

December 1, 2014

***VIA ELECTRONIC FILING  
AND OVERNIGHT DELIVERY***

Public Utility Commission of Oregon  
3930 Fairview Industrial Dr. S.E.  
Salem, OR 97302-1166

Attn: Filing Center

**RE: Advice No. 14-005 – Compliance Report  
2014 Report on Irrigation Time-of-Use Pilot, Schedule 215**

The purpose of this letter is to provide a report on the implementation and results of the irrigation time-of-use program implemented by Pacific Power through Advice No. 14-005 which was approved by this commission to become effective on April 30, 2014. The Company committed to file a report on the pilot within 90 days following the end of the irrigation season.

Background

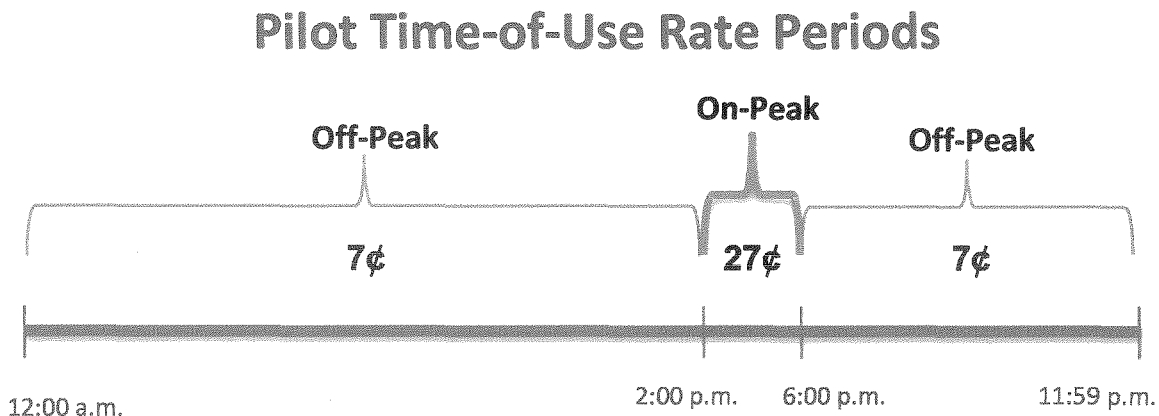
The Company's Advice No. 14-005 proposed a new supply service rate schedule providing time-of-use (TOU) rates for irrigation customers. The Company committed to implementing a pilot time-of-use rate program for irrigation customers (pilot) as part of the Company's 2013 Integrated Resource Plan (IRP) Action Plan for the 2014 irrigation season.<sup>1</sup> The goal of the pilot proposed by the Company was to test the interest, willingness, and ability of irrigators in Oregon to shift their usage away from designated on-peak periods. The results of the pilot will be used to inform future decisions on rate design and on future Class 3 potential studies for a future IRP.

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<sup>1</sup> See PacifiCorp 2013 IRP, Docket LC 57, Volume 1, Chapter 9, page 250.

### Pilot Design - 2014

The pilot employs time-based energy rates for the months of June, July, and August only, which is designated as the Prime Summer season. For 2014, the on-peak period for the Prime Summer season was Monday through Friday, 2 p.m. to 6 p.m., excluding the Independence Day holiday. All other hours during the Prime Summer months were off-peak. Pilot participants paid all standard cost of service rates<sup>2</sup> plus an adder of 17.951 cents per kilowatt-hour of on-peak usage and a credit of -2.479 cents per kilowatt-hour of off-peak usage. At the present Schedule 41 cost-based rate of approximately 9 cents per kilowatt-hour, these TOU adders result in a net on-peak rate of approximately 27 cents per kilowatt-hour and a net off-peak rate of approximately 7 cents per kilowatt-hour. This is an on-peak to off-peak price differential of approximately 4 to 1 (i.e., the on-peak rates are four times higher than the off-peak rates). The chart below summarizes the time-based periods and associated rates.



The large differential between on- and off-peak rates is intended to send a strong signal to participants to eliminate on-peak usage or shift that usage to an off-peak period. With these rates, a pilot participant shifting from the average of 12 percent on-peak energy usage to 100 percent off-peak energy usage could see summer bill savings of 27 percent. Rates outside of the Prime Summer season are the standard cost based rates of approximately 9 cents with no time-based adders.

Pilot enrollment was capped at 50 irrigation meters. A pool of 200 randomly selected irrigators in the Albany and Klamath areas were invited via a letter sent in early May to sign up for the pilot. Participation was voluntary on a first-come, first-serve basis up to a maximum of 50 meters.

The pilot is in effect for two years. Customers choosing to participate in the pilot were required to remain on the pilot through the end of the Prime Summer period for 2014 but may choose to opt out prior to the Prime Summer period for 2015.

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<sup>2</sup> PacifiCorp's cost of service rates consist of monthly energy charges with annual basic and load size charges billed in November at the end of the growing season.

The pilot included a Guarantee Payment to ensure that a customer would not pay more than ten percent more under the pilot for the 2014 Prime Summer season than they would have paid under standard cost-based rates.

#### Pilot Participation

Although 200 invitations were sent to customers only six customers joined the pilot. While the level of participation for this initial pilot year was low, the Company is hopeful that results from surveys recently conducted with both participants and invited non-participants (discussed below) will help inform future pilots and future TOU rates for irrigators so that better participation can be achieved.

Of the six pilot participants, each one paid less for the three months of usage under the pilot time-based rates than they would have under the standard cost-based rates. Therefore, no Guarantee Payments were required. Presently, none of the participants has chosen to opt out of the pilot for the second year.

#### Pilot Evaluation

The Company hired MDC Research to conduct post season phone surveys in October to both pilot participants and non-participants from the invited customer pool. The survey goal was to garner responses from all six pilot participants and from a statistically significant sample of 50 non-participants. These numbers were chosen at the recommendation of MDC Research to achieve the most value from the information obtained while keeping survey costs reasonable. The participant and non-participant surveys are provided as Attachment A to this letter. The surveys were intended to help to evaluate the interest, willingness, and ability of irrigators to respond to TOU rates and to determine what, if any, changes could be made to the pilot to encourage irrigator participation. Preliminary results became available in November.

Five of the six pilot participants responded to the survey. The preliminary key findings from the participants include:

- Saving money is the primary reason for enrollment in the program.
- Participants feel they had a good understanding of the program.
- Roughly half used pumps during on-peak times, either due to mistakes or crops' water needs.
- Roughly half use timers for pumps.

For the non-participants, for which the goal of 50 responses was achieved, the preliminary key findings include:

- Fewer than half were aware of the pilot and do not recall receiving an invitation to participate.
- Among those who recall the invitation, the most common reasons for not participating are the requirement to run pumps 24/7 and increased labor to turn pumps off during on-peak times.
- Despite reasons for not participating, six in ten say they are able to change their pumping times.
- One in four say they would probably or definitely enroll in a TOU rate plan.

- Altering the on and off-peak hours or rates will do little to change decisions on whether to participate in a TOU program.
- The most important factors determining when to irrigate are weather, soil conditions, and crop needs.

In addition to the surveys, the Company is meeting with irrigators for a better understanding of irrigation practices and requirements. Based on the customer feedback from both the survey results and customer meetings, the Company will reevaluate the pilot design and may propose changes or additions to the pilot options for the 2015 irrigation season.

Please direct questions about this report to Joelle Steward, Director of Pricing, Cost of Service, and Regulatory Operations, at (503) 813-5542.

Sincerely,

A handwritten signature in cursive script that reads "R Bryce Dalley / nes".

R. Bryce Dalley  
Vice President, Regulation

Enclosure

# Attachment A

**141020 - PacifiCorp  
Oregon Irrigation TOU Pilot Program Participants  
Questionnaire v5  
10.13.2014**

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**INTRODUCTION**

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Hi, this is \_\_\_\_\_ calling with MDC Research, an independent research and consulting company headquartered in Portland, Oregon. We're conducting a brief survey on behalf of Pacific Power to better understand customer opinions about the Oregon Irrigation Time-of-Use pilot program, and would like to include your opinions. This study is strictly for research purposes; nothing is being sold.

Pacific Power will use this survey, along with electric consumption data, to help improve similar programs offered in the future.

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**SCREENING**

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- S1. Just to confirm, does one or more of your irrigation accounts participate in Pacific Power's Oregon Irrigation Time-of-Use pilot program? **IF NEEDED:** One or more of your irrigation accounts were invited in a letter earlier this year to participate in a pilot program where prices change depending on the time of day that your organization uses electricity.
- 1 Yes, organization participates in Time-of-Use
  - 2 Organization does not participate in Time-of-Use → **SWITCH TO NON-PARTICIPANT SURVEY**
  - 7 Don't know → **ASK FOR REFERRAL TO DECISION-MAKER**
- S2. For our research, I need to speak with the person most involved in the decision to enroll in the Oregon Irrigation Time-of-Use pilot program. Which of the following best describes your role in that decision?
- 11 I made the decision myself
  - 12 I shared responsibility for the decision with colleagues
  - 13 I influenced the decision but someone else made the final decision → **ASK TO SPEAK TO THAT PERSON**
  - 14 I was not at all involved, someone else made the decision → **ASK TO SPEAK TO THAT PERSON**

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**QUESTIONNAIRE**

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Now, I'd like to talk specifically about Pacific Power's Oregon Irrigation Time-of-Use pilot program. When answering survey questions, if you have multiple irrigation pumps, please only consider those on the time-of-use pilot.

Q1. On a scale of 0 to 10, where 10 is "very satisfied" and 0 is "very dissatisfied," how would you rate your overall satisfaction with the Oregon Irrigation Time-of-Use pilot program?

- 10 Very satisfied
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 Very dissatisfied
- 97 (PROBE BEFORE USING) Don't know / No opinion

Q2. Why did you rate your satisfaction with the program this way? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q3. What was your PRIMARY motivation for joining the Oregon Irrigation Time-of-Use pilot program? **SINGLE MENTION; CLARIFY**

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Q4. What other factors led you to decide to join the pilot program? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q5. Before you joined the Time-of-Use pilot program, how well did you understand what you were signing up for? Would you say... **READ LIST**

- 4 I fully understood the program
- 3 I had a pretty good understanding of the program
- 2 I understood the program a little but not very well
- 1 I didn't understand the program at all
- 7 (DO NOT READ) Don't know

Q6. Now that you have participated in the pilot for a few months, would you say your understanding of the program has...? **READ LIST**

- 3 Improved
- 2 Stayed the same
- 1 Gotten worse
- 7 **(DO NOT READ)** Don't know

Q7. Now I'm going to read some of the key elements of the program and using a scale from 1 to 5 with 1 being "I don't understand at all" and 5 being "I completely understand" I would like you to tell me how well you understand each part of the program. **READ LIST**

	Don't understand at all 1	2	3	4	Completely understand 5
A. On-peak is Monday through Friday from 2 pm to 6 pm					
B. Off-peak is all times not included in on-peak					
C. On-peak pumping rates are 20 cents more per kWh than off-peak rates					

Q8. Which best describes your reaction to participating in the Time-of-Use pilot program? **READ LIST**

- 1 I shifted all of my on-peak irrigation pumping to the off-peak period
- 2 I shifted some of my on-peak irrigation pumping to the off-peak period
- 3 I made no changes to my pumping times - all of my pumping was already off-peak
- 4 I made no changes to my pumping times - I continued to pump during on-peak periods
- 9 Other (specify)\_\_\_\_\_

Q9. **IF Q8=2:** Approximately how much of your irrigation pumping did you shift from on-peak to off-peak times?

- 1 Less than 25%
- 2 25 - 49%
- 3 50 - 75%
- 4 75 - 99%
- 7 Don't know

Q10. How closely do you monitor your irrigation pump usage? **IF NEEDED:** By monitor your pump usage, I mean the times of day you use the pump, how long it runs, how much you are charged every month, etc. **READ LIST**

- 4 Very closely
- 3 Somewhat closely
- 2 A little bit
- 1 I don't keep track at all



Q11. Since joining the Time-of-Use pilot program, would you say you monitor your irrigation pump usage...? **READ LIST**

**IF NEEDED:** By monitor your pump usage, I mean the times of day you use the pump, how long it runs, how much you are charged every month, etc.

- 4 Much more closely
- 3 Somewhat more closely
- 2 The same amount I always have
- 1 Less than before joining the program
- 7 **(DO NOT READ)** Don't know

Q12. **IF Q8=1 or 2:** Do you think you used your irrigation pumps less often after joining the Oregon Irrigation Time-of-Use pilot than you would have otherwise, more than you would have, or did you use the pumps the same amount, only in different time periods?

- 1 Less than I would have
- 2 More than I would have
- 3 Same amount
- 7 **(DO NOT READ)** Don't know

Q13. **IF Q8=1, 2 or 3:** Were there any adverse effects to your crops or other operations due to your change in irrigation patterns?

- 1 Yes (**Specify**) \_\_\_\_\_
- 2 No

#### **READ TO ALL**

The Oregon Irrigation Time-of-Use pilot is a program designed to encourage irrigators to shift their irrigation pump usage to off-peak times, and potentially save money by paying a lower rate during off-peak hours.

On-peak hours are defined as Monday through Friday from 2 pm to 6 pm during the months of June, July and August. Off-peak times are all other hours in those months.

During on-peak hours, there is a 17.951 cent per kWh surcharge for using irrigation pumps. During off-peak times, there is a 2.479 cent per kWh surcredit for using irrigation pumps.

This means that, compared to the non-Time-of-Use cost of 9 cents per kWh, using electricity to run pumps Monday through Friday from 2 pm to 6 pm during the months of June, July and August will cost more for a total on-peak rate of about 27 cents per kWh. Using electricity to run pumps during all other off-peak times will cost less, for a total off-peak rate of about 7 cents per kWh.

Q14. Did you use any electricity during on-peak hours during the pilot?

- 1 Yes
- 2 No →**SKIP TO Q16**

Q15. Why did you use irrigation pumps during on-peak hours? **DO NOT READ LIST; ALLOW MULTIPLE MENTIONS**

- 11 My crops would be harmed if I didn't water at that time
- 12 I am only allowed to pump at certain times/only have water rights at certain times
- 13 My irrigation timer is hard to manage and it took time to reset to off-peak
- 14 I forgot about the pilot program and continued with my normal schedule
- 15 I remembered the pilot program but continued with my normal schedule anyway
- 16 Someone else turned on the pumps during on-peak periods
- 17 I wasn't aware of the on-peak times
- 99 Other (specify)\_\_\_\_\_

Q16. Are your pumps on timers to irrigate at certain times?

- 1 Yes
- 2 No

Q17. Do you think you saved money by enrolling in the Oregon Irrigation Time-of-Use pilot program?

- 1 Yes
- 2 No →SKIP TO Q21

Q18. What percentage of your typical Pacific Power electric bill for irrigation do you think you saved during the three month pilot (June, July and August)?

RECORD %  
997 (DO NOT READ) Don't know

Q19. On average during the pilot, how many dollars PER MONTH do you think you saved compared to your typical Pacific Power electric bill for irrigation during the three month trial (June, July and August)?

RECORD \$  
997 (DO NOT READ) Don't know

Q20. Compared to your expectations, would you say you saved **READ LIST** during the pilot?

- 5 Much more
- 4 Somewhat more
- 3 What I expected
- 2 Somewhat less
- 1 Much less
- 7 (DO NOT READ) Don't know

Q21. How much did you expect to save during a given month? **RA: ONLY COLLECT EITHER A DOLLAR AMOUNT OR A PERCENTAGE IN THE APPROPRIATE BOX. DO NOT NEED TO RECORD BOTH.**

RECORD \$ OR %  
977 Don't know

Q22. Based on your experiences with the pilot program, how likely would you be to enroll in a similar Time-of-Use rate plan on a continuing basis if it were offered to you? Would you say you...**READ LIST?**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know

Q23. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q24. For the pilot, on-peak times are Monday through Friday from 2 pm to 6 pm. How do you feel about the length of the on-peak time period? Is it... **READ LIST?**

- 1 Much too long
- 2 Somewhat too long
- 3 Just right
- 4 Somewhat too short
- 5 Much too short
- 7 **(DO NOT READ)** Don't know

Q25. And how do you feel about the timing of the on-peak times? Do you feel they should be...**READ LIST? IF NEEDED:** On-peak times are Monday through Friday from 2 pm to 6 pm

- 1 Much earlier in the day
- 2 Slightly earlier in the day
- 3 Just as they are
- 4 Slightly later in the day
- 5 Much later in the day
- 7 **(DO NOT READ)** Don't know

Q26. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q27. Would a different time period for on and off-peak costs have changed your mind about participating in the Oregon Irrigation Time-of-Use pilot program? **READ LIST**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not → **SKIP TO Q29**
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q29**

Q28. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q29. Now I'm going to read you some different options for on-peak and off-peak times. After I read the list, please tell me which you would prefer.

- 1 Shorter on-peak time period, with a larger on-peak surcharge
- 2 Longer on-peak time period, with a smaller on-peak surcharge
- 3 Prefer to keep the on-peak period and surcharge the way it is now
- 7 **(DO NOT READ)** Don't know

Q30. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q31. For the pilot, the on-peak cost is 27 cents per kWh and the off-peak cost is 7 cents per kWh. Do you feel the cost differential between using electricity to irrigate on-peak and off-peak is too much, about right, or not large enough?

- 1 Too much
- 2 About right → **SKIP TO Q33**
- 3 Not large enough
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q33**

Q32. Why do you feel the cost differential is [RECALL FROM Q30: too much/not large enough]? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q33. Would a smaller difference between the on and off-peak costs and a lower potential for savings have changed your mind about participating in the Oregon Irrigation Time-of-Use pilot program? **READ LIST**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not → **SKIP TO Q35**
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q35**

Q34. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q35. Would a larger difference between the on- and off-peak costs and a larger potential for savings have changed your mind about participating in the Oregon Irrigation Time-of-Use pilot program? **READ LIST**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not → **SKIP TO Q37**
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q37**

Q36. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q37. What is the single most important factor when deciding when and how much to irrigate? **SINGLE MENTION**

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Q38. What other factors are important when deciding when and how much to irrigate? **MULTIPLE MENTION; PROBE AND CLARIFY**

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Q39. How important is the cost of electricity when deciding when and how much to irrigate? **READ LIST**

- 1 Not at all important
- 2 Somewhat unimportant
- 3 Somewhat important
- 4 Very important
- 7 **(DO NOT READ)** Don't know

Q40. Pacific Power offers an existing Time-of-Use program different than the pilot program. Were you aware of this Time-of-Use rate available to irrigators before the pilot program was introduced?

- 1 Yes
- 2 No → **SKIP TO COMMUNICATIONS**

Q41. Have you ever considered signing up for the other Time-of-Use program?

- 1 Yes
- 2 No

**Q42. BASED ON Q41 RESPONSE: Why/Why not? MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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**COMMUNICATIONS**

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**IF IRRIGATION DISTRICT, BUREAU OF RECLAMATION OR DRAINAGE DISTRICT, SKIP TO FIRMOGRAPHICS**

**Q43. What companies or organizations do you typically rely on for information about electrical service and irrigation in your area? DO NOT READ. MULTIPLE RESPONSES ALLOWED.**

- 11 Pacific Power
- 12 US Bureau of Reclamation
- 13 Local irrigation district
- 14 Klamath Water Users Association
- 15 Soil and water conservation district
- 16 Local city government
- 17 U.S. Department of Agriculture/Natural Resources Conservation Service
- 18 Trade association
- 19 Klamath County
- 20 Benton County
- 21 Linn County
- 99 Other, Specify \_\_\_\_\_
- 97 Don't remember/Don't know

**Q44. Using a 0-10 scale, where "0" is not at all trustworthy and "10" means completely trustworthy, please rate how trustworthy you think the following organizations are as an information source about electric service and irrigation in your area. ROTATE LIST.**

Not at all trustworthy	0	1	2	3	4	5	6	7	8	9	Completely trustworthy	10	Don't know	97
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- A Pacific Power
- B **(ASK IF KLAMATH COUNTY)** US Bureau of Reclamation
- C Local irrigation district
- D **(ASK IF KLAMATH COUNTY)** Klamath Water Users Association
- E Soil and water conservation district
- F **RECALL Q43 MENTIONS 16-99**

- Q45. Now, please think specifically about information provided by Pacific Power about irrigation. For each information source Pacific Power could provide, please rate the level of usefulness on a 0-10 scale, where “0” is not at all useful and “10” means very useful.  
**ROTATE LIST.**

	Not at all useful											Very useful	Don't know
	0	1	2	3	4	5	6	7	8	9	10	97	
A													
B													
C													
D													
E													
F													
G													
H													

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## FIRMOGRAPHICS

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Now I have just a few more questions for classification purposes.

- F1. How many irrigation pumps or irrigation accounts do you currently operate?

RECORD

- F2. What is the approximate size in horsepower or kilowatts of the largest irrigation pump or irrigation account?

RECORD in HP or kWh

- F3. What is the acreage covered by your irrigation pumps?

RECORD

That concludes our survey. Just to remind you, you continue to be enrolled in the Oregon Irrigation Time-of-Use pilot program through the summer of 2015. If you have questions about the program, or would like to change your enrollment, please call the Pacific Power Irrigation hotline at 1-800-715-9238.

Thank you very much for your time and feedback!

**141020 - PacifiCorp  
Oregon Irrigation TOU Pilot Program Non-Participants  
Questionnaire v5  
10.13.2014**

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**INTRODUCTION**

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Hi, this is \_\_\_\_\_ calling with MDC Research, an independent research and consulting company headquartered in Portland, Oregon. We're conducting a brief survey on behalf of Pacific Power to better understand customer opinions about the Oregon Irrigation Time-of-Use pilot program, and would like to include your opinions. This study is strictly for research purposes; nothing is being sold.

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**SCREENING**

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- S1. For our research, I need to speak with the person most involved in decisions related to your irrigation electricity bill. Which of the following best describes your role in these decisions?
- 11 I make the decisions myself
  - 12 I share responsibility for decisions with colleagues
  - 13 I influence decisions but someone else makes the final decision →ASK TO **SPEAK TO THAT PERSON**
  - 14 I am not involved, someone else makes the decision →ASK TO **SPEAK TO THAT PERSON**

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**QUESTIONNAIRE**

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- Q1. Are you aware of any programs offered by Pacific Power where prices vary by when you use your irrigation pumps?
- 1 Yes
  - 2 No
- Q2. Do you currently participate in a Time-of-Use program where prices vary by when you use your irrigation pumps?
- 1 Yes →**TERMINATE**
  - 2 No
- Q3. Do you recall receiving a letter from Pacific Power earlier this year inviting one or more of your irrigation accounts to participate in a pilot program for irrigation Time-of-Use?
- 1 Yes
  - 2 No



**READ TO ALL**

The Oregon Irrigation Time-of-Use pilot is a program designed to encourage irrigators to shift their irrigation pump usage to off-peak times, and potentially save money by paying a lower rate during off-peak hours.

On-peak hours are defined as Monday through Friday from 2 pm to 6 pm during the months of June, July and August. Off-peak times are all other hours in those months.

During on-peak hours, there is a 17.951 cent per kWh surcharge for using irrigation pumps. During off-peak times, there is a 2.479 cent per kWh surcredit for using irrigation pumps.

This means that, compared to the non-Time-of-Use cost of 9 cents per kWh, using electricity to run pumps Monday through Friday from 2 pm to 6 pm during the months of June, July and August will cost more for a total on-peak rate of about 27 cents per kWh. Using electricity to run pumps during all other off-peak times will cost less, for a total off-peak rate of about 7 cents per kWh.

Q4. Do you recall receiving a letter inviting you to participate in this specific pilot program?

- 1 Yes
- 2 No → **SKIP TO Q6**
- 7 Don't know/don't remember → **SKIP TO Q6**

Q5. Why did you choose not to enroll and participate? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q6. Based on the description I just read, how likely would you be to enroll in a similar time-of-use rate plan on a continuing basis if it were offered to you? Would you say you...**READ LIST?**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know

Q7. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q8. I'm going to read a list of factors. For each, please tell me if it [IF Q4=1 played a role IF Q4=2 OR 7 would play a role] in your decision not to enroll in the pilot program.  
**READ LIST; ALLOW MULTIPLE MENTIONS**

- 11 The pilot program was too complicated to understand
- 12 I did not want to take the time to evaluate whether the program would benefit me
- 13 I did not want to commit to the program for the required 3 months
- 14 The high surcharge for on-peak irrigation was too costly
- 15 I did not think I would save money by enrolling in the program
- 16 On-peak times are when I have to irrigate because of water rights
- 17 On-peak times are when I have to irrigate or my crops will be harmed
- 18 I did not want to keep track of when to irrigate and when not to irrigate
- 19 I did not want to alter my irrigation schedule
- 99 Anything else? (specify) \_\_\_\_\_

Q9. For the pilot, on-peak times are Monday through Friday from 2 pm to 6 pm. How do you feel about the length of the on-peak time period? Is it... **READ LIST?**

- 1 Much too long
- 2 Somewhat too long
- 3 Just right
- 4 Somewhat too short
- 5 Much too short
- 7 **(DO NOT READ)** Don't know

Q10. And how do you feel about the timing of the on-peak times? Do you feel they should be...**READ LIST? IF NEEDED:** On-peak times are Monday through Friday from 2 pm to 6 pm

- 1 Much earlier in the day
- 2 Slightly earlier in the day
- 3 Just as they are
- 4 Slightly later in the day
- 5 Much later in the day
- 7 **(DO NOT READ)** Don't know

Q11. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q12. Would a different time period for on and off-peak costs have changed your mind about participating in the Oregon Irrigation Time-of-Use pilot program? **READ LIST**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not → **SKIP TO Q14**
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q14**

Q13. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q14. Now I'm going to read you some different options for on-peak and off-peak times. After I read the list, please tell me which you would prefer.

- 1 Shorter on-peak time period, with a larger on-peak surcharge
- 2 Longer on-peak time period, with a smaller on-peak surcharge
- 3 Prefer to keep the on-peak period and surcharge the way it is now
- 7 **(DO NOT READ)** Don't know

Q15. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q16. For the pilot, the on-peak cost is 27 cents per kWh and the off-peak cost is 7 cents per kWh. Do you feel the cost differential between using electricity to irrigate on-peak and off-peak is too much, about right, or not large enough?

- 1 Too much
- 2 About right → **SKIP TO Q18**
- 3 Not large enough
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q18**

Q17. Why do you feel the cost differential is [RECALL FROM Q16: too much/not large enough]? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q18. Would a smaller difference between the on- and off-peak costs and a lower potential for savings have changed your mind about participating in the Oregon Irrigation Time-of-Use pilot program? **READ LIST**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not → **SKIP TO Q20**
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q20**

Q19. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q20. Would a larger difference between the on- and off-peak costs and a larger potential for savings have changed your mind about participating in the Oregon Irrigation Time-of-Use pilot program? **READ LIST**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not → **SKIP TO Q22**
- 2 Probably would not
- 1 Definitely would not
- 7 **(DO NOT READ)** Don't know → **SKIP TO Q22**

Q21. Why do you say that? **MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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Q22. Are you able to change the times you use irrigation pumps as you like or is there something preventing changes?

- 1 Unable to change pumping times
- 2 Able to change pumping times → **SKIP TO Q24**

Q23. What factors prevent you from switching when you use your irrigation pumps? **MULTIPLE MENTION; DON'T READ LIST; PROBE AND CLARIFY**

- 11 Water rights only allow me to water at certain times
- 12 My crops would be harmed if I didn't water at those times
- 13 Someone else decides when we irrigate
- 99 Other (specify)\_\_\_\_\_

Q24. What is the single most important factor when deciding when and how much to irrigate? **SINGLE MENTION**

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Q25. What other factors are important when deciding when and how much to irrigate? **MULTIPLE MENTION; PROBE AND CLARIFY**

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Q26. How important is the cost of electricity when deciding when and how much to irrigate?

- 1 Not at all important
- 2 Somewhat unimportant
- 3 Somewhat important
- 4 Very important
- 7 **(DO NOT READ) Don't know**

Q27. What could Pacific Power do to encourage you to sign up for a time of use rate or what features of a time of use rate would most encourage your organization's participation?  
**MULTIPLE MENTION; DON'T READ LIST; PROBE AND CLARIFY**

**(INTERVIEWER NOTE - REPEAT DESCRIPTION AS NEEDED: "This is the program where prices change depending on the time of day that your organization uses irrigation systems.")**

- 11 Have more convenient hours of use for off-peak
- 12 Widen the difference between on and off-peak rates
- 15 Lessen the difference between on and off-peak rates
- 13 Send me more information about the program (general)
- 14 Tell me more about the benefits of the program

- 99 Other (SPECIFY) \_\_\_\_\_
- 88 Nothing
- 97 Don't know

Q28. Pacific Power offers an existing Time-of-Use program different than the pilot program we've been discussing. Were you aware of this Time-of-Use rate available to irrigators before the pilot program was introduced?

- 1 Yes
- 2 No →**SKIP TO COMMUNICATIONS**

Q29. Have you ever considered signing up for the other Time-of-Use program?

- 1 Yes
- 2 No

Q30. **BASED ON Q29 RESPONSE: Why/Why not? MULTIPLE RESPONSES ALLOWED; PROBE AND CLARIFY**

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**COMMUNICATIONS**

**IF IRRIGATION DISTRICT, BUREAU OF RECLAMATION OR DRAINAGE DISTRICT, SKIP TO FIRMOGRAPHICS**

Q31. What companies or organizations do you typically rely on for information about electrical service and irrigation in your area? **DO NOT READ. MULTIPLE RESPONSES ALLOWED.**

- 11 Pacific Power
- 12 US Bureau of Reclamation
- 13 Local irrigation district
- 14 Klamath Water Users Association
- 15 Soil and Water Conservation District
- 16 Local city government
- 17 U.S. Department of Agriculture/Natural Resources Conservation Service
- 18 Trade association
- 19 Klamath County
- 20 Benton County
- 21 Linn County
- 99 Other, Specify \_\_\_\_\_
- 97 Don't remember/Don't know

Q32. Using a 0-10 scale, where "0" is not at all trustworthy and "10" means completely trustworthy, please rate how trustworthy you think the following organizations are as an information source about electric service and irrigation in your area. **ROTATE LIST.**

Not at all trustworthy	0	1	2	3	4	5	6	7	8	9	10	Completely trustworthy	97	Don't know
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- A Pacific Power
- B **(ASK IF KLAMATH COUNTY)** US Bureau of Reclamation
- C Local irrigation district
- D **(ASK IF KLAMATH COUNTY)** Klamath Water Users Association
- E Soil and water conservation district
- F **RECALL Q31 MENTIONS 16-99**

Q33. Now, please think specifically about information provided by Pacific Power about irrigation. For each information source Pacific Power could provide, please rate the level of usefulness on a 0-10 scale, where "0" is not at all useful and "10" means very useful. **ROTATE LIST.**

Not at all useful	0	1	2	3	4	5	6	7	8	9	10	Very useful	97	Don't know
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- A Bill insert
- B Direct mail piece
- C Newsletter
- D Seminar through local irrigation district
- E Advertisement in local media (television, radio)
- F Twitter
- G Facebook
- H Pacific Power's website

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## **FIRMOGRAPHICS**

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Now I have just a few more questions for classification purposes.

F1. How many irrigation pumps or irrigation accounts do you currently operate?

RECORD

F2. What is the approximate size in horsepower or kilowatts of the largest irrigation pump or irrigation account?

RECORD in HP or kWh

F3. What is the acreage covered by your irrigation pumps?

RECORD

**That concludes our survey. If you have questions about the irrigation rates or programs, please call the Pacific Power Irrigation hotline at 1-800-715-9238.**

**Thank you very much for your time and feedback!**