



Pacific Power Equity Advisory Group (EAG)

December 12, 2024, Meeting Notes

December 12, 2024, 1:00 – 4:00 pm, Pacific Time

These notes were synthesized and summarized by E Source, Pacific Power’s meeting facilitation partner.

Executive Summary

There were 42 participants in attendance at the combined Washington Equity Advisory Group (EAG) and Demand Side Management Advisory Group (DSMAG) meeting to have a broader dialogue on items that touch both groups’ purview. The EAG is intended to elevate issues of energy equity in the planning process by providing a seat at the table to affected communities, whereas the DSMAG seeks to improve the analysis, planning, and delivery of demand side management resources. The meeting was hosted in a virtual setting with attendees joining via the ZOOM platform.

The following is a summary of the content and feedback received during the public meeting.

2024 EAG & DSM Members	Organization
Erendira Cruz	Sustainable Living Center of Walla Walla
Stefan de Villiers	Washington State Office of the Attorney General Public Counsel (ATG)
Emily Gilroy	Washington Utilities and Transportation Commission
Todd Hilmes	Northwest Community Action Center
Sylvia Schaeffer	Blue Mountain Action Council
Jonathan Smith	Yakima County Development Association
Paul Tabayoyon	Asian Pacific Islander Coalition
Presenters	
Sierra Gentry	Associate Customer Solutions Program Manager
Nancy Goddard	Senior Customer Solutions Program Manager
Ryan Harvey	Community Based Renewable Energy Product Manager
Melissa Huynh	Senior Communications Representative
Laura James	Senior Project Manager

Chris Kanoff	Customer Solutions Program Manager
Christian Marble	Senior Communications Representative
Christina Medina	Stakeholder Policy & Engagement Manager
Jay Olson	Senior Customer Solutions Program Manager
Alex Osteen	Senior Manager, Customer Solutions Planning
Charity Spires	Low Income Program Manager
Morgan Westberry	Facilitator, E Source
Pacific Power Affiliated Attendees	
Kimberly Alejandro	Clean Energy Planning Regulatory Manager
Randy Baker	Director, Resource Planning
Pampi Chowdhury	Communications Representative
Stephanie Dobberfuhl	Low Income Program Supervisor
Omar Granados	Senior Communications Representative
Shawn Grant	Director, Customer Solutions
Ian Hoogendam	Distribution Planning Manager
Kei Ishida	Senior Learning & Development Analyst
Barbara Modey	Customer Satisfaction Research Manager
Clay Monroe	Managing Director, Customer Solutions
Marcelino Osorio	Wattsmart Business Program
Alex Osteen	Senior Manager of Demand Response
Tag Galvin-Darnieder	E Source, Facilitation Team
Zanya Morgan	E Source, Facilitation Team
Public Attendees	
Paul Barrager	Washington Utilities and Transportation Commission
Gordon Gimse	Washington Utilities and Transportation Commission
Kody McConnell	Washington Utilities and Transportation Commission
Joe Walderman	

Opening

Pacific Power's Christina Medina, Stakeholder Policy and Engagement Manager, opened the meeting alongside Nancy Goddard, Senior Customer Solutions Program Manager, as the two advisory group leads. The attendees were greeted and thanked for their continued participation.

E Source facilitator, Morgan Westberry, reviewed the agenda and shared meeting experience items, reiterating the joint structure of the meeting with the EAG and DSM groups. Today's objectives are to 1) review the 2025 Wattsmart Communications Plan 2) highlight 2024 – 2025 DSM forecast 3) 2024 year in review.

Check-In

E Source's Morgan Westberry "checked-in" with meeting attendees by posing the question: *Using a single word, how would you describe 2024?* Responding participants noted mixed feelings about the year overall, but the common theme was progressing both professionally and personally, also noting wins with sports team.

- Growth
- Progress
- Champions
- Eventful

Community Calendar

Christina Medina presented the community calendar, including the following events:

December Events –

- [December 1 – Holiday Market @ Rotary Pavilion | 2:00 – 6:00pm](#)
- [December 3 – Holiday Lights Extravaganza @ Yakima Valley Museum | 10:00am – 5:00pm](#)
- [December 5 – Cirque Dreams Holidaze @ The Capitol Theatre | 7:30pm](#)
- [December 6 – First Friday in Downtown Yakima](#)
- [December 7 – Sunnyside Lighted Farm Implement Parade @ Downtown Sunnyside | 6:30pm](#)
- [December 8 - Feast of Carols @ Cordiner Hall - Whitman College | 3:00 – 7:00pm](#)
- [December 9 – 11 - Northwest Horticulture Expo @ Yakima Sun Dome and Convention Center | 7:30am – 5:30pm](#)
- [December 12 – 5th Annual Drive-Thru Holiday Light Fest @ State Fair Park | 5:00 – 9:00pm](#)
- [December 13 – Outdoor Christmas Pageant "Peace on Earth" @ 407 Fredrickson Road | 5:00 – 7:00pm](#)
- [December 14 – Downtown Farmers Market @ Showroom on Colville | 9:00am – 1:00pm](#)
- [December 15 – Christmas in the Barn at the Alpaca Farm @ Old Homestead Alpacas | 3:00 – 4:00pm](#)
- [December 19 – Migrant Posada Resource Fair @ Eisenhower High School | 5:00 – 7:00pm](#)
- [December 21 - Downtown Farmers Market @ Showroom on Colville | 9:00am – 1:00pm](#)
- [December 22 – The Nutcracker Ballet @ Gesa PHT | 7:00 – 9:00pm](#)

Closing the Feedback Loop

Morgan Westberry gave a synopsis of some topics the group heard and saw in the October 2024 session. Themes, feedback, and impacts arising from the September meeting included:

October Themes:

- Recap combined EAG + LIAG weekly working group sessions
- Review and provide feedback on the draft Language Access Plan
- Communicate Clean Energy Implementation Planning updates

October Feedback Highlights:

- Members suggested that outbound language lists two languages rather than one, to include the primary language, English, and the translated language, Spanish
- Members noted the lack of planning for disconnection notices in the Language Access Plan and the importance of translating them in multiple languages.

Impacts:

- The communications team is planning to adapt the Language Access Plan given the group feedback.

Christian Marble, Senior Communications Representative, continues to welcome feedback on the Language Access Plan through the end of the month to accommodate for timely revisions before the filing in late January. The current draft has been adapted to incorporate feedback from the previous round, including that of Commission Staff.

Demand Side Management

Nancy Goddard, Senior Customer Solutions Program Manager, reviewed the Demand Side Management agenda including:

- 1) 2025 Wattsmart Communications Plan
- 2) 2024-2025 DSM Forecast, adaptive management
- 3) Brief Energy Efficiency Program and Pilot Updates
- 4) Demand Response Updates
- 5) 2024 DSM Advisory Group Engagement
- 6) 2025 DSM Advisory Group Engagement

2025 Wattsmart Communications Plan

Melissa Huynh, Senior Communications Representative, shared 2025 goals and strategies for the Wattsmart Communications Plan. The overall goal for 2025 is to increase awareness of and participation in Wattsmart® energy efficiency programs with a greater emphasis on equity while continuing to increase culturally and linguistically responsive outreach and marketing, expanding in-language services across written, spoken and visual communications, and empowering customers with choices to encourage them to take action to reduce energy use and lower bills. These goals will be implemented by the continued usage of effective paid media, earned media, and direct outreach via email, bills, and events, using effective channels to better reach Named Communities, and develop and promote business case studies.

The 2025 Wattsmart budget is divided into five categories as detailed below.

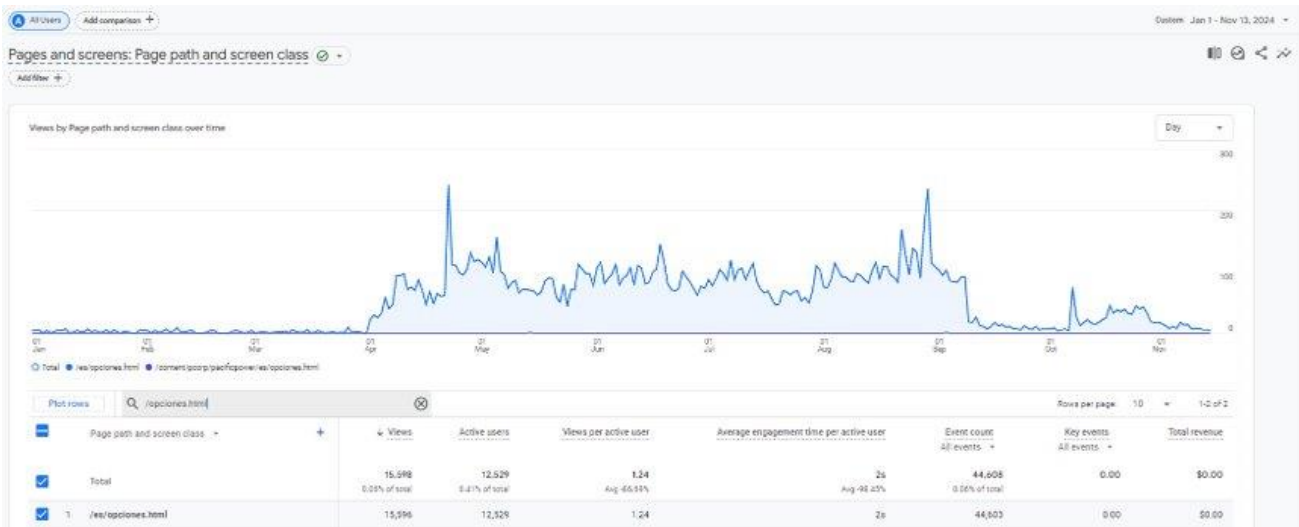
Item	Amount
Media purchasing	\$105,808
Creative production	\$58,000
Multicultural campaign	\$70,000
Usage insights/Business Energy Reports	\$16,192
Total Communications and Outreach	\$250,000
Education – efficiency in schools	\$71,758

In addition to the overall Wattsmart communications goals, the team has created culturally and linguistically responsive outreach goals to increase awareness of and participation in Pacific Power's Wattsmart energy efficiency programs among Spanish-speaking customers. The approach is to use relevant messaging, cultivate local influencers, communicate with the community and share successes.

This goal and approach aims to engage communities where they are regarding language, identity, and culture.

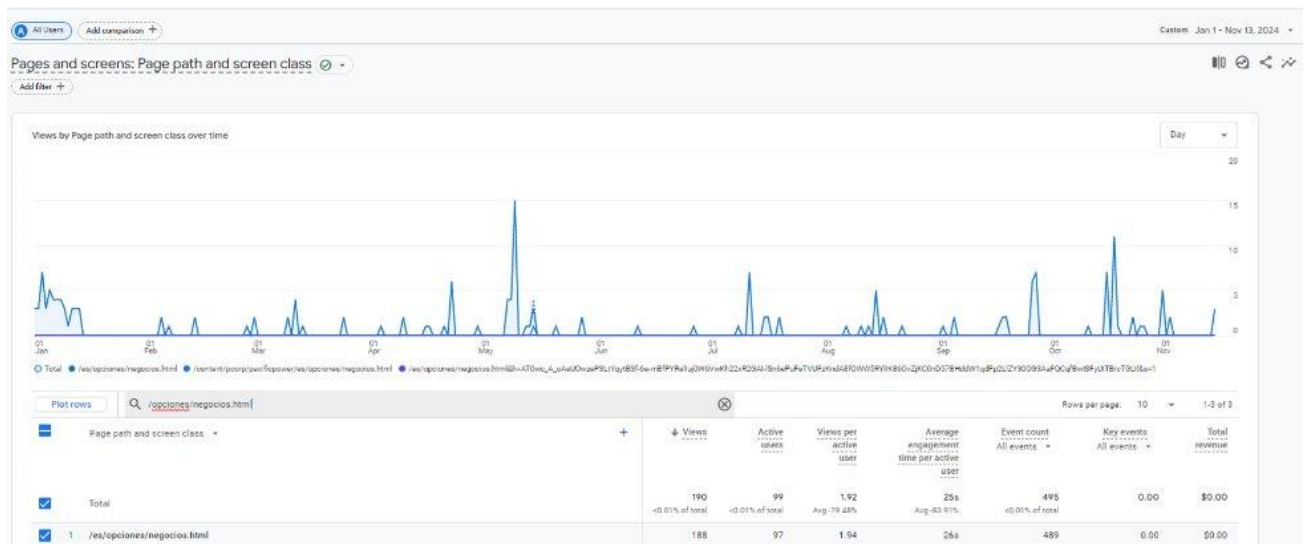
Avisa created an earned media plan for residential multicultural customers that began with radio on April 15, with radio interviews, influencer posts, television, print and digital ads through September 30. Influencer Facebook posts performed well with 2,179 total likes in comparison to 2023 with approximately 1,000 total likes. Newspaper digital residential stories were highly successful with 21,932 advertisement views meaning readers spent double the national average reading content. Lastly, 92% of the smart thermostat coupons provided to the radio station were picked up by customers.

The graph below highlights the metrics of the Spanish residential landing page, illustrating the highest traffic during the campaign months, April to September. Additionally, in April an Earth Day email went out to those enrolled in the Smart Thermostat program and in August email communications were sent out regarding the Heat Pump Water Heater Program.



Like the residential multicultural campaign, Avisa created an earned media plan for business multicultural customers as well that began with radio on March 11th, followed by influencer posts, radio interviews, television interviews and print/digital content through November 10. Influencer Facebook posts performed well with 438 total likes. Newspaper digital business stories were highly successful with 54,261 ad views and an average read time of 6:39 minutes.

The graph below highlights the metrics of the Spanish business landing page, illustrating inconsistency and low traffic, due to fewer customers.



The 2025 multicultural campaign is being enhanced to increase awareness, develop culturally relevant messaging, connect and resonate, strengthen relationships within the community, drive awareness and traffic to the Spanish Wattsmart webpages. Like 2024, the 2025 campaign will continue radio and television interviews with local networks, publication of print and email articles, and partnerships with local community influencers to help disseminate messages to showcase successes and expand media outlets.

2024 Wattsmart advertising includes English and Spanish cable TV, radio, video pre-roll, digital display, search engine marketing and social media ads.

Residential advertising campaign highlights:

- Social was the top-performing channel for impressions and clicks
- Search engine marketing exceeded expectations with a click-through rate of 53%, which is roughly 26 times the national average of 1.5% - 3%

Business advertising campaign highlights:

- WSB Incentives: both display and social click-through rate performed above national average
- Evergreen: video performed about average with click-through rate of 0.35% and national average of 0.25%

The 2025 residential media plan is still underway but is slated to be similar to 2024, which is shown below.

PacifiCorp
Wattsmart Residential 2024 - Media Schedule



Customer success stories of the Wattsmart Business Lighting programs include Yakima Union Gospel Mission and [Tammy's Mexican Restaurant](#). Pacific Power partnered with Yakima Union Gospel Mission to improve energy efficiency, reduce electricity costs and provide a safer and more welcoming environment for clients they serve. The Wattsmart® Business program helps small businesses like Tammy's Mexican Restaurant in upgrading to new energy-efficient lighting to help save money and energy.

To track usage insights, business energy reports are delivered on a regular cadence to keep energy usage top of mind and encourage efficiency. Around 5,500 small and medium-sized Washington business customers receive personalized monthly email containing:

- Savings tips and Wattsmart Business offers
- Links to web portal for deeper energy insights
- Breakdown on how their business uses energy
 - Usage breakdown determined by algorithm
 - Customers can input information to make reports more personalized and accurate
- 43% average open rate and a 3% click-through rate

Customers have given feedback requesting an illustration of their monthly usage trends and a breakdown of electricity usage by equipment type.

Pacific Power has partnered with the National Energy Foundation, an energy education nonprofit implementing school presentations, to expand and promote energy awareness through a school-to-home education program to help teachers, students and families better understand energy and the importance of energy efficiency. The program, Be Wattsmart, Begin at Home, ran from September 30th – November 7th, showcasing a series of presentations developed with hands-on learning activities to educate students on core electricity components and efficient use. The anticipated outcomes include:

- Teachers, students, and families becoming more energy literate, particularly in understanding energy efficiency
- Making a commitment to use energy more wisely at home, at school, at work, and in the community
- Having a greater awareness of what it means to be Wattsmart, and the resources available to students and customers

- Families will become more aware and motivated to take advantage of Pacific Power's energy efficiency programs

This year 47 schools, 150 teachers, and 3,592 students participated in the Be Wattsmart, Begin at Home program within the Washington service area. Educational materials include a teacher's guide to assist with the presentation, a series of 40 – 60-minute presentations to 4th grade students, hands on group activities, and home audit activities. National Energy Foundation provided an incentive for teachers to collect household audit worksheets, an 80% return rate equals a \$50 mini grant for classroom use and a 50 – 79% return rate equals a \$25 mini grant. This year 68% of teachers have returned their worksheets.

Meeting Discussion

- Northwest Community Action Center questioned if any of the data from the returned student worksheets was used?
 - Ms. Huynh explained that the worksheets returned will shape next year's materials and gauge the level of student involvement.

2024 - 2025 Demand Side Management Forecast

Nancy Goddard, Senior Customer Solutions Program Manager, reviewed the 2024 Demand Side Management forecasts highlighting portfolio costs, which are intended to drive savings into the program and support the overall energy efficiency acquisition. The orange column represents the 2024 estimates from the business plan filed last year and is compared against the current forecast which shows how the programs are performing. Numbers highlighted in green have been updated from program implementers. Numbers highlighted in yellow are those in the 2025 annual conservation plan. Overall, the current forecasted kilowatt hours equal 90% of the 2024 – 2025 DSM business plan with residential at 96% and business at 88%. The dollar forecast is 93% of the 2024 – 2025 DSM business plan. Current numbers were last updated in November, 2024 actuals will be updated in the annual report.

Program or Initiative	DSMBusiness Plan, 11/1/2023		Current Forecast, as of 11/3/2024			
	2024		2024		2024	
	Gross kWh/Yr Savings @site	Estimated Expenditures	Gross kWh/Yr Savings @site	Estimated Expenditures	Forecast % of kWh	Forecast % of \$
Low Income Weatherization (114)	179,524	\$ 1,549,500	128,010	\$ 997,378	71%	60%
Home Energy Savings (118)	4,411,367	\$ 6,803,544	4,428,570	\$ 6,815,118	100%	100%
Home Energy Reports (N/A)	4,212,000	\$ 330,101	3,919,000	\$ 283,176	93%	86%
Total Residential Programs	8,802,891	\$ 8,683,145	8,475,580	\$ 8,035,672	96%	93%
Total Business Programs	31,062,868	\$ 13,440,661	27,439,652	\$ 12,454,352	88%	93%
Northwest Energy Efficiency Alliance	4,471,095	\$ 950,118	3,851,715	\$ 966,152	86%	102%
Distribution Efficiency	-		-			
Production Efficiency	630		630		100%	
Total Other Conservation Initiatives	4,471,725	\$ 950,118	3,852,345	\$ 966,152	86%	102%
Be wattsmart, Begin at Home		\$ 71,758		\$ 71,758		100%
Customer outreach/communication		\$ 250,000		\$ 250,000		100%
Program Evaluations (& savings verification)		\$ 293,885		\$ 286,001		97%
Potential study update/analysis		\$ 120,000		\$ 120,000		100%
System Support		\$ 68,416		\$ 68,416		100%
End use load research		\$ 20,700		\$ 25,981		126%
Regional Technical Forum (RTF) funding		\$ 50,688		\$ 46,100		91%
Total Portfolio-Level Expenses		\$ 875,447		\$ 868,256		99%
Total PacificCorp Conservation	39,865,759	\$ 22,999,254	35,915,862	\$ 21,358,280	90%	93%
Total System Benefit Charge Conservation	44,337,483	\$ 23,949,372	39,767,577	\$ 22,324,432	90%	93%

The graph below illustrates a two-year forecast including the current forecast numbers as of November (same as the right column in the graph above), alongside the numbers from the 2025 Annual Conservation Plan, filed on November 14, 2024. Looking at both years together, this forecast shows programs at 95% of the forecast in the DSM Business Plan filed last year.

Program or Initiative	Current Forecast, as of 11/3/2024		2025 Annual Conservation Plan, filed 11/14/2024					
	2024		2025		2024 + 2025	2024 + 2025	2024 + 2025	
	Gross kWh/Yr Savings @site	Estimated Expenditures	Gross kWh/Yr Savings @site	Estimated Expenditures	Gross MWh Savings @site	Estimated Expenditures	Forecast % of kWh	Forecast % of \$
Low Income Weatherization (114)	128,010	\$ 937,378	138,210	\$ 1,145,873	266	\$ 2,083,251	74%	66%
Home Energy Savings (118)	4,428,570	\$ 6,815,118	4,754,332	\$ 6,555,468	9,183	\$ 13,370,586	97%	92%
Home Energy Reports (NA)	3,919,000	\$ 283,176	3,741,000	\$ 355,007	7,660	\$ 638,183	96%	95%
Total Residential Programs	8,475,580	\$ 8,035,672	8,633,542	\$ 8,056,347	17,109	\$ 16,092,020	96%	87%
Total Business Programs	27,439,652	\$ 12,454,352	32,482,488	\$ 13,687,701	59,922	\$ 26,142,054	95%	95%
Northwest Energy Efficiency Alliance	3,851,715	\$ 966,152	5,042,177	\$ 1,001,754	8,894	\$ 1,967,906	88%	101%
Distribution Efficiency	-		227,000		227		100%	
Production Efficiency	630		630		1		100%	
Total Other Conservation Initiatives	3,852,345	\$ 966,152	5,269,807	\$ 989,413	9,122	\$ 1,955,564	88%	101%
Be wattsmart, Begin at Home		\$ 71,758		\$ 73,552		\$ 145,310		100%
Customer outreach/communication		\$ 250,000		\$ 250,000		\$ 500,000		100%
Program Evaluations (& savings verification)		\$ 286,001		\$ 159,503		\$ 445,503		97%
Potential study update/analysis		\$ 120,000		\$ 25,000		\$ 145,000		100%
System Support		\$ 68,416		\$ 68,416		\$ 136,832		100%
End use load research		\$ 25,981		\$ 33,363		\$ 59,343		93%
Regional Technical Forum (RTF) funding		\$ 46,100		\$ 43,400		\$ 89,500		88%
Total Portfolio-Level Expenses		\$ 868,256		\$ 653,233		\$ 1,521,489		98%
Total PacifiCorp Conservation	35,915,862	\$ 21,358,280	41,343,660	\$ 22,397,282	77,260	\$ 43,755,562	95%	92%
Total System Benefit Charge Conservation	39,767,577	\$ 22,324,432	46,385,837	\$ 23,399,036	86,153	\$ 45,723,468	95%	93%

The graph below shows the two-year forecast relative to the targets. The left column shows the approved targets for 2024 -2025 with the middle column added for reference. The right column is the 2024 – 2025 current forecast. Current forecasts are at 98% indicating that the DSM programs are on track to meet the Energy Independence Act targets except for the 5% decoupling target. To make up for the shortfall, the Wattsmart Business Program adaptive management plan is to request implementers take on higher targets.

Category	Target 2024 + 2025	DSM Business Plan 2024 + 2025		Current Forecast, as of 11/2024 2024 + 2025	
	Gross MWh Savings @site	Gross MWh Savings @site	% of Target	Gross MWh Savings @site	% of Target
i. Ten-year potential:	406,486				
ii. Two-year EIA target (includes NEEA):	84,971	91,123	107%	86,153	101%
iii. Two-year EIA Penalty Threshold (excludes NEEA):	74,839	80,991	108%	77,260	103%
iv. Two-year Decoupling Penalty Threshold (5% of EIA Target):	4,249				
v. Two-Year Utility Conservation Goal (EIA Target + Decoupling):	89,220	91,123	102%	86,153	97%
NEEA	10,132	10,132		8,894	
Target subject to penalty (EIA Penalty Threshold + Decoupling)	79,088	80,991	102%	77,260	98%

Per docket UE-230904, Pacific Power must meet the following conditions:

- A. Docket UE-230904 01 Attachment A | 3d: Pacific Power must inform the Advisory Group members when its projected expenditures indicate that Pacific Power will spend more than 120 percent or less than 80 percent of its annual conservation budget.

- B. Docket UE-230904 01 Attachment A | 3e: If Pacific Power believes that an event beyond its reasonable control has occurred that may prevent it from meeting its combined EIA Penalty Threshold and Decoupling Penalty Threshold, Pacific Power will confer with the Advisory Group members as soon as possible to determine a path forward. See RCW 19.285.040(1)(e) and RCW 19.285.060(2).

Low Income Weatherization

Charity Spires, Low Income Program Manager, provided an update on the Low-Income Weatherization program regarding the advice filing on November 18, 2024, requested to be effective as of January 1, 2025, to make changes to Tariff Schedule 114 Residential Energy Efficiency Rider – Optional for Qualifying Low Income Customers. The proposal for program change came from stakeholder feedback at the previous EAG and DSMAG combined meeting in September 2024 which reviewed planned program changes for 2025.

The purpose of the filing is to add ducted heat pumps, in addition to ductless heat pumps, to replace permanently installed electric heat, space heaters or any fuel source except natural gas with adequate combustion air as determined by the Agency. This adds an additional option or tool available to partner agencies to consider if determined to be an efficient solution for homes with existing ductwork which provides a whole home solution and may be a better solution depending on the home size, layout and heating zones. The additional language to allow for ducted heat pump is just one more tool available to partner agencies and their contractors to help low-income families stay warm, comfortable, and decrease their energy burden.

The updated filing was shared with the EAG and DSMAG on October 7, 2024, ahead of the filing.

Meeting Discussion

- Northwest Community Action Center thanked Charity for the update and for the collaboration with the community on the Weatherization programs.

Home Energy Savings

Jay Olson, Senior Customer Solutions Program Manager, provided an update on the Tree Planting program based on stakeholder feedback. The team brainstormed success factors, including a high rate of planting with a goal of 300 trees, optimizing energy reduction through best practice tree planting techniques including location to reduce summer heat and rely less on mechanical cooling, and minimizing tree mortality rates.

Idaho Power ran a comparable tree planting program with 10,000 trees planted and based on customer and community feedback has proven to be highly successful. However, the program ended due to mortality rates. To address success goals, Pacific Power will align with Arbor Day Foundation to use their turnkey program for private property tree distribution. Arbor Day Foundation has experience working with utilities and has developed an understanding of program objectives in alignment with efficiency benefits with a careful eye on safety issues associated with overhead and underground utility lines.

Arbor Day Foundation has a national databank of geographical climate zones and aligns those zones with appropriate tree species. The tree planting program will use a hybrid approach to deliver trees to customers meaning customers will receive the trees directly, but they are not responsible for planting them. Local programs such as Habitat for Humanity and local arborists will perform the planting, doing so will minimize potential risks early on by following best practices for planting to account for depth, location, and soil and sun conditions. Customers can access a customized landing and welcome page which guides them through easy-to-use instructions to assist with tree selection and planting assistance. When going through the ordering process, customers can visualize what the tree will look like and scroll through different options to make the best determination. The landing page will illustrate where customers can plant and areas they should stay away from, like underground lines for example. Before finalizing their selection, customers can get a final look at the size of the tree to ensure the height and width are compatible with their yard space. Once finalized, customers will receive an order confirmation via email.

In addition to the website for care and customer service, there is a 1-800 number customers have access to for planting tips and post planting care. To reduce mortality, customers are also put on a summer communications campaign which will send out reminders to water.

Meeting Discussion

- Sustainable Living Center of Walla Walla noted that local rotaries have done a lot of planting in Walla Walla and the city helps with prepping the holes.
 - Mr. Olson noted the feedback and is happy to connect with the Rotary Association.

2024 – 2025 Energy Efficiency Pilots

Nancy Goddard, Senior Customer Solutions Program Manager, presented a table highlighting Demand Side Management pilot programs in place detailing their purpose and status for 2025.

Pilot - Initiatives within existing programs (not separate programs)	Continue in 2025?	Program	Purpose
On-Bill Financing for residential customers	On hold	Home Energy Savings	Reduce the upfront cost barrier to participation in residential energy efficiency programs by offering on-bill financing, including for manufactured homes on rented space and homes on tribal trust lands
Manufactured Homes Targeted Delivery	Yes	Home Energy Savings	Increase installation of energy efficiency measures within new and existing manufactured homes

Heat Pump Water Heaters Online Platform/Direct Delivery	No	Home Energy Savings	Increase installation of energy efficient heat pump water heaters through additional delivery method and compare results against existing HPWH participation levels
Geo-Targeted Energy Efficiency	Yes	Home Energy Savings, Watt smart Business	Increase participation in specific area(s) where additional value such as deferring possible infrastructure investments has been identified
Non-residential Lighting Controls	Yes	Wattsmart Business	Increase installation of lighting controls as part of business customer lighting retrofit projects
Clean Buildings Accelerator	Yes	Wattsmart Business	Help building owners who must comply with the Clean Buildings laws

Jay Olson, Senior Customer Solutions Program Manager, shared an update on the Heat Pump Water Heater Online Platform pilot which will be discontinued in 2025. Please note that the Heat Pump Water Heater program itself will continue, it is just the online platform that has not been considered successful based on customer feedback and will be discontinued. Customers responded to a survey revealing marketing efforts influenced two purchases, delivery services received high satisfaction, influential factors included equipment cost, incentives, ease of digital purchase, and the direct delivery option, and professional installation was a less influential factor.

While the heat pump water heater online platform has been discontinued, the heat pump water heater program continues to grow with another eight pumps acquired in December.

Meeting Discussion

- Sustainable Living Center of Walla Walla asked for more insight into the on-bill financing status.
 - Mr. Olson explained that in mid-June the DSM team received notice from Craft3 that they would discontinue the on-bill of financing effective July 1st but would continue to honor customers already in the program. Currently, the team is in discussions with three organizations to get them on board in early 2025 to share information across websites that inform customers of those entities with loan programs for efficiency measures. Based on feedback from trade allies, on-bill financing helps to upsell customers and promote growth so the team will continue to explore on-bill financing options.
- Asian Pacific Islander Coalition questioned if there are any nonprofits or entities incentivizing heat pump water heaters since Pacific Power is discontinuing their program? Currently, there are at least 3-4 program groups preparing to fundraise for and begin marketing geothermal projects. Without Pacific Power's participation the needs increase exponentially because the programs that focus on efficiency do not have the technical ability to promote their programs, which puts large regions of the state at a disadvantage. The Asian Pacific Islander Coalition notified partners of the heat pump water heater online platform; however, the website was difficult to navigate.
 - Mr. Olson clarified that the heat pump water heater program is still intact, and the company will continue to provide rebates there. About the discontinuation of the online

platform, the company does not have to turn it off if there is a need to keep it functional and running, the platform will just not run as a pilot anymore. NEEA is looking at an online platform that Pacific Power could possibly plug into. Mr. Olson offered to further connect offline.

- Asian Pacific Islander Coalition added that the conversation should include developers especially with the new housing developments coming that possibly are not choosing efficient heat pumps. In turn, this results in entire neighborhoods with high usage volumes. There are many community members in the agricultural industry that want to upgrade their residential and industrial systems.
- Sustainable Living Center of Walla Walla shared that HEAR funding may be available if community-based organizations have capacity in the Yakima area. The Sustainable Living Center of Walla Walla provides heat pump water heaters and heating upgrade incentives to adult family homes in Yakima County but has not yet built capacity for residential rebates. Generally, more education around heat pump water heaters is needed as most people don't understand it well. <https://hear-program-wacommerce.hub.arcgis.com/>
 - Mr. Olson shared that Pacific Power is working with the Sustainable Living Center of Walla Walla to braid heat pump water heater incentives and will continue to do so where available. Based on the RFP proposal timeline, IRA funding should be available early 2026. When available, the company intends to maximize those opportunities.

Nancy Goddard, Senior Customer Solutions Program Manager, shared an update on the Clean Buildings Accelerator pilot which supports commercial building owners who need to follow Washington's clean buildings law. The company held an open house at Yakima Valley College on November 12th from 10:00am – 5:00pm. Both tier 1 buildings, over 50,000 square feet, and tier 2 buildings, 20,000 – 50,000 square feet, were invited. Out of 29 registered participants, 20 organizations attended the event. The event consisted of multiple stations staffed by the Wattsmart Business team and a Pacific Power resource advisor expert to help people get signed on so that energy use data can be transferred electronically to Energy Star portfolio manager, one of the clean buildings law requirements. Additionally, three experts from the Washington Department of Commerce were present and available for one-on-one interactions as was the Wattsmart Business Clean Buildings Accelerator offer team. The event allowed participants to start from ground zero and learn about the requirements of the clean buildings law in self-paced, personal conversations. A Spanish language interpreter was also on site as well as bilingual Wattsmart representatives.

Meeting Discussion

- Asian Pacific Islander Coalition noted that Yakima County does not have an active outreach entity that is promoting the program and will have to start conversations to figure out how local community-based organizations can aid in outreach.

Demand Response

Laura James, Senior Project Manager, reviewed the Demand Response forecast and portfolio. At the end of next year, with new and current programs the team is expecting to forecast 16 megawatts, which is 57% below the CEIP target of 37.4 megawatts. To aid in closing the gap, three new programs are launching – Cool Keeper, EV managed charging, and a new batteries program with a targeted focus on removing barriers for large customer participation.

Existing programs, including Wattsmart Business Demand Response and Irrigation Load Control, will be streamlined for easier sales and recruitment. Per the tariff, there is a process laid out for making changes to the existing program which includes gathering stakeholder feedback. Over the next few weeks, program change documents and advice letters will be circulated individually for each program with up to 4 weeks allotted for review before filing with the Commission. Unfortunately, the Optimal Time Rewards program was cancelled effective November 15, 2024, due to not being cost effective; the capacity from water heaters could not meet the estimated capacity expected.

Ryan Harvey, Community Based Renewable Energy Product Manager, shared Wattsmart Battery Program updates. Members offered feedback on the program in the September and October EAG meeting sessions ahead of the filing on November 20, 2024. While the program is new to Washington, it has existed in other states within Pacific Power service territory. The battery program runs year-round and uses on customer-owned battery storage systems. Unlike other programs, the battery program has a larger upfront enrollment incentive of \$150 per kilowatt during the 4-year commitment period. However, early program termination will require prorated repayment. Additionally, customers can receive \$15 per kW during commitment period years 2-4. After year 4, the incentive increases to \$50 per kW. Based on customer feedback and participation levels, the company will also explore lease options.

Sierra Gentry, Associate Customer Solutions Program Manager, reviewed the proposed Electric Vehicle Program, rooted in frequency demand response. With the program, during demand response events, a signal will be sent directly to vehicles to pause charging for up to 5 minutes. Only vehicles charging in Pacific Power territory will receive a dispatch signal and customers can opt out of an event. Regardless of purpose of use, any eligible vehicle can enroll in the program. For the first year of participation, customers can receive up to \$100 and up to \$50 each year following. Customers are allotted two free opt outs, however, each additional opt out reduces the incentive by \$10. Eligible makes include Lexus, Hyundai, Mini, Tesla, Kia, Jaguar, Land Rover, Nissan, Toyota, and Volkswagen, however, there are limitations on the models and the years in which these makes can participate.

Meeting Discussion

- Washington UTC asked for clarification about vehicles pausing charging for up to 5 minutes.
 - Sierra Gentry explained that when the company can communicate directly with the vehicle, customers can respond faster and in real time. A pause charging signal is sent out for frequency demand response events and typically 5 minutes is adequate for initial frequency issues. 5 minutes also acknowledges that there are externalities of controlling a vehicle such as public versus private charging stations.
 - Washington UTC explained that programs for electric vehicles tend to be more related to time of use where the load is shifted or delayed until after peak time, so 5 minutes does not seem long enough.

- Ms. Gentry noted that it is a good point with a lot of managed charging solutions that are seen particularly throughout the states, which tend to be more time of use where customers are encouraged to charge during off-peak hours. The design of this program acknowledges that time of use could be a part of this overall program but the time of use rate plus a managed charging solution, defaults to allowing customers to charge off peak resulting in the company paying for free riders who are on that rate. The program is still a pilot so although it is strongly believed that it will work for frequency demand response, it has yet to be determined.
- Washington UTC asked if the idea for this program came about based on the type of use cases within Washington service territory.
 - Ms. Gentry explained that the Demand Response team has noticed that they can do frequency controls with the available technology and want to see how effective that would be. As EV growth continues the team can track what are the associated problems and shape the program to reduce the impact of EVs. Furthermore, the program will allow the team to collect data such as where customers are charging.
 - Laura James noted that one of the reasons for using EVs for frequency response is because there is a significant need. Most demand response relies on peak shaving so doing the opposite is an opportunity to operate more efficiently if the company can get demand response resources to help meet these frequency events.

Laura James introduced Cool Keeper – the new residential program controlling air conditioning and units and central heat pumps, to be filed under schedule 106. The program has already been implemented in Utah for at least 20 years now with 110,000 customers signed up to capture economies of scale and leverage proven program design. Cool Keeper will act as a fast response resource, being used primarily for frequency response and as a contingency reserve resource. The Cool Keeper program is an instant response program, customers will not receive any notifications when there is an event. During an event, the compressor of an air conditioner will be turned off, but the fan will continue to run. Without the compressor running, cool air can continue to circulate for up to 20 minutes which reduces the possibility of a disruption in the environment so much so that customers usually do not know when a Cool Keeper event is happening.

In comparison to smart thermostats, Cool Keeper is more effective for multiple reasons:

- 1) No interaction with thermostat manufacturers
- 2) About 50% of customers use central air conditioning units in the Washington service area, compared to 12% using smart thermostats – better eligibility
- 3) Captures more load per unit on average
- 4) Cellular communication is more reliable than Wi-Fi
- 5) Not limited to peak load reduction
- 6) Not subject to thermostat OEM program design mandates

Like the irrigation program, Cool Keeper will use load control switch installed on residential air conditioning units and central heat pumps to control the compressor and can be operated with full curtailment or 50% run-time curtailment. The switch is installed free of charge and is powered by an online application, as the program is designed to run without disturbing the customer. Customers on the program receive a monthly bill credit of \$30 per year issued monthly during the program season, May 1st – September 30th.

Another Demand Response program undergoing changes is the Optimal Time Rewards program, which has been terminated effective November 15, 2024. The residential program, which enrolled smart thermostats and electric water heaters, was launched in February out of interest from customers. The program design was heavily dependent on water heaters to drive cost effectiveness, but by August, participant data showed water heater capacity was 70% lower than expected. In October, it was determined that even with potential changes to the contract and program design, the smart thermostat program was not cost effective without the water heater component.

Meeting Discussion

- Northwest Community Action Center asked for statistics regarding low-income participation in Cool Keeper program?
 - Ms. James explained that information about low-income participation is not yet available. Residential data is available from survey results and could possibly be cross tabulated to gauge how many participants are low income. The CEIP mandates utilities to come up with specific actions planned to improve equity in customer programs and design metrics to track that so data such as low-income participation will be explored more in 2025. The Demand Response team continues to welcome feedback and suggestions for continuous improvement and adaptive management.
- Northwest Community Action Center mentioned curiosity in how the program will perform in the Washington service area.

Ms. Gentry shared objectives and proposed changes for 2025 regarding Irrigation Load Control, a peak load reduction program available during the summer. Previously, the program had three different types of dispatch: 1) day ahead notice 2) four-hour notice 3) 20-minute notice, all treated as their own separate programs, which proved to be ineffective both internally and externally. Moving forward, the program has been simplified to put all customers on a four-hour notice, allowing for adequate planning. Due to the change from three types of dispatch to just one, the incentives have also been reduced to an exact amount of \$30 per kilowatt year with a 50% bonus if a customer does not opt out of mandatory events. Mandatory events will occur between June and August and are another proposed 2025 change to encourage customer participation, especially during the hottest months of the year. Voluntary events are also being introduced in 2025 with the potential to occur at any time for any duration through September 30th, but there will be no penalty for opting out. Instead, there is a separate incentive of \$0.38/kwh for voluntary event participation. Eligibility hours have also shifted from 12:00 – 10:00pm to 2:00 – 9:00pm to allow irrigators to better adjust their pumping.

Chris Kanoff, Customer Solutions Program Manager, shared objectives and proposed program changes for 2025 regarding Wattsmart Business Demand Response. This program is designed to incentivize commercial industrial customers to reduce load during peak times.

2025 objectives are:

- 1) Align program options with grid management
- 2) Improve usability to Energy Supply Management
- 3) Increase volume by identifying and removing bottlenecks for enrollment

Proposed changes include:

- 1) Eliminate the 20-minute product, which does not fit with grid needs
- 2) Change the 60-minute product to peak management with a 4-hour minimum notice, 4-hour maximum duration between 2:00 – 9:00pm
- 3) Change caps on dispatch for 7 Minute and Real-Time products:
 - a. Remove cap on number of events for both products
 - b. Increase hourly cap for Real Time to 15 hours from 5
 - c. [No change to 7 Minute cap of 60 hours]

Below is a table of recent and upcoming demand response filings with corresponding key dates.

New Programs:

	Draft to you	Comments requested by	Response to comments on draft	Filing Submitted	Response to comments on filing	Commission Open Meeting
Wattsmart Battery Program	10/16/2024	10/31/2024	11/11/2024, 11/14/2024, 11/15/2024	11/20/2024	TBD	Dec 2024
Cool Keeper Program	Dec 2024	Jan 2024	TBD	TBD	TBD	TBD

Program Changes:

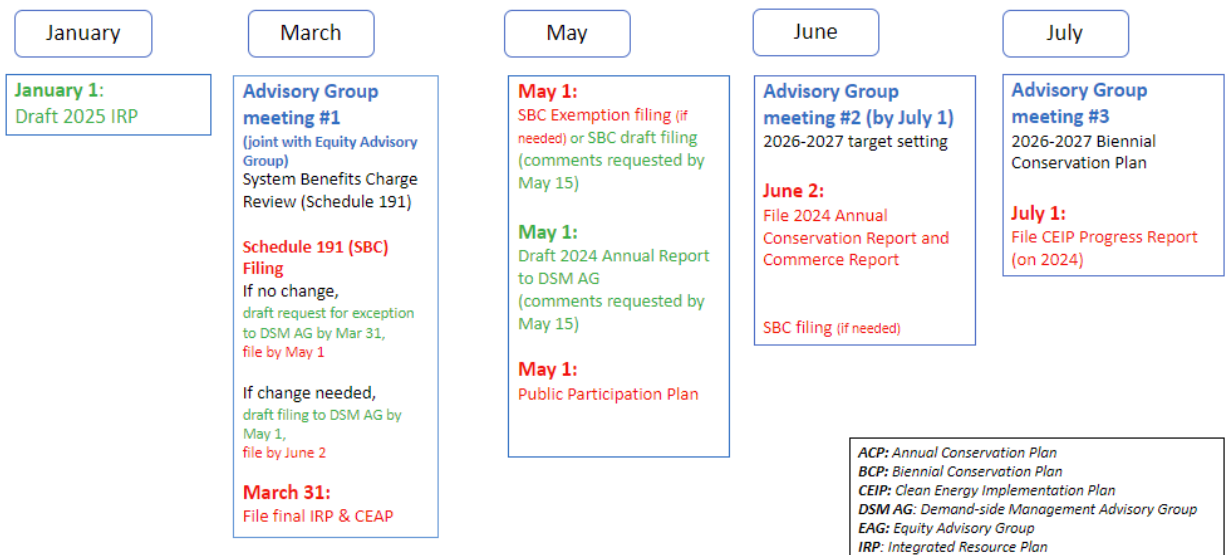
	Draft to you	Comments requested by	Response to comments on draft	Final Changes Posted on Website	Changes Effective (45 days)
Irrigation Load Control	Dec 2024	Jan 2024	Jan 2024	Jan 2024	Feb 2024
Wattsmart Business Demand Response (formerly C&I DR)	Dec 2024	Jan 2024	Jan 2024	Jan 2024	Feb 2024

Nancy Goddard reviewed past 2024 Demand Side Management Advisory group meetings, shown in blue, drafts for review, shown in green, filings, shown in red, and CEIP engagement, shown in purple, as captured below.

	March 2024	April 2024	May 2024	June 2024	July 2024
	Advisory Group meeting #1 March 26 System Benefits Charge Review (Schedule 191) Schedule 191 (SBC) Filing If no change, draft request for exception to DSM AG by Mar 31, file by May 1 If change needed, draft filing to DSM AG by May 1, file by June 1	April 5: CEIP Meeting - all Advisory Groups and open to the public. IRP/CEIP Update, Distribution System Planning (DSP) in WA, and a preliminary look into the upcoming Vulnerable Population Workshops	Advisory Group meeting #2 May 10 2023 Annual Report 2022-2023 Biennial Conservation Report NEI applications CPA market and measure characterization May 1: Draft 2023 Annual Report and 2022-2023 Biennial Conservation Report to DSM AG (Comments requested by May 15) Draft SBC filing to DSM AG (Comments requested by May 16)	By June 1: File 2023 Annual Conservation Report and Commerce Report File 2022-2023 Biennial Conservation Report SBC filing June: CEIP Meeting - more updates, diving into Distribution System Planning, and Vulnerable Population Background Information	July 1: File CEIP Progress Report (on 2023)
	ACP: Annual Conservation Plan BCP: Biennial Conservation Plan CEIP: Clean Energy Implementation Plan DSM AG: Demand-side Management Advisory Group SBC: System Benefits Charge				
	August 2024	September 2024	October 2024	November 2024	December 2024
	August 6: CEIP Engagement Series, Meeting #3 2025 IRP/CEIP Updates, CEIP Progress Report, continue the discussion into Distribution System Planning August 28: Vulnerable Populations Workshop #2	Sept 12: 2024 DSM Advisory Group, meeting #3 (joint with Equity Advisory Group) 1/1/2025 energy efficiency program changes, 2025 Annual Conservation Plan preview, CEIP utility actions for 2025 (energy efficiency), demand response program updates Sept 16: 2025 program change documents to DSM AG, EAG Home Energy Savings, Wattsmart Business (Comments requested by Sept 30) Sept 17: Draft Language Access Plan to advisory groups for review (Comments requested by Oct 10)	Oct 7: Draft Low Income Weatherization program filing to advisory groups (Comments requested by Nov 6) Oct 15: Draft 2025 Annual Conservation Plan to DSM AG, EAG Includes energy efficiency CEIP utility actions for 2025 (Comments requested by Oct 30) Oct 16: Draft battery storage demand response filing to DSM AG, EAG (Comments requested by Oct 31) Oct 29: CEIP Engagement Series, Meeting #4	Nov 7: File Low Income Weatherization program changes (Schedule 114) Nov 15: • File 2025 Annual Conservation Plan • File battery demand response program • Home Energy Savings and Wattsmart Business program changes for 1/1/2025 announced on www.pacificpower.net	Dec 12: 2024 DSM Advisory Group, meeting #4 (joint with Equity Advisory Group) Draft 2025 Wattsmart Communications Plan
	ACP: Annual Conservation Plan BCP: Biennial Conservation Plan CEIP: Clean Energy Implementation Plan DSM AG: Demand-Side Management Advisory Group EAG: Equity Advisory Group				
	Key Topics				Updates
#1 March 26	<ul style="list-style-type: none"> System Benefits Charge Review 2022-2023 DSM Forecast 2024-2025 DSM Forecast Program Updates (including Tree Planting Conservation), adaptive management, procurement update Braiding opportunities – state and federal funding Follow-up to Conservation Potential Assessment workplan feedback 				<ul style="list-style-type: none"> CETA: Equity Advisory Group CEIP: CEIP update, 2023 Customer Benefit Indicator Metrics (preliminary results) Demand Response Pilots Wrap-up

#2 May 10	<ul style="list-style-type: none"> Docket UE-230172 Settlement Stipulations joint discussion with Low-Income Advisory Group Draft 2023 Annual Report, 2022-2023 Biennial Conservation Report System Benefits Charge draft filing 2025 Conservation Potential Assessment – market, measure characterization and NEIs Tree Planting Conservation 2024-2025 DSM Forecast, adaptive management, procurement Braiding opportunities – state and federal funding 	<ul style="list-style-type: none"> Demand Response – forecast, updates CETA: Equity Advisory Group CEIP: CEIP update, 2024 YTD Customer Benefit Indicator Metrics Pilots
#3 Sept. 12*	<ul style="list-style-type: none"> Language Access Plan Preview of 2025 Annual Conservation Plan (including 2024-2025 forecast) Preview of planned program changes for 1/1/2025, adaptive management, utility actions, pilots Demand Response Portfolio 	<ul style="list-style-type: none"> CETA: Equity Advisory Group CEIP: CEIP update Integrated Resource Planning update
#4 Dec. 12*	<ul style="list-style-type: none"> 2025 communications and outreach plan 2024-2025 DSM Forecast, adaptive management Program/Pilot Updates Demand Response 2024 DSM Advisory Group Engagement 2025 DSM Advisory Group Engagement 	<ul style="list-style-type: none"> CETA: Equity Advisory Group CEIP: CEIP update

Planned 2025 Demand Side Management Advisory group meetings, drafts for review, filings, and CEIP engagement is captured below following the same color coding as above.

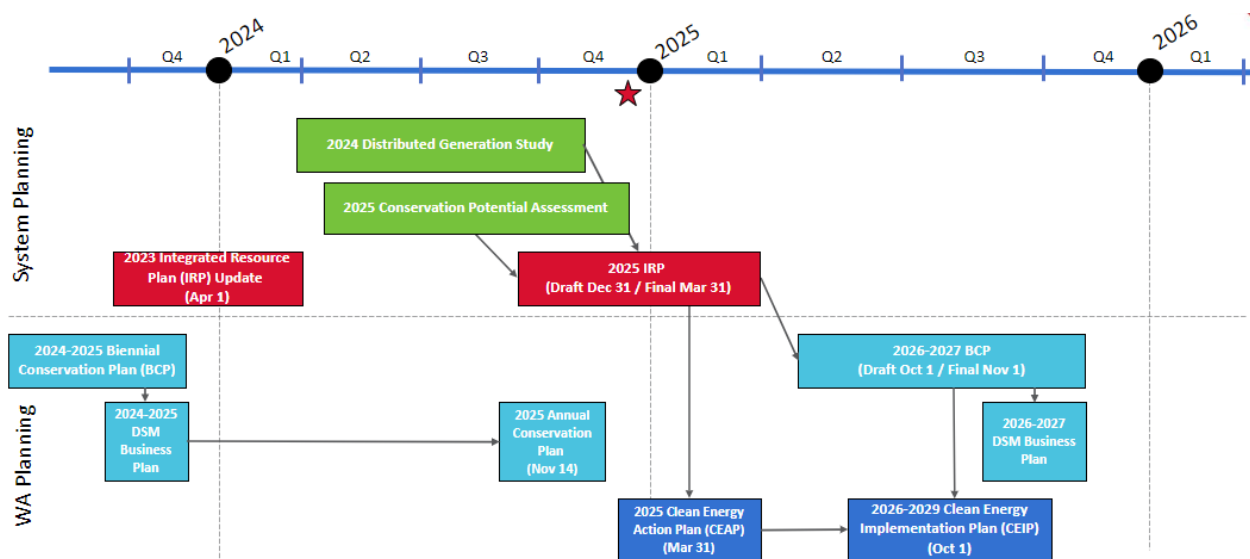




	Key Topics	Updates
#1 March (joint with EAG)	<ul style="list-style-type: none"> System Benefits Charge Review 2024-2025 DSM Forecast 	<ul style="list-style-type: none"> Demand Response Clean Energy Implementation Plan, Equity Advisory Group CEIP: Energy Efficiency Utility Actions/Customer Benefit Indicator Metrics Pilots Stacking opportunities – state and federal funding Wrap-up
#2 June	<ul style="list-style-type: none"> 2026-2027 Target Setting Draft ten-year conservation potential, revised four-year target, and two-year target Distribution Efficiency Production Efficiency – thermal and wind 2024 Annual Report 2024-2025 DSM Forecast and adaptive management CEIP Progress Report – energy efficiency CBI metrics, utility actions 	<ul style="list-style-type: none"> Demand Response Clean Energy Implementation Plan, Equity Advisory Group Stacking opportunities – state and federal funding Wrap-up
#3 July	<ul style="list-style-type: none"> 2026-2027 Target Setting Continued NEI progress Competitive Procurement Framework – 2026-2027 2024-2025 DSM Forecast 	<ul style="list-style-type: none"> Demand Response Clean Energy Implementation Plan, Equity Advisory Group Stacking opportunities – state and federal funding Wrap-up

#4 August	<ul style="list-style-type: none"> Draft program details, program budgets (2026-2027) Preview of planned program changes for 2026 Preview of CEIP Energy Efficiency Utility Actions for 2026 2024-2025 DSM Forecast 	<ul style="list-style-type: none"> Demand Response Stacking opportunities – state and federal funding Wrap-up
#5 Sept (if needed)	<ul style="list-style-type: none"> Draft 2026-2027 Biennial Conservation Plan (incl. pilots, CETA incremental costs, other open items) 2024-2025 DSM Forecast 	<ul style="list-style-type: none"> Clean Energy Implementation Plan, Equity Advisory Group
#6 December <i>(joint with EAG)</i>	<ul style="list-style-type: none"> 2026 communications and outreach plan 2024-2025 DSM Forecast Conservation Potential Assessment (CPA) Work Plan Update 2026 Planned DSM Advisory Group Meeting Topics 	<ul style="list-style-type: none"> Demand Response Clean Energy Implementation Plan, Equity Advisory Group Stacking opportunities – state and federal funding Wrap-up

Alex Osteen, Senior Manager of Customer Solutions Planning, explained a visual snapshot, shown below, of the DSM planning. Currently, the team is completing system-wide studies (green boxes) and those get encoded in the 2025 IRP (red box). These studies look at how much DSM load is available to “go after” in energy efficiency and demand response programs and what is expected to be cost effective. This will be the primary source for the planning in Washington in 2025 with the DSM AG for the next biennium period (blue boxes) when it comes to the biennial conservation plan and the CEAP/CEIP.



Meeting Discussion

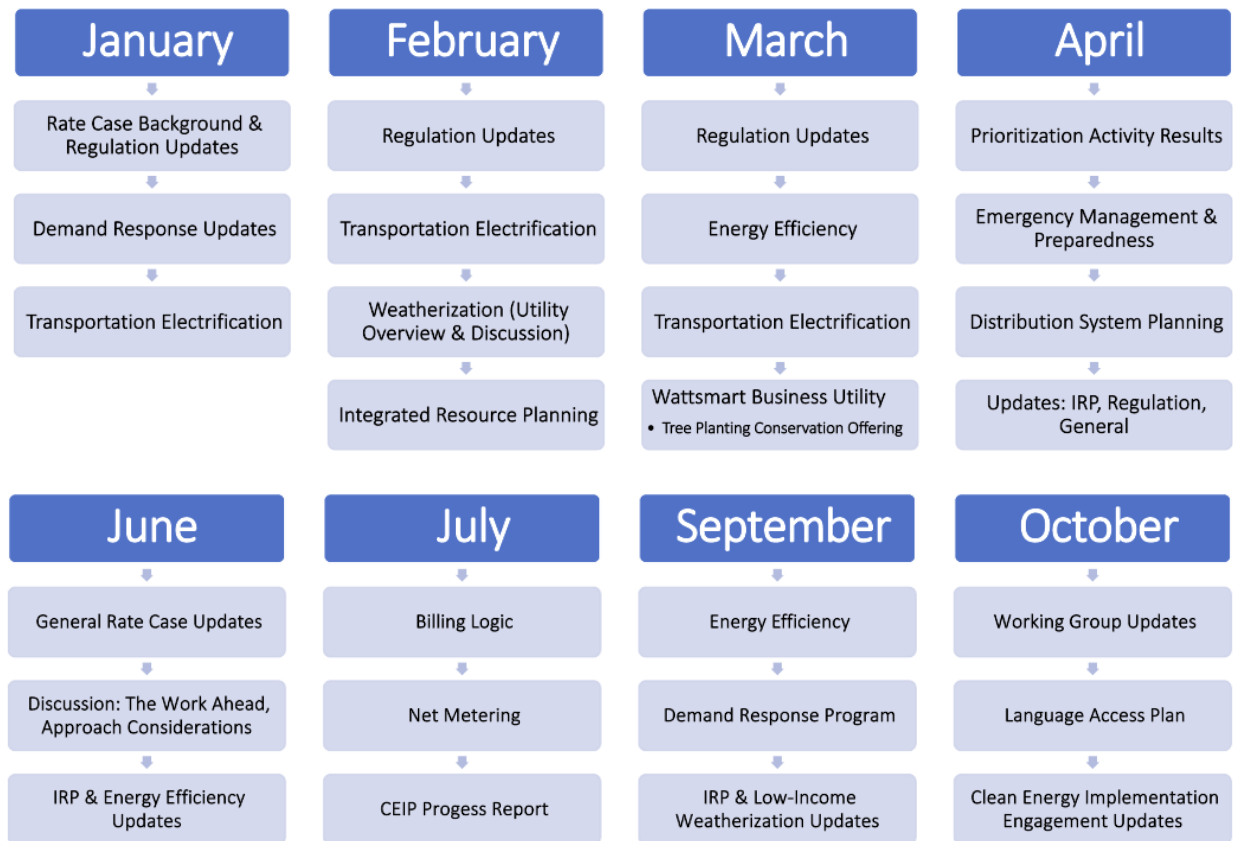
- Washington UTC staff noted that Pacific Power and the Commission are both on the same page regarding the 22-23 BCR Orders, which are still incomplete. Upon completion by the

ALD, the orders will be distributed. The 2025 ACPs will be discussed at the open Commission meeting on January 30th.

- Regarding scheduling of DSM meetings in 2025, Sustainable Living Center of Walla Walla noted preference in scheduling meetings out farther due to meeting length. Asian Pacific Islander Coalition agreed and added that short term scheduling can create meeting conflicts.

Equity Advisory Group

Christina Medina, Stakeholder Policy & Engagement Manager, and Morgan Westberry, E Source facilitator, recapped the 2024 Equity Advisory Group journey which included 9 meetings in total, with four of those being joint meetings with other advisory groups, and two hybrid meetings. Throughout the year, the space has had 39 presenters in total, 19 of which were individual presenters and two guest speakers. Every month the group explored different topics ranging from transportation electrification to regulation updates, emergency management and preparedness. The tables below highlight all topics by month.



Looking ahead to 2025, plans are still subject to change but the group can expect a joint CEIP and vulnerable populations workshop in January and another joint session in March with the EAG and DSMAG. There will not be an EAG meeting in February, May, June, or November. Instead of the ordinary monthly meeting, May will be used to carry out one-on-one meetings in the community. In August, the advisory space leaders are planning to hold a combined engagement meeting. October's meeting is expected to be around the Clean Energy Implementation filing due in November. For months not specifically mentioned here, the agenda is still being shaped and will be planned out with the Equity Advisory Group members.

We thank the Equity Advisory Group and Demand Side Management Advisory Group for their engagement in 2025 and look forward to more work together in 2025.

Public Comment

There was no public comment.

Next Steps

January Equity Advisory Group Meeting

January 9, 2024, 1pm – 4pm

Online: <https://esource.zoom.us/j/89307822447>

CEIP Meeting (Online)

January 29, 2025, | 9am – 12pm

Zoom: [CEIP Zoom Registration](#)

For more information:

[Washington Clean Energy Implementation Plan](#)

Washington Feedback Tracker:

[Washington CEIP Feedback Tracker](#)

Energy Resource Center:

[Energy Resource Center \(pacificpower.net\)](#)