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ELECTRONICALLY FILED

Public Utility Commission of Oregon
Filing Center
201 High Street SE, Suite 100
P.O. Box 1088
Salem, Oregon 97301

Re: Oregon Tariff Advice No. 16-06
Schedule 75, Simple Steps Smart Savings Program

Attention Filing Center:

Pursuant to ORS 757.205, Idaho Power Company (“Idaho Power” or “Company”) hereby transmits for filing revisions to Schedule 75, Simple Steps Smart Savings Programs (“Simple Steps” or the “Program”).

Simple Steps is available to customers purchasing designated energy equipment from participating retailers. The Program utilizes a markdown model that provides incentives directly to the manufacturers or retailers, with savings passed on to the customer at the point of purchase. The Program is a regional manufacturer buy-down program sponsored by the Bonneville Power Administration. The current Program measure offerings in Oregon include: Spiral Bulbs, Specialty Bulbs, CFL Light Fixtures and Showerheads.

The Company initially offered the Program to its Oregon customers in 2007 and during 2015 attributed 517,967 kilowatt-hours (“kWh”) of lighting savings and 41,809 kWh of showerhead savings to the Oregon jurisdiction. Promotions ran at four retailers in Idaho Power’s Oregon service area in addition to an online offering available through Costco.com. The Company utilizes a third-party contractor, CLEARResult, to provide administration and marketing services for the Program.

The Company is requesting two additional measures to be added to the Program offering:

- 1) Add ENERGY STAR® LED light fixtures to the light fixture offering. LED fixtures use up to 75 percent less energy than standard light fixtures. The Company currently offers this measure in its Idaho service area and seeks authorization to expand the savings opportunity to its Oregon customers.
- 2) Add an appliance offering to the Program. The appliance offering aims to increase sales of qualified appliances in the marketplace. This goal is accomplished through split incentives that may be provided as co-marketing dollars to the retailer or

manufacturer to fund activities such as: promotional events, special product placement, point of purchase signage, retailer activities and event kits, sales associate training and training material, and/or other marketing activities employed during the promotional periods. Incentives will also be provided as customer rewards which may include, but are not limited to, retailer gift cards, gifts with purchase, or retailer credit to the customer for the purchase of qualified products. These promotions will be targeted but not restricted to key retail periods including: President's Day, Memorial Day, Independence Day, Labor Day, and Black Friday. Appliances that are available for an incentive through the Program are clothes washers, clothes dryers, refrigerators, and freezers. Appliances must be ENERGY STAR® rated to qualify for an incentive. The Company started offering the appliance promotion in its Idaho service area in the second half of 2015; promotions ran for Labor Day weekend and Black Friday and the Company paid incentives for 871 units during those two sales.

The Company calculated cost-effectiveness after two 2015 Idaho promotions were held and determined the Program continued to be cost-effective. The products potentially available for an incentive through the Program are clothes washers, clothes dryers, refrigerators, and freezers; however, Idaho Power will only incentivize products that meet the Company's cost-effectiveness requirements. At this time, the clothes washers are the only product that passes the cost-effectiveness tests, and therefore, the only appliance that Idaho Power incentivized through the promotions held to date. Prior to participating in a promotion, Idaho Power will calculate each product's cost-effectiveness to determine which products will be included in the promotion.

The Company respectfully requests that the attached Schedule 75 become effective for service rendered on and after May 18, 2016. If you have any questions regarding this tariff advice, please contact Regulatory Analyst Kristy Patteson at (208) 388-2982 or kpatteson@idahopower.com.

Sincerely,



Lisa Nordstrom

LDN:kkt

Enclosure

SCHEDULE 75
SIMPLE STEPS SMART SAVINGS PROGRAMS

This schedule describes the "Simple Steps Smart Savings" Programs offered by the Company and funded by the Energy Efficiency Rider.

LIGHTING INCENTIVES

SPIRAL BULB OFFERING

AVAILABILITY

This program is available to customers purchasing designated, reduced-price ENERGY STAR® light bulbs from participating retailers. Bulbs can be purchased as available on a first-come, first-served basis.

SERVICE PROVIDED

Designated ENERGY STAR® light bulbs have varying wattages. The Company will pay a contractor manufacturers' mark-down fees plus program administration costs. The bulbs will be distributed to participating retailers and sold at a reduced price. The contractor will be responsible for manufacturer negotiations, retailer relationships, product pricing, sales data tracking, and in-store marketing. The Company will augment in-store promotions and perform additional in-store visits, where possible.

SPECIALTY BULB OFFERING

AVAILABILITY

This program is available to customers purchasing designated, reduced-price ENERGY STAR® light bulbs from participating retailers. Bulbs can be purchased as available on a first-come, first-served basis.

SERVICE PROVIDED

Designated ENERGY STAR® light bulbs have varying wattages and may include recessed cans, globes, and dimmable spirals. The Company will pay a contractor manufacturers' mark-down fees plus program administration costs. The bulbs will be distributed to participating retailers. The contractor will be responsible for manufacturer negotiations, retailer relationships, product pricing, sales data tracking, and in-store marketing. The Company will augment in-store promotions and perform additional in-store visits, where possible.

LIGHT FIXTURE OFFERING

AVAILABILITY

This offering is available to customers purchasing designated, reduced-price ENERGY STAR® CFL and LED light fixtures from participating retailers. Fixtures can be purchased on a first-come, first-served basis. (N)

SERVICE PROVIDED

Designated ENERGY STAR® CFL light fixtures use special pin-based CFL bulbs. The ENERGY STAR® LED light fixtures have an LED diode built into the fixture itself. Both the CFL and LED fixtures use up to 75 percent less energy than standard light fixtures. The Company will pay a contractor manufacturers' mark-down fees plus program administration costs. The contractor will be responsible for manufacturer negotiations, retailer relationships, product pricing, sales data tracking, and in-store marketing. The Company will augment in-store promotions and perform additional in-store visits, where possible. (N)(D)

SCHEDULE 75
SIMPLE STEPS SMART SAVINGS PROGRAMS
(Continued)

OTHER INCENTIVES

SHOWERHEAD OFFERING

AVAILABILITY

This program is available to customers purchasing designated, reduced-price low flow showerheads from participating retailers. Showerheads can be purchased as available on a first-come, first-served basis.

SERVICE PROVIDED

Designated low flow showerheads have varying flow rates equal to or less than 2.0 gallons per minute. The Company will pay a contractor manufacturers' mark-down fees plus their program administration costs. The showerheads will be distributed to participating retailers. The contractor will be responsible for manufacturer negotiations, retailer relationships, product pricing, sales data tracking, and in-store marketing. The Company will augment in-store promotions and perform additional in-store visits, where possible.

APPLIANCE OFFERING

AVAILABILITY

This program is available to customers purchasing designed appliances during periodic promotions from participating retailers. Appliances offered under this promotion will be clothes washers, clothes dryers, refrigerators, and freezers. Analysis will be completed prior to each promotion to determine which appliances meet cost-effectiveness requirements and will be available during each promotion.

SERVICE PROVIDED

Different rewards will be provided to the customer as a financial incentive. These incentives may include retailer gift cards, gifts with purchases, warranties, instant markdown, or store credit to the customer for the purchase of qualified products. The Company will pay a contractor program administration costs. The contractor will be responsible for retailer relationships, product pricing, sales data tracking, and in-store marketing. The Company will perform additional in-store visits, where possible.

(N)

(N)