

PORTLAND GENERAL ELECTRIC AND ENERGY TRUST OF OREGON

SERVING CUSTOMERS TOGETHER—2010

PGE projects completed*

Division	2010	2002-2010
Energy Efficiency	33,185	184,319
Renewable Energy	410	1,055

Incentives provided to PGE customers (in millions)

Division	2010 forecast	2002-2010*
Energy Efficiency	\$26.7	\$102.9
Renewable Energy	\$13.1	\$27.6

Energy saved/generated by PGE customers (aMW)

Division	2010 forecast	2002-2010*
Energy Efficiency	23.7	145.0
Renewable Energy	3.11	50.5

Incentives per PGE project

	2009		2010*	
	Projects	\$/Project	Projects	\$/Project
Residential	41,327	\$176	31,884	\$149
Commercial	1,233	\$7,436	949	\$5,507
Industrial	383	\$11,512	352	\$10,284
Renewable	267	\$22,205	410	\$18,564
Total	43,210	\$619	33,595	\$631

Energy efficiency program goals (aMW)

	2010	2011	2012
IRP	26.73	31.34	32.39
Stretch	27.14	29.09	29.39
Conservative	20.35	24.73	24.98

* Through September 2010

2010 noteworthy accomplishments

- Helped multiple communities adapt the Solarize model, including SE, NE and SW Portland, Beaverton and Salem, resulting in 329 solar electric systems installed in PGE territory this year, with an additional 163 systems reserved to be installed. The first Solarize effort in SE Portland resulted in 120 solar electric systems.
- Installed 386 solar electric systems in the first three quarters of 2010, more than three times the 115 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.
- Delivered a \$2.33 million payment for phase two (2.4 MW) of PGE's solar project completed on seven ProLogis warehouse rooftops.
- Established a standard incentive for wind turbines between 50 and 100 kW; committed or paid incentives on 22 small wind projects.
- Authorized up to \$1,766,640 for a series of four biogas projects sited at dairies totaling 795 kW; two in PGE 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 PGE territory.
- 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.
- 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; 20,327 were recycled by PGE customers.
- 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 PGE 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 PGE territory, resulting in \$16,376 of earned media (what it would have cost to purchase the equivalent advertising space/air time).
- Distributed 12,970 LivingWise kits to sixth-grade classrooms in PGE territory.
- Completed planning, contracting and development of OPOWER mailings scheduled to commence January 2011.
- Established coordinated customer referral protocols for PGE SB 838 outreach to commercial customers.

PGE customer referrals (through September 30)

- Averaged 2,268 residential and 68 commercial and industrial new PGE customer contacts each month.
- Averaged 1,200 website referrals from PGE to Energy Trust per month, 14,033 web referrals in total in 2010.
- Developed an Energy Trust “cheat sheet” tool for the PGE call center to help streamline the customer experience.
- Included “Serving customers of Portland General Electric...” on most Energy Trust print ads and web pages, as appropriate.

Energy Trust and PGE 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 PGE on the third annual Same More Matter More campaign.
- Collaborated with PGE on an email and direct mail campaign to residential customers, resulting in 24,700 PGE customers ordering Energy Saver Kits this fall.
- Developed three bill inserts and 12 newsletter articles for PGE residential customers, with topics ranging from fridge recycling and insulation to heat pumps and two bonus offers.
- Identified customer stories on energy efficiency for PGE to highlight in utility customer newsletters.
- Delivered four Home Energy IQ workshops to PGE customers this fall.
- Began to use PGE email channels to reach customers with “act now” offers, included a targeted email on the Savings Within Reach initiative.

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 to collaborate on PGE's SB 838 outreach and marketing initiatives, and conduct evaluations of those efforts.
- Continue working with PGE to address moderate-income customers through Savings Within Reach.
- Collaborate to track web referrals associated with specific campaigns/emails, and develop a quarterly report to summarize marketing activity and program results.
- Continuing OPOWER pilot with customer mailings and evaluation in 2011.
- Would like to collaborate with Green Power on outreach initiatives.