NW NATURAL AND ENERGY TRUST OF OREGON

SERVING CUSTOMERS TOGETHER–2010

NW Natural projects completed*

	2010	2003-2010
Energy Efficiency	19,654	163,803

Incentives provided to NW Natural customers (in millions)

	2010 forecast**	2003-2010*
Energy Efficiency	$9.3	$36.2

Energy saved by NW Natural customers (therms)

	2010 forecast	2003-2010*
Energy Efficiency	3,908,260	14,604,527

Incentives per NW Natural project

	2009		2010*	
	Projects	$/Project	Projects	$/Project
Residential	31,578	$171	19,000	$167
Commercial	850	$3,281	582	$3,083
Industrial	51	$5,542	72	$3,168
Total	**32,479**	**$261**	**19,654**	**$264**

Energy efficiency program goals (therms)

	2010	2011	2012
IRP	2,936,000	3,537,116	4,199,888
Stretch***	4,698,207	4,591,994	5,069,694
Conservative***	3,523,655	3,903,195	4,309,240

** Through September 2010; includes NW Natural firm and interruptible customers.*
*** Incentive forecast includes $872,323 for industrial customers.*
*** Stretch and conservative budget goals include therm savings from market transformation and firm/interuptible customers.*

2010 noteworthy accomplishments

- Added a regional residential outreach representative in southern Oregon, which includes serving the Coos Bay area.
- Supporting 46 projects in development under the Industrial Demand-side Management pilot.
- Utilizing a range of tools to reach customers and promote greenhouse incentives through the Small Industrial initiative.
- Accomplished record project enrollment for New Buildings in September, closing out 36 projects; program plans to close over 300 projects for the year.
- Launched the New Buildings Small Commercial Efficiency pilot.
- Upwardly adjusted the New Buildings incentive budget in July to deliver nearly three times the anticipated level of activity, while not increasing delivery budget.
- Launched a roof-top HVAC tune-up service for existing buildings, engaging qualified Energy Trust trade allies in retrofitting economizers and tuning up existing roof-top units.
- Increased Existing Buildings incentives and offered bonuses throughout the year for insulation measures, custom non-lighting projects and foodservice equipment.
- Developed and implemented a strategic coordination agreement with NEEA on operations and maintenance projects for large health care facilities.
- Promoted efficient appliances at retailer events in Corvallis, Albany and Coos Bay.
- Completed 279 of the target 500 pilot homes enrolled in Clean Energy Works Portland, with an additional 172 in progress. Supported the startup of Clean Energy Works Oregon.

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- 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.
- Completed planning, contracting and development of OPOWER mailings scheduled to commence January 2011.
- Added distance search capabilities to the online trade ally directory, and provided a new rating system for Existing Homes trade allies to help customers choose contractors. Provided a trade ally web form to allow gas furnace installations to count toward rating requirements.
- Added roundtable meetings for trade allies in Corvallis.

NW Natural customer referrals (through September 30)

- Averaged 2,073 residential and 31 commercial and industrial new NW Natural customer contacts each month.
- Received 464 website referrals from www.nwnaturaloffers.com to Energy Trust in 2010.
- Included "Serving customers of NW Natural..." on most Energy Trust print ads and web pages, as appropriate.

Energy Trust and NW Natural joint marketing activities in 2010

- Launched Fall 2010 co-branded print and radio advertising promoting Energy Trust and utility collaboration to help customers save energy and money.
- Collaborated with NW Natural on a co-branded, natural gas-specific fall advertising promotion on OPB radio and TV, and the University of Oregon and Oregon State University radio networks.
- Developed three bill inserts and eight newsletter articles for NW Natural residential customers, with topics ranging from Home Energy Reviews and solar water heating to insulation and showerheads.
- Delivered seven Home Energy IQ workshops at NW Natural residential events.
- Promoted two bonus offers for residential customers in NW Natural bill inserts and newsletters.
- Collaborated on a bill insert to business customers in summer 2010.

Collaborations planned for 2011

- Continue collaborating on Clean Energy Works Portland pilot.
- Continue support for Clean Energy Works Oregon, with the goal of upgrading 6,000 homes and small businesses in more than 12 communities by 2013.
- Continue working with NW Natural to address moderate-income customers through Savings Within Reach.
- Provide the NW Natural call center with an Energy Trust "cheat sheet" tool to help streamline the customer experience.
- Collaborate to track web referrals associated with specific campaigns/emails, and develop a quarterly report to summarize marketing activity and program results.
- Continue OPOWER pilot with customer mailings and evaluation in 2011.
- Would like to collaborate with Smart Energy on outreach initiatives.

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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**