

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 22**

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Response Due: July 10, 2008
Information Requested By: Jennifer Easler
Date Responded: July 10, 2008
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Subject: Residential Programs - Behavior Changing Measures

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IPL's plan does not identify any efficiency measures in the residential portfolio that aim to directly modify energy consumer's behavior. Has IPL considered developing any programs that attempt to empower customers with real time consumption data, such as smart metering, to help promote conservation mentalities and drive energy conserving behavior? Please explain fully and provide copies of analysis performed and/or documentation relied upon for this response.

Response

At this time, IPL is not able to provide our residential customers with real time consumption data, nor does IPL have smart metering capability installed. IPL's sister utility, Wisconsin Power and Light Company, has begun an Automated Metering Infrastructure (AMI) pilot project in its Wisconsin service territory and IPL is planning to install an AMI system in its Iowa service territory within the next few years. IPL will analyze the capabilities of AMI to take advantage of the AMI system to assist customers in understanding their energy usage, however, the specific venue has yet to be determined. The market place is changing as products are being developed to enable customers and utilities to utilize AMI data.

In Chapter 6 of the EEP-08-1 filing IPL proposed a budget for research and development on a Critical Peak Pricing (CPP) program because CPP provides a venue to educate customers about when they are currently using their energy, varied price points and how they can change their usage pattern. The CPP program incorporates a time of use (TOU) pricing structure with peak price events. The program encourages customers to analyze their usage patterns and illustrates how their usage affects their energy bill. IPL would promote the program with education on how to use energy wisely within the rate, how to respond to CPP events and how to couple behavior with energy

efficient measures. Hopefully, with the addition of smart meter capability, IPL will be able to illustrate this information to the customer in a timely manner through a web-based application.

IPL does not have significant documentation for this response. IPL recognizes the potential for smart meter technology. Many of the technologies are just entering the market place and need to be evaluated for cost effectiveness and compatibility with AMI infrastructure. The *Assessment of Energy and Capacity Savings Potential in Iowa*, Appendix J of IPL's application in Docket No. EEP-08-1, affected IPL's decision to pursue research and development of a CPP program because it offers a market potential of 11 MW of additional demand response potential and the opportunity for consumer education.