



For Businesses



For Homes



Renewable Energy



For Trade Allies



About Us

# EnergyTrust of Oregon

## NW Energy Efficiency Alliance Energy Efficiency Roundtable

October 28, 2008



# Introduction to Energy Trust

- 1996 Regional Review
- 1999 Oregon Legislation – 3% Public Purpose Fund
  - Independent nonprofit organization
  - Acquire cost-effective electric efficiency/conservation savings
  - Pay renewable energy project above market costs
- 2002 start-up organization, electric focused
- 2003 addition of gas customers
- Service to ~1.5 million Oregon consumers
- 2007-08 Supplemental electric efficiency funding
- 2008 Annual budget over \$100 million

# Energy Trust Mission

*To change how Oregonians produce and use energy by investing in efficient technologies and renewable resources that save dollars and protect the environment.*



# Initial/Current Strategic Goals

*By 2012:*

- 1. Save 300 average megawatts of electricity*
- 2. Save 21 million annual therms of natural gas*
- 3. Help Oregonians meet 10 percent of their electric energy needs from renewable resources*
- 4. Expand participation by customers that have been hard to reach historically*
- 5. Help businesses to thrive by promoting energy efficiency and renewable energy*
- 6. Encourage Oregonians to integrate energy efficiency and renewable energy in daily life*

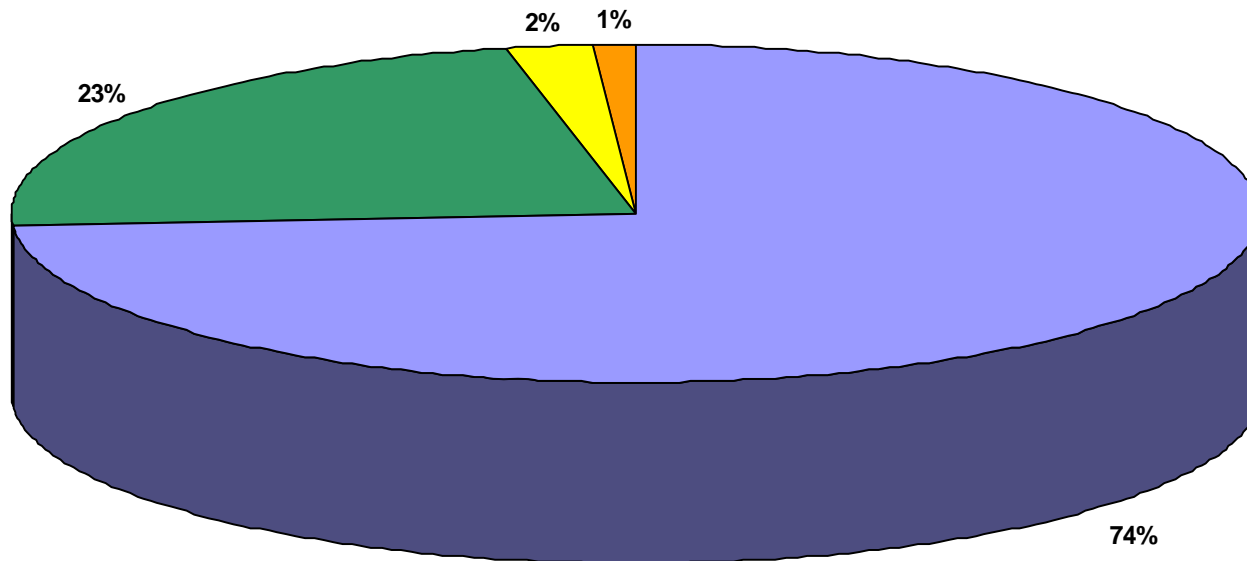
# What We Provide

- Integrated programs and services
- Sectors and technology expertise and recommendations
- Incentive dollars to encourage action
- Hedge value and other benefits



# 2009 Spending by Division

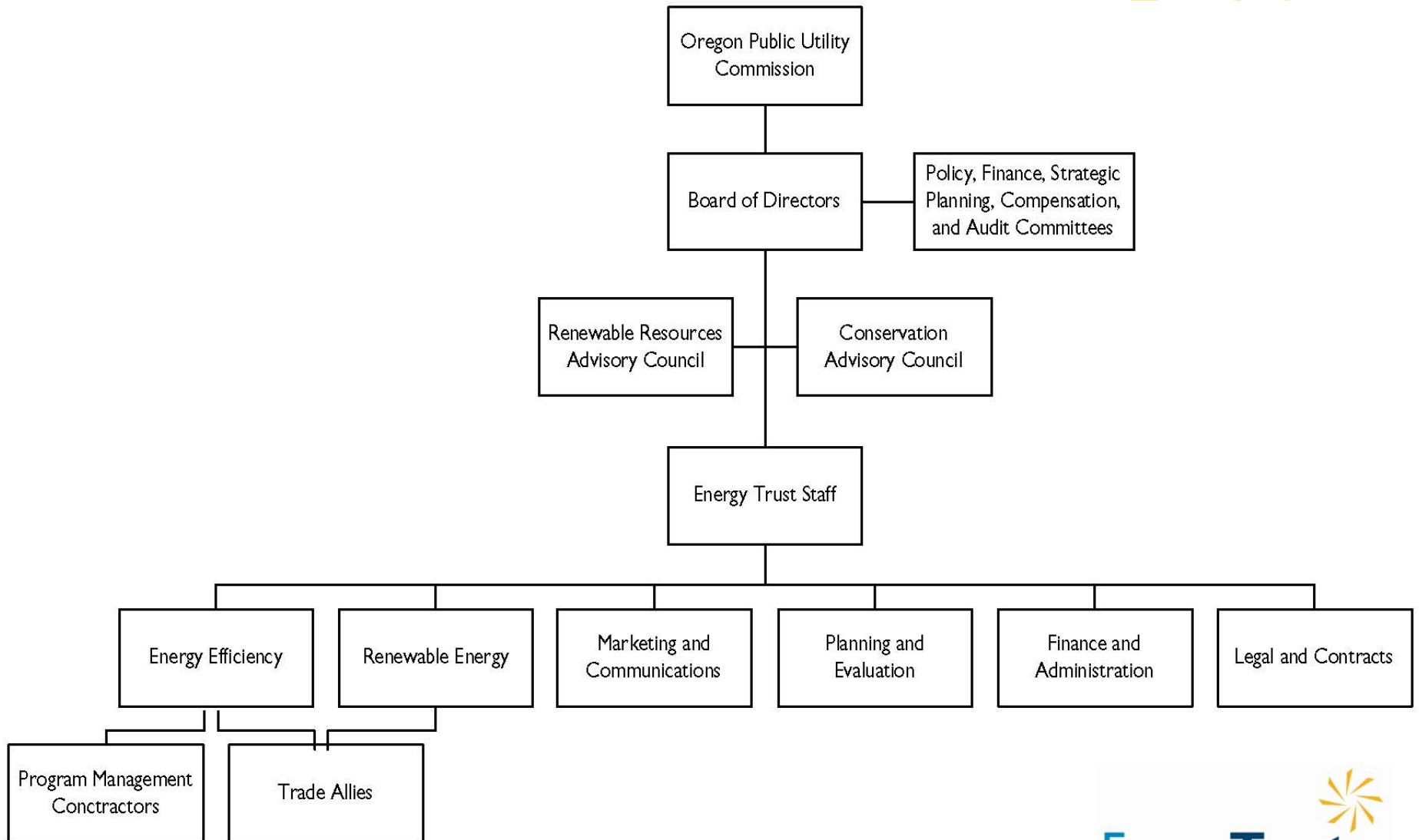
Total Budget \$ 126 million



■ Energy Efficiency ■ Renewable Energy ■ Administration ■ Communications and Outreach

Division	2009 Budget
Energy Efficiency	\$ 93.4
Renewable Energy	28.8
Administration	2.8
Communications and Outreach	1.3
	\$ 126.3


# Organizational Structure



# OPUC Oversight Role

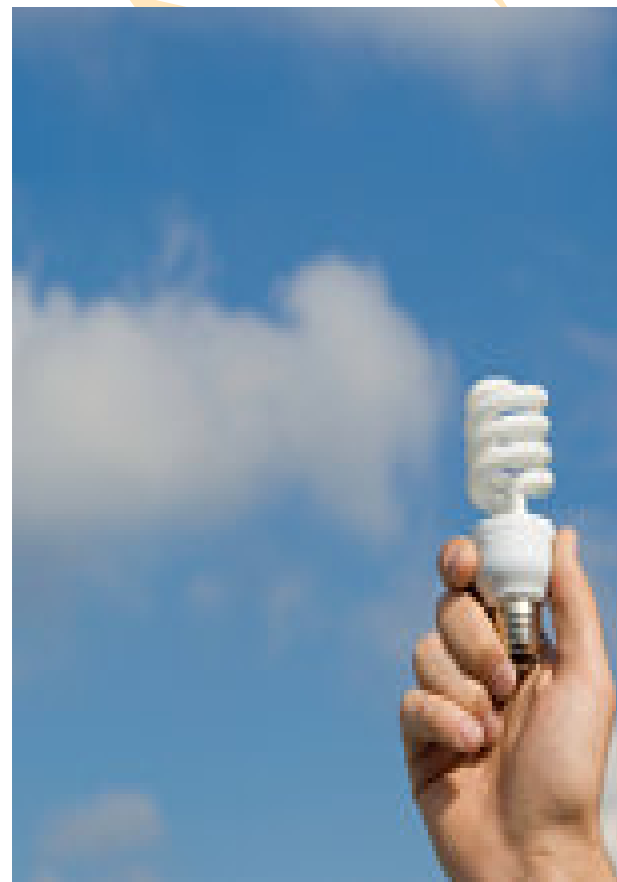
- Contracts with Energy Trust
- Sets minimum performance measures
- Reviews budgets and plans
- Receives reports
- Requires management audit
- Provides public forum

# Minimum Targets and Budget Goals

Category	Measures	2009 Draft Budget
Energy Efficiency	Obtain at least 31aMW computed on three-year rolling average Levelized cost not to exceed 35 cents/kWh	31.5 – 42.1 aMW 3.2 cents – 2.4 cents//kWh
Natural Gas	Obtain at least 1.8 million annual therms computed on a three-year rolling average Levelized cost not to exceed 60 cents/therm	1.9-2.5 million annual therms 70 – 54 cents/annual therm
Renewable Resources Energy	Secure at least 9 aMW computed on a three-year rolling average from small scale projects	7.6 – 16.1 aMW
Financial Integrity	Receive an Unqualified financial opinion from independent auditor on annual financial statements	Accounting conforms with Generally Accepted Accounting Principles (GAAP)
Administrative and Program Support Costs	Keep below 11% of annual revenue	8.1%
Customer Satisfaction	Achieve reasonable rates	Includes customer satisfaction research
Benefit/Cost Ratios	Report both utility system and societal perspective on an annual basis	

# Results through Mid-2008

- **Saved 170 aMW**  
Enough electricity to serve  
150,000 Oregon homes
- **Saved 7.7 million  
annual therms**  
Enough natural gas to heat  
nearly 15,000 homes
- **Supporting 110 aMW of  
clean renewable energy**  
Enough to serve 50,000 homes



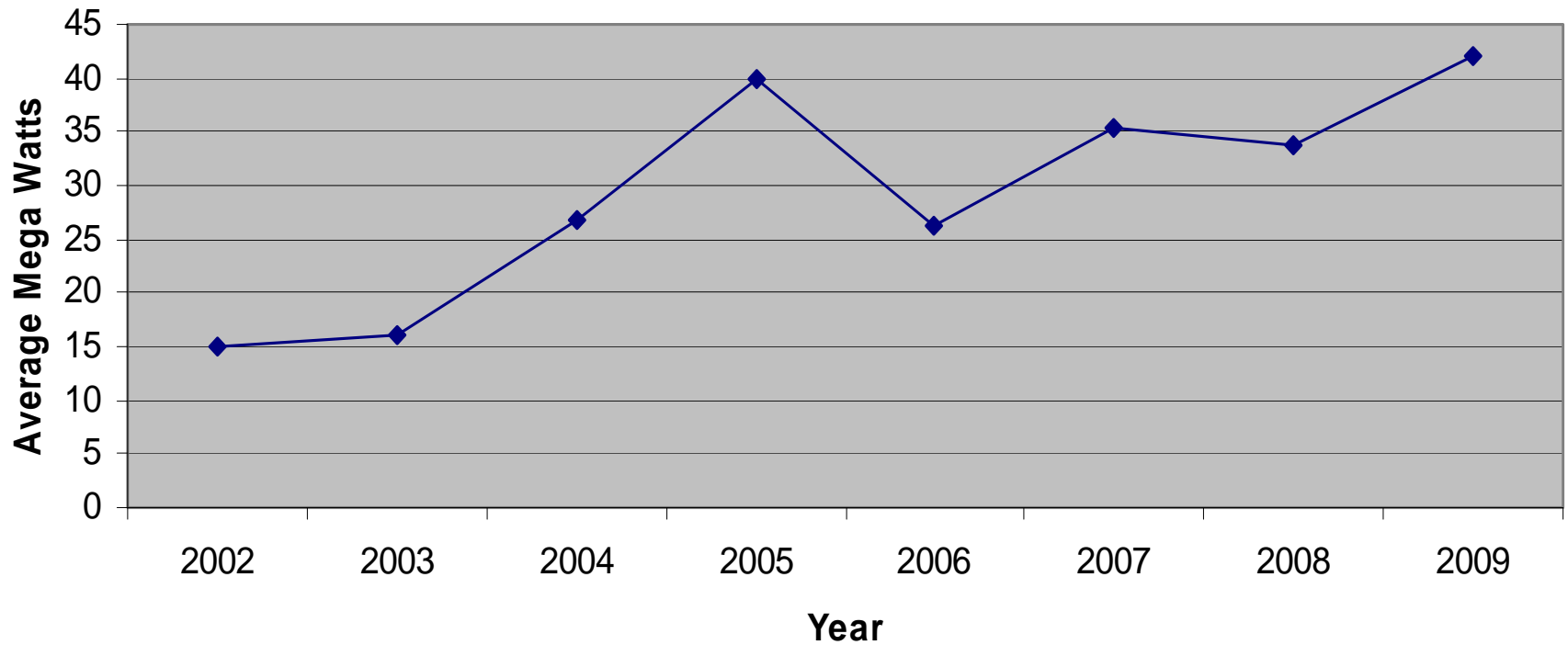
# 2009 EE Program Budget - Best Case

Electric							
	2008 aMW - plan	2009 aMW	2009 kWh	2009 Electric cost	Measure Life	2009 levelized cost	2008 levelized cost - plan
Existing Buildings	5.28	9.49	83,112,992	\$15,562,804	13.0	0.020	0.024
New Buildings	3.14	7.83	68,629,248	\$15,752,612	17.9	0.020	0.026
NEEA - commercial	0.26	0.25	2,201,253	\$1,563,126	15.0	0.069	0.069
Production Efficiency	9.72	10.53	92,262,871	\$19,959,582	11.2	0.026	0.021
NEEA - Industrial	1.07	1.07	9,399,083	\$953,821	10.0	0.013	0.013
Existing Homes	3.08	2.30	20,173,917	\$8,761,087	22.7	0.033	0.027
New Homes and Products	7.53	5.92	51,823,213	\$15,709,705	7.6	0.049	0.030
NEEA - residential	5.47	4.64	40,635,487	\$880,304	8.0	0.003	0.003
NEEA - combined	6.80	5.96	52,235,823	\$3,397,251	8.7	0.009	0.009
Program	35.56	42.04	368,238,065	\$79,143,041	12.6	0.024	0.022

Gas						
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Existing Homes	948,293	983,871	\$9,726,996	29.7	0.661	0.485
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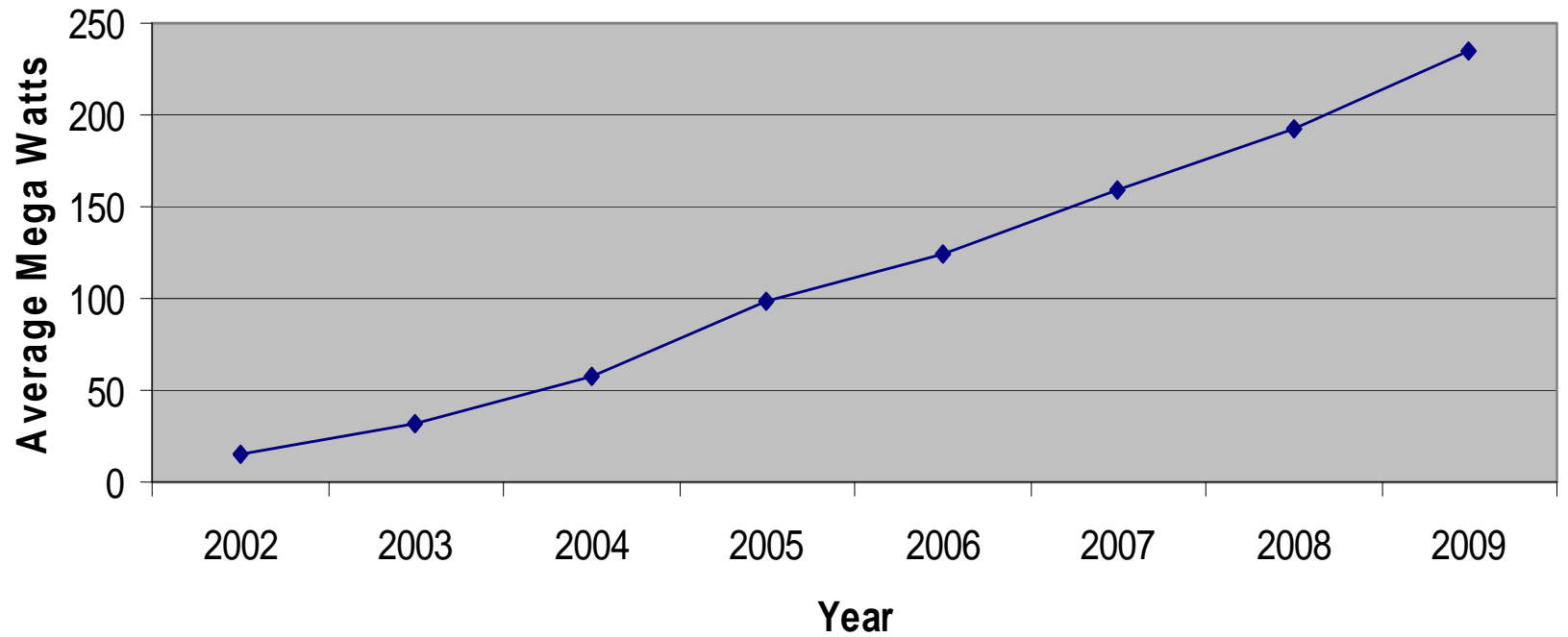
# Annual Electric Savings

**Energy Trust of Oregon, Inc.  
Annual Electric Energy Savings**



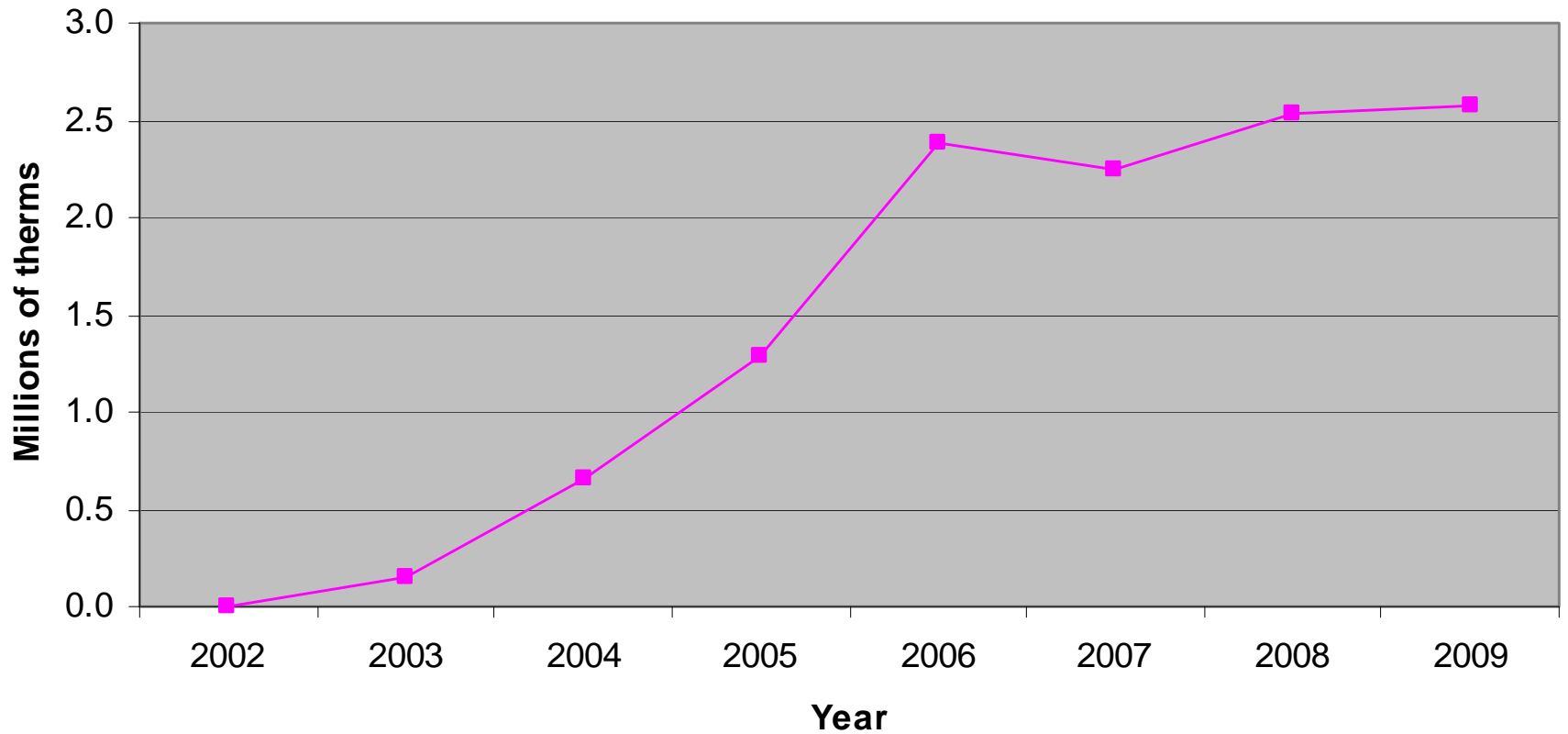
# Cumulative Electric Savings

Energy Trust of Oregon, Inc.  
Cumulative Electric Energy Savings  
2002 - 2009



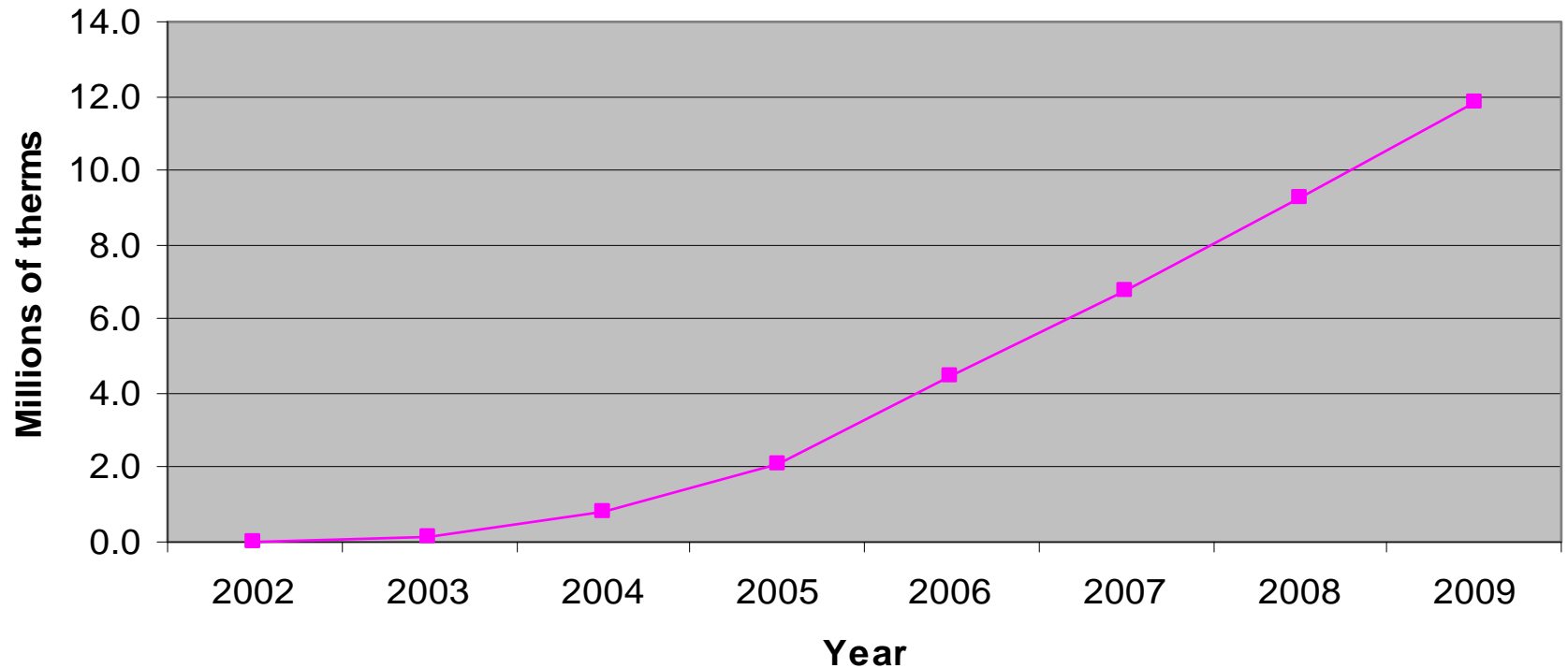
# Annual Gas Savings

**Energy Trust of Oregon, Inc.  
Annual Gas Energy Savings**



# Cumulative Savings – Gas

**Energy Trust of Oregon, Inc.  
Cumulative Gas Energy Savings**



# Utility Load Reductions From Efficiency

Have we helped reduce load?

Yes!

- Overall: 4.3% reduction
  - Residential 3.7
  - Commercial 2.9
  - Industrial 7.7



# Overall 2009 Efficiency Budget Themes

- Continued high growth in volume and demand projected
- Emphasize the customer
- Introduce more new efficient gas and electric technologies
- Introduce Green Street Lending
- Complete integration of joint renewable and efficiency program delivery
- Regional collaboration

# 2009 Residential Efficiency Activity

## Existing Homes

- Expand Home Performance with Energy Star
- Implement near-low income outreach strategy
- Integrate solar hot water efforts into home assessments
- Pursue behavior change strategies such as Energy Performance Score (EPS) and more Blueline energy monitors

## New Homes and Products

- Increase Energy Star new homes market share
- Promote high performance home construction
- Promote specialty CFLs
- Increase refrigerator recycling initiative penetration

# 2009 Commercial Activity

## Existing Commercial Buildings

- Concentrate on commercial food services, lodging, office and healthcare operations
- Add laundries and datacenters
- Integrate solar

## New commercial buildings

- Develop small to medium construction design-build market
- Expand Energy Star track
- Initiate net-zero pilot

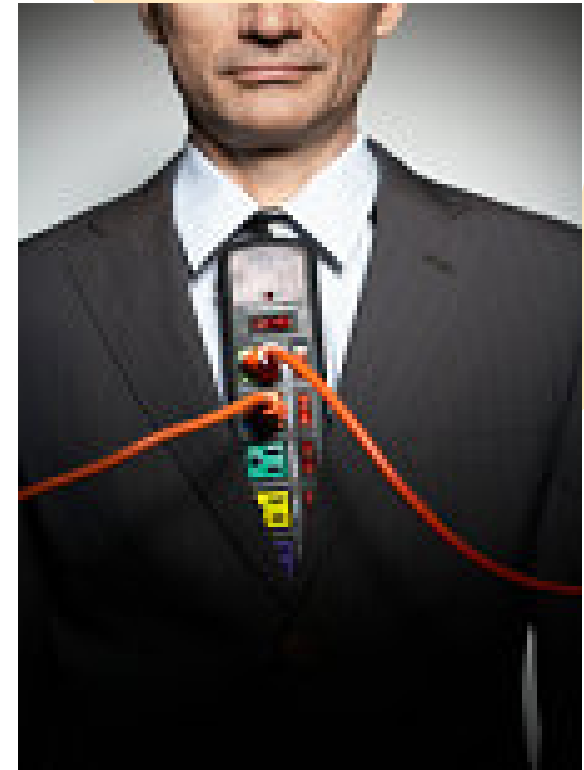
# 2009 Industrial Activity

## Production Efficiency

- Expand outreach and services to small and medium-sized industrial customers
- Develop semi-prescriptive analysis tools for small industrials
- Plan for service to small, industrial gas customers of NW Natural

# Marketing and Communication Themes

- Apply customer focused marketing strategy
- Utilize market research findings
- Cross-program initiatives
  - Green Street Lending
  - Energy Performance Score
  - Better Living Shows
  - Strategic, leveraged ad buys
  - Continue website improvements
- More Community Energy Projects



# Opportunities

1. Contributing to carbon reduction
2. Gaining market sophistication
3. Partnership
4. Regional collaboration
5. Choosing opportunities well



# Role of NEEA

- Regional activities
- Partnership
- Cutting edge technologies
- Continued source of savings
- Potential for new roles

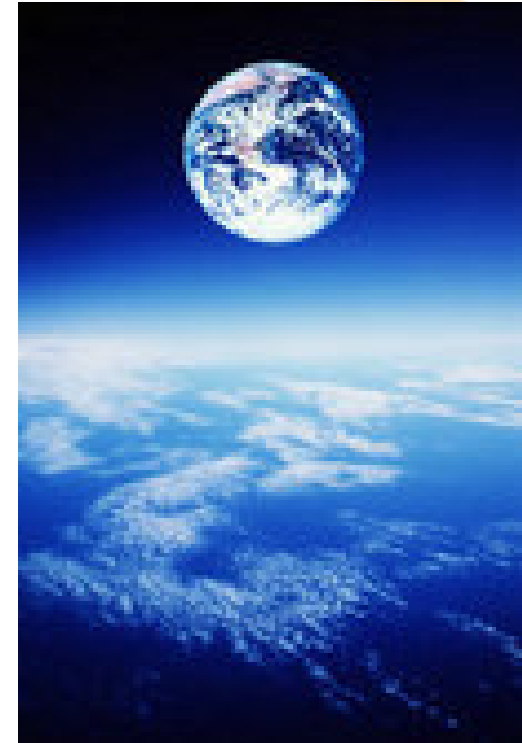


# Thank you!



1-866-ENTRUST

[www.energytrust.org](http://www.energytrust.org)



# Challenges

1. The economy
2. Serving new and different participants
3. Effectively managing growth expectations and resources
4. Future funding availability
5. Will we achieve enough in time?



# Back up slides

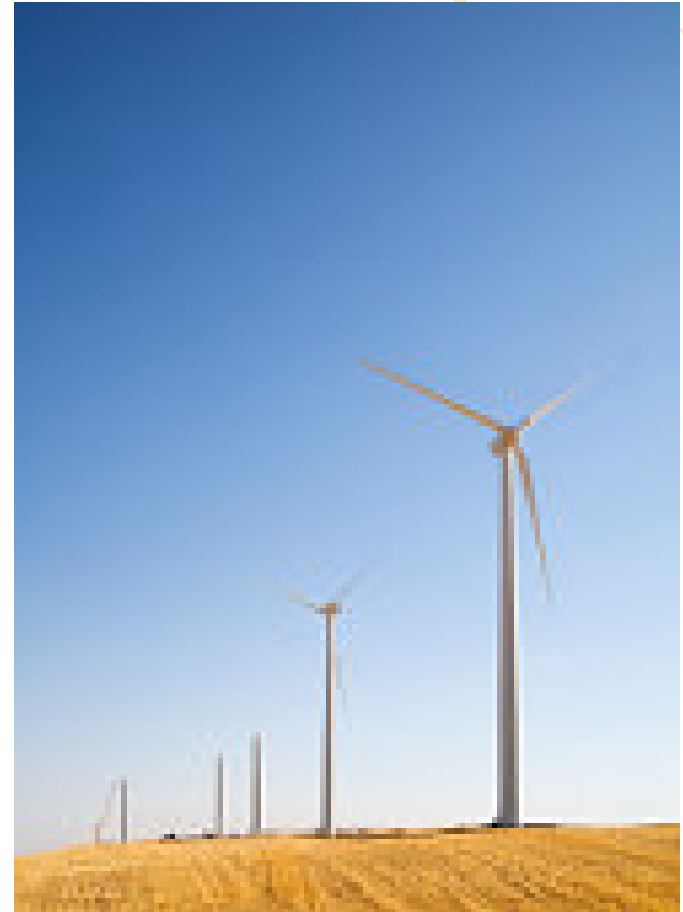


# A Supportive Environment

- The commitment of Governor Ted Kulongoski
- The commitment of the Public Utility Commission
- Oregon Department of Energy programs
- Market transformation through the NW Energy Efficiency Alliance
- Utility engagement
- External advocacy

# Strength of the Model

- Mission driven
- Stable funding
- Partnership and leverage
- Low administrative costs
- Accountability
- Transparency



# Draft New Vision and Mission

## Vision

- **We see a healthy climate and environment, a vibrant economy and a high quality of life for generations to come, built with renewable energy, efficient energy use and conservation.**

## Mission

- **Provide our customers integrated and sustainable energy solutions.**

# Potential new goals

**Goal:** Help customers maximize energy savings and generation.

**Goal:** Accelerate energy efficiency, conservation and renewable energy investments to help address climate issues by increasing market sector penetration by \_\_\_\_%.

**Goal:** Motivate people to conserve energy and finite resources

**Goal:** Help businesses thrive in a clean and sustainable energy economy

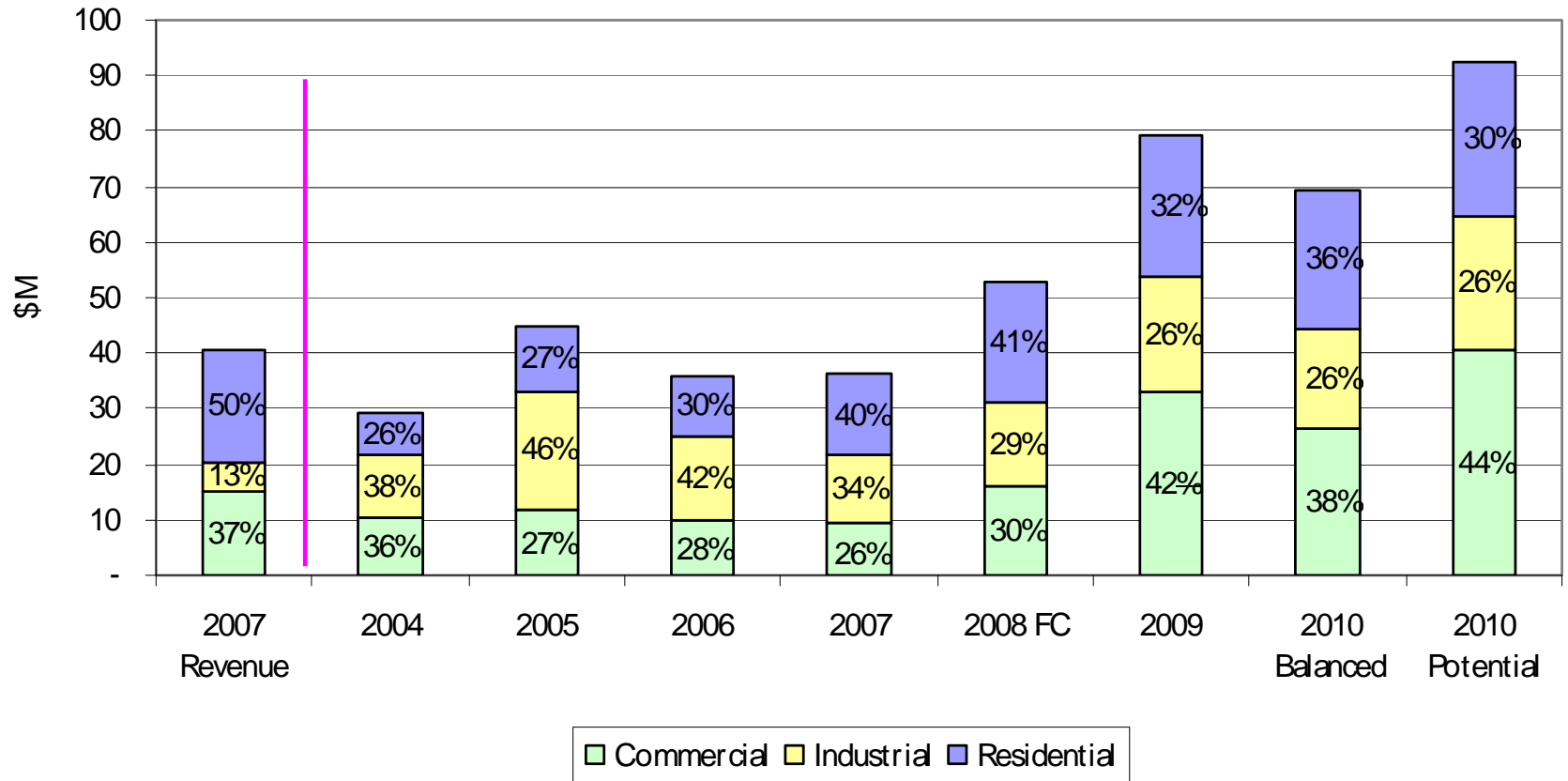
**Goal:** Balance investments with near-term and long-term benefits

# 2009 EE Program Budget - Best Case

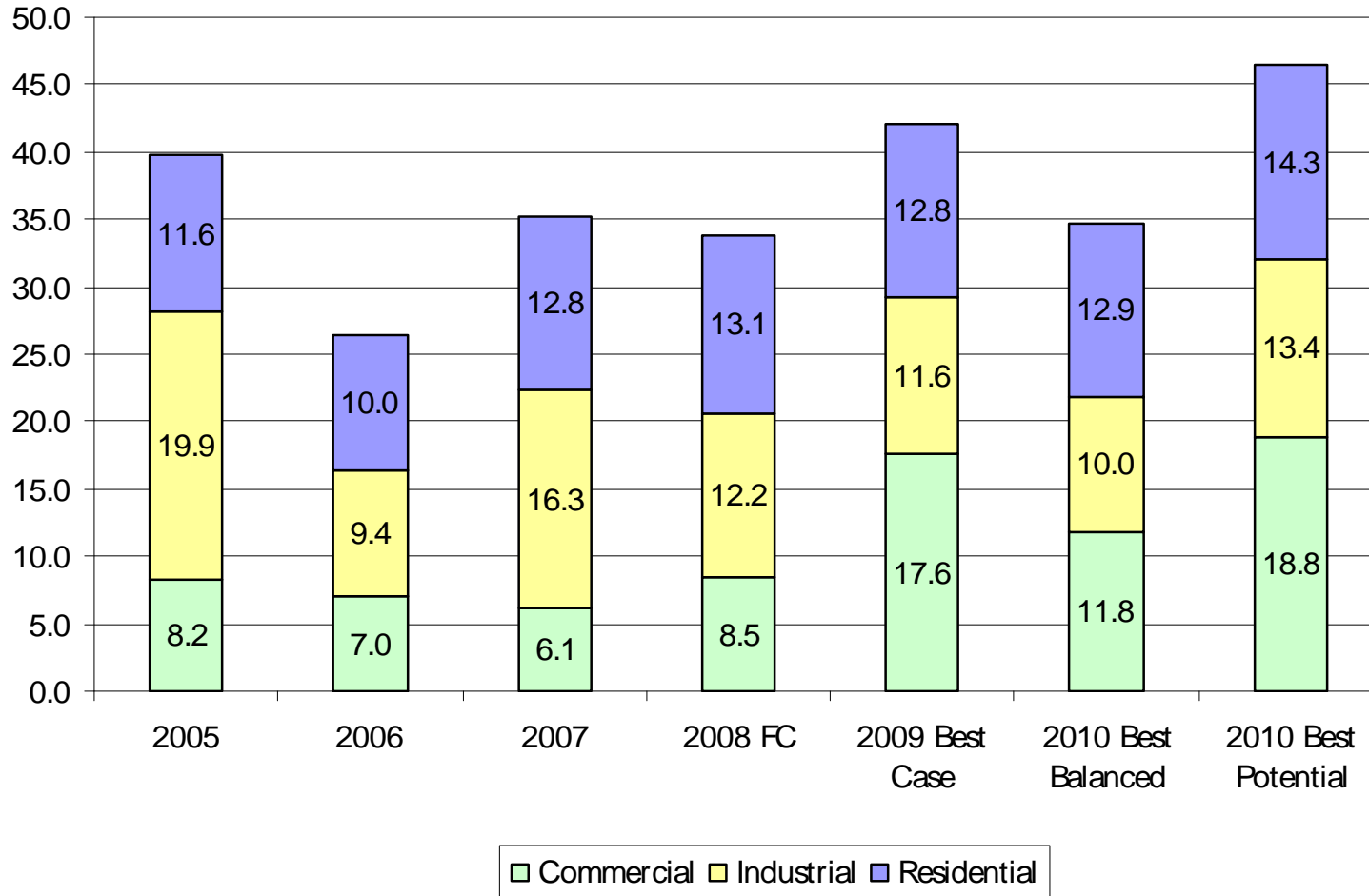
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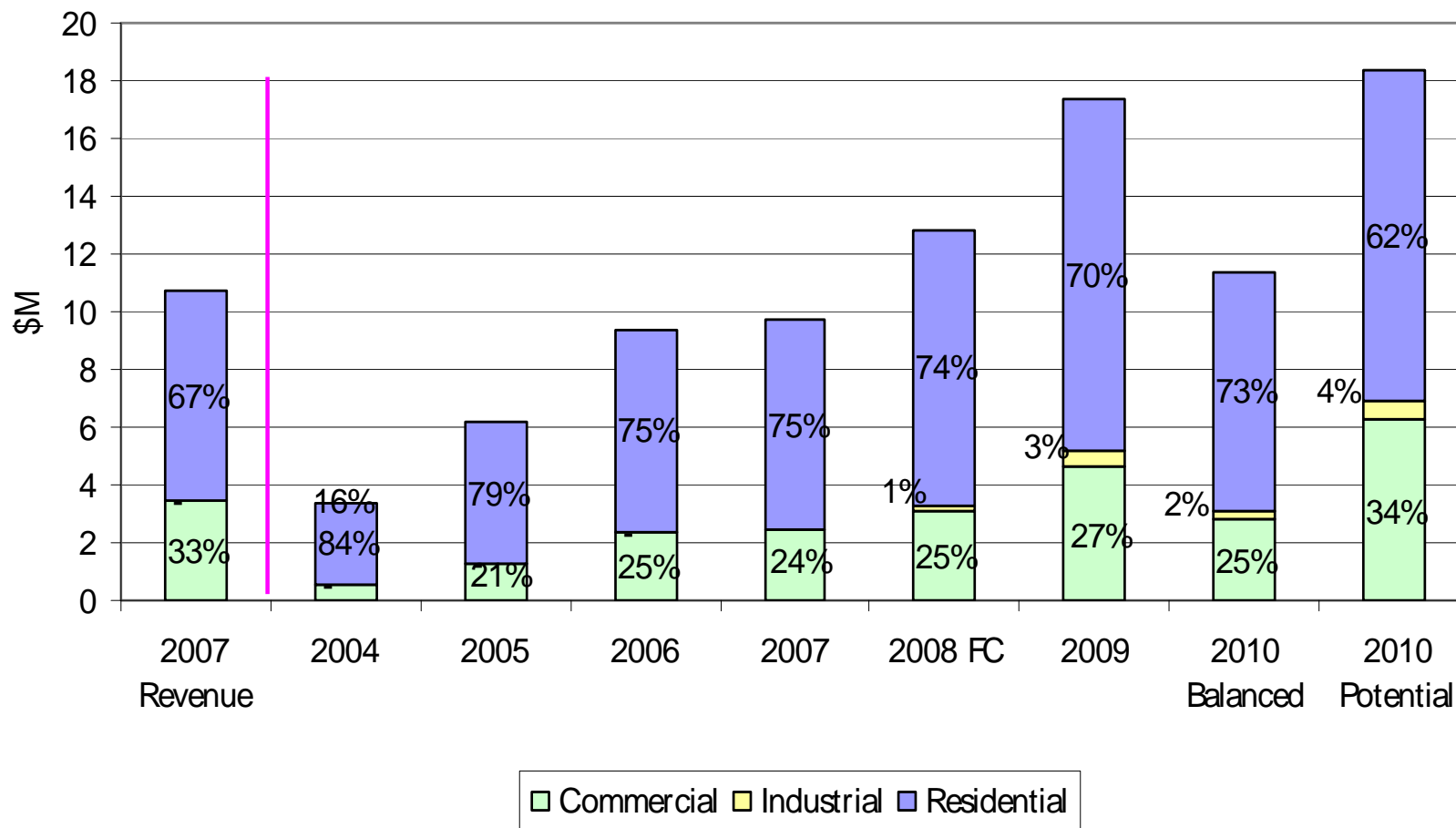
# Electric Efficiency Spending



# Electric Efficiency Savings in aMW



# Gas Efficiency Expenditures



# Gas Efficiency Savings-Annual Therms

