



2019 Residential Updates Fall Trade Ally Forum

Agenda

- 2019 Measure Changes
- 2020 Measures Under Review
- 2019 Business Development Fund
 - Campaign Ally

2019 Measure Changes

Why Are Measures Discontinued?

- Energy Trust annually reviews measures for cost effectiveness and market viability in alignment with OPUC requirements
 - Measures that do not pass cost-effectiveness tests are discontinued
 - Measure that are not being utilized by the market are often discontinued
- On a very limited basis Energy Trust can request exceptions to continue to offer measures that fail cost effectiveness tests

Non-Portland 2019 Discontinued Measures




Measure	State	Detail
Alternate Wastewater	OR	Discontinue
Pool Pumps	OR	Discontinue
Boilers	OR	Discontinue
Boiler Pipe Insulation	OR	Discontinue

Measures Under Review for 2020

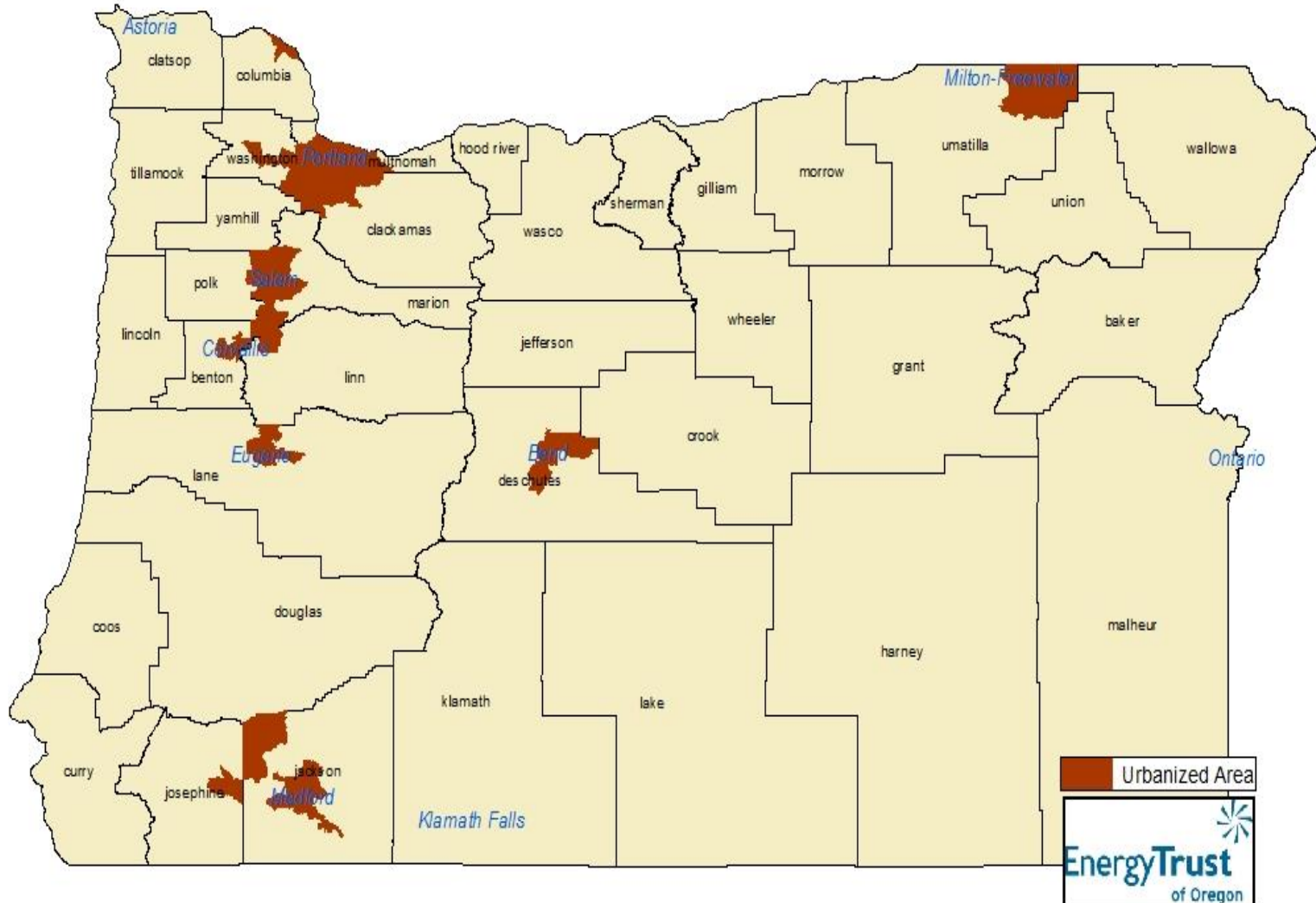
- These key measures are currently offered through OPUC cost-effectiveness exceptions and must be reviewed in 2019 for 2020
 - Ductless heat pumps (Res and Mult)
 - Windows for large multifamily customers
 - Gas tank water heaters (Res and Mult)
 - Insulation (Res and Mult)
 - EPS new home construction

Business Development Funds

2019 Business Development Fund Changes

	Standard	Rural, Minority and Women Owned Businesses
Project type 	<p>Marketing: Online, Print, Broadcast Training: Conference attendance, Certification Continuing education credits, Trainings posted on Energy Trust website</p>	
Reimbursement 	Annual maximum: \$3,000 <ul style="list-style-type: none"> • Max \$2,000 for trainings 	Annual maximum: \$4,000 <ul style="list-style-type: none"> • Max \$2,000 for trainings
	<ul style="list-style-type: none"> • 30 percent reimbursement • \$200 per person max for training • 50 percent reimbursement for bilingual advertisements 	<ul style="list-style-type: none"> • 50 percent reimbursement • \$200 per person maximum for training
Participation requirements 	<ul style="list-style-type: none"> • Promote Energy Trust Residential offers • Pre-approval required • Submit at least one project to the program in previous 12 months • Meet logo and text requirements 	

USDA URBAN/RURAL



For more info on USDA Rural Urban Commuting Areas: <https://www.ers.usda.gov/data-products/rural-urban-commuting-area-codes/>

Eligible Business Development Funds Projects

	Project category	Project Type
Marketing	Print	Direct mail
		Newspaper
		Magazine
	Online	Banner ad
		Social media sponsored posts on: <ul style="list-style-type: none"> • Facebook • LinkedIn • Instagram • Yelp
		Pay-per-click ad
Broadcast	Radio and TV ad	
Other	Professional development	Training/certification
	Staff support	Tablet
		Equipment discount

Campaign Ally



Steps of Campaign Ally Approach



Energy Trust plans a marketing campaign



Energy Trust opens application for trade allies to participate in campaign



Trade allies submit interest to participate



Energy Trust selects trade allies based on defined criteria



Campaign call to action directs customer towards participating trade allies



Trade ally receives warm customer leads



Trade ally completes installation and supports project submission to the program

Example Campaign



Get
Effici



AVOID A COLD WATER CRISIS

If your water heater is 10 years old or older, upgrading to a new energy-efficient model now will help you avoid an inconvenient emergency replacement later. And since heating water makes up 20 percent of the average home's energy bill, it's also a great way to reduce energy costs. We're here to help you find an affordable, reliable and efficient water heater that's right for your home.

SAVE ON WATER HEATING

Get more from your energy. Visit www.energytrust.org/homes or call 1.866.368.7878. Serving customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista.

Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista benefit from saving energy and generating renewable power. Energy Trust helps keep energy costs as low as possible, strengthens the economy and builds a sustainable future.

You are receiving this email because of your past participation with Energy Trust.



Financing Update

Condos and townhomes now eligible for heat pump on-bill repayment offerings!

- All property types:
 - Ductless heat pumps
- Duplex, triplex, fourplex and side-by-side structures:
 - Ductless heat pumps
 - Ducted heat pumps
 - Heat pump advanced controls

Financing Update: How to Participate

- Multifamily trade allies eligible to offer in heat pump on-bill repayment for single family homes are automatically enrolled in heat pump on-bill repayment for multifamily customers
- No change in workflows, use updated 321HP Form for single family homes, condos and townhomes
- Please contact homeenergy@craft3.org, 888.231.2170 ext. 225 with questions.



Thank you

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