



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Simpson, Brown, Helgeson, Manning and Mital  
FROM: Monica Shovlin, Marketing & Creative Services and Greenpower Program  
Supervisor, and Lance Robertson, Public Affairs Manager  
DATE: January 24, 2014  
SUBJECT: Greenpower Customer Survey Results  
OBJECTIVE: Information Only

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## **Issue**

EWEB Greenpower ranks among the most successful green power programs in the region — the sixth largest in customer participation, according to the nonprofit [Renewable Northwest Project](#). However, EWEB customer participation in the voluntary Greenpower program and Greenpower customer participation in the grant-voting process has declined slightly in recent years (see attached graphs). The number and quality of Greenpower grant proposals also has declined. In 2007, EWEB made the transition from the original Windpower program to Greenpower. In 2012, staff recommended and the board approved a shift in the use of revenues generated by customers' voluntary participation in the program. Revenues currently support local renewable energy projects, including the solar photovoltaic incentive program, as well as the annual Greenpower grant that began in 2009.

Although these changes have been communicated on the web site and in various publications, staff and board members continue to receive anecdotal customer feedback indicating a knowledge gap about how program funds are used.

## **Background**

To learn more about customer perceptions and satisfaction levels – as well as help EWEB inform customers about future program changes -- staff surveyed Greenpower customers in November 2013. In addition to trying to determine the level of awareness of how program revenues are used, the survey also collected customer demographics and preferences for administration of the grant program, communications and other program features.

## **Discussion**

The survey was sent to all 2,402 active Greenpower customers (1,407 by email and 935 by snail mail); 529 customers completed the survey, for a 22% response rate – well above the approximately 330 responses needed to ensure a 95% confidence level with plus or minus 5% margin of error.

The following is a summary of the key results from the survey:

- EWEB Greenpower customer satisfaction is high, with 34.8% of respondents “very satisfied.” and 52.4% “somewhat satisfied.” Of those not choosing “very satisfied,” the reasons are:
  - 59% said they had a lack of knowledge about where their voluntary contribution goes
  - 35.74% said they didn’t have enough information
  - 28.16% said the Greenpower customer benefits were limited
- The reasons people chose to become a Greenpower customer are as follows:
  - 89% said they believe in renewable energy
  - 59% said it feels like the right thing to do
  - 57% said they signed up to support wind power
  - 42% said they signed up to support local solar projects
- 76% of respondents did not know that EWEB Greenpower does not currently fund EWEB’s investments in wind farm projects
- 55% of respondents are not aware that since 2012, EWEB Greenpower contributions fund the solar photovoltaic incentive program.
- The majority of respondents (83%) are aware that EWEB Greenpower funds an annual grant
  - 82% of respondents have participated in the voting process in the last two years
  - Of those that didn’t vote, 48.6% said they forgot to vote
- More than half of respondents (58.6%) weren’t sure and 16% of respondents indicated they wanted to see the \$100K grant distributed differently. More than half said they’d like to award two grants instead of one large grant. Community solar projects and energy education to local schools and Lane Community College also were suggested.
- When asked their level of interest on various ways to encourage greater customer engagement, 67% said they were interested in community workshops and an annual Greenpower report, and 64% said they were interested in an e-coupon book of Greenpower business customer offers.

### **Customer demographics:**

- Half of respondents have been an EWEB Greenpower customer for more than five years
- The majority of respondents are over the age of 55, with 35% of respondents 65 and over and another 32% ages 55 – 64
- Most respondents (90.34%) were residential Greenpower customers, and of these, 88.34% own their home
- Yearly household income was pretty evenly split among all choices.

**\*Please also note:** Greenpower began funding solar incentives for all EWEB customers in 2012. Of the 237 residential solar net-metered customers who received Greenpower-funded incentives since then, all but 25 are Greenpower supporters.

### **Recommendations**

In response to customer feedback from this survey, staff plans to make the following changes to the Greenpower program in 2014:

- Offer two grants of up to \$50,000 each for eligible local nonprofit renewable energy project proposals, as selected by vote of Greenpower customers;
- Create a Greenpower customer-specific e-newsletter for distribution annually or biannually that includes grant winner and other program updates that may be repurposed from other

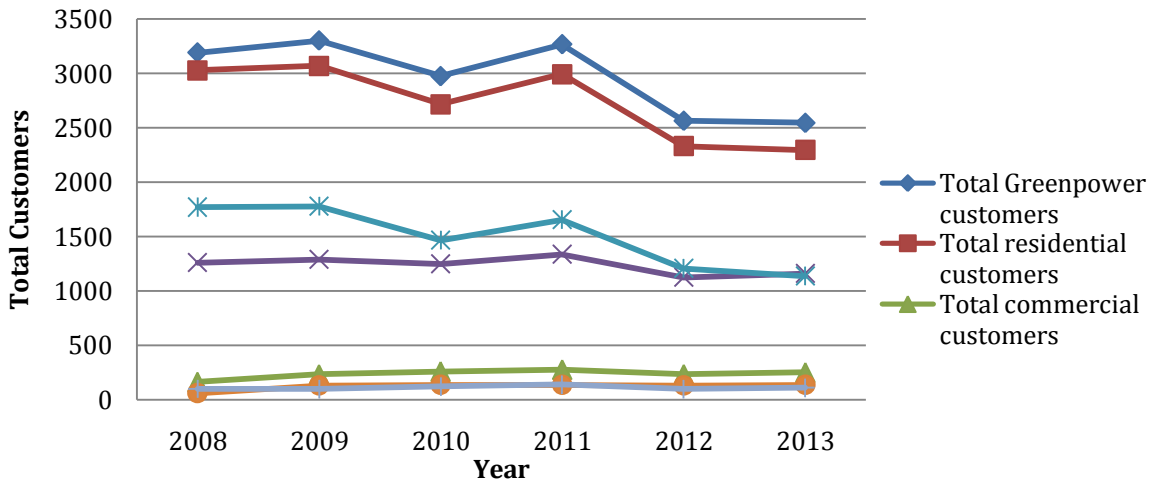
publications, as well as a high level “annual report” of program finances and customer participation;

- Update/clarify website and other communications regarding power resources associated with Greenpower RECs;
- Offer one or two Greenpower customer workshops on renewable power topics each year, if minimum attendance can be assured via preregistration;
- Research options for an e-coupon book of Greenpower business offers for distribution to current and new residential Greenpower customers.

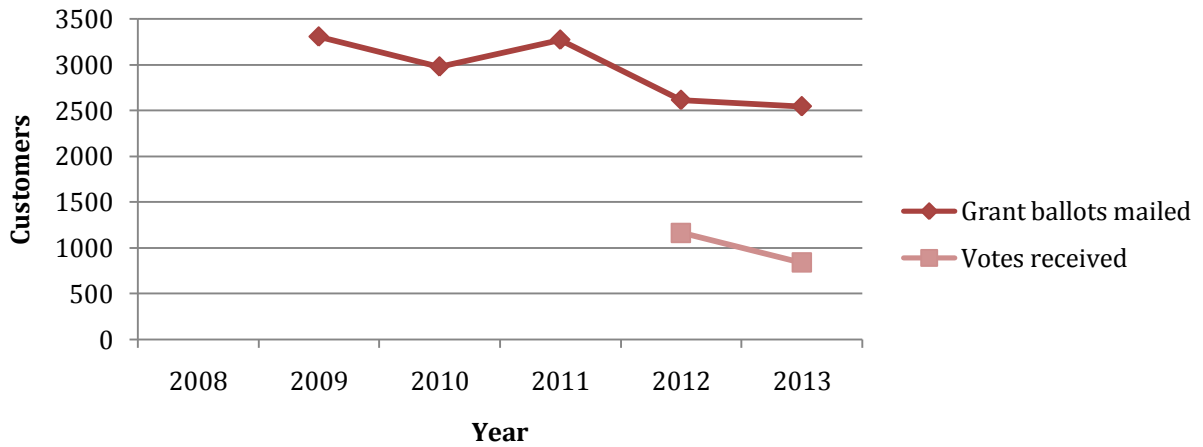
**Requested Board Action**

None; information only. If you would like to review the full survey results, including verbatim responses to open-ended questions, contact Monica Shovlin at [monica.shovlin@eweb.org](mailto:monica.shovlin@eweb.org).

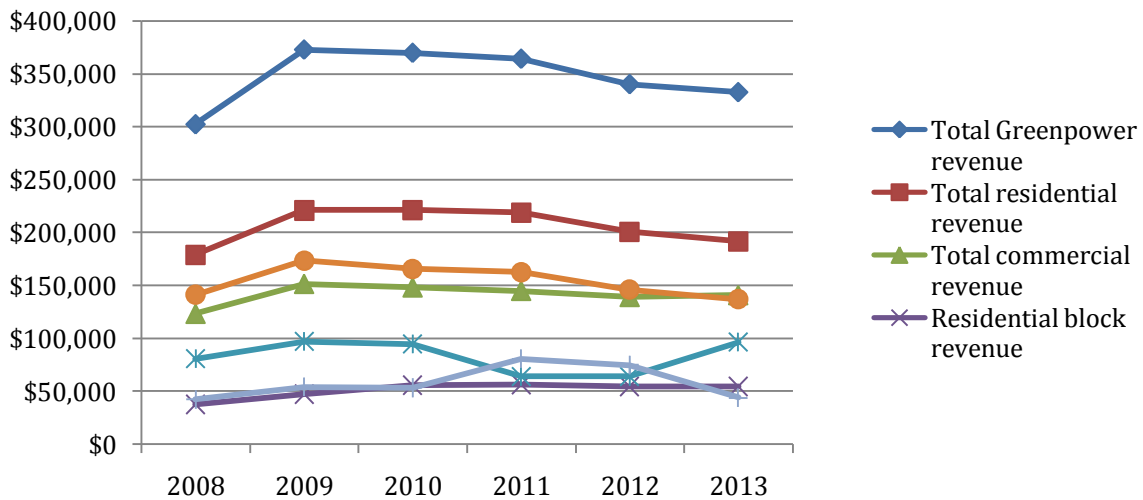
### Greenpower customers



### Greepower grant voter turnout



### Greenpower revenue





# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Brown, Mital, Helgeson, Manning and Simpson  
FROM: Erin Erben, Power & Strategic Planning Manager; Lisa Atkin, Power & Strategic Planning Supervisor  
DATE: January 23, 2014  
SUBJECT: R&D Pilot Programs Quarterly Reporting Summary (Q4 2013)  
OBJECTIVE: Information Only

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## **Issue**

The purpose and intent of this memorandum is to provide a quarterly summary report of the research & development work on load management pilot programs being undertaken by a cross-functional team of EWEB staff. This quarterly reporting period ended December 31, 2013.

## **Background**

Staff continues to research an array of energy efficiency and demand response programs designed to provide flexibility and adaptability in EWEB's business model, power supply options, and conservation strategies in response to the direction laid out in EWEB's IERP. The proposed programs are also intended to better position EWEB to assist customers with bill savings opportunities in the future. Within EWEB's service territory there are currently six pilot programs in existence at various stages of operation, from the planning & design phase through to completion. Appendix 1 summarizes current status by pilot program, offering additional insight and context to the pilots being undertaken.

## **Discussion**

Many of the projects have been the result of collaborative efforts with other regional partners, often with shared funding provisions. For 2013 and into 2014, the design and implementation of a Residential TOU (R-TOU) program continues to be the flagship effort that EWEB staff has engaged upon for the residential sector as we believe a strong price signal is the platform needed to grow other offerings. In 2012, the primary focus was on water heater management technology to gain a better understanding of what type of response times and duration of response were possible. In addition, with the recent October 1, 2013 approval by the EWEB Board of Commissioners of Resolution No. 1322, Advanced Metering Infrastructure (AMI) Project, staff will reevaluate the R&D Pilot Programs roadmap and associated assumptions. This is in response to the need to update the AMI Business Case, expected to be completed around June of 2014, in light of a preferred customer opt-in strategic approach to AMI. Through early identification of synergies between existing pilot programs and AMI, such as Beyond The Meter program offerings, and through focusing resources on additional future pilots that enhance AMI effectiveness, opt in rates and accessibility to the customer, EWEB will be better positioned to provide more cost-conscious and effective options for those electing to opt into programs enabled by AMI technology.

Each potential pilot program under consideration is taken through a series of primary, secondary and general research questions prior to further exploration and scoping of the business requirements and associated impacts, which in essence provides a high level appraisal of the impacts anticipated from a TBL perspective. In Q2 of 2013, EWEB submitted a bid to work with BPA to engage in a regional DR commercialization demonstration project (incorporating around 10 EWEB commercial customer sites) aimed at addressing multiple issues including utility peaks and distribution system constraints, wholesale system peaks, within-hour balancing, over-generation and non-wires transmission, and distribution investment deferral opportunities. Our bid was received favorably by BPA, and efforts to explore operational feasibility with third party vendors continues with BPA through the release of an RFP in Q1 2014.







The Metro Waste Water pilot program successfully executed a total of nine of its ten summer pilot control events and ten winter control events very successfully. MWMC is in process to update its communication control systems with a view to future automated capability of what has been a manual control event process to date. Both sites have performed highly and the customers have indicated an interest in an ongoing price response program, such as DR or TOU. In addition, five Heat Pump Water Heater (HPWH) units have been installed in the EWEB service territory as part of a pilot program regionally with NEEA. NEEA will be conducting some regional analysis on their performance. EWEB just launched its own HPWH incentive program.

2014 work will focus on closing out the existing technology pilots, launching the residential TOU pilot, designing a commercial TOU rate pilot, begin scoping out a pre-pay pilot for residential, and working with EMS to roll-out a demand response offering for commercial and industrial customers.

**Requested Board Action**

No action is required from the Board at this time.

**Appendix 1: Research & Development Pilot Programs Status**

	RESIDENTIAL PROGRAMS			COMMERICAL & INDUSTRIAL PROGRAMS		
	Residential Time Of Use (TOU)	Carina Water Heater (Phase II)	Steffes Water Heater (Phase I)	EWEB Water Pumping & Storage	Metro Waste Water	SnoTemp Cold Storage
						
<b>Current Stage</b>	Design/development	Operational	Completed	Scoping	Operational & Planning (TOU)	Operational – on hold
<b>Implementation</b>	Meter-to-Bill development final bug fixes underway.L+G <i>First Article</i> meter procurement placed & configuration testing under development. Communications Plan in execution phase. Customer database design underway. Expect to launch in Fall 2014.	35 sites with load shift control schedules. Non-communicative sites decommissioned. Holiday season control strategies successful, even with extreme cold weather events. An additional 5 HPWH installed.	Pilot ended 9/12. Sites decommissioned.	Commercial TOU rate schedule required for cost/resource effective participation. Designing in 2014. Discussion ongoing with new Pumping & Storage Supervisor. Plan is to propose a commercial TOU rate pilot to the Board late in 2014.	Completed 9 summer and 10 winter DR events. Exploring vision for automated response system in future years.	On hold awaiting BPA C&I Aggregator project approval to reinstate Q1/Q2 of 2014.
<b>Evaluation</b>	Additional rate comparison and analysis undertaken in light of potential base rate changes over time.	Reviewing load data. EM&V report timeline anticipated for completion Q1 2014.	Final EM&V report completed.	SCADA in place. TOU meter change out under consideration.	Process and impact evaluation due for completion 6/30/2014.	Process and impact evaluation due for completion 6/30/2014.
<b>External</b>	No new activity to report regarding partnership with EPRI. Project delayed awaiting meters from vendor.	Staff working with NEEA to obtain raw HPWH load data for analysis	No activity to report.	EWEB would be willing to share results with wider utility partners.	Extended BPA contract 3 months to complete final report.	BPA Conceptual aggregator being explored for future.
<b>Hypothesis &amp; Findings</b>	Determine how TOU participants can benefit from peak shifting strategies. Evaluation not yet commenced.	Determining the feasibility of using residential water heaters to respond to a peak load shifting and thermal storage control strategy. Testing complete; Evaluation commenced.	Determine the feasibility of using residential water heaters to respond to wind balancing signals, together with testing peak shifting and thermal storage capability.	Demonstrate the ability to use demand response to both increase load when extra capacity exists, and decrease load during capacity constraints	Demonstrate the ability to use demand response to both increase load when extra capacity exists, and decrease load during capacity constraints.	Demonstrate the ability to use demand response to both increase load when extra capacity exists, and decrease load during capacity constraints.

<p><b>Eligible Population and/or Unit Savings</b></p>	<p>100% of the 78,000 residential customers would be eligible for a residential TOU rate. Unit savings to be determined in Evaluation phase. Participation in the pilot will be voluntary.</p>	<p>Approx. 80% of residential customers would be eligible for a water heater control program. Unit savings determined in Evaluation phase.</p>	<p>Approx. 80% of residential customers would be eligible for a water heater control program.. Savings impact to be determined in Evaluation phase.</p>	<p>This would impact EWEB facilities only. Unit savings and cost effectiveness to be determined.</p>	<p>With a Commercial TOU in place, approx 10,000 C&amp;I businesses would have accessibility to participate in peak load shifting initiatives.</p>
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# St. Vincent de Paul Society of Lane County, Inc.

Office (541) 687-5820 • Fax (541) 683-9423  
Stores Donation (541) 345-0595  
Social Services (541) 689-6747

2890 Chad Drive Eugene, OR 97408  
PO Box 24608 Eugene, OR 97402  
Email askme@svdp.us  
Visit us at www.svdp.us

December 19, 2013

EWEB  
c/o Roger Gray  
500 E 4th Ave.  
Eugene, OR 97401

Dear Friends,

We are deeply grateful for your donation of \$8,000, dated December 9, 2013, for the Egan Warming Center. Your donation will help provide emergency shelter for hundreds of homeless people this winter when the temperature dips to below 30 degrees. We greatly appreciate your support for this grassroots, lifesaving effort.

From November 15, 2012 through February 13, 2013, The Egan Warming Center provided over 4,800 shelter beds and 9,600 meals. With help from nine faith communities and hundreds of volunteers, the warming centers provided these basic human needs in a warm and caring environment.

Thank you again for helping to provide for those less fortunate during extreme cold weather.

Sincerely,

Terry McDonald  
Executive Director

*Roger -  
Thank you so much for  
this generous help. My older  
son & I volunteered early! We  
Saturday and we saw first hand  
how incredibly important this*

To substantiate your gift for IRS purposes, the tax law requires that this receipt state that you have received no goods or services for your gift. In compliance with the Internal Revenue Service Code, St. Vincent de Paul Society of Lane County, Inc., Tax ID #93-0454786, hereby confirms that no goods or services were provided in exchange for this gift.

*outreach is. Thank you again -*