling. At the bottom, there is a link to "PACIFICPOWER.NET" with the tagline "Powering your job well done" and a "LEARN MORE" button. The ad also includes "Like", "Comment", and "Share" icons.

Social

A display ad for Wattsmart. It features a collage of images: an elderly woman holding a light bulb, a young child smiling, and a woman with a child in a kitchen. The text "Wattsmart® powers your job well done" is centered over the images. At the bottom, there is a "LEARN MORE" button and the Pacific Power logo with the tagline "POWERING YOUR GREATNESS".

Display

A print/newspaper ad for Wattsmart. It features a large image of a woman and a child in a kitchen. The headline is "Grandeza en acción" in green. Below the headline is the text: "Siempre estás presente para las personas que cuentan contigo, esa es tu grandeza en acción." followed by a paragraph: "Estamos aquí para ayudarte a través de las herramientas de Wattsmart® que pueden ayudarte a ahorrar dinero; recursos y consejos que te serán de utilidad para administrar tu presupuesto; así como rebajas y ofertas en las actualizaciones de eficiencia energética que llevamos adonde quiera que estés para potenciar la grandeza en todo lo que hagas." and another paragraph: "Para obtener más información sobre todas nuestras ofertas, visita la página [BeWattsmart.com](http://BeWattsmart.com)." At the bottom, there are logos for "WATTSMART" and "PACIFIC POWER" with the tagline "ILUMINANDO TU POTENCIAL".

Print / Newspaper

# Residential ads

## Summer Cooling

### MESSAGING

Summer cooling efficiency solutions and incentives  
English & Spanish-language execution

### CHANNELS

Cable TV, Digital, Social

Pacific Power  
Sponsored

Aproveche los incentivos por remodelaciones para el uso eficiente de la energía en casa y los consejos para reducir sus costos.

See Translation

What's hot on your summer to-do list?

Whether you're upgrading cooling systems or reducing energy use

We have incentives and tools for making smart choices

So you and your home can keep cool

LEARN MORE

PACIFIC POWER  
POWERING YOUR GREATNESS

PACIFICPOWER.COM  
Hay opciones para ahorrar energía  
Pacific Power designs and develops program... Learn More

What's hot on your summer to-do list?

Whether you're upgrading cooling systems or reducing energy use

We have incentives and tools for making smart choices

So you and your home can keep cool

LEARN MORE

PACIFIC POWER  
POWERING YOUR GREATNESS

Display

Social

## Winter Heating

### MESSAGING

Winter heating efficiency solutions and rebates  
Spanish-language execution for cable, English-language for digital

### CHANNELS

Cable TV, Digital, Social

Pacific Power  
Sponsored

Whether you're taking small steps or making big upgrades, we have rebates and support to help you stay warm and save money.

PACIFICPOWER.NET  
Keep cozy this winter with Wattsmart®

LEARN MORE

Like Comment Share

Social

Keep warm this winter with Wattsmart®

Whether you're taking small steps or making big upgrades

You have options to warm your home and save money

And we have the incentives and tools to help

LEARN MORE

PACIFIC POWER  
POWERING YOUR GREATNESS

Display

# Business ads

## Business

### MESSAGING

Create awareness for the tools and incentives available to businesses through the Wattsmart program  
English-language execution

### CHANNELS

Social, Digital

Social

Display

## Agriculture

### MESSAGING

Targeted messages for irrigation and dairy customers  
English-language execution

### CHANNELS

Social, Direct Mail

Social

Print / Newspaper

# Business ads

## Case Study: Canoe Ridge Vineyard

### MESSAGING

Create awareness for the Wattsmart Business program by highlighting success stories  
English-language execution

### CHANNELS

Social, Digital

A social media ad for Pacific Power. The top part shows a man in a dark polo shirt standing in a vineyard with rows of wooden barrels. Below this is a text overlay: "Pacific Power Sponsored · 123" and "\$10,000 in Wattsmart® Business incentives helped Canoe Ridge Winery secure upfront savings and reduce operational costs." There are three small images: the man in the vineyard, a house, and two men looking at barrels. At the bottom, it says "BEWATTSMART.COM Energy-saving incentives and support" with a "LEARN MORE" button. The ad is set against a light grey background with "Like", "Comment", and "Share" icons at the bottom.

Social

A display ad for Pacific Power. It features a man in a dark polo shirt standing in a vineyard with rows of wooden barrels. Below the image is the text: "Canoe Ridge Vineyard and Wattsmart® rack up *big savings*". There is a "LEARN HOW" button. At the bottom, the Wattsmart logo (WATTSMART) and Pacific Power logo (PACIFIC POWER POWERING YOUR GREATNESS) are displayed.

Display

## Case Study: Wray's Market

### MESSAGING

Create awareness for the Wattsmart Business program by highlighting success stories  
English-language execution

### CHANNELS

Cable (Spanish), Digital, Social

A social media ad for Pacific Power. The top part shows a man in a dark polo shirt standing in a grocery store aisle. Below this is a text overlay: "Pacific Power Sponsored · 123" and "Wray's Marketfresh IGA received nearly \$100,000 in incentives from Wattsmart® Business to help with energy-efficient lighting and refrigeration upgrades." Below the text is a large image of the same man in a grocery store aisle. At the bottom, it says "Wattsmart® helps save energy AND money" with a "Learn More" button. The ad is set against a light grey background with "Like", "Comment", and "Share" icons at the bottom.

Social

A display ad for Pacific Power. It features a man in a dark polo shirt standing in a grocery store aisle. Below the image is a green box with the text: "Options to help businesses save". There is a "LEARN MORE" button. At the bottom, the Wattsmart logo (WATTSMART BUSINESS) and Pacific Power logo (PACIFIC POWER POWERING YOUR GREATNESS) are displayed.

Display

# Additional Communications

- Targeted bill message, email and direct mail
- Outreach through local organizations
- Content delivered through Home and Business Energy Reports



Lower Your Bills  
Get product incentives



Ready to bring energy efficiency to your business, but not sure where to start? Want lower monthly energy bills and incentives\* for efficiency upgrades? Pacific Power's Wattsmart Business can help you meet your energy and environmental goals while saving time and money.



### NEED HELP MEETING CLEAN BUILDING STANDARDS?

Whether you are replacing lighting or upgrading your heating and cooling system, Pacific Power is here to help local businesses maximize on savings and earn cash incentives.

If you have questions or interested in learning more about the product incentives call 1-855-805-7231 [wattsmartbusiness@pacificpower.net](mailto:wattsmartbusiness@pacificpower.net)



LEARN MORE

POWERING YOUR GREATNESS

**PACIFIC POWER**  
POWERING YOUR GREATNESS

THIS IS NOT A BILL  
700 Brentwood Court

Hello Johnny,  
Explore your latest [energy insights](#).

**Your New Home Energy Report!**

We're pleased to provide you personalized insights and resources to help you manage your energy costs. Giving you ways to save helps us maintain some of the lowest electricity rates in the nation.

8/24/18 – 9/23/18  
**Your Electricity Usage Summary**

Amount  
**\$85.20** ↑ \$10  
+18% vs. previous period

The dollar amount does not include taxes, fees, service charges, etc.

**Your energy use by appliance\***

- Always On  \$30
- Entertainment

**REDUZCA EL COSTO DE SUS FACTURAS**  
Obtenga incentivos para comprar nuevos productos

**WATTSMART BUSINESS** | **PACIFIC POWER**  
POWERING YOUR GREATNESS

¿Está listo para mejorar el uso de energía en su negocio, pero no está seguro por dónde empezar? ¿Le gustaría reducir sus facturas de electricidad mensuales y obtener incentivos\* en efectivo para ayudarlo a mejorar su uso de energía? Pacific Power puede ayudarlo a lograr sus metas de uso de energía y ambientales mientras ahorra tiempo y dinero. Cuando reduce el uso de energía, nos ayuda a mantener los precios de la electricidad entre los más bajos del país.

Ya sea que quiera reemplazar sus viejas lámparas fluorescentes con iluminación o accesorios LED eficientes o actualizar su sistema de calefacción y aire acondicionado (HVAC), nuestro equipo está aquí para ayudarlo a tomar las decisiones correctas para obtener más ahorros e incentivos en efectivo.

**TRES FORMAS DE EMPEZAR:**

- Regístrese para recibir una evaluación sin costo de su uso de energía y cuéntenos acerca de sus necesidades. Un especialista local de Pacific Power se comunicará con usted para explicarle las oportunidades y opciones disponibles.
- Visite nuestro sitio web para ver qué tipo de actualizaciones califican para recibir incentivos en efectivo. Inicie un proyecto enviando una solicitud en línea hoy. Obtenga información sobre cómo podría recibir ayuda para financiar sus proyectos de actualizaciones de energía hoy.
- Encuentre proveedores y contratistas locales especializados en sus necesidades y llámelos para consultar. Pacific Power cuenta con red de proveedores expertos y como parte de su en Wattsmart Business Vendor Network.

Si tiene alguna pregunta, llámenos al 1-855-805-7231 o envíenos un correo electrónico a [wattsmartbusiness@pacificpower.net](mailto:wattsmartbusiness@pacificpower.net). Estamos aquí para ayudarlo y esperamos oír de usted.

\*Algunos incentivos requieren aprobación previa, así que considere antes de ordenar un equipo nuevo.

# 2022 Budget

Item	Amount
Media	\$115,000
Creative and Outreach	\$50,000
Usage insights/Business Energy Reports	\$85,000
<b>Total Communications &amp; Outreach</b>	<b>\$250,000</b>
Education – efficiency in schools	\$64,000

# Business Energy Reports



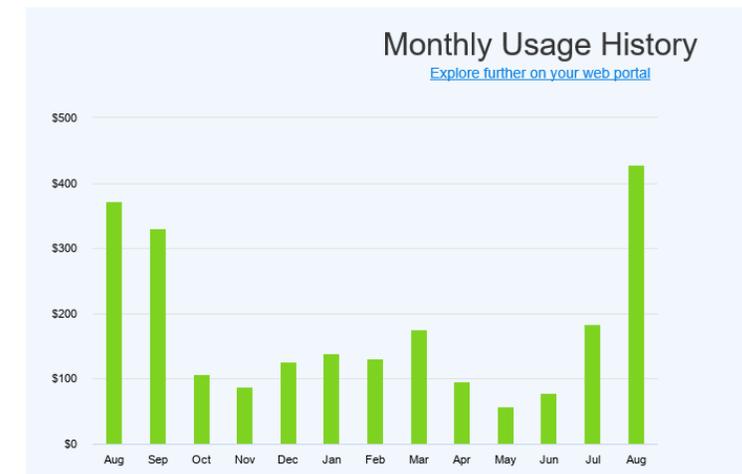
# Business Energy Reports Strategy

- Personalized reports deliver targeted outreach to small and medium-sized business customers.
- Content in reports supports Customer Benefit Indicators.
  - Participation in energy efficiency programs.
  - Efficiency of housing stock and small businesses.
- Provides a platform to introduce other CEIP topics to customers.
- Customer usage data updated each month along with insights for savings and program offers.
  - Proactively delivers information to customers.



**Put your machines to sleep**  
Make sure equipment is configured to automatically enter low-power, sleep or standby mode when inactive.

[MORE IDEAS](#)



# Business Energy Reports Distribution

- Anticipated distribution
  - Washington Schedule 24 small general service business customers each month.
  - Responsive email delivery.
  - Propose beginning in Q3 2022.
- Proposing to fund from Wattsmart campaign budget

# Business Energy Reports Proposed Plan

- Why this new approach?
  - These reports are only recently available for business customers.
  - Reports are dynamic, personalized, and delivered on a regular cadence, to increase awareness and drive engagement.
  - Tracking available on open rates, click rates, like/dislike, web engagement and positive/negative feedback trends.
  - Messaging in business reports supports similar messaging for residential customers.
  - Currently sending home versions of the reports to half our Washington residential customers.
    - Exploring adding Spanish
    - Expanding CBI-related content

# Future NEI Research



# Condition 11a - Non-Energy Impacts Research

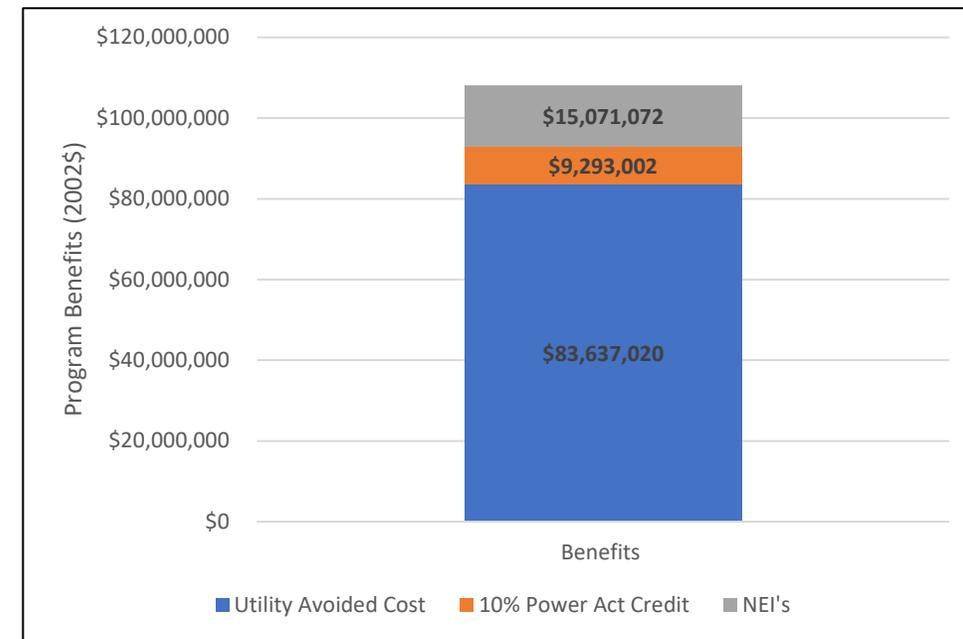
## **11) Equitable Distribution of Nonenergy Benefits**

- a) During this biennium, PacifiCorp must continue to demonstrate progress towards identifying, researching, and properly valuing nonenergy impacts. The nonenergy impacts considered must include the costs and risks of long-term and short-term public health benefits, environmental benefits, energy security, and other applicable nonenergy impacts. In consultation with the Company's conservation, equity, and resource planning advisory groups, nonenergy impacts and risks must be included in the next Biennial Conservation Plan and Conservation Potential Assessment.

# Current NEIs

- Applied DNV study NEIs and mapped them to measures for cost-effectiveness analysis in the biennial conservation plan.
- Current portfolio for biennial conservation plan forecasts \$15 million of NEIs in 2022-2023.
- NEIs along with the 10% adder make up approximately 23% of total program benefits.

Program	DNV NEI's for 2022 & 2023 Programs
Home Energy Reports	\$0
Home Energy Savings	\$4,884,808
Wattsmart Business	\$9,377,465
NEEA	\$544,497
Low-Income Weatherization	\$264,302
<b>Total</b>	<b>\$15,071,072</b>



# NEI Methodology

**Confidence Factors** = DNV assigned a Confidence Factor (CF) to each study to reflect how well the study follows research best practices.

**Plausibility Factors** = DNV developed a Plausibility Factor (PF) for each study to further account for nuances in NEI research outside of the actual study methodology. The PF is also used in conjunction with the CF for discounting NEI values and for identifying best-fit values in the event of multiple measure-by-NEI matches.

**Estimate economic adjustment factors** = DNV used publicly available data to develop factors that adjust NEI's based on the economic activity of the original jurisdictions to PacifiCorp's service territory.

Equation: PacifiCorp Specific NEI

$$NEI\ Value_{Original\ Jurisdiction} * CF * PF * Economic\ Adjustment_{PacifiCorp} = NEI\ Value_{PacifiCorp}$$

# Proposed Future NEI Research

1. DNV flagged high-value NEIs that were discounted to less than 60% of their original value as a result of the first standardization step. This process identified 269 measures in the PacifiCorp measure list as being discounted to less than 60% of their original value.
2. Assess and prioritize the 269 measures by potential impacts (NEI \$ \* forecasted kWh) in the current biennial period.
3. Provide a refresh on the confidence, plausibility and economic factors – what justifies a 1, a 2, etc.
4. Share in future meeting the adjustments line item by line item, determine if change to factors is warranted.
  - Follow to quantify the impacts of any changes (holding the forecasted kWh constant)
5. Finalize a modified list of NEI values (and the quantification of the impacts in \$).

# Updates



# Conservation Potential Assessment

Pleased to see “an improvement in analysis of low-income potential from PacifiCorp’s previous CPA, especially a more robust breakdown of income groups.” Further interest in “segmenting by race, ethnicity, and language, [...] identified as factors that may affect customer participation.”

- The 2023 CPA segmentation represents a significant enhancement to provide additional insight into PacifiCorp’s residential customer characteristics and DSM opportunities by income level. Income-based differentiation is informed by PacifiCorp’s residential customer survey, the American Community Survey, and NEEA’s Residential Building Stock Assessment (RBSA).
- It may be possible to consider alternate segmentation approaches for future analyses, dependent on differentiated energy usage and/or building characteristics by the variables of interest (not currently included in RBSA).

*Clarify how low-income weatherization (LIW) program results will be used to “ensure reasonableness”:*

- State-specific program evaluation results and program accomplishments will be used to review measure types installed through LIW programs, impacts associated with installations, and current capacity to provide these services in each state.

*Will non-energy impacts be applied to demand response resources? If NEIs cannot be quantified, will a proxy be used?*

- Prior CPA literature review found many types of non-energy benefits and costs that could apply to DR resources, but did not find evidence of monetized values being used in practice. See Appendix of 2021 CPA report.
  - **Notable exception:** The California Public Utilities Commission Demand Response Cost-Effectiveness Protocols, applied in Oregon, Washington, and California accounted for participant costs to participate leading to a more favorable cost-effectiveness result under the TRC perspective.
- 2023 CPA will further this research to determine whether program-specific NEIs can be quantified. PacifiCorp may consider the use of an NEI proxy for demand response resources.

# Low-income DHP Conversion Measures

Changes to schedule 114 approved 1/27/22 allowing for installation of electric heat to replace permanently installed electric heat, space heaters or any fuel source except natural gas with adequate combustion air as determined by the Agency.

Non-electric heating consumption was informed by HZ1, kBTU data collected in the RBSA II. kBTU values then allowed for kWh conversions from electric to non-electric consumption savings.

Savings estimates are based on RTF supplemental fuel analysis for DHP + electric FAF measure. Program assumes a 25% reduction in consumption, consistent with RTF assumptions for DHPs paired with electric FAFs in single family homes.

Unknown to what extent DHP installations will entirely replace all other heating systems in a home. To better understand savings impacts, we have asked agencies to provide information on decommissioning of systems and supplemental heating sources. This information may be used to inform future savings estimates and design.

	Measure Life	Baseline kWh Consumption Converted from kBTU	Efficient kWh Equivalent Consumption	Equivalent kWh Consumption Savings
<b>Gas Furnace (HZ1)</b>	15	17,703	13,192	4,511
<b>Oil Heat (HZ1)</b>	15	16,582	12,356	4,226
<b>Propane Heat (HZ1)</b>	15	13,707	10,214	3,493
<b>Wood Heat (HZ1)</b>	15	13,381	9,971	3,410

# Washington Equity Advisory Group

- Meeting schedule
- Updates

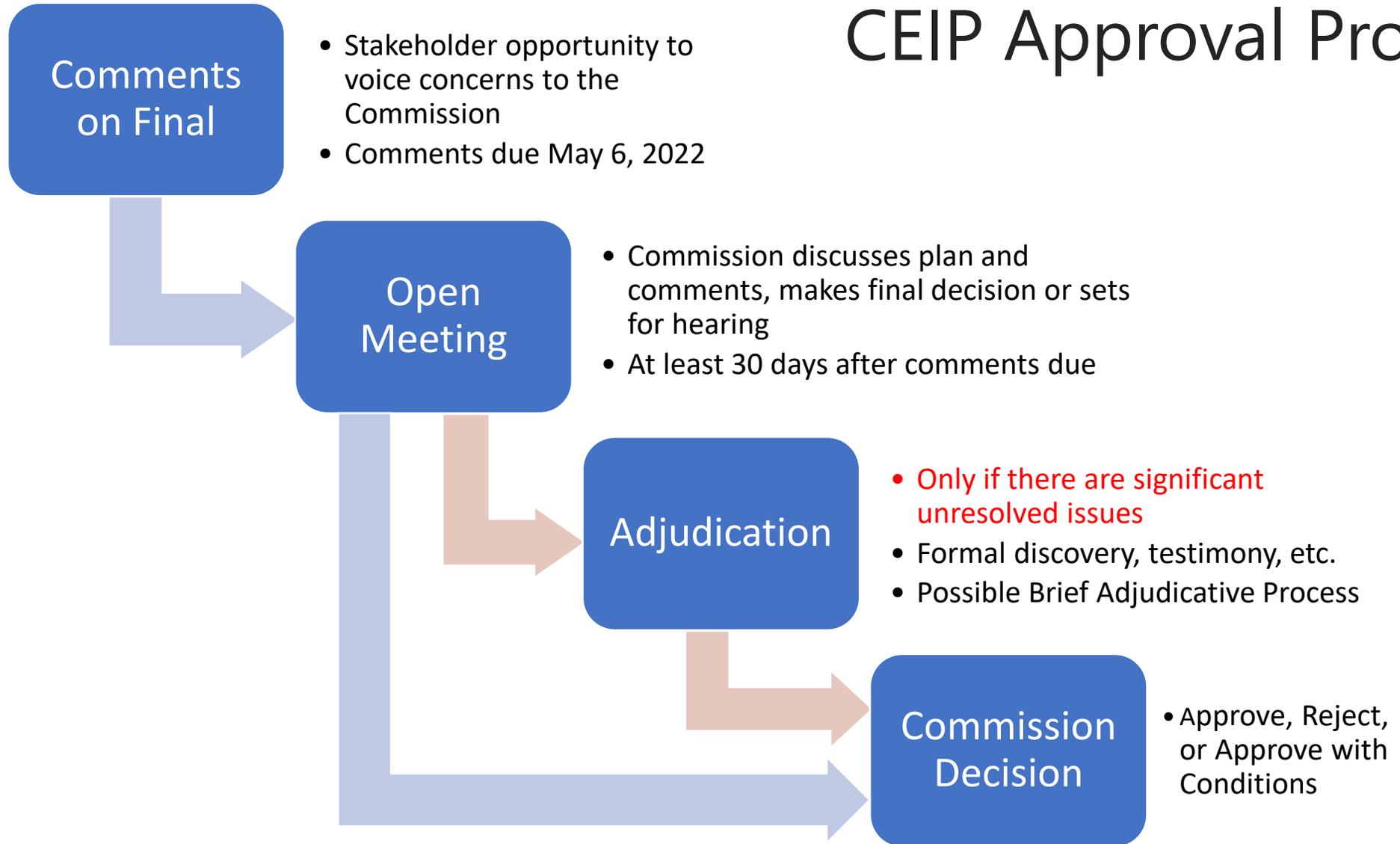
Date	Meeting Time and Materials
12/30/2021	PacifiCorp CEIP filed
1/19/2022	1:00-4:00pm; January EAG Meeting ( <a href="#">slides</a> , <a href="#">agenda</a> and <a href="#">notes</a> )
2/3/2022	2:00-4:00pm; Low-Income Advisory Group February Meeting
2/16/2022	1:00-4:00pm; February EAG Meeting ( <a href="#">slides</a> )
3/16/2022	1:00-4:00pm; March EAG Meeting
4/13/2022	1:00-4:00pm; April EAG Meeting
6/15/2022	1:00-4:00pm; June EAG Meeting
7/13/2022	1:00-4:00pm; July EAG Meeting
9/21/2022	1:00-4:00pm; September EAG Meeting
10/19/2022	1:00-4:00pm; October EAG Meeting
12/7/2022	1:00-4:00pm; December EAG Meeting

[Washington Clean Energy Transformation Act & Equitable Distribution of Benefits \(pacificorp.com\)](https://www.pacificorp.com)

# Clean Energy Implementation Plan

- PacifiCorp filed the CEIP with WUTC on December 30, 2021
- The CEIP is available at [www.pacificorp.com/ceip](http://www.pacificorp.com/ceip)
- WUTC published Notice of Opportunity to File Written Comments on January 7, 2022
  - Now in a 5-month comment period
  - Submit written comments via Commission's web portal at <http://www.utc.wa.gov/e-filing>
  - Questions for PacifiCorp should be submitted to [CEIP@PacifiCorp.com](mailto:CEIP@PacifiCorp.com)

# CEIP Approval Process



# Updates – CEIP Utility Actions



## Condition 9b – improved participation for Named Communities

- b) PacifiCorp must consider how and whether existing conservation programs serve the highly impacted communities and vulnerable populations identified in its CEIP. In addition, PacifiCorp must adjust existing conservation programs or design new programs and offerings so that the portfolio of programs ensures an improvement in the equitable distribution of energy and nonenergy impacts to the same communities identified in its CEIP. See WAC 480-100-640(4).

# CEIP Demand-side Utility Actions – Home Energy Savings

*Copied from the Clean Energy Implementation Plan*

Customer Benefit Indicator	Metric(s)
Participation in company energy and efficiency programs and billing assistance programs	<ul style="list-style-type: none"> <li>• Number of households/businesses, including named communities, who participate in company energy/efficiency programs</li> </ul>
Efficiency of housing stock and small businesses, including low-income housing	<ul style="list-style-type: none"> <li>• Number of households and small businesses that participate in company energy/efficiency programs</li> <li>• Energy efficiency expenditures</li> </ul>

*Copied from the Clean Energy Implementation Plan (Utility Actions), also in the DSM Business Plan*

- Home Energy Savings:
- Enhanced incentives for windows in multi-family units on residential rate schedules. Initial focus on buildings in Highly Impacted Communities.
  - Continue direct install residential lighting in multi-family units. Continue focus in Highly Impacted Communities.
  - Maintain and expand if possible general purpose lamp buy down in “dollar stores” in Highly Impacted Communities. This will be the only retail lighting buy down offer.
  - Continue manufactured home direct install duct sealing and lighting. Continue focus in Highly Impacted Communities.
  - Continue promoting new construction offerings for multifamily and single family units. Continue focus in Highly Impacted Communities.
  - Non-Electric, Non-Natural Gas Upgrades in Named Communities

# CEIP Demand-side Utility Actions – Home Energy Savings

Utility Action	Update
Enhanced incentives for windows in multi-family units. Initial focus on HICs.	Increased <a href="#">windows incentive</a> to \$1.00/ sq foot
	Introduced <a href="#">multifamily high efficiency window incentive</a> at \$25/ sq ft
Continue direct install lighting in multi-family units. Focus on HICs.	Expanding direct install residential lighting in multi-family units in HICs.
Maintain and expand if possible general purpose lamp buydown in “dollar stores” in HICs.	Program delivery contractor signing up “dollar stores” serving customers in Highly Impacted Communities

# CEIP Demand-side Utility Actions – Home Energy Savings

Utility Action	Update
Continue manufactured home direct install duct sealing and lighting. Focus on HICs.	Launched manufactured home lead sharing campaigns with select vendors
	Launched new manufactured home dealer engagement to promote ENERGY STAR and NEEM+ Homes
Continue promoting new construction offerings for multi-family and single-family units. Focus on HICs.	Working with Catholic Charities and Habitat for Humanity, among other builders, on single family and multifamily new construction projects
Non-electric, non-natural gas upgrades in Named Communities.	NEW <a href="#">Ductless heat pump application</a> for customers in highly impacted communities is now available
	Customer communications (written and verbal) and outreach materials available in both English and Spanish.

## Ductless heat pumps for Highly Impacted Communities



Get up to \$1,400 cash back

APPLY ONLINE

APPLY BY MAIL

FIND A CONTRACTOR

## Ductless heat pumps for Highly Impacted Communities

- Customers with non-electric, non-gas heat sources (oil, wood or propane) and residing in a Highly Impacted Community are eligible.

# CEIP Demand-side Utility Actions – Wattsmart Business

*Copied from the Clean Energy Implementation Plan*

Customer Benefit Indicator	Metric(s)
Participation in company energy and efficiency programs and billing assistance programs	<ul style="list-style-type: none"> <li>• Number of households/businesses, including named communities, who participate in company energy/efficiency programs</li> </ul>
Efficiency of housing stock and small businesses, including low-income housing	<ul style="list-style-type: none"> <li>• Number of households and small businesses that participate in company energy/efficiency programs</li> <li>• Energy efficiency expenditures</li> </ul>

*Copied from the Clean Energy Implementation Plan (Utility Actions), also in the DSM Business Plan*

Wattsmart Business:  
 Increase outreach and participation for small businesses and named community small businesses identified by census tract and rate schedule.

- Create a new offer within the [current small business enhanced incentive offer](#) targeting the smallest businesses using less than 30,000 kilowatt-hours per year and Named Community small businesses on Schedule 24.
  - o Offer a higher incentive and increase the incentive cap for this new offer from 90 percent to 100 percent of project costs to reduce the customer out-of-pocket cost barrier.
- Target a portion of company initiated proactive outreach to small businesses located in highly impacted communities. Continue to tie proactive outreach to approved small business vendor capacity to respond to customer inquiries.
- Offer approved small business lighting vendors a higher vendor incentive for completed lighting retrofit projects with small businesses located in highly impacted communities.

# CEIP Demand-side Utility Actions – Wattsmart Business

Utility Action	Update
<p>Create a new offer within the current small business offer for</p> <ul style="list-style-type: none"> <li>• smallest businesses using less than 30,000 kilowatt-hours per year and</li> <li>• small businesses in HICs</li> </ul> <p>Offer a higher customer incentive (than the regular small business offer)</p>	<p>Launched new offer</p> <p>Small business lighting vendors trained in Jan/Feb 2022</p> <ul style="list-style-type: none"> <li>• 2 existing vendors located in Yakima + 2 located outside of territory that will focus on highly impacted communities</li> <li>• 2 new vendors in Yakima + 3 more working on eligibility requirements</li> <li>• Working to identify and recruit minority-owned vendors (Spanish speaking)</li> </ul>
<p>Target a portion of company initiated proactive outreach to small businesses in HICs</p>	<p>New “boots on the ground” DEI outreach staff person</p> <p>First batch of postcards mailed in January</p> <ul style="list-style-type: none"> <li>• Included small businesses located in HICs</li> </ul>
<p>Offer a higher vendor incentive for completed lighting retrofits with small businesses in HICs</p>	<p>Vendor incentive launched effective January 1, 2022</p> <p>\$300/site - Small business</p> <p>\$500/site - Very small business/small business in HIC</p>

# CEIP Utility Actions – Demand-side Small Business postcard example

A Wattsmart® Business Vendor will be in your area!

Ecomodus may contact your business to see if potential lighting upgrades are right for you. Ecomodus is one of our approved vendors.

#### STEPS TO SAVE:

1. Schedule a free lighting assessment\*
2. Find improvements and make upgrades
3. Earn cash incentives and boost your bottom line!

*\*Information on incentives and a qualified local contractor is being provided by Pacific Power to customers who may be interested. There is no obligation to make any improvements or use any contractor.*

Contact us to learn more  
[BeWattsmart.com](http://BeWattsmart.com)  
855-805-7231



825 NE Multnomah, STE 2000  
Portland, OR 97232



# CEIP Demand-side Utility Actions

## Cross cutting res/biz

Customer Benefit Indicator	Metric(s)	Status Update
Community-focused efforts and investments	Workshops on energy related programs	<p>Working on new idea - Partnership with Fruit Packing Industries</p> <ul style="list-style-type: none"> <li>Utilize existing relationships with large business customers to engage in outreach to their employees</li> <li>10-Minute Break Room Session</li> <li>Presentation provided by Spanish speaker</li> <li>Pacific Power residential energy efficiency program info</li> <li>Pacific Power bill assistance info</li> </ul> 
	Headcount of staff supporting program	Outsourced delivery team added new position for DEI outreach – Marcelino Osorio
Culturally and linguistically responsive outreach and program communication	Outreach in non-English languages	<ul style="list-style-type: none"> <li>More outreach in non-English languages (as covered by Heather)</li> <li>Wattsmart Business general application now available in Spanish</li> </ul> <div data-bbox="1095 1110 2244 1239" style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><a href="#">Una gran oferta de iluminación para pequeños negocios (Washington)</a>  <a href="#">Wattsmart Business Incentivos Aplicación (Washington)</a></p> </div>

FIND SAVINGS FOR YOUR *home*



**START SAVING TODAY**

Pacific Power residential customers can apply for Wattsmart Home Energy Savings incentives and rebates. Cash high-efficiency products and services that lower your energy costs and improve the comfort of your home.\*

Visit: [wattsmartsavings.net/washington-residential/](http://wattsmartsavings.net/washington-residential/) to learn more and find rebates.

Questions? Please email [pacificpower@wattsmartsavings.net](mailto:pacificpower@wattsmartsavings.net) or call 1-855-805-7231.

**Manufactured Homes Rebates and Incentives**

Manufactured Homes Heat Pump Incentive	
EQUIPMENT	INCENTIVE
Heat Pump Upgrade to 9.0 HSPF Heat Pump Upgrade	\$250
Federal Standard Heat Pump Conversion	\$1,750
9.0 HSPF Heat Pump Conversion	\$1,750
Ductless Heat Pump	\$1,400
Heat Pump installed in a new manufactured home	\$1,000
Manufactured Homes Evaporative Cooler Incentives	
EQUIPMENT	INCENTIVE
Evaporative cooler (2,000-3,499 CRM)	\$125
Evaporative cooler (3,500 CRM or greater)	\$375

# CEIP Utility Actions – Handouts

ENCONTRAR AHORROS PARA SU *hogar*



**COMIENCE A AHORRAR HOY**

Los clientes residenciales de Pacific Power pueden solicitar incentivos y reembolsos de Wattsmart Home Energy Savings. El reembolso está disponible para productos y servicios de alta eficiencia que reducen sus costos de energía y mejoran la comodidad de su hogar.\*

Visite: [wattsmartsavings.net/washington-residential/](http://wattsmartsavings.net/washington-residential/) para obtener más información y encontrar reembolsos.

¿Preguntas? Envíe un correo electrónico a [pacificpower@wattsmartsavings.net](mailto:pacificpower@wattsmartsavings.net) o llame al 1-855-805-7231.

**Reembolsos e Incentivos para Casas Prefabricadas**

Incentivo de bomba de calor para casas prefabricadas	
EQUIPO	INCENTIVO
Actualización de la bomba de calor a 9.0 HSPF Actualización de la bomba de calor	\$250
Conversión de bomba de calor estándar federal	\$1,750
Conversión de bomba de calor 9.0 HSPF	\$1,750
Bomba de calor sin ductos	\$1,400
Bomba de calor instalada en una casa prefabricada nueva	\$1,000
Incentivos para enfriadores evaporativos de casas prefabricadas	
EQUIPO	INCENTIVO
Enfriador evaporativo (2,000-3,499 CRM)	\$125
Enfriador evaporativo (3,500 CRM o mayor)	\$375

- Customer outreach materials are available in English and Spanish

# CEIP Utility Actions – Small Business handout

WATTSMART WASHINGTON  
SMALL BUSINESS

A BIG DEAL FOR LIGHTING *smaller businesses*



**AT A GLANCE – EXAMPLE PROJECT ECONOMICS**

Lighting fixture and equipment upgrade cost	\$3,907
Annual energy savings expected (kilowatt-hours (kWh)/year)	\$843 (10,538 kWh/yr)
Incentive payment (applied to the project invoice)	-\$2,994
<b>Out-of-pocket cost to the small business customer</b>	<b>\$914</b>
Post incentive project payback period	1.1 years

Small businesses face a list of big challenges every day, and coming up with ways to save energy isn't necessarily on top of the list. That's why we've developed Wattsmart Small Business lighting incentives to make it easier to save energy, money and time when upgrading existing lighting systems.

By working with a Wattsmart Small Business Approved Contractor, small businesses may receive enhanced incentives for LED lighting upgrades for up to 90 percent or more of the overall project cost. These lighting incentives can reduce your out-of-pocket expense and minimize cash-flow impacts to your business.

**WHAT CAN I EXPECT BY PARTICIPATING?**

The typical path for participation starts with Approved Contractors reaching out to Pacific Power small business customers to schedule a free lighting assessment. Once the contractor completes the assessment, he or she will propose lighting upgrades for the facility. The example to the left is what the proposal might include.

continued

WATTSMART WASHINGTON  
SMALL BUSINESS

UNA GRAN OFERTA DE ILUMINACIÓN PARA *pequeños negocios*



**VISTAZO – EJEMPLO DE ECONOMÍA DE PROYECTO**

Costo de actualización de accesorios y equipos de iluminación	\$3,907
Ahorros anuales de energía esperados (kilowatt-horas (kWh/año))	\$843 (10,538 kWh/año)
Pago de incentivo (aplicado a la factura del proyecto)	-\$2,994
<b>Costo de bolsillo para el cliente de pequeño negocio</b>	<b>\$914</b>
Período de recuperación posterior al proyecto de incentivo	1.1 años

Los pequeños negocios se enfrentan a una lista de grandes desafíos todos los días, y encontrar formas de ahorrar energía no están necesariamente dentro de las prioridades de la lista. Por eso, hemos desarrollado los incentivos de iluminación del programa Wattsmart para pequeños negocios, para hacer más sencillo ahorrar energía, dinero y tiempo cuando se mejoran los sistemas de iluminación existentes.

Al trabajar con un contratista aprobado, negocios pueden recibir incentivos al mejorar su iluminación con LED hasta un 90 por ciento o más del costo total del proyecto. Estos incentivos pueden reducir tus gastos de bolsillo y minimizar el impacto del movimiento de efectivo de tu negocio.

**¿QUÉ PUEDO ESPERAR AL PARTICIPAR?**

Typicamente, la participación empieza cuando el contratista aprobado se conecta con los clientes de pequeños negocios de Pacific Power para programar una evaluación de iluminación gratuita. Una vez que el contratista completa la evaluación, hará una propuesta para el local. El ejemplo a la izquierda es lo que podría incluir la propuesta.

[Washington Small Business Lighting \(pacificpower.net\)](http://www.pacificpower.net)

[WA wattsmartSmallBusiness Lighting Handout Spanish.pdf \(pacificpower.net\)](http://www.pacificpower.net)

# Updates – 2022-2023 Forecast



## Feb. 2022 Forecast

2022-2023 Biennial Target Savings and Budget Projections by Program								
Program or Initiative	2022 PacifiCorp Washington Conservation Estimates			2023 PacifiCorp Washington Conservation Estimates			2022 + 2023	2022 + 2023
	Gross kWh/Yr Savings @site	Gross kWh/Yr Savings @gen	Estimated Expenditures	Gross kWh/Yr Savings @site	Gross kWh/Yr Savings @gen	Estimated Expenditures	Gross MWh Savings @site	Gross MWh Savings @gen
Low Income Weatherization (114)	169,130	182,112	\$ 937,500	169,130	182,112	\$ 1,043,750	338	364
Home Energy Savings (118)	6,987,819	7,524,204	\$ 9,274,502	10,202,760	10,985,924	\$ 9,687,465	17,191	18,510
Home Energy Reports (N/A)	4,099,519	4,414,198	\$ 372,430	(169,081)	(182,060)	\$ 383,545	3,930	4,232
<b>Total Residential Programs</b>	<b>11,256,468</b>	<b>12,120,514</b>	<b>\$ 10,584,432</b>	<b>10,202,809</b>	<b>10,985,976</b>	<b>\$ 11,114,759</b>	<b>21,459</b>	<b>23,106</b>
Wattsmart Business (140) - Commercial	17,816,772	19,171,203	\$ 6,469,109	21,612,900	23,255,913	\$ 6,593,203	39,430	42,427
Wattsmart Business (140) - Industrial	5,296,878	5,657,861	\$ 3,359,433	12,896,890	13,775,813	\$ 3,372,053	18,194	19,434
Wattsmart Business (140) - Irrigation	963,069	1,036,994	\$ 272,733	868,229	934,874	\$ 274,861	1,831	1,972
<b>Total Business Programs</b>	<b>24,076,720</b>	<b>25,866,058</b>	<b>\$ 10,101,275</b>	<b>35,378,019</b>	<b>37,966,600</b>	<b>\$ 10,240,117</b>	<b>59,455</b>	<b>63,833</b>
Northwest Energy Efficiency Alliance	3,078,115	3,313,583	862,100	3,695,655	3,977,193	862,100	6,774	7,291
Distribution Efficiency		82,000			83,000	-	-	165
<b>Total Other Conservation Initiatives</b>	<b>3,078,115</b>	<b>3,395,583</b>	<b>\$ 862,100</b>	<b>3,695,655</b>	<b>4,060,193</b>	<b>\$ 862,100</b>	<b>6,774</b>	<b>7,456</b>
Be wattsmart, Begin at Home			\$ 64,523			\$ 64,523		-
Customer outreach/communication			\$ 250,000			\$ 250,000		-
Program Evaluations (& savings verification)			\$ 549,524			\$ 259,662		-
Potential study update/analysis			\$ 120,115			\$ 15,368		-
System Support			\$ 166,735			\$ 157,543		-
End use load research & RTF funding			\$ 109,500			\$ 65,500		-
<b>Total Portfolio-Level Expenses</b>			<b>1,260,397</b>			<b>812,596</b>		<b>-</b>
<b>Total PacifiCorp Conservation</b>	<b>35,333,187</b>	<b>38,068,572</b>	<b>\$ 21,946,103</b>	<b>45,580,828</b>	<b>49,035,577</b>	<b>\$ 22,167,473</b>	<b>80,914</b>	<b>87,104</b>
<b>Total System Benefit Charge Conservation</b>	<b>38,411,302</b>	<b>41,382,155</b>	<b>22,808,203</b>	<b>49,276,483</b>	<b>53,012,769</b>	<b>\$ 23,029,573</b>		<b>94,395</b>
<b>Total Conservation</b>	<b>38,411,302</b>	<b>41,382,155</b>	<b>\$ 22,808,203</b>	<b>49,276,483</b>	<b>53,012,769</b>	<b>\$ 23,029,573</b>		<b>94,395</b>
				EIA penalty threshold (EIA target minus NEEA savings)			87,436	93,892
2022 Total PacifiCorp Conservation Forecast % of plan	72%	72%		2022 + 2023 Forecast % of EIA penalty threshold			93%	93%

## 2022-2023 Forecast

- 2022 kWh savings highlighted in green is updated forecast
- Other values are from the Biennial Conservation Plan
- 2022 savings ~70% of plan
  - Very early look
  - Roll-up of implementer forecasts, best estimate for 2022
  - Target exceeds 2020-2021 performance
  - Supply chain issues, etc. continue
  - Increased incentives in place 1/1/2022, takes time for this show in forecast