

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

|               |                               |                |                              |
|---------------|-------------------------------|----------------|------------------------------|
| JURISDICTION: | WASHINGTON                    | DATE PREPARED: | 09/28/2015                   |
| CASE NO.:     | UE-150204 & UG-150205         | WITNESS:       | Larry La Bolle               |
| REQUESTER:    | Public Counsel/Energy Project | RESPONDER:     | Larry La Bolle               |
| TYPE:         | Data Request                  | DEPT:          | State & Federal Regulation   |
| REQUEST NO.:  | PC/EP – 095                   | TELEPHONE:     | (509) 495-4710               |
|               |                               | EMAIL:         | larry.labolle@avistacorp.com |

**REQUEST:****RE: Rebuttal Testimony of Larry D. La Bolle, Exhibit No. LDL-1T, p. 11.**

Mr. La Bolle stated, “relevant sample sizes in the Pilot study were relatively small, which limited the statistical significance of the conclusions that could be draw from the data.”

- a. Please provide a reference to where sample sizes in the Pilot study are discussed as a limiting factor to the analysis in the “Avista Smart Grid Demonstration Project Study and Analysis of Customer Energy Usage” (included in the record as Exhibit No. BRA-16).
- b. Please indicate whether Avista believed in advance of the study that the sample size would limit the usefulness of the pilot evaluation.

**RESPONSE:**

- a. Avista is referring to the small number of customers in the treatment group who had accessed the enhanced content of the web portal (282 out of 5,670 customers in the treatment population). With respect to this result, the study authors state that “The magnitude of the effect of the treatment in the RCT depends heavily on the fraction of customers in the treatment group that access the website. By the end of the treatment period, only 282 customers from the treatment group (about 5%) had accessed the enhanced content of the web portal. Considering this fact, the lack of observed change in energy consumption in the treatment group is not surprising.” (Section 3.2 on page 8 of the report)
- b. Avista could not have predicted the issues that would have resulted in such a small proportion of the treatment customers accessing the intended web content. In this regard, the pilot study was just that – a pilot study – intended to provide information and learnings useful to the Company in anticipation of designing more effective programs in support a larger-scale deployment.