

**AVISTA CORP.
 RESPONSE TO REQUEST FOR INFORMATION**

JURISDICTION:	WASHINGTON	DATE PREPARED:	04/24/2016
CASE NO.:	UE-160228 & UG-160229	WITNESS:	Heather Rosentrater
REQUESTER:	Public Counsel/Energy Project	RESPONDER:	Dan Burgess/L. La Bolle
TYPE:	Data Request	DEPT:	State & Federal Regulation
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REQUEST:

Provide any documentation available to Avista, or relied upon by Avista, that calculates consumption reduction associated with a customer’s access of more detailed interval usage data on a utility’s web portal.

RESPONSE:

Avista reviewed relevant industry information as part of its process for developing initial estimates of the potential reduction in our customers energy use as a result of having access to detailed interval usage data on the Company’s new web portal. Reported reductions in customer consumption among the materials we reviewed ranged from 1.7 to 15%, as summarized in the table below.

Source	Percentage Reduction	Notes
BC Hydro Business Case	2.0%	Website-based energy savings are 2%, with 15% penetration of residential customers (page 28)
Energy Star	2.4%	Among our most interesting findings is that buildings that consistently benchmark energy use save an average of 2.4% per year
CPL	1.7%	While some households saved more than others, on average the treatment group achieved electricity savings of 1.7% over the control group households.
Environmental Change Institute	8.5%	Benders et. al. (2005) report 8.5% savings from the use of an interactive web page by 137 Dutch households
ACEEE	4.2%-12%	A variety of new feedback initiatives – including real-time Web-based or in-home feedback devices and enhanced billing approaches – are making energy resources visible to residential customers throughout the United States (and many other developed countries). These initiatives are opening the door to potential energy savings that, on average, have reduced individual household electricity consumption 4% to 12% across our multi-continent sample.
ASHRAE	5%-15%	Several studies have shown that providing feedback to home occupants on their energy consumption can enable the occupants to reduced household electricity consumption by 5% to 15%.
Florida Solar Energy Center	5%-15%	Providing instantaneous feedback on household electrical demand has shown the promise to reduce energy consumption by 5%-15%

With this information as background, Avista considered its own information and experience related to the conservation potential in its service area, customer participation rates in conservation programs, and savings experienced by our customers who have taken actions to reduce their energy consumption. The Company used study results from a survey of the conservation potential of its customers to help inform its assumed average participation rate of three percent (i.e. we assumed that three percent of customers who were provided access to interval energy data, would be

prompted to make energy efficiency investments based on that information, coupled with our ongoing energy efficiency communications). Avista also used results of its customers' energy savings as measured through its behavioral program, coupled with its experience with customers who participate in the Company's conservation programs, to determine an average rate of savings of three percent as a reasonable initial estimate (i.e. for those customers who do reduce their energy consumption as a result of having access to better information on their energy use, their average savings will be three percent). These estimates are in the lower end of the range of the industry-reported results, and we believe they provide a reasonable basis for our initial estimates of the expected customer benefits for its advanced metering project.