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June 6, 2017

MEMORANDUM

TO: Council Members

FROM: Kevin Smit, Senior Analyst

SUBJECT: Update on MCS-1 – Hard to Reach EE Markets Analysis

BACKGROUND:

- Presenter: Kevin Smit
- Summary: The Council will be briefed on the progress of action item MCS-1 from the Seventh Power Plan Action Plan. MCS-1 is titled "Ensure all Cost-Effective Measures are Acquired." The focus of MCS-1 is on identifying segments of the population that are currently underserved by existing efficiency programs and then identifying ways (i.e., program improvements) to improve participation from those segments.

MCS-1 calls for "Bonneville and the regional utilities to determine how to improve participation from any underserved segment." The first part of this effort is to identify, using data, which markets are underserved and by how much. In essence, this means identifying the gaps in our regional energy efficiency efforts. Reducing or eliminating these gaps is important for ensuring that the region achieves the energy efficiency goals identified in the Plan.

Council staff have stepped in to coordinate the efforts to identify the underserved markets, including the formation of a regional working group who have agreed to conduct research this year and provide those results to Council Staff. Members of the working group include BPA, Energy Trust of Oregon, several investor-owned utilities, and several large public utilities.

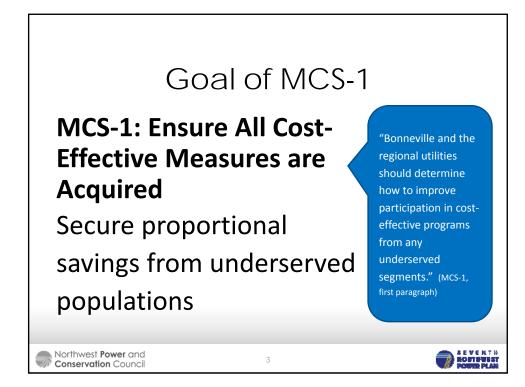
- Relevance: This action item is from the Model Conservation Standards (MCS) section of the Action Plan. MCS-1 calls for a deliverable (report) by the end of 2017.
- Workplan: A.1.1 Coordinate with regional entities (e.g. NEEA, BPA, utilities, regulators) to ensure the regional goal for cost-effective conservation is achieved.
 A.1.3 Work with regional entities to ensure the model conservation

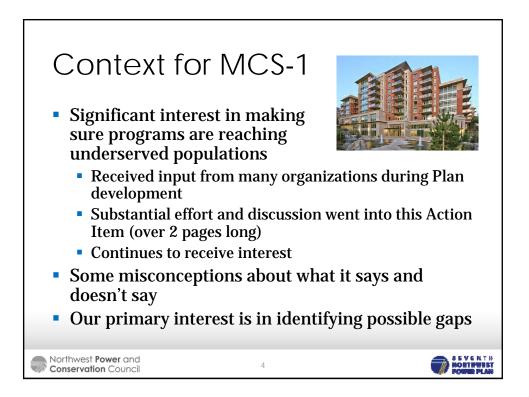
standards are implemented.

Background: The Council's Seventh Power Plan includes numerous action items as part of the Action Plan in Chapter 4, as well as the Model Conservation Standards found in Chapter 17. MCS-1 focuses on "hard to reach" or "underserved" energy efficiency markets, and received significant attention during the development of the Action Plan. Council members, staff, and many constituents provided input into this action item.

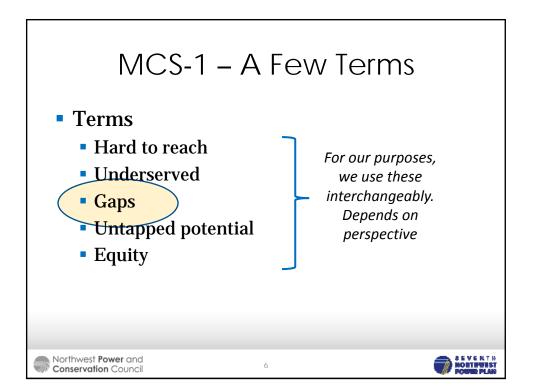




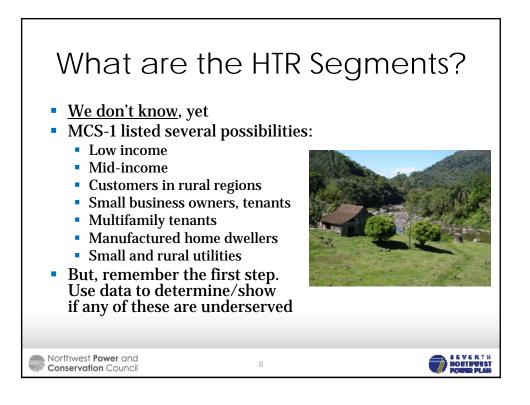












8 E V C N T H ROBTEVEST POINT PLAN

Goals

2017-2022

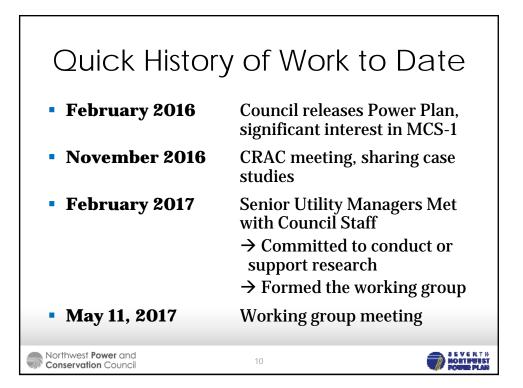
MCS-1: Ensure All Cost-Effective Measures are Acquired Secure proportional savings from underserved populations

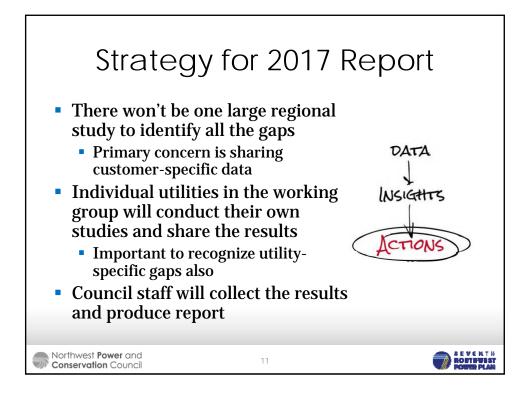
Action Item MCS-1

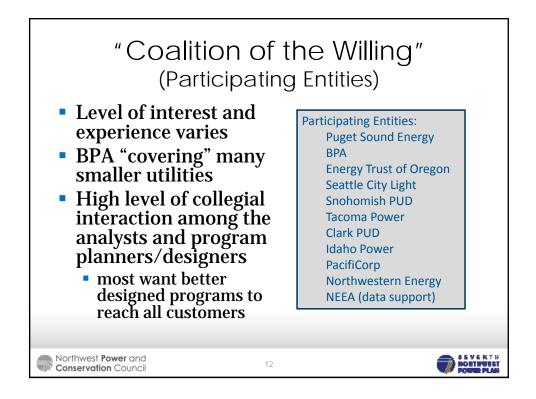
- 1) Use data to identify underserved segments
- 2) Report findings to Council by end of 2017

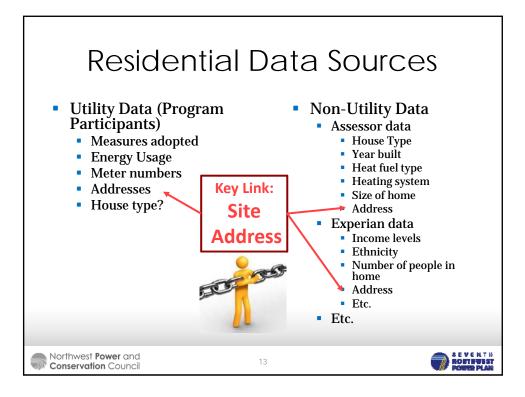
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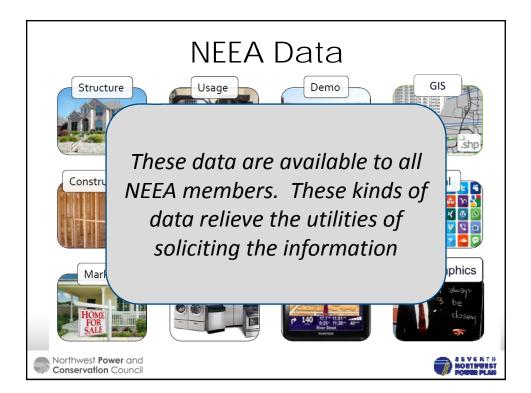
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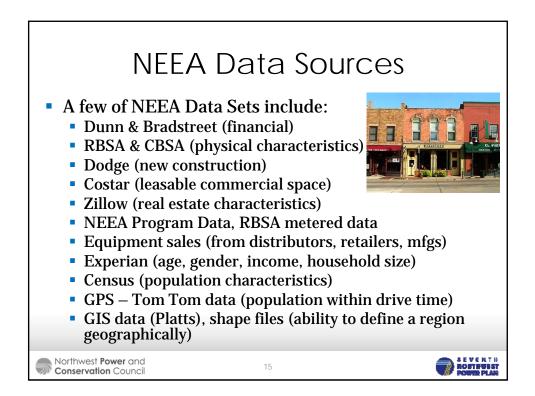


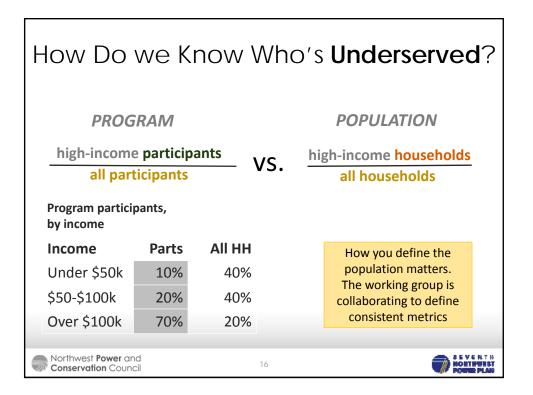




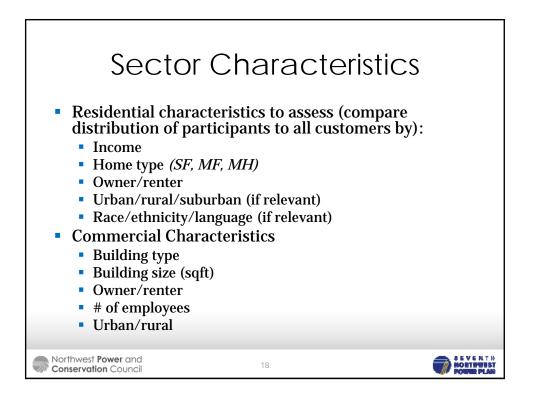


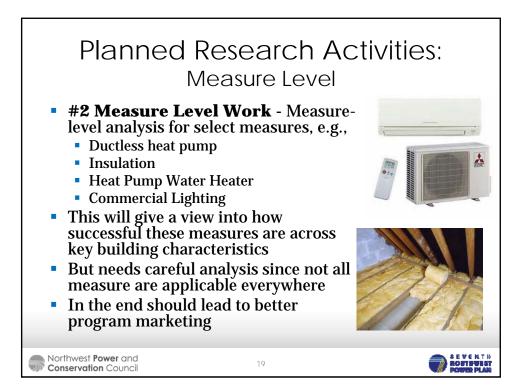












Next Steps for MCS-1 Effort		
Result	ing from May Workshop	
 June 	Willing participants finalize scope of gap analysis	
• Sept 4 (week of)	Interim status reports, CRAC Meeting	
 Oct 16 	Utility reports/results to Council staff	
Nov 15	Council staff share draft report	
Dec 12/13	Presentation to Council	
 Dec 29 	Final report released	
Northwest Power and Conservation Council		T IS TEST

