



Trade Ally Forum
January 19-22, 2016



2015 Year in Review; Kicking Off 2016

Margie Harris
Executive Director



Today's presentation

- 2015 year in review and a look into 2016
- Trade ally success and benefits
- Opportunities and changes in the coming year
- Diversity and expanding participation



Preliminary 2015 results ... and into 2016

- Forecasting to meet or exceed energy savings, generation goals
- Demand for services and incentives is up and expected to stay that way through 2016
 - More than 72,000 sites served and still counting
 - Increasing amount of cash incentives to customers year over year
- High levels of activity last year and this year:
 - New construction, residential and commercial
 - LED adoption
 - Solar energy
 - Residential and multifamily heating and controls
- Maintaining high levels of customer satisfaction and low internal costs



Portland—2015

- 23,500 total sites served
 - 21,300 residential sites
- \$23.5 million cash incentives delivered
- \$8.2 million in annual customer bill savings from projects installed

A clean energy power plant

560,000

Sites served

\$1.9 billion

**Saved on
participant
utility bills**

**For every
\$1 we invested,
utility customers
will save**

\$3.10

- More than \$714 million cash incentives to customers since 2002
- Oregon ranked 4th most energy-efficient state in the US
- Portland ranked in top 10 energy-efficient cities



Strength of the Trade Ally Network

- Contractors employed and working on Energy Trust projects reached 12,700
- Trade allies bring in more projects, energy savings and generation
- Higher quality of work
- \$420,000 business development funds delivered in 2015
- Connecting contractors with customers
- Building relationships with minority and women business owners
- Improving programs and processes to better serve customers with you

What to look for in 2016



Managing change

- Program design changes
- Responding to policy changes
- Ready for new opportunities
 - LEDs
 - Strategic Energy Management
 - Multifamily
 - PGE demand response pilot
 - NEEA gas market transformation
- Executive Director transition

energytrust.org/executive-director



Expanding participation

- Research
- Trade Ally Network development
- Grassroots outreach
- Upstream incentives and buy-downs
- Rental properties and direct install
- Lower income
- Utility collaboration



“The purpose of Energy Trust’s diversity initiative is to create a culturally attentive organization with diverse employees and contractors who can bring a range of perspectives, experiences, skills and ideas to our organization, our programs and our services.

We believe our differences make us stronger, and produce better, more innovative work.”

Diversity and innovation

Expanded outreach and contractor networks

Research and demographic trends

Cultural competency

New partnerships and alliances

Recruitment, hiring and retention

Procurement





Thank you

Margie Harris, Executive Director

Margie@energytrust.org



High-Level Residential Program Changes Overview

Marshall Johnson, Program Manager

Residential themes in 2016

Goals are to:

- Broaden participation
- Develop and promote technologies across programs
- Blur the lines between residential programs to make it easier to participate

Why do we have program changes?

Energy Trust is constantly evaluating program components including:

- The cost and benefits of our program strategies and incentives
- The types of energy upgrades we promote and the anticipated savings from the upgrades

What do we evaluate?

Incentives

- Direct savings incentives
- Program participation incentives

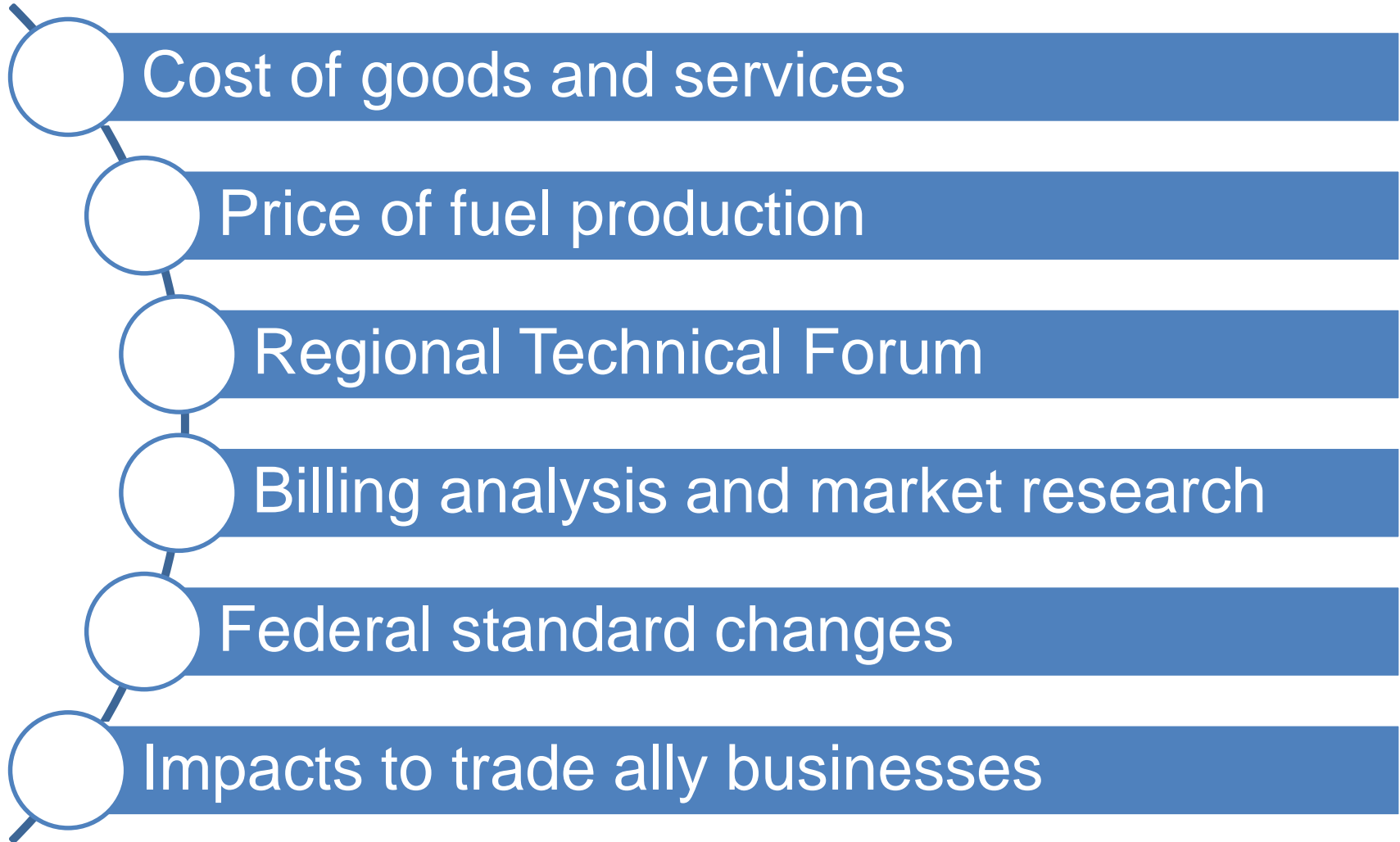
Delivery activities

- Outreach and events
- Marketing campaigns
- Business Development Funds

Savings and technical specifications

- Installation and efficiency requirements
- Standards or requirement changes
- New technologies

What are the market considerations?



2016 savings opportunities

Existing Homes

Gas

- Fireplaces
- Windows
- Ceiling, wall and floor insulation
- Furnace

Multifamily

Gas

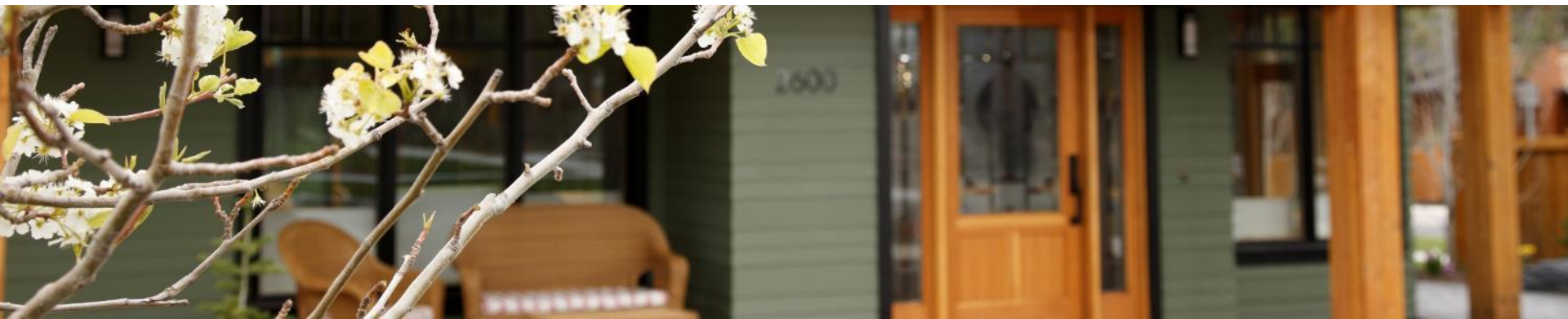
- Steam traps
- Thermostatic Control Valves

Electric

- Ductless heat pump
- Heat pump replacement/upgrade
- Windows
- Ceiling, wall and floor insulation
- Heat pump water heater

Electric

- Ductless heat pump
- Package Terminal Heat Pumps



What to expect in 2016: Residential

- More measures at retail locations
- Expanded outreach to more and different customers to sustain volume
- More controls and behavior changes
- Support for DIY water heaters
- Possible bulk buy-downs of smart thermostats and power strips

What to expect in 2016: Multifamily

- Targeting smaller properties outside the Portland area
- Advanced power strips and Cadet space heater buy-downs
- Gas heat packages for condos
- Analysis of small gas furnaces
- Water sub-metering
- Heat pump clothes dryers
- Low-e storm windows



Thank you

Existing Homes

existinghomesta@energytrust.org

1.866.365.3526 option 9



Legislative Update

Jay Ward, Sr. Community
Relations Manager





ORS 171.725 [8] Lobbying means influencing, or attempting to influence, legislative action through oral or written communication with legislative officials, solicitation of executive officials or other persons to influence or attempt to influence legislative action or attempting to obtain the goodwill of legislative officials.



BY THE PEOPLE FOR THE PEOPLE

BEAVER

NATION

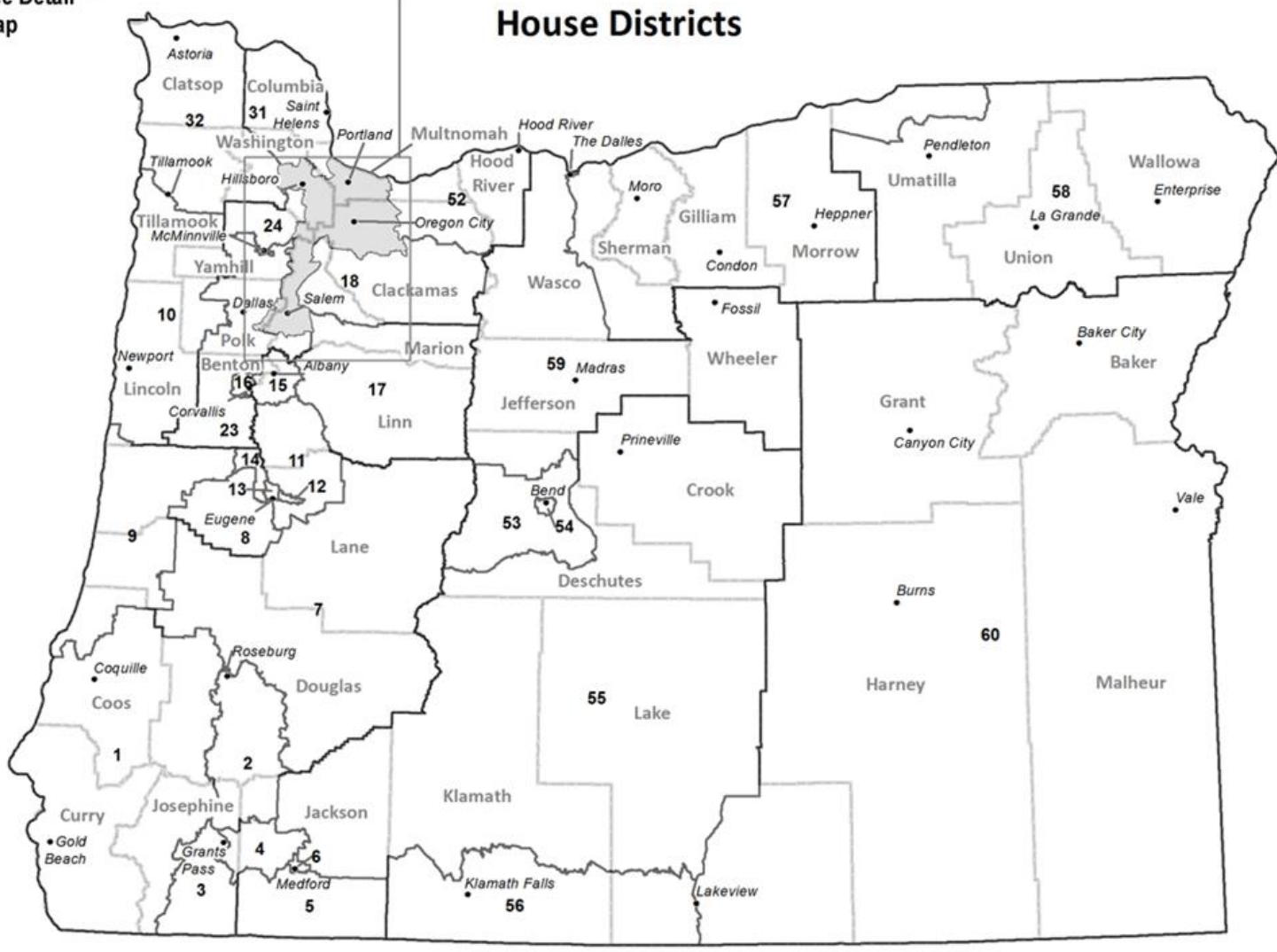
Big Problems

- Poverty
- Transportation
- Education
- Drought
- Forest fires
- Job creation



See Detail
Map

House Districts



60 Representatives
30 Senators

Autzen + 9,000





Vigor Industrial

EnergyTrust
Pays to the order of
Vigor Industrial LLC February 20, 2015
\$418,574.00
Four Hundred Eighteen Thousand Five Hundred Seventy-Four Dollars and 00 Cents
LED Exterior Lighting Upgrade
Project: H004
Signature: [Signature]

Edward C. Allworth
Veterans' Home





- \$6 million

2016 Bills and Legislative Concepts

- Residential Property Assessed Clean Energy (PACE)
- Public Purposes Charge (LC 255)
- RPS Increase/Coal-free
- Healthy Climate Act
- Community Solar (LC 95)
- Clean Power Plan



Resources

www.oregonlegislature.gov (OLIS)

OSEIA

Home Performance Guild

ORACCA

A photograph of a modern, multi-story building with a prominent glass facade. The building features a curved glass section on the lower levels and a more angular, metallic-looking upper section. In the foreground, there is a paved plaza with several large, white, bowl-shaped planters containing colorful flowers. A few people are visible walking around the plaza, and a wheelchair is parked near the entrance. The overall scene is bright and clear, suggesting a sunny day.

Thank You

Jay Ward, Sr. Community Relations
Manager

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EnergyTrust
of Oregon

Oregon Department of Energy Updates

Break-Out Announcements

Trade Ally Network Manager Tom Beverly

Breakout Session A

Breakout A		
Title	Location	Speakers
Existing Homes 2016 Changes/Multifamily 2016 Changes	Blackberry Hall	Aaron Lazelle Nick Michel Kate Scott
New Homes 2016 Changes/Solar 2016 Changes	Mt. Hood Room	Mike Lillesand Jeni Hall

Breakout Session B

Breakout B		
Title	Location	Speakers
Multifamily Windows	Blackberry Hall (section a)	Aaron Lazelle Nick Michel Kate Scott
Existing Homes Business Development Fund	Blackberry Hall (section b)	Mike Lillesand Jeni Hall
New Homes EPS	Mt. Hood Room	Mike Lillesand Jan-Michael Barlow
Solar Detailed Program Info	Vintners Room	Jeni Hall



Trade Ally Forum
January 19-22, 2016

Medford



Medford—2015

- 1,850 total sites served
 - 1,720 residential sites
- \$1.4 million cash incentives delivered
- \$550,000 in annual customer bill savings from projects installed

Discussion

- What experiences should we know about?
- What ideas should we pursue to overcome participation barriers?
- Do you have stories of success to reaching new customers?
- What training and support can we provide?



Bend

Bend—2015

- 3,050 total sites served
 - 2,730 residential sites
- \$2.4 million cash incentives delivered
- \$792,500 annual customer bill savings from projects installed

Preliminary results



Portland

2015 Year in Review; Kicking off 2016

Executive Director Margie Harris

High Level Residential Program Changes

Program Manager Marshall Johnson

Energy Landscape and Policy

Sr. Community Relations Manager Jay Ward