

# PACIFIC POWER AND ENERGY TRUST OF OREGON

SERVING CUSTOMERS TOGETHER—2010

## Pacific Power projects completed\*

Division	2010	2002-2010
Energy Efficiency	18,362	94,450
Renewable Energy	358	1,298

## Incentives provided to Pacific Power customers (in millions)

Division	2010 forecast	2002-2010*
Energy Efficiency	\$18.4	\$75.8
Renewable Energy	\$8.8	\$21.4

## Energy saved/generated by Pacific Power customers (aMW)

Division	2010 forecast	2002-2010*
Energy Efficiency	17.1	99.0
Renewable Energy	3.24	50.7

## Incentives per Pacific Power project

	2009		2010*	
	Projects	\$/Project	Projects	\$/Project
Residential	20,921	\$192	17,511	\$188
Commercial	829	\$4,857	588	\$3,843
Industrial	353	\$13,171	263	\$7,755
Renewable	286	\$16,208	358	\$12,073
<b>Total</b>	<b>22,389</b>	<b>\$774</b>	<b>18,720</b>	<b>\$636</b>

## Energy efficiency program goals (aMW)

	2010	2011	2012
IRP	16.97	15.12	15.33
Stretch	17.84	15.33	17.49
Conservative	13.38	13.03	14.86

\* Through September 2010

## 2010 noteworthy accomplishments

- Engaged three residential outreach representatives to further support Klamath, Lake and Coos counties, Medford to Roseburg and central Oregon. Continued to provide expanded general outreach in Pacific Power territory.
- Established coordination and customer referral protocols for Pacific Power SB 838 outreach to commercial customers.
- Helped multiple communities adapt the Solarize model, including NE Portland and Pendleton, resulting in 128 solar electric systems installed in Pacific Power territory this year, with an additional 40 systems reserved to be installed. More than 50 systems are expected to be installed in Pendleton.
- Installed 331 solar electric systems in the first three quarters of 2010, more than double the 136 systems completed during the same time period in 2009.
- Updated website and marketing messages, and developed a guide to help customers compare the feed-in tariff path and the Energy Trust/state tax credit path.
- Trained eastern Oregon communities to overcome barriers to solar at the first Solar Now “University” in Pendleton.
- Established a standard incentive for wind turbines between 50 and 100 kW; committed or paid incentives on five small wind projects.
- Supported Swalley Irrigation District hydro project (750 kW, \$916,386 incentive), north of Bend, and the Central Oregon Irrigation District Juniper Ridge hydro project (3.5 MW, \$1 million incentive).
- Committed \$2 million for a 3.5 MW hydro project near Madras.

- Provided incentives of \$487,000 for Energy Trust's first geothermal project and Oregon's first combined heat and power geothermal project completed at the Oregon Institute of Technology.
- Helped the City of Klamath Falls conduct a study to expand its geothermal system.
- Authorized up to \$1,766,640 for a series of four biogas projects sited at dairies totaling 795 kW; two in Pacific Power territory.
- Helped 10 plants in the first cohort of the Industrial Energy Improvement pilot average 7.5 percent reductions in electricity use, saving more than 13 million kWh.
- Secured more than 25 million kWh of savings from 54 projects enrolled in the 90x90 industrial operations and maintenance incentive promotion.
- 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; one of the first projects completed was in Pacific Power territory in Prineville and is estimated to save 34,524 kWh.
- 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, foodservice equipment and lighting projects.
- Developed and implemented a strategic coordination agreement with NEEA on operations and maintenance projects for large health care facilities.
- Completed 96 percent of the total number of existing buildings lighting projects completed in 2009 by the end of October 2010.
- Reached a milestone of recycling 31,000 fridges and freezers since 2008; 11,269 were recycled by Pacific Power customers.
- Launched Fridge Recycling Challenges in Medford, Bend and Corvallis/Albany; 525 units were recycled in 30 days.
- 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.
- Launched the Free Your Home campaign, promoting four free ways Pacific Power 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 *Check Out Energy Savings* in collaboration with the Oregon State Library at more than 25 libraries in Pacific Power territory, resulting in \$16,376 of earned media (what it would have cost to purchase the equivalent advertising space/air time).
- Distributed 9,724 LivingWise kits to sixth-grade classrooms in Pacific Power territory.
- Launched a duct repair and sealing pilot in northeastern Oregon.
- Added roundtable meetings for trade allies in Corvallis and Klamath Falls, and participated in a trade ally training in Klamath Falls to improve knowledge of incentives, tax credits and grants. Training will be adapted for other rural contractors.
- Assisted the Southern Oregon Clean Energy Alliance planning effort to attract and stimulate the development of alternative energy and energy-efficiency projects in the region.

### **Pacific Power customer referrals (through September 30)**

- Averaged 1,217 residential and 50 commercial and industrial new Pacific Power customer contacts each month.
- Averaged 500 website referrals from Pacific Power to Energy Trust per month, 4,680 web referrals in total for 2010.

- Developed an Energy Trust “cheat sheet” tool for the Pacific Power call center to help streamline the customer experience.
- Included “Serving customers of Pacific Power...” on most Energy Trust print ads and web pages, as appropriate.

### **Energy Trust and Pacific Power 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 Pacific Power marketing team on new co-branded ads for the southern and central Oregon SB 838 campaigns, and coordinated media schedules.
- Developed six bill inserts and eight newsletter articles for Pacific Power residential customers, with topics ranging from fridge recycling and Home Energy Reviews to insulation and heat pumps.
- Delivered 12 Home Energy I.Q. workshops to Pacific Power customers this fall.
- Collaborated with Pacific Power on a direct mail campaign to residential customers resulting in 17,469 Pacific Power customers ordering Energy Saver Kits this fall.
- Promoted two bonus offers for residential customers in Pacific Power bill inserts and newsletters.
- Collaborated on a series of customer breakfast road shows that attracted more than 300 customers interested in energy efficiency, plus commercial and irrigation workshops in Hood River and Redmond.

### **Collaborations planned for 2011**

- Continue collaborating on Clean Energy Works Portland pilot.
- Continue support for Clean Energy Works Oregon, with goals of upgrading 6,000 homes and small businesses in more than 12 communities by 2013.
- Continue to collaborate on Pacific Power’s SB 838 outreach and marketing initiatives, and conduct evaluations of those efforts.
- Collaborate to track web referrals associated with specific campaigns/emails, and develop a quarterly report to summarize marketing activity and program results.
- Would like to collaborate with Blue Sky on outreach initiatives.