

Portland Commercial Roundtable September 22, 2010

Tom Beverly General Updates:

Better Living Show is still happening this year but Energy Trust will not be the title sponsor. You can still sign up betterlivingshow.org to have a booth. Energy Trust will still be involved, and is still one of the sponsors. You can also use cooperative marketing funds for booth space.

Trade ally survey results are almost finalized. We had four times the response rate that we have ever had with a large number of open ended comments. So it has taken awhile to categorize all of them and the results should be posted by middle of next month. This survey helps inform our decision making for the next year.

Please let us know if you have suggestions for Insider newsletter. Trade allies noted that they prefer Insider over separate mailings. However, if it is a big change they would prefer separate mailings.

Rebekah Skelly Existing Buildings updates. People have complained in the past about slow response time on processing incentives so they have hired an engineer and two new operating staff. These additional staff should help alleviate time it takes to get an incentive through. With these additional staff we can run custom studies for smaller buildings. In June, insulation incentives were increased and still 30 cents per square foot. Insider is how we provide program updates so please make sure to read it.

Roger Spring commercial and industrial lighting program updates. Highest volume of projects this year and also have the highest goals. Seeing lots of projects but not seeing huge projects that have been carrying us in the past. The program is getting solid results on the industrial side but need more projects on the commercial side. T-12 to T-8 bonus incentive available and we have added \$5 per fixture if project is finished by December 15. The program is currently planning for next year and beyond. Please get the word out that T-12 will not be manufactured in the next few years. Need to start thinking of other options to continue getting savings.

Mana Haeri new buildings program updates. News staff has joined the new buildings program as outreach members. There are also new changes coming to the program. We have streamlined and redesigned the program and this will be launched towards the end of October. Currently enrolled projects will be available with the old. The program will be able to tailor needs of the projects and excited about the new changes. November roundtable will include trainings on this. November 3, and November 9, there are in-person trainings at AIA. Launched new buildings ally network geared to engineers, architects, designers, and whole building energy modeling. New group will be resource to trade allies and running in parallel. To sign up, contact Mana Haeri.

Doug Boleyn with commercial solar program updates. BETC tax credits for larger projects are being rationed but smaller projects appear to be flowing through and making through BETC. There is a steady influx of incentives coming through. The incentives should stay the same for next year and will still see some growth. Trade ally ranking will be covered during breakout session to provide customers a better system to choose a trade allies. The solar program is currently training Existing Buildings and New Buildings programs to help sort out potential solar customers and what to look for to help qualify a customer. They will then be turning these leads over to trade allies.

Paula Connaway with PGE. PGE now has more outreach staff that can help turn qualified leads over to trade allies. Save more matter more campaign is currently going for its third year. If a customer fills it out they will receive an energy consultation from PGE. Included is a cut-out card that measures light to see what a customer currently has and it is a nice marketing tool. PGE will have five \$3,000 winners to implement an energy efficient project at their facility. Projects will be done by trade allies.

Trade ally feedback: customer is most interested in bottom line and how much money they are going to save; not necessarily the green aspect. Trade allies would like training on how to adapt the message but also incorporate the green aspect. Trade allies would like a checklist template tool created to help guide through with the customer. We do have a self guided commercial audit online for the customer. Pencil it out is a good resource we have on our website as well as the solar calculator.

More general updates. For existing homes trade allies we launched a rating system on July 1, which looked at the number of projects, quality control, and customer service. We are now looking at rolling this out for other programs. Solar will be the next. Each program will have different criteria and we are looking for ways to gauge what differentiates trade allies in each sector. Please provide feedback. This benefits trade ally, Energy Trust, and the customer with good quality services. With ratings, website list is sorted by distance and you can see the number of stars within the Existing Homes program only, for now.

Website navigation: trade ally portal is separate section. Find at the bottom of the page, 'for allies' link.

Trade ally question: their client was looking at energy savings and told they need to go to PGE instead of Energy Trust. Curious about what the difference is. PGE works closely with Energy Trust and PGE tends to help customers who do not know what to do next. PGE can provide consultation which can include going to the Energy Trust. PGE is a filter to get clear on the next steps. Then they can hand over projects to Energy Trust. Leads from PGE help Energy Trust and are valid. PGE knows what to ask and passes along strong leads.

Meeting adjourned at 11:30 am.