

Six Going on Seven – Market Research Results

Northwest utilities have made great progress towards achieving savings targets set in the Sixth Power Plan. The Six Going on Seven project is an effort to collect and leverage the data and lessons learned from implementing the Sixth Power Plan conservation recommendations to help inform the development of the Seventh Plan. The comparison of actual savings accomplishments to the forecast in the Sixth Plan – presented to the CRAC in November 2013 – provides important and useful insights for the Council staff, BPA, the region's utilities, and other stakeholders.

Based on the discussion with the CRAC last November, we determined that by conducting additional market research we had an opportunity to better understand how utilities and program planners:

- Set and achieve their targets,
- Determine program offerings,
- Plan for and promote emerging technologies, and
- Are influenced or impacted by the regional power plans.

This market research also gave us a chance to gather broader insight on the lessons learned during the Sixth Plan period and gather input for consideration in the Seventh Plan. This presentation will provide a summary of what we learned during our research and highlight information that may provide value during the creation of the Seventh Plan.