

## Jean Jewell

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**From:** woodruff@snakeriveralliance.org  
**Sent:** Wednesday, March 14, 2012 8:03 AM  
**To:** Jean Jewell; Beverly Barker; Gene Fadness  
**Subject:** PUC Comment Form

A Comment from Liz Woodruff follows:

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Case Number: IPC-E-12-05  
Name: Liz Woodruff  
Address: PO Box 1731  
City: Boise  
State: ID  
Zip: 83701  
Daytime Telephone: 2083449161  
Contact E-Mail: [woodruff@snakeriveralliance.org](mailto:woodruff@snakeriveralliance.org) Name of Utility Company:  
Acknowledge: acknowledge

Please describe your comment briefly:

Comments of the Snake River Alliance

On Idaho Power's Proposal for New Pricing Options for Customers Time Variant Pricing Case No. IPC-E-12-05 Submitted by Liz Woodruff, Executive Director, Snake River Alliance

March 14, 2012

The Snake River Alliance appreciates the opportunity to submit these comments to the Idaho Public Utilities Commission in docket IPC-E-12-05, Idaho Power Company's request to make available new pricing options for its customers via "Time Variant Pricing".

The Snake River Alliance (Alliance) is an Idaho-based non-profit organization, established in 1979 to address Idahoans' concerns about nuclear waste and safety issues. In early 2007, the Alliance expanded the scope of its mission by launching its Clean Energy Program. The Alliance's energy work includes advocacy for renewable energy resources in Idaho; expanded energy efficiency, demand response and other demand-side management programs offered by Idaho's regulated utilities and the Bonneville Power Administration; and development of local, state, regional, and national initiatives to advance sustainable energy policies. These comments are submitted on behalf of the Alliance and its members.

The Snake River Alliance supports the new pricing plan submitted by Idaho Power as we believe the program will help the utility both familiarize its customers with the benefits of peak reduction and potentially ultimately lead to sizeable reductions in peak use. We believe that such an approach should be expanded as quickly as possible and that all of Idaho's Investor Owned Utilities would benefit from adopting a similar approach. We were also pleased to see mention in the PUC press release regarding this request that the program would include information for electric vehicle owners. We appreciate that Idaho Power will make an effort to reach out to owners of electrical vehicles about this program and feel this is an excellent first step towards setting the stage for more awareness and program offerings for emerging electric vehicle users to ensure that increased use of electric vehicles does not impact an already burdensome peak demand.

While we support Idaho Power's proposal we would like to mention that the outreach program Idaho Power has described to populate the Time Variant Pricing program may not cast a wide enough net and may not result in the kind of participation they anticipate. We would like to see Idaho Power use additional methods to supplement their planned mailed invitation to sign

customers up for the Time Variant Pricing program. The use of electronic communications and perhaps phone calling could bolster participation. We also hope that the planned invitation will not be limited to a bill insert and will include detailed information about the benefits of the program. Ultimately, we would like to see this program offered to residential customers throughout Idaho Power's service territory and not just in the Treasure Valley.

Thank you for your time and consideration of our comments.

Best regards,  
Liz Woodruff  
Executive Director  
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The form submitted on <http://www.puc.idaho.gov/forms/ipuc1/ipuc.html>  
IP address is 70.102.111.178

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