



Appendix 7

Utah Program Evaluation Recommendations and Responses

Utah 2013 Evaluations

Program Evaluation Recommendations and Company Responses

Evaluation reports provide detailed information on the process and impact evaluations performed on each program, summarizing the methodology used to calculate the evaluated savings as well as providing recommendations for the Company to consider for improving the process or impact of the program, as well as customer satisfaction.

Outlined below is a list of the programs, the years that were evaluated during 2013 and the third party evaluator who completed the evaluation. Program evaluations are available for review at www.pacificorp.com/es/dsm/utah.html

Program / Activities	Years Evaluated	Evaluator	Progress Status
Cool Cash	2011 – 2012	The Cadmus Group, Inc.	Completed
See ya later, refrigerator	2011 – 2012	The Cadmus Group, Inc.	Completed
FinAnswer Express	2009 – 2011	Navigant Consulting, Inc.	Completed
Energy FinAnswer	2009 - 2011	Navigant Consulting, Inc.	Completed
Recommissioning	2009 - 2011	Navigant Consulting, Inc.	Completed
Self Direction	2009 - 2011	Navigant Consulting, Inc.	Completed
Home Energy Savings	2011 – 2012	The Cadmus Group, Inc.	Completed Q1

Company responses to the program recommendations contained in the 2009 – 2011 evaluations are provided below.

The third party evaluator’s recommendations and Company’s responses are provided in the below Tables:

Table 1
Cool Cash Evaluation Recommendations

Evaluation Recommendations	Rocky Mountain Power Action Plan
The program administrator and Rocky Mountain Power should adjust reported per-unit savings to reflect estimates calculated in this evaluation. Billing analyses in this and previous evaluations consistently show that planning estimates understate program savings for evaporative	Reporting values have been updated to those from the evaluation for 2014 reporting.

Evaluation Recommendations	Rocky Mountain Power Action Plan
cooling measures, and overstate savings for central air conditioning measures.	
Continue the current program administrator's data tracking process and documentation of how values presented in annual reports are derived as this approach supports more transparent data tracking and facilitates program evaluation.	The Technical Reference Library will serve as the source of measure details going forward.

Table 2
See ya later, refrigerator® Evaluation Recommendations

Evaluation Recommendations	Rocky Mountain Power Action Plan
Rocky Mountain Power should consider adjusting its expected per-unit savings for future program years to reflect the evaluated per-unit gross savings values of 1,230 kWh for refrigerators, 973 kWh for freezers, and 71 kWh for kits, as found in this evaluation.	Refrigerator and freezer savings were updated for 2014 reporting based on the evaluation results. Kit savings were updated using hours of use, in-service rates and waste heat factor from the evaluation and further modified based on EISA lumen equivalency for a per kit savings of 45.58 kWh.
The program administrator and Rocky Mountain Power should continue with improved tracking of energy-savings kit delivery, including recording whether or not a kit was delivered. This change has already been implemented beginning in 2013.	Kit tracking was implemented at the beginning of 2013.
Rocky Mountain Power should consider revising the measures provided in the kits, as the Energy Independence and Security Act of 2007 (EISA) standards in 2014 will lead to decreased savings for 60-watt replacement CFLs. If kit measures are revised, Rocky Mountain Power should update expected per-unit savings for kits accordingly.	Refrigerator and freezer savings were updated for 2014 reporting based on the evaluation results. Kit savings were updated using hours of use, in-service rates and waste heat factor from the evaluation and further modified based on EISA lumen equivalency for a per kit savings of 45.58 kWh.
For future cost-effectiveness calculations, Cadmus recommends that Rocky Mountain Power update measure lives to align them with the values adopted in the most recent Regional Technical Forum (RTF) measure workbooks: Refrigerators: 7 years Freezers: 5 years CFLs (kits): 6 years	Technical Reference Library has been updated based on evaluation recommendations for measure lives.

Table 3
FinAnswer Express Evaluation Recommendations

Evaluation Recommendations	Rocky Mountain Power Action Plan
<p>Review marketing messages to engage non-participating customers. Nearly three-quarters of non-participants do not believe there are additional opportunities to improve electric efficiency at their firm. Marketing collateral that educates and challenges customers to reevaluate their position, focusing on non-energy benefits experienced by participants or cost savings, will be necessary to reach these customers. Revised marketing collateral that engages customers who currently think they have no energy efficiency opportunities should increase program participation.</p>	<p>The Company is increasing its efforts to reach small and mid-sized business customers and this evaluation feedback is informing the effort and customer communications.</p>
<p>Utilize email as part of the marketing strategy. Nearly 20 percent of non-participants indicated email as their preferred source of information about Rocky Mountain Power programs and services. Currently, the program does not include email as a channel through which to market the program. Email is a cost-effective marketing tool when email addresses are available.</p>	<p>“eBlasts” were added to the marketing strategy in 2013. eBlasts emailed to business customers included the following:</p> <ul style="list-style-type: none"> • February 2013 – eBlast on linear fluorescent lighting upgrades • July 2013 – eBlast on reducing cooling costs • October 2013 - eBlast on food service equipment incentives • November 2013 – eBlast on improving heating system performance <p>In addition, the company newsletter, Energy Connections, is distributed quarterly via email and includes articles on energy efficiency.</p>
<p>Develop deeper trade ally relationships. Vendors are a critical program delivery mechanism for post-purchase incentive programs like FinAnswer Express. Third-party program administrators, serving as Trade Ally Coordinators, should continue their efforts to develop and nurture strong vendor relationships, focusing on coaching new trade allies through their first few projects. Strong relationships encourage trade ally vendors to take the time to market the program effectively.</p>	<p>The Company continues to invest in nurturing and developing the trade ally network.</p>

Table 4
Energy FinAnswer Evaluation Recommendations

Evaluation Recommendations	Rocky Mountain Power Action Plan
<p>Extend outreach to inform more C&I customers that Rocky Mountain Power provides technical assistance. Just 5 percent of industrial class non-participants were aware that Rocky Mountain Power offers technical assistance or energy analysis. Since about three-quarters of non-participants (73 percent) are not aware of things that their firm can do to further improve efficiency, identifying opportunities that resonate with this population may be key to expanding the program reach.</p>	<p>The Company consolidated programs and marketing efforts for all business customers to increase customer awareness and participation. Marketing plans will build on the “<i>wattsmart</i>” brand and may include; Print, Radio and Television in conjunction with enhancements to company website. These efforts align with direct marketing efforts presently underway through Trade Ally networks, Company Project and Customer and Community Managers to improve customer awareness of program offering both technical and financial assistance.</p>
<p>Require participants to provide data for verification purposes. The evaluation team had difficulties obtaining data for verification from two projects, which comprised 28 percent of program savings. Lacking actual data introduces additional uncertainty into the evaluation results. Because of difficulties in obtaining data for these two projects, which were the largest in the program and not realistically replaceable in the sample, Navigant recommends that Rocky Mountain Power require customers to provide evaluation data as a condition of participating in the Energy FinAnswer program.</p>	<p>The Company requires in the LOI Cooperation by Customers “Customer agrees to have its employees or contractor cooperate with Rocky Mountain Power and its approved energy specialists and provide Facility operating data and energy use, evaluation assistance”. The Company will work more closely with participants to ensure compliance with this requirement.</p>
<p>Include energy and demand savings calculations in a spreadsheet format. By providing this information in one consolidated location, future evaluation efforts will be more efficient and reduce the potential for comparing verified savings to incorrect or outdated project assumptions.</p> <p>o Although each project properly documented the reported energy and demand savings estimates, the absence of savings calculations (particularly for demand savings) reduces the transparency of reported savings, along with the efficiency of evaluation efforts. Providing both the input</p>	<p>This recommendation has been reviewed and found to be non-cost effective by the company, complete files will be provided as a standard practice. Additional summary reports will not be added for third party evaluation purposes only.</p>

Evaluation Recommendations	Rocky Mountain Power Action Plan
<p>assumptions and savings calculation methodologies will ensure the comparability and accuracy of reported and evaluated savings and will reduce associated evaluation costs.</p> <p>o Include the clearly identified final Energy Savings table in project files for the evaluation. The data should include both baseline and current energy and demand usage as well as savings estimates. Utilizing consistent formats based on the FINAL numbers is important for all follow up activities, and will provide decision makers the key information needed to quickly assess the situation and take appropriate action relative to the inspections conducted. It is noted that the key elements are included in the documentation for each project, but it is often difficult to identify the final set of parameters used because the project files capture multiple changes/revisions to the application process.</p>	

Table 5
 Recommissioning Evaluation Recommendations

Evaluation Recommendations	Rocky Mountain Power Action Plan
<p>Perform benchmarking as part of the Planning phase to help in the selection of high potential recommissioning candidates. Benchmarking could help in the decision making process to proceed with further investigation into possible energy savings.</p>	<p>Company will add its benchmarking document from its initial screening process to the summary section of the project files. The evaluation looks at the energy use index by facility type to establish potential. It is coupled with Company funded site visits by qualified engineers to review actual operating conditions of key end use systems.</p>
<p>Offer incentives to help pay for building operators to obtain Building Operator Training or Building Operator Certification (BOC) training. Utility programs in other regions currently offer BOC or similar programs to help increase building operator skills.</p>	<p>Company is evaluating partial funding of Building Operator Certification option to increase the persistence of savings delivered through Energy Management program, either as a one time or ongoing integrated component of program delivery.</p>

Evaluation Recommendations	Rocky Mountain Power Action Plan
<p>Assign number designations or common terminology for recommissioning measures so they can be entered and tracked in the implementation database. This will help in assessing each type of measure in the program.</p>	<p>Current tracking system captures measures, measure type and sub-type at project level. Company will consider other options to capture common terminology with redesign efforts and upgrade to system.</p>
<p>Include facilities with smaller peak demand in order to increase the pool of eligible facilities and increase savings delivered. Declining year-on-year participation and savings may be due to a limited group of eligible facilities. Buildings with less than 300 kW peak demand in the summer may still have opportunities for considerable energy savings via recommissioning. The current application screening process appears to be working and should remain in place to ensure that interested customers are directed to the most appropriate program and that recommissioning funds are not spent on buildings where there are few no-cost or low-cost opportunities for improvement.</p>	<p>Company is proposing a more comprehensive suite of Energy Management options to address a broader section of the commercial and industrial facilities. Company agrees the current application screening process is working but is not proactively seeking opportunities to increase program participation through enhanced program offerings.</p>
<p>Consider combining the Recommissioning program with the Energy FinAnswer program. Combining these programs, without expanding incentives to low- or no-cost recommissioning measures, could reduce paperwork and delivery costs by completing the technical assistance studies at the same time.</p>	<p>The Company is proposing a more unified approach to delivery of energy efficiency programs to business customers.</p>

Table 6
Self-Direction Evaluation Recommendations

Evaluation Recommendations	Rocky Mountain Power Action Plan
<p>The evaluation team has no recommendations for Rocky Mountain Power regarding the Self-Direction Credit Program.</p>	<p>NA</p>