

**W. Bill Booth**  
Chair  
Idaho

**James A. Yost**  
Idaho

**Tom Karier**  
Washington

**Dick Wallace**  
Washington



**Bruce A. Measure**  
Vice-Chair  
Montana

**Rhonda Whiting**  
Montana

**Melinda S. Eden**  
Oregon

**Joan M. Dukes**  
Oregon

April 30, 2008

## **MEMORANDUM**

**TO:** Council

**FROM:** Terry Morlan

**SUBJECT:** Presentation on the Northwest Energy Efficiency Taskforce

Ken Canon of the Industrial Customers of Northwest Utilities (ICNU) will describe plans for a Northwest Energy Efficiency Taskforce (NEET). Bonneville and the Council have been working on designing this taskforce for several months. The intent of the taskforce is to explore ways to accelerate regional acquisition of efficiency improvements. It is an effort that Steve Wright of Bonneville has advocated. Ken Canon has been hired to facilitate the taskforce and has been recruiting participants from a broad spectrum of interests for a Steering Committee to guide the taskforce's work.

The Steering Committee will be co-chaired by Steve Wright, Tom Karier of the Council, and Pat Reiten, President of Pacific Power. A list of steering committee members is attached along with an overview of the organization and mission of NEET and a recent press release.

## **Northwest Energy Efficiency Taskforce**

### **Sponsors**

The Bonneville Power Administration, the Northwest Power and Conservation Council and Pacific Power

### **Purpose**

Facilitate an exchange of ideas and technical information to accelerate energy efficiency implementation and coordination throughout the Northwest.

### **Background**

Over the past 30 years, the Northwest has taken a leadership role in recognizing and implementing energy efficiency as a cost effective and robust resource. However, not since the 1996 Comprehensive Review has the region taken an in-depth look at how the region can build on that history to accelerate the implementation and coordination of energy efficiency acquisition in the Northwest. The goals of the taskforce are to bring together a group of high-level leaders who can focus efforts and help highlight the important regional role that energy efficiency can serve in ensuring an ample and cost-effective supply of electricity for the future while addressing climate change concerns and the need to reduce the region's carbon footprint.

### **Rationale for Increasing the Region's Focus on Energy Efficiency**

- New generating resource options are very costly for all utilities.
- Energy efficiency can be much less costly than other resource options.
- Some utilities face state mandates to achieve increased levels of energy efficiency within specific deadlines.
- BPA's Regional Dialogue outcome will provide public power utilities a clear marginal cost price signal.
- Climate change discussions have customers wanting to know what they can do.
- Renewables are overshadowing energy efficiency, even though energy efficiency is the preferred resource under the Northwest Power Act.
- There is strong utility interest in ramping up effective programs, with many new approaches being initiated.
- Business customers are facing increasing competitive pressures.

### **Taskforce Structure**

#### *Chairs*

Tom Karier, Northwest Power and Conservation Council, Washington member

Pat Reiten, Pacific Power president

Steve Wright, BPA administrator

#### *Coordinators*

Ken Canon (541) 863-8863 [ken@canonandhutton.com](mailto:ken@canonandhutton.com)

Darby Collins (503) 230-3811 [dacollins@bpa.gov](mailto:dacollins@bpa.gov)

### *Executive Committee*

Approximately 25+ senior-level representatives from utilities, state government, customers, energy efficiency specialists and others, as follows:

- 4 State Government representative (Energy Office, Governor Staff, Regulatory Commissioner, State Legislator) – One from each state (Oregon, Washington, Idaho, Montana)
- 5 Public Power utility representatives
- 2 Investor Owned Utility representatives
- 1 Local government
- 1 NW Energy Efficiency Alliance
- 1 Energy Trust of Oregon
- 2 Energy Efficiency/Environmental advocate
- 1 Energy Efficiency provider
- 1 Low income residential
- 2 Commercial customers
- 2 Industrial customers
- 1 Marketing/Advertising
- 1 Construction/Architect

The executive committee will probably hold two face-to-face meetings and conduct other business via conference calls. An initial meeting is expected in June 2008, followed by a wrap-up meeting with recommendations for the region, final report to the public and symposium in fall 2008.

### *Technical Workgroups*

Several technical workgroups will be formed to address key areas of focus for the region and will be open to all interested parties. The specific topics will be decided by the executive committee but several areas of interest have been raised in preparatory discussions with key stakeholders throughout the region. Potential topics include, but are not limited to:

- Energy efficiency best practices and the elements of highly successful energy efficiency programs -- what works, what doesn't and why.
- Survey of state energy efficiency incentives
- Regional coordination efforts in several key areas including:
  - Energy efficiency marketing, branding
  - Research and development, baseline energy use data
  - Regional Technical Forum
  - Codes/standards, code enforcement
  - Common reporting, tracking information
  - Cost effectiveness criteria
  - Common energy efficiency program elements
  - Education and training
  - Community/utility programs
- Trade association and trade ally interactions
- Load management (Smart Grid)

## **Northwest Energy Efficiency Taskforce Executive Committee**

### **Chairs**

Tom Karier

*Washington Member, Northwest Power and Conservation Council*

Pat Reiten

*President, Pacific Power*

Steve Wright

*Administrator, Bonneville Power Administration*

### **Members**

Jim Abrahamson

*Oregon Energy Partnership Coordinator, Community Action Partnership of Oregon*

Richard Beam

*Director of Energy Management Services  
Providence Health and Services*

Ralph Cavanagh

*Energy Program Director, Natural Resources Defense Council*

Randal Douthit

*Group Vice President of Facility Engineering, Fred Meyer*

Bill Drummond

*Manager, Western Montana Generation and Transmission Cooperative*

Melinda Eden

*Oregon Member, Northwest Power and Conservation Council*

Steve Eldrige

*General Manager and Chief Executive Officer, Umatilla Electric*

Paul Elias

*General Manager, McMinnville Power and Light*

Bill Gaines

*Superintendent, Tacoma Power*

Michael Hansen

*President and Chief Executive Officer, Northwestern Energy*

Margie Harris

*Executive Director, Energy Trust of Oregon*

Susan Hermenet  
*Interim Executive Director, Northwest Energy Efficiency Alliance*

Erin Holland  
*Edelman, Executive Vice President and General Manager, Portland*

Fred Kiga  
*Vice President of State and Local Government Relations/Global Corporate Citizenship, Boeing*

Paul Kjellander  
*Director, Idaho Energy Office*

Bill Nicholson  
*Portland General Electric, Vice President of Customers and Economic Development*

Sara Patton  
*Coalition Director, NW Energy Coalition*

John Savage  
*Commissioner, Oregon Public Utility Commission*

Brian Skeahan  
*General Manager, Cowlitz County Public Utility District*

Cal Shirley  
*Puget Sound Energy, Vice President for Energy Efficiency Services*

George Smith  
*Chief Executive Officer, NORPAC*

Matt Steuerwalt  
*Energy Policy Advisor to Washington Governor Christine Gregoire*

Phil Welker  
*Executive Director, Portland Energy Conservation, Inc.*

Brady Wiseman  
*Montana House of Representatives, District 65*

Roger Woodworth  
*Avista Utilities, Vice President for Sustainable Energy Solutions*

**PR 27 08**

**FOR IMMEDIATE RELEASE**

**TUESDAY, APRIL 29, 2008**

**CONTACT: Scott Simms, BPA, (503) 230-3520**

**John Harrison, NW Power and Conservation Council, (503) 222-5161**

**Pacific Power, BPA, Council team with  
other industry leaders on Energy Efficiency Taskforce**

**PORTLAND, Ore.** – Pacific Power, the Northwest Power and Conservation Council and the Bonneville Power Administration announced today a regional effort to further improve the efficiency of electricity use throughout the Pacific Northwest. The effort will build on the region’s significant accomplishments over the last 25 years. It will be led by the Energy Efficiency Taskforce, a newly created, volunteer organization of regional leaders of electric utilities, businesses, government agencies, environmental groups and energy efficiency organizations.

“For more than two decades, the Northwest has been a leader in pursuing energy efficiency applications. It is a credit to the members of the new Taskforce that they realize we can all continue building one success after another,” said Bill Booth, chairman of the Northwest Power and Conservation Council. “Collectively, the region now saves more than 3,000 megawatts each year, compared to how much electricity we would be using without the efficiency improvements. That is the equivalent of the electricity consumption of the entire state of Idaho plus western Montana. It’s an incredible achievement, and the Taskforce will focus on how to deliver even more benefits to the region.”

With climate change concerns, growth in regional population and rising energy consumption – plus escalating costs for new power sources – the Taskforce seeks to explore promising opportunities for energy efficiency for the Northwest.

Energy efficiency transcends regional boundaries. In an April 25 letter sent to governors, utility leaders and policy makers throughout the West, 15 Western electric industry leaders called for greater collaboration in addressing these issues, stating “to achieve the vision of a clean energy future, we will need to re-think and re-tool our energy supply. Energy efficiency is still the most economical resource. All of us must work to maximize the benefits of energy efficiency, advanced metering technologies and other demand-side programs for customers and our electrical system.” Greg Abel, PacifiCorp CEO, and Steve Wright, BPA administrator, were both signatories to the letter.

(more)

Other Northwest utility leaders signing on to the letter included Peggy Fowler, Portland General Electric president and CEO; Scott Morris, Avista Corp. president and CEO; and Steve Reynolds, Puget Sound Energy president and CEO.

The Taskforce reinforces that position by focusing on energy efficiency now as the energy landscape continues to change dramatically. Among recent developments:

- Regional energy demand continues to grow, requiring new supplies and expanded energy efficiency programs.
- New generating resource options are now very costly for all utilities due to global competition for raw materials, power plant components and skilled labor, as well as the movement away from traditional resources;
- Wholesale power costs are markedly more expensive today, and the West Coast energy crisis of 2000-2001 showed how volatile wholesale market prices for energy can be;
- Some utilities face state mandates to achieve increased levels of energy efficiency within specific deadlines;
- Climate change discussions have electricity customers – residential, commercial, and industrial – wanting to know what they can do.

The Taskforce is designed to pull together innovative ideas from successful energy-efficiency programs and highlight the important regional role that energy efficiency can serve in ensuring an ample and cost-effective supply of electricity. The Taskforce will explore how, through regional collaboration, energy efficiency can be delivered to consumers more efficiently. Technical work groups will be formed to undertake tasks including:

- Reviews of energy efficiency best practices and the elements of highly successful energy efficiency programs;
- Analysis of state energy efficiency incentives;
- Research into how customers' use of electricity has changed over time;
- Exploration of load management technologies and strategies, such as "Smart Grid" techniques;
- Identification of how communities can become more involved in energy efficiency actions;
- Exploration of new and creative means to communicate the many benefits of energy efficiency actions to consumers;
- Developing the most efficient means to delivery energy efficiency to consumers.

The Taskforce's Executive Committee will kick off the effort in June in Portland, Ore.

(Taskforce member list attached)

###

## Northwest Energy Efficiency Task Force

### Chairs

Tom Karier, *Washington Member, Northwest Power and Conservation Council*

Pat Reiten, *President, Pacific Power*

Steve Wright, *Administrator and CEO, Bonneville Power Administration*

### Members

Jim Abrahamson, *Oregon Energy Partnership Coordinator, Community Action Partnership of Oregon*

Richard Beam, *Director of Energy Management Services, Providence Health and Services*

Ralph Cavanagh, *Energy Program Director, Natural Resources Defense Council*

Randal Douthit, *Group Vice President of Facility Engineering, Fred Meyer*

Bill Drummond, *Manager, Western Montana Generation and Transmission Cooperative*

Melinda Eden, *Oregon Member, Northwest Power and Conservation Council*

Steve Eldrige, *General Manager and Chief Executive Officer, Umatilla Electric*

Paul Elias, *General Manager, McMinnville Power and Light*

Bill Gaines, *Director/Chief Executive Officer, Tacoma Public Utilities*

Michael Hanson, *President and Chief Executive Officer, Northwestern Energy*

Margie Harris, *Executive Director, Energy Trust of Oregon*

Susan Hermenet, *Interim Executive Director, Northwest Energy Efficiency Alliance*

Erin Holland, *Edelman, Executive Vice President and General Manager, Portland*

Fred Kiga, *Vice President of State and Local Government Relations/Global Corporate Citizenship, Boeing*

Paul Kjellander, *Administrator, Idaho Office of Energy Resources*

Bill Nicholson, *Portland General Electric, Vice President of Customers and Economic Development*

Sara Patton, *Coalition Director, NW Energy Coalition*

John Savage, *Commissioner, Oregon Public Utility Commission*

Brian Skeahan, *General Manager, Cowlitz County Public Utility District*

Cal Shirley, *Puget Sound Energy, Vice President for Energy Efficiency Services*

George Smith, *Chief Executive Officer, NORPAC*

Matt Steuerwalt, *Energy Policy Advisor to Washington Governor Christine Gregoire*

Phil Welker, *Executive Director, Portland Energy Conservation, Inc.*

Brady Wiseman, *Montana House of Representatives, District 65*

Roger Woodworth, *Avista Utilities, Vice President for Sustainable Energy Solutions*

###