



Courtney Waites
Regulatory Analyst

January 11, 2011

PUC Filing Center
Public Utility Commission of Oregon
550 Capitol Street NE, Suite 215
P.O. Box 2148
Salem, Oregon 97308-2148

RE: Docket No. UM 1505

Dear Sir or Madam:

Pursuant to the requirements in OAR 860-084-0440, enclosed please find a copy of Idaho Power Company's draft Solar Photovoltaic Pilot Program Participant Survey. The Company has contracted with Research in Action to evaluate customers' experience with the Solar Photovoltaic Pilot Program. Research in Action will send email surveys to program participants and provide feedback to Idaho Power.

Idaho Power now has two systems on-line and, as you know, customers are required to participate in the survey. Therefore, Idaho Power respectfully requests approval of the attached Solar Photovoltaic Pilot Program Participant Survey at the Commission's earliest convenience so that we may notify Research in Action to begin.

If you have any questions regarding this report, please direct them to me at (208) 388-5612.

Very truly yours,

A handwritten signature in black ink, appearing to read "Courtney Waites".

Courtney Waites

CW/kkt
Enclosures
cc/enc:

Greg Said
Mike Youngblood
Michael Darrington
Becky Andersohn
Lisa Nordstrom
Lisa Rackner
RA Files
Legal Files

Oregon Solar Photovoltaic Pilot Program**Note:**

- ⇒ () means choose one option
- ⇒ [] means multiple responses are allowed
- ⇒ _____ is for verbatim field
- ⇒ ...####... means #### field is piped from previous responses or existing databases
- ⇒ ID will be sent along with survey invitation (Idaho Power's customer reservation number)
- ⇒ [RANDOMIZE ITEMS] shows logic of survey programming
- ⇒ Underlined highlight means a brief explanation of the term pops up when cursor is pointed

Comments:

- ⇒ Slider questions will look like below.

Questionnaire Designer [PTCS Utility Survey] - Mozilla Firefox

https://system.vovici.com/qd/QuestionnaireDesigner.aspx?pid=2080874906&gid=1761325676

Tools Questionnaire Help

PTCS Utility Survey

Using the sliders, please indicate how much you agree with the following statements:

The amount of *total work* required to implement PTCS at my utility is reasonable for the benefit.

Amount of work

N/A 1- Strongly Disagree 2 3 4 5- Strongly Agree

Invitation Email

Subject. Oregon Solar Photovoltaic Pilot Program Survey #1

[IP Logo]

Dear [FIRST NAME],

You are receiving this email as an Oregon Solar Photovoltaic (PV) Pilot Program participant. As mandated by the OPUC, each pilot participant is required to complete up to three surveys on the effectiveness of the pilot to remain eligible for participation in the program

Idaho Power has enlisted a third-party research group, Research Into Action, Inc., to conduct this survey. Your responses to the survey will help us to improve the overall program. This brief survey covers topics related to the program application experience, your decision-making process, system installation and performance, basic [demographic/firmographic] details, and your post-installation experience.

This survey will take approximately 15 minutes to complete. We would prefer that the survey be completed within five business days of receipt. You can access the survey by clicking on the link below. Once you have clicked the link please enter your personal ID (listed below) and click "Next page" to begin.

Survey Link. <https://survey.vovici.com/se.ashx?s=68FBB26C5DB2C2A3>
ID: [PERSONAL ID]

If you are interrupted during the survey, you may complete it at a later time by returning to the survey link and entering your ID. You'll be able to begin the survey where you left off.

Please use the following contacts should you have any problems with the survey.

Questions regarding this survey:

Research Into Action, Inc.
Jun Suzuki
jsuzuki@researchintoaction.com
503.287 9136 (ext. 309)

Questions regarding the Oregon Solar PV Pilot Program:

Idaho Power
Mike Darrington
mdarrington@idahopower.com
208-388-5946

ID: _____

[page break]

Your information

Name: _____ PIPED IN _____

Installation address: _____ PIPED IN _____

Before you applied

Q1. From whom or how did you first hear about the Oregon Solar Photovoltaic (PV) Pilot program?

- Idaho Power (website, representative, etc.)
- Contractor
- Friends, family, neighbor, co-worker, and other word-of-mouth
- Other: specify _____
- Don't remember

Q2. Have you owned any of the following types of solar systems at this or other addresses?

	Yes	No
a. Photovoltaic (PV) solar electric system	()	()
b. Solar thermal water heating system	()	()
c. Other (please specify) _____	()	()

Q3. Prior to hearing about the Oregon Solar PV Pilot program had you considered installing a solar PV system?

- Yes
- No

Ask Q4 only if Q3 response is yes

Q4. How long before hearing about the Oregon Solar PV Pilot program had you considered installing a new solar photovoltaic (PV) system?

- Less than 3 months
- 3 months to less than 6 months
- 6 months to less than one year
- 1 year to less than 3 years
- 3 years to less than 5 years
- 5 years to less than 10 years
- More than 10 years
- Don't know

Q5. How important was each of the following factors in your decision to invest in a solar PV system at this time?

[RANDOMIZE ITEMS]

- a. Long-term savings on energy bills
- b. Environmental benefits
- c. Interest in new technologies
- d. Becoming more energy independent
- g. Incentives from Oregon Solar PV Pilot program
- h. Other, please specify _____

[page break]

Application Process

Q6. Please tell us how satisfied you were with the following elements during the application process.
(Slider, 1="very dissatisfied" and 5="very satisfied")

[RANDOMIZE ITEMS]

- a. Information provided by Idaho Power's website about the Oregon Solar PV Pilot program
- b. Information provided by your contractor about how the Oregon Solar PV Pilot program works
- c. Ease of completing the online Capacity Reservation Application
- d. Ease of completing the Interconnection Application
- e. Acceptability of terms and conditions in the 15-year contract
- f. The overall design of the Oregon Solar PV Pilot program

[ASK IF Q6_a-f IS RATED 1 OR 2]

Q6_a2. Please describe why you were dissatisfied with ...a...b...c...d...e...f

Q7 Who submitted the online Capacity Reservation Application?

- Myself
- Contractor
- Other (please specify) _____

Q8. Did your contractor help you complete the Interconnection Application?

- Yes
- No

[IF COHORT=A, SKIP TO Q10]

Q9. A capacity reservation opportunity first became available in July 1, 2010. Did you or your contractor try to make a reservation on July 1, 2010?

- Yes
- No

Q10. Did you have sufficient time to review the details of the Oregon Solar PV Pilot program before making the decision to participate?

- Yes

No

Q11. When reviewing the 15-year contract, did you...

	Yes	No
a. Understand the contents of the contract?	<input type="checkbox"/>	<input type="checkbox"/>
b. Seek legal advice in order to understand the contents of the contract?	<input type="checkbox"/>	<input type="checkbox"/>
c. Have a contractor review and explain the contents of the contract?	<input type="checkbox"/>	<input type="checkbox"/>

Q12. Do you have any suggestions on how to improve the content of the contract? Please describe.

[page break]

Making Decisions - Oregon Solar PV Pilot Program

Q13. For the Oregon Solar PV Pilot program, how many years do you estimate it will take to recover the total cost of your installed solar PV system?

- 1-5 years
- 6-10 years
- 11-15 years
- More than 15 years
- Don't know/didn't estimate payback

[IF Q13="DON'T KNOW", SKIP TO Q15]

Q14. Who calculated this estimate?

- Myself
- Contractor
- Other sources (Please specify) _____

Q15. How likely is it that you would have participated in the Oregon Solar PV Pilot program if your payback estimate was extended by an additional

- 5 years (Slider, 1="very unlikely" 5 "very likely")
- 10 years (Slider, 1="very unlikely" 5 "very likely")

Q16. What percent of your annual electricity use (kilowatt hours) do you expect your solar PV electric system will generate?

- Less than 10%
- 10-24%
- 25-49%
- 50-74%

- 74-100%
- Don't know

Q17 What is the additional amount that you are paying annually to meet the liability insurance requirement of comprehensive general liability insurance for both bodily injury and property damage with limits equal to \$1,000,000, each occurrence, combined single limit?
\$ _____

[page break]

Making Decisions - Traditional Net Metering

Q18. Did you consider the traditional **Net Metering** option for your solar?

- Yes
- No
- Don't know

[IF Q18 IS NOT "YES", SKIP TO Q22]

Q19. For the traditional Net Metering option, how many years did you estimate it would take to recover your total cost of an installed solar PV system?

- 1-10 years
- 11-20 years
- 21-30 years
- More than 30 years
- Don't know, didn't estimate payback

[IF Q19="DON'T KNOW", SKIP TO Q21]

Q20. Who calculated this estimate?

- Myself
- Contractor
- Other sources (Please specify) _____

Q21. How did the size of the system for the traditional Net Metering option you considered compare to the size of the system you installed under the Oregon Solar PV Pilot program?

- Smaller
- The same
- Larger
- Don't Know

About your Decision to Participation in the Solar Pilot

Q22. When you made a choice to participate in the Oregon Solar PV Pilot program, how important was ...? (Slider, 1="Not important at all" and 5="Very important")

a. the Volumetric Incentive Rate (VIR)

b. 15-year fixed incentive payment term

Q23. Please indicate the most influential source of information to reach the decision to participate in the Oregon Solar PV Pilot program?

[RANDOMIZE ITEMS]

- Contractor
- Idaho Power (representative, website, etc.)
- Friends, family, colleagues who had installed solar system
- Other (specify) _____
- Don't know

Q24. Did you have any concerns or unresolved issues when you made the decision to participate in the Oregon Solar PV Pilot program?

- Yes
- No

[IF Q24=NO, SKIP TO Q26]

Q25. Please describe remaining concerns or unresolved issues you had.

Q26. How significant were each of the following factors as a potential barrier for participation in the Oregon Solar PV Pilot program? (Slider, 1="Not a problem" and 5="Major problem")

[RANDOMIZE ITEMS]

- a. Access to available funding
- b. Access to adequate information
- c. Lack of certainty about the amount of electricity the solar PV system generates
- d. Finding an experienced contractor
- e. Appearance/aesthetics of solar PV system
- f. Liability insurance requirement
- g. Prohibited from applying for an Oregon State Tax Credit
- h. Total system cost
- i. Total upfront cost
- j. Estimated system payback
- k. Estimated taxes on income from solar PV system

Q27. Is there anything you wished you would have known before starting the project?

[page break]

System Installation

Q28. How many potential installation contractors did you approach?

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- () 1
- () 2
- () 3
- () 4 or more

Q29. How satisfied are you with . . .? (Slider, 1=“very dissatisfied” and 5= “very satisfied”)

[RANDOMIZE ITEMS]

- a. Information provided by your contractor about the solar PV system
- b. Quality of installation of your solar PV system
- c. Post-installation inspection process
- d. Time between the application submittal and installation of your solar PV system
- e. Time it took to get installation on line and generating power
- f. Overall time from application to generation of power
- g. Overall satisfaction with your contractor

[ASK IF Q29_a-f IS RATED 1 OR 2, OTHERWISE SKIP TO Q30_CONTRACTOR]

Q29_a-f Please describe why you were dissatisfied with ..

[page break]

After Installation

Q30. How well did the following program aspects meet your expectations? (Slider, 1=“fallen far short of my expectations”, 3=“met my expectations”, 5=“far exceeded my expectations”)

[RANDOMIZE ITEMS]

- a. Time until first payment
- b. Payment amount you’ve received so far
- c. System performance

[page break]

[Demographic/Firmographic Ques]

[page break]

Qlast. If you would like to comment anything about the Oregon Solar PV Pilot program please do so below

Approximately 12 months from now, you will be asked to complete a second survey based on one full year of experience with your solar system.

Again, thank you very much for your time to respond to this survey and participation in the Oregon Solar PV Pilot program.

Please click “submit” button to complete this survey

END OF SURVEY

Oregon Solar Photovoltaic Pilot Program

About You and Your Home

Q31. How long have you lived in Oregon?

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

Q32. How long have you been an Idaho Power customer?

- Less than one year
- 1-5 years
- 6-10 years
- 11 15
- 16-25 years
- more than 25 years

Q33. About when was your home built?

- Before 1950
- 1950 – 1973
- 1974 – 1978
- 1979 – 1984
- 1985 – 1992
- 1993 – 1994
- 1995 – 1997
- 1998 – 2000
- 2001 – 2002
- 2003 – 2004
- 2005 – 2006
- After 2006
- Don't know

Q34. How large is the living space in your home in square feet, excluding your garage and unfinished areas?

- Less than 1,500 square feet
- 1,500 – 2,000 square feet
- 2,000 – 2,500 square feet
- 2,500 – 3,000 square feet
- More than 3,000 square feet
- Don't know

Q35. What is the primary source of energy for space heating?

- Electricity
- Natural gas
- Liquid propane gas, LPG
- Fuel oil, kerosene
- Wood
- Pellet stove
- Solar
- Other
- No fuel
- Don't know

Q36. What is the primary source of energy for water heating?

- Electricity
- Natural gas
- Liquid propane gas (LPG)
- Fuel oil
- Solar
- Don't know

Q37. How many people, including yourself, live in your home now?

Q38. Please select the type of house you live in.

- A single-family detached house
- A duplex, townhouse, row house or small apartment complex with 2-4 total units
- An apartment, condominium, or townhouse complex with 5 or more total units
- A mobile or manufactured house
- Other, specify _____

Q39. What year were you born?

Year _____

Q40. What is the highest level of education you have achieved so far?

- High school or less
- High school diploma
- Some college/associate degree/trade school
- Four-year college degree
- Some post-graduate studies
- Post-graduate degree/Masters, PhD, professional degree

Oregon Solar Photovoltaic Pilot Program

About You and Your Business

Q31. How long have you been an Idaho Power Commercial Customer?

- Less than one year
- 1-5 years
- 6-10 years
- 11-15 years
- 16-25 years
- More than 25 years

Q32. How many locations does your business/organization have?

- One
- 2-3
- 4-5
- More than 5
- Don't know

Q33. At what type of location is the solar PV installation?

- Company headquarters
- Branch office
- Manufacturing site
- Other
- Don't know

Q34. How many years ago was the organization at this site incorporated or established?

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

Q35. How many employees, including you, work at this location?

- Less than 50
- 51-100
- 101-200
- 201-500
- More than 500
- Don't know

Q36. How many hours does this business operate per day?

- less than 8 hours
- 8-12 hours
- 12-15 hours

- 15-20 hours
- 20-24 hours
- Don't know

Q37 How many days a week does this business operate including weekdays and weekends?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Q38. About when was this building built?

- Before 1950
- 1950 – 1973
- 1974 – 1978
- 1979 – 1984
- 1985 – 1992
- 1993 – 1994
- 1995 – 1997
- 1998 – 2000
- 2001 – 2002
- 2003 – 2004
- 2005 – 2006
- After 2006
- Don't know

Q39. How large is your occupied floor space in square feet?

- 5,000 sq ft or less
- 5,001-15,000 sq ft
- 15,001-25,000 sq ft
- 15,001-50,000 sq ft
- More than 50,000 sq ft
- Don't know

Q40. What is the primary source of energy for space heating at this location?

- Electricity
- Natural gas
- Liquid propane gas, LPG
- Fuel oil, kerosene
- Wood
- Pellet stove
- Solar
- Other

- No fuel
- Don't know

Q41. What is the primary source of energy for water heating at this location?

- Electricity
- Natural gas
- Liquid propane gas (LPG)
- Fuel oil
- Solar
- Don't know

Q42. Which of the following categories represents the total business revenues at your business location in 2009?

- Under \$50,000
- \$50,000 to under \$100,000
- \$100,000 to under \$250,000
- \$250,000 to under \$500,000
- \$500,000 to under \$1 million
- \$1 million to under \$5 million
- \$5 million to under \$10 million
- \$10 million or more
- Don't know

Q43. In which month does your fiscal year end?

- [Drop down showing January to December]
- Don't know

Oregon Solar Photovoltaic Pilot Program

About You and Your Irrigation System

Q31. How long have you been an Idaho Power Irrigation Customer?

- Less than one year
- 1-5 years
- 6-10 years
- 11-15 years
- 16-25 years
- More than 25 years

Q32. How many metered irrigation pumps do you have?

- 5 or less
- 6-10
- 11-15
- 16-20
- More than 20

Don't know

Q33. What is the average size of the irrigation pumps in your system?

- 30 HP or less
- 30-49 HP
- 50-74 HP
- 75-99 HP
- 100 HP or greater
- Don't know

Q34. Is this the only irrigation pump in your system participating in the Oregon Solar PV Pilot program?

- Yes
- No

[Ask Q43 if Q42 is no]

Q35. How many other irrigation pumps in your system are participating in the Oregon Solar PV Pilot Program?

- 0
- 1
- 2-5
- more than 5

Don't know

Q36. How many months during the year does this irrigation pump operate?

- 1 month or less
- 2-3 months
- 4-5 months
- more than 5 months
- Don't know

Q37. During the irrigation season, how many hours a day does this irrigation pump operate?

- Less than 5 hours per day
- 6-10 hours per day
- 11-15 hours per day
- 16-20 hours per day
- 21-24 hours per day
- Don't know