



Building for the Future

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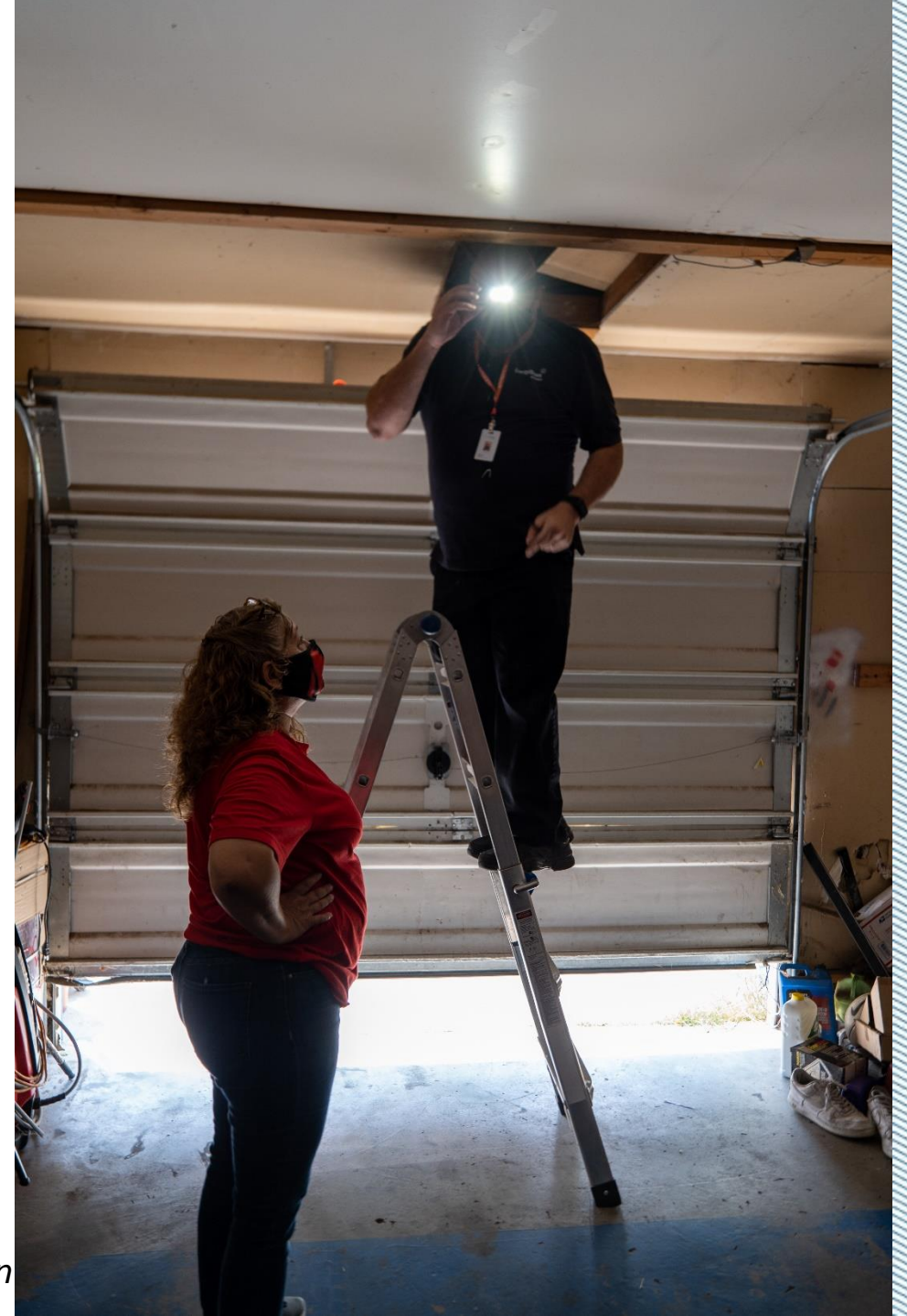
Market Dynamics

- State climate policies are driving-the need for more energy efficiency
- New funding opportunities expected in 2025, some in 2024
 - Inflation Reduction Act
 - Portland Clean Energy Benefits Fund
 - State programs
- Market needs support to maximize new opportunities and deliver funds to customers

New Ways to Support the Market

- Energy Trust is positioned to prepare the market for more clean energy projects
- Investing in infrastructure to support
 - Trade Ally Network
 - Workforce development
 - Community-based organizations
- Thinking big and exploring new ways of working

Photo: EUVALCREE home energy evaluation





Higher Residential Incentives

- Launched this month for residential HVAC incentives
- These are long-term increases, not temporary bonuses
- Increases for standard incentives, income-qualified offers and regional promotions

Photo: Turtle Cove



More Targeted Offers

- Launching smaller, customized offers
 - Remove participation barriers for customers
 - Create compelling offers to motivate customers that are on the fence
- Efforts can target specific regions, technologies or communities
- Leveraging multiple funding sources and co-funding

Photo: El Mofles

Supporting Your Business

- Increased flexibility with Business Development Funds has increased uptake and overall benefit
 - Solar trade ally installer network is now aligning with these changes
- Expanding workforce development
 - Training and education
 - Curriculum development
 - Support for job placement
- Sign up to share your input on how we can better support your business





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