NW NATURAL WASHINGTON AND ENERGY TRUST OF OREGON

SERVING CUSTOMERS TOGETHER–2010

NW Natural Washington projects completed*

	2009-2010
Energy Efficiency	698

Incentives provided to NW Natural Washington customers*

	Actual
Energy Efficiency	$366,645

Energy saved by NW Natural Washington customers (therms)*

	Actual
Energy Efficiency	124,947

Incentives per NW Natural Washington project*

	Projects	$/Project
Residential	672	$191
Commercial	26	$5,204
Total	**698**	**$378**

Energy efficiency program goals (therms)

	2010*	2011**	2012**
IRP	—	186,849	218,330
Stretch	130,000	187,235	TBD
Conservative	97,500	159,150	TBD

** For fiscal year 2010 (September 30, 2009, through September 30, 2010). The results are from the three programs currently operating in Washington: Existing Homes, Existing Buildings and New Homes (which launched July 1).*

*** Goals are adjusted from fiscal year to calendar year for 2011 and 2012.*

2010 noteworthy accomplishments

- Added the New Homes program to pilot offerings. To date, 45 new homes have been processed through the program.
- Brought in 5,758 therms by the end of the fourth quarter through a steam trap pilot for dry cleaning customers. Energy Trust plans to integrate recommendations and to continue the offering in 2011.
- Offered bonus incentives to commercial customers and commercial trade allies. An increased boiler incentive encouraged eight projects to complete before September.
- Collaborated with the City of Vancouver to promote Energy Trust incentives through its "Land Here Live Here" campaign. The campaign markets directly to new and potential business owners.
- Launched the Free Your Home campaign, promoting four free ways NW Natural renters and homeowners can trim costs in the fall. In the first 30 days, more than 5,000 total customers visited the website and requested the products and services.
- Launched a $150 gas bundle bonus for residential customers from May through September.
- Continued to support Project Energy Savings, an outreach effort between Clark utilities, Clark County and the City of Vancouver.
- Joined the Washington Home Builders Association and attended the Building Industry Association Sustainability trade show.
- Enrolled 132 trade allies to serve the SW Washington territory. Of those, 32 are Washington-based trade allies. About 60 percent of the trade allies work primarily in the residential sector.
- Developed a year-long rural strategy to engage contractors in Skamania and Klickitat counties.

EnergyTrust of Oregon

- Reached out to SW Washington utilities and governments regarding opportunities for collaboration utilizing program incentives.
- Planned for the full 2011 year, building off successful strategies in pilot year one and introducing new ideas for 2011.

Energy Trust and NW Natural Washington joint marketing activities in 2010

- Developed a co-branded print ad for *The Columbian* to promote Energy Trust's launch of residential and commercial services to NW Natural customers in Washington.
- Developed one bill insert and eight newsletter articles for NW Natural residential customers, with topics ranging from Home Energy Reviews to furnaces.
- Distributed a bill insert and a direct mail to 50,000 SW Washington residential customers promoting the $150 gas bundle bonus.
- Included "Now serving Oregon and Washington customers of NW Natural" on Energy Trust print ad and web pages, as appropriate.

Collaborations planned for 2011

- Continue to evaluate effectiveness of the SW Washington pilot.
- Collaborate with the Clark County outreach effort—Planet Clark—to expand presence at events.
- Pursue additional media campaigns to increase visibility.

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Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and tapping renewable resources. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas save on energy costs. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future. **Printed on paper that contains 100% post-consumer waste. 11/10**