



# 2019 Residential Updates Fall Trade Ally Forum

# Agenda

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

# 2019 Measure Changes

# 2019 New Measures: Southwest Washington

New Measure	Incentive	State	Efficiency Requirement
Rental Gas Furnace	\$550	New for WA	90% AFUE or greater

# 2019 Measure Changes: Southwest Washington

Updated Measure	Incentive	State	Efficiency Requirement
Gas Furnace	\$200	WA	95% AFUE or greater

# 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

# 2019 Discontinued Measures

Measure	State	Detail
Alternate Wastewater	OR	Discontinue
Pool Pumps	OR	Discontinue
Residential Boilers	OR & WA	Discontinue
Boiler Pipe Insulation	OR & WA	Discontinue
Air Sealing	WA	Discontinue
DV Gas Unit Heaters	WA	Discontinue
Duct Insulation	WA	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

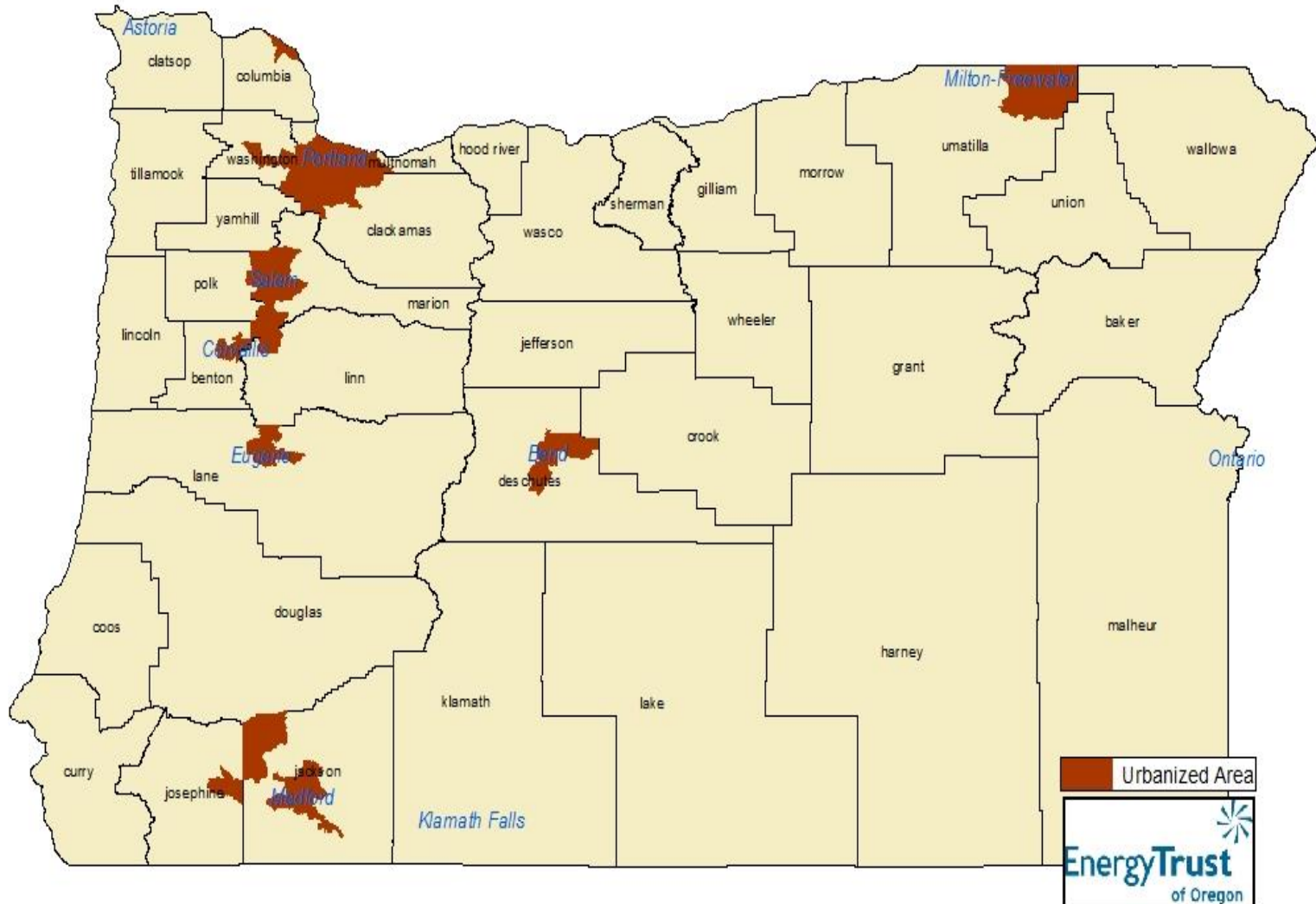


# Business Development Funds

# 2019 Business Development Fund Changes

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

# USDA URBAN/RURAL

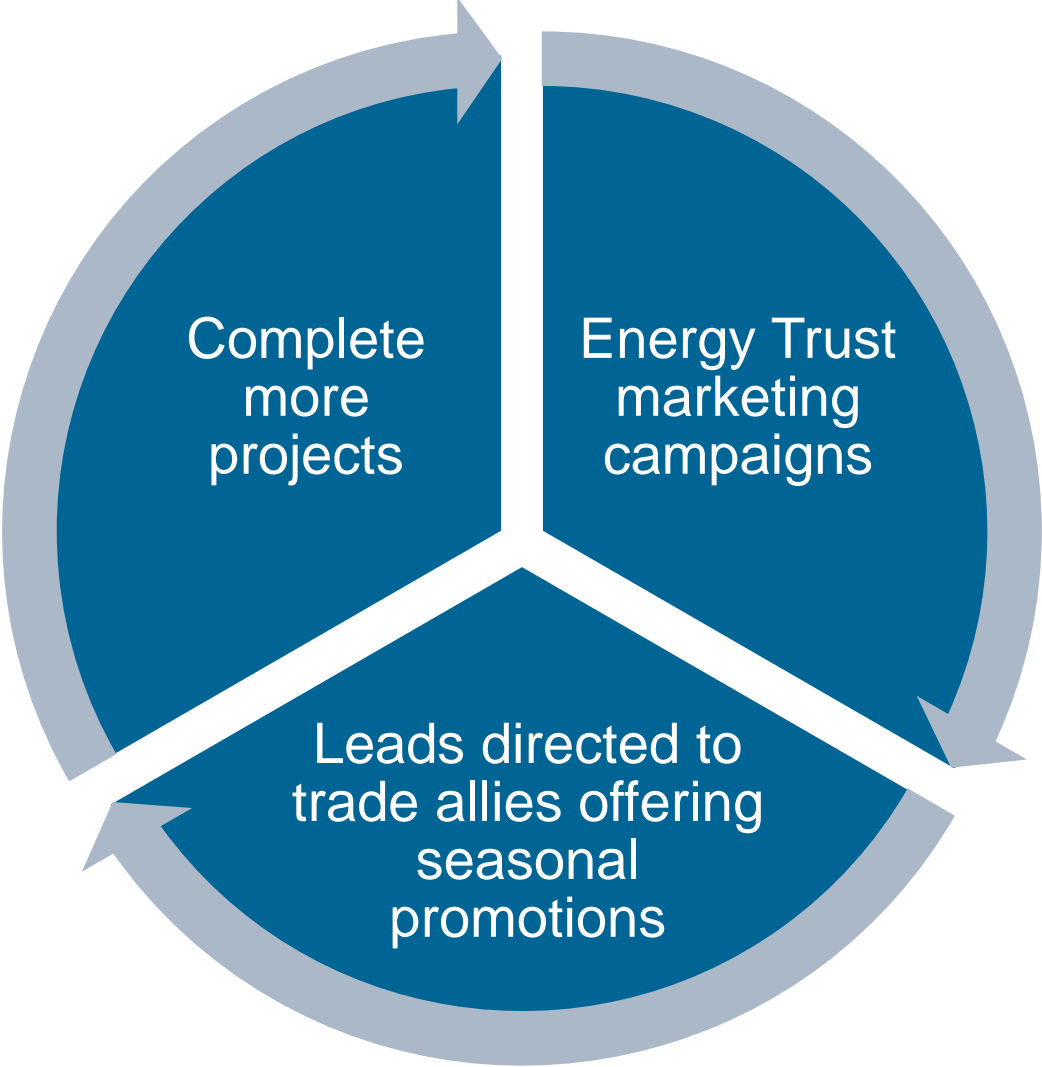


For more info on USDA Rural Urban Commuting Areas: <https://www.ers.usda.gov/data-products/rural-urban-commuting-area-codes/>

# Eligible Business Development Funds Projects

	Project category	Project Type
Marketing	Print	Direct mail
		Newspaper
		Magazine
	Online	Banner ad
		<b>Social media sponsored posts on:</b> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• LinkedIn</li> <li>• Instagram</li> <li>• Yelp</li> </ul>
		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](http://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](mailto:homeenergy@craft3.org), 888.231.2170 ext. 225 with questions.

# 2019 Pilot: Extended Capacity Ht. Pumps

- Plan to test heat pumps w/ no auxiliary back up systems.
- Assess opportunities to acquire increase electricity savings and potential to provide heat pump upgrade incentives in the future.
- More details to come as the plan is finalized.



Thank you

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