



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Carlson, Mital, Helgeson, Schlossberg and Brown  
FROM: Sue Fahey, Assistant General Manager/CFO;  
Rene Gonzalez, Customer Solutions Manager;  
Greg Kelleher, Customer Solutions Supervisor  
DATE: July 28, 2019  
SUBJECT: Customer Solutions Products and Services Priorities  
OBJECTIVE: Information Only

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## **Issue**

This is an informational item describing the products and services that, based on EWEB's adopted Strategic Plan and Organizational Goals, will be the focus of the Customer Solutions team's work in the next eighteen months.

## **Background**

EWEB's product and services portfolio includes items that provide value-added efficiency and electric and water conservation, as well as those that provide technical and financial support. Some are long-standing with a broad reach across our customer base, such as weatherization programs, while others support new initiatives with a more targeted audience, like transportation electrification related rebates.

The Board has approved a set of organizational goals with specific metrics to track progress towards meeting EWEB's strategic plan priorities. While EWEB will continue to offer a broad portfolio of products and services, Customer Solutions seeks to focus and synergize efforts across different work groups to optimize results in areas that directly contribute to achieving strategic and operational goals.

## **Discussion**

Attachment 1 shows the product and services offered through Customer Solutions that most directly impact strategic and organizational goals, many of which move the needle on multiple goals. To further focus efforts, those marked with a star have the highest strategic alignment and potential to impact the goals, but unlike steady-state offerings, require cross-functional product development and/or marketing for best results.

### **1. Achieve conservation/energy efficiency reductions of 9,500 MWh and peak savings of 1.2 MW in 2019**

Several programs are offered that assist customers with reducing overall energy use, lowering bills and increasing comfort through conservation and efficient technologies. Energy conservation, especially during high demand periods, helps the utility avoid or delay infrastructure investments and

reduces market purchases at peak energy use times. While EWEB's power portfolio is 90% carbon free, reducing peak power consumption also lowers carbon emissions associated with the purchase of more carbon intensive market power.

Weatherization of existing buildings remains a cornerstone for this work, assisting customers across all income brackets, while Home Energy Scores and the revamped Home Energy Audits are services targeted towards our limited income customers and renters.

Long-term energy demand of new technologies and electrification, as well as regional supply constraints, will likely contribute to peak challenges in the future. A peak energy education program (Peak Hero) is being explored to educate customers across sectors to be champions in lowering peak usage to maximize clean energy use in their homes and businesses. Staff is exploring technologies to facilitate the delivery of peak education events to customers and has begun to explore partnerships with local groups, including Eugene350, to assist with education and delivery of program and goals.

## **2. Equitably and cost-effectively reduce community/regional carbon emissions by 7,500 MTCO<sub>2e</sub> in 2019**

Climate change presents ongoing environmental, economic and social risk to EWEB, our customers, our community and the world. Per Board policy SD15, EWEB will assist customers in reducing their carbon emissions.

In addition to the services noted above that reduce peak usage, programs with direct and significant carbon reduction potential include smart electrification incentives for commercial new construction and retrofit projects. Energy Management staff are working with some of our larger customers, such as the University of Oregon and the City of Eugene on potential carbon reduction opportunities. These opportunities typically arise on a case-by-case basis and require extra time to develop and implement. A good example is the multi-year renovation of Ya-Po-Ah Terrace, which will result in annual savings of 420 metric tons of CO<sub>2</sub>, and equipment life-expectancy is estimated at 20-25 years. The project includes electrification and energy efficiency upgrades, including the replacement of their gas boiler heating system with an efficient electric system.

Electric Vehicle (EV) related products and services encourage adoption, and provide education and incentives for charging infrastructure to control timing of EV-related load. These programs not only have a direct, measurable impact on carbon emissions, they have the added benefit of leveraging agency partnerships for education campaigns, such as rEV Up Eugene, and access to Clean Fuel Credits for financial support.

## **3. Reduce non-pay disconnects by 10% in 2019 and by 50% by 2023.**

Affordable prices, bill payment assistance, and energy efficiency investments are priority strategies to support limited-income customers. In addition to enhanced conservation incentives targeting this customer segment, products and services are being developed to facilitate on-time bill payment and to help customers escape the cycle that leads to service shut-offs. An easier and more accessible level bill pay service will be implemented in 2019.

## **4. Create products, services and infrastructure that facilitate consumption flexibility**

Boosting customer confidence through cost-controls, continuous improvement, consistent performance, and transparent communication is the foundation of Phase 1 of the strategic plan. Phase 1 success is necessary to creating Phase 2's consumption flexibility, because customer participation will be required to more efficiently balance resource supply and demand. Examples of existing program offerings that are well-suited for time-of-use pricing and load shifting flexibility include incentives for heat pump water heaters and automated controls for commercial/industrial operations. As noted earlier, staff is launching a peak energy marketing campaign which will involve a concerted educational effort to build community awareness of peak energy issues, including the importance of managing peak consumption and ways customers can be involved.

**Requested Board Action**

Information only. If the Board has feedback on Customer Solutions' priorities, please contact Rene Gonzalez at [rene.gonzalez@eweb.org](mailto:rene.gonzalez@eweb.org).

Strategic Alignment: Priority Areas and Goals	<u>Goal #5:</u> Reduce non-pay disconnects by 10% in 2019 and by 50% by 2023.	<u>Goal #6:</u> Achieve conservation/ energy efficiency reductions of 9,500 MWh in 2019	<u>Goal #6:</u> Equitably and cost-effectively reduce community/regional carbon emissions by 7,500 MTCO <sub>2e</sub> in 2019. <u>SD15:</u> Assist customers with carbon reductions through efficiency, alternative fuels and smart electrification. Participate in local, state and regional efforts to encourage, develop and enact measures to mitigate carbon emissions	Achieve peak savings of 1.2 MW in 2019	<u>Strategic Plan, Phase II:</u> Create products, services and infrastructure that facilitate consumption flexibility .
Customer Solutions Priority Programs					
Bill Assistance	✓				
Commercial Building Controls Rebates & Loans		✓	✓	✓	✓
Ductless Heat Pump Rebates & Loans		✓	✓	✓	
EV Adoption & Charging		✓	✓	✓	✓
Heat Pump Water Heater Rebate		✓	✓	✓	✓
Home Efficiency Audits	✓	✓	✓	✓	
Home Energy Score - Rentals	✓	✓	✓	✓	
Level Pay Bills	✓				
Peak Hero - Education Campaign		✓	✓	✓	✓
Smart Electrification New Construction & Retrofits		✓	✓	✓	
Updated Greenpower Program*			✓		
Weatherization rebate & loan	✓	✓	✓	✓	
*Program required by State					