Southwest Energy Efficiency Project’s 2008 Regional Energy Efficiency Workshop
Denver, Colorado
Presented by Jeff Bumgarner
Director, Demand-side Management

November 13, 2008
Today

- PacifiCorp and Rocky Mountain Power
- News Flash
- Summary Rocky Mountain Power programs
- Feature on ENERGY STAR® New Homes
- Questions
PacifiCorp the Company

- 1.7 million customers across 6 states
  - 53% (890,000) in the Southwest Region
- Fully integrated electric utility
- Net generation capacity 9,286 MW
- Three business units
  - PacifiCorp Energy
  - Pacific Power (OR, WA, CA)
  - Rocky Mountain Power (UT, WY, ID)
    - SW Region Utah and Wyoming focus
- Acquired by MidAmerican Energy Holdings Company in March 2006
  - MidAmerican Energy Holdings Company is currently in process of acquiring Constellation Energy (2008 activity)
    - Largest competitive supplier of electricity to large C&I customers and nation's largest wholesale power seller
    - Baltimore Gas and Electric
Results & Forecast

<table>
<thead>
<tr>
<th>Rocky Mountain Power (UT/WY)</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy (MWH)</td>
<td>149,000</td>
<td>180,000</td>
<td>205,000</td>
<td>240,000</td>
</tr>
<tr>
<td>Capacity (MW estimate)</td>
<td>32</td>
<td>39</td>
<td>44</td>
<td>50</td>
</tr>
<tr>
<td>Load control (MW)</td>
<td>100</td>
<td>100</td>
<td>125</td>
<td>250</td>
</tr>
<tr>
<td>Curtailment agreements (MW)</td>
<td>175</td>
<td>175</td>
<td>175</td>
<td>175</td>
</tr>
<tr>
<td>Total managed loads (MW)</td>
<td>275</td>
<td>275</td>
<td>300</td>
<td>425</td>
</tr>
<tr>
<td>Dollars</td>
<td>$28,550,000</td>
<td>$35,000,000</td>
<td>$44,000,000</td>
<td>$56,000,000</td>
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Energy Efficiency
- Utah only in 2007 and 2008. Wyoming begins ramping in in 2009 (modest first year projections)
- New program introductions beginning in late 2009 (Nov. ’08 RFP)
- New outreach/awareness campaign to be filed in early 2009

Load control/scheduled firm
- Utah’s Cool Keeper = roughly 90-95 MW in 2007 and 2008 but begins building again in 2009
- Utah irrigation = roughly 3-5MW in 2007 and 2008 but like Cool Keeper begins build-out in 2009
Wyoming News Flash!
Quick Wyoming Summary

Three new business programs
- Energy FinAnswer
- FinAnswer Express
- Self-Direction

Three new residential programs
- Low Income Weatherization
- Refrigerator/freezer Recycling
- Home Energy Savings

Introduction of a “Customer Efficiency Service” charge
- 2.04% residential customers, .97% small/medium business customers, and .46% large customers

Order was effective as of October 1, 2008
Program launch is set for January 1, 2009
- Forecasting $34 million investment and savings of 188,000 MWH over 5-yrs
Rocky Mountain Power’s Southwest Region Residential Programs

- Cool Keeper – CAC dispatchable load control/management
- Cool Cash – CAC efficiency (electric and evaporative)
- **EnergyStar New Homes** – New residential construction
- Home Energy Savings – Appliances, lighting, HVAC, shell measures, etc.
- See ya later refrigerator – refrigerator/freezer recycling
- Low Income Weatherization – Community Action Agency delivery
- Solar PV pilot offering – began in 2007 runs through 2011
- Online and Mail-in home analysis/audits
- PowerForward – Voluntary curtailment, residential/business
- Summer inverted rates – residential customers
- Time of use rates – all customer classes
- “Do the bright thing” demand-side messaging and education
Rocky Mountain Power’s Southwest Region Business Programs

- Energy FinAnswer – comprehensive projects, engineering svcs
- FinAnswer Express – speed for single measure projects
- Self-Direction/large customer program – 80% project costs
- Retro-commissioning program – building tune ups, light repair
- Agricultural irrigation load management program
  - Expanding in 2009 and converting from a scheduled to dispatchable program
- Solar PV pilot offering – began in 2007 runs through 2011
- Firm curtailment contracts – special contract customers
- E-Source Business Energy Advisor Service (new in 2008)
- PowerForward – Voluntary curtailment, residential/business
- Energy Exchange – web based bid program
- Time of use rates
Utah ENERGY STAR® New Homes

- Launched in 2005
  - ENERGY STAR® – single and multi-family
  - HERS (Home Energy Rating System) based
  - Builder incentives for 86+ HERS +coop marketing
  - Electric savings – 15% above code
  - Initial target was to ramp to 10% of new homes over 5 years

- Market at the time
  - Almost no ENERGY STAR® homes being built in RMP service area
  - ENERGY STAR® homes built were primarily for Parade of Homes
  - Only two Utah contractors regularly marketed ENERGY STAR®
  - Historical Peak of Utah’s housing starts – 28,000 permits state-wide
Market Approach

- Develop market partnerships and earn trust
- Provide technical assistance and training
- Offer incentives to builder participants
- Push/pull strategy, builders and customers
  - Builder training, education, program benefits
  - Further promote ENERGY STAR® brand/benefits to consumers – TV and radio testimonials
- Leverage Stakeholder Network
- Sustainability linkages
Utah Housing Market

RMP 12ME Permits

\[ y = -534.71x + 16001 \]

\[ R^2 = 0.9833 \]
# Results/Forecasts

<table>
<thead>
<tr>
<th>Year</th>
<th>Targets (Single and Multi-Family)</th>
<th>Actual Results/Forecast</th>
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<tbody>
<tr>
<td></td>
<td>ENERGY STAR Units</td>
<td>Annual Savings (kWh)</td>
</tr>
<tr>
<td>2005</td>
<td>362</td>
<td>738,771</td>
</tr>
<tr>
<td>2006</td>
<td>1,780</td>
<td>3,285,920</td>
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<tr>
<td>2007</td>
<td>2,329</td>
<td>3,630,496</td>
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<tr>
<td>2008</td>
<td>2,874</td>
<td>4,709,774</td>
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<tr>
<td>2009</td>
<td>3,146</td>
<td>5,200,953</td>
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<tr>
<td>Total</td>
<td>10,491</td>
<td>17,565,914</td>
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Trends and Changes

- While overall housing starts are going down the percentage of those homes being built to ENERGY STAR® standards is going up

- From 2 to over 50 builders are now building ENERGY STAR® homes in Utah

- QUESTAR Gas has joined RMP in promoting residential ENERGY STAR® in new construction
  - Utah ENERGY STAR® 2009 – Greater Efficiency for the Future Workshop (November 14, 2008 Salt Lake Community College)

- 2009 Program Considerations and Beyond
  - Additional lighting measures (push for more fixtures)
  - Adoption of EPA’s definition of multi-family housing (up to 5 stories)
  - Introduction of building components beyond energy efficiency measures e.g. solar PV measure
  - Looking closely at how to migrate towards a zero net energy home future
Questions