



Trade Ally Roundtable Existing Homes



Year End Existing Homes Dashboard

Trade Ally Projects			Non-Trade Ally Projects		
<u>2009</u>	↓2%	<u>2010</u>	<u>2009</u>	↓38%	<u>2010</u>

Trade Ally Measures/project			Non-Trade Ally Measures/project		
<u>2009</u>	↑16%	<u>2010</u>	<u>2009</u>	↓31%	<u>2010</u>
	to 2.5			to 1.4	

Trade Ally Quality Control "Pass" rate			Non-Trade Ally Quality Control "Pass" rate		
<u>2009</u>	↓2%	<u>2010</u>	<u>2009</u>	NC	<u>2010</u>
	to 76%			at 60%	

Home Energy Reviews		
<u>2009</u>	↓31%	<u>2010</u>

Q1 Existing Homes Dashboard

Trade Ally Projects			Non-Trade Ally Projects		
<u>2010</u>	↓42%*	<u>2011</u>	<u>2010</u>	↓38%*	<u>2011</u>

Trade Ally Measures/project			Non-Trade Ally Measures/project		
<u>2010</u>	↑66%	<u>2011</u>	<u>2010</u>	↓60%	<u>2011</u>
	to 2.1			to 1.4	

Trade Ally Quality Control "Pass" rate			Non-Trade Ally Quality Control "Pass" rate		
<u>2010</u>	↓4%	<u>2011</u>	<u>2010</u>	0%	<u>2011</u>
	to 76%			at 60%	

Home Energy Reviews		
<u>2010</u>	↑10%	<u>2011</u>



2011 Trade Ally Tiering

- Next tiering update: April 1, 2011
 - Please check your company profile
 - Contact us with concerns
- Changes to logic for July 2011
 - Top tier
 - ≥ 15 projects, QC score and webinars
 - ≥ 5 projects + average 2 measures per project, QC score and webinars
- Note: top tier must attend two webinars:
 - Part 1 – Trade Ally Program Training
 - Part 2 – Weatherization Specifications



2011 Communications

- *Insider*
- Quarterly updates from Existing Homes
 - Email on March 28 from Ashley Sheehan, Trade Ally Coordinator
 - June
- Energy Trust promotions page



Updates

- Home Performance with ENERGY STAR®
 - 2011 EPA Sustained Excellence Award
 - \$150 test-in incentive is live!
- 2011 Specifications Manual
 - Changes posted to website
 - To be discussed in breakout
 - Webinar on Wednesday, April 6
 - For your staff meeting?
 - Feedback period is open
- May 1 – No more second measure for windows incentive



Training and education

Trade Ally Training and Events Calendar

- Energy Trust webpage – www.energytrust.org
- Click “For Allies”
- Click “Calendar”

- On-demand trainings coming soon!
 - For new employees and office staff
 - Underfloor insulation
 - Attic insulation (Q2)

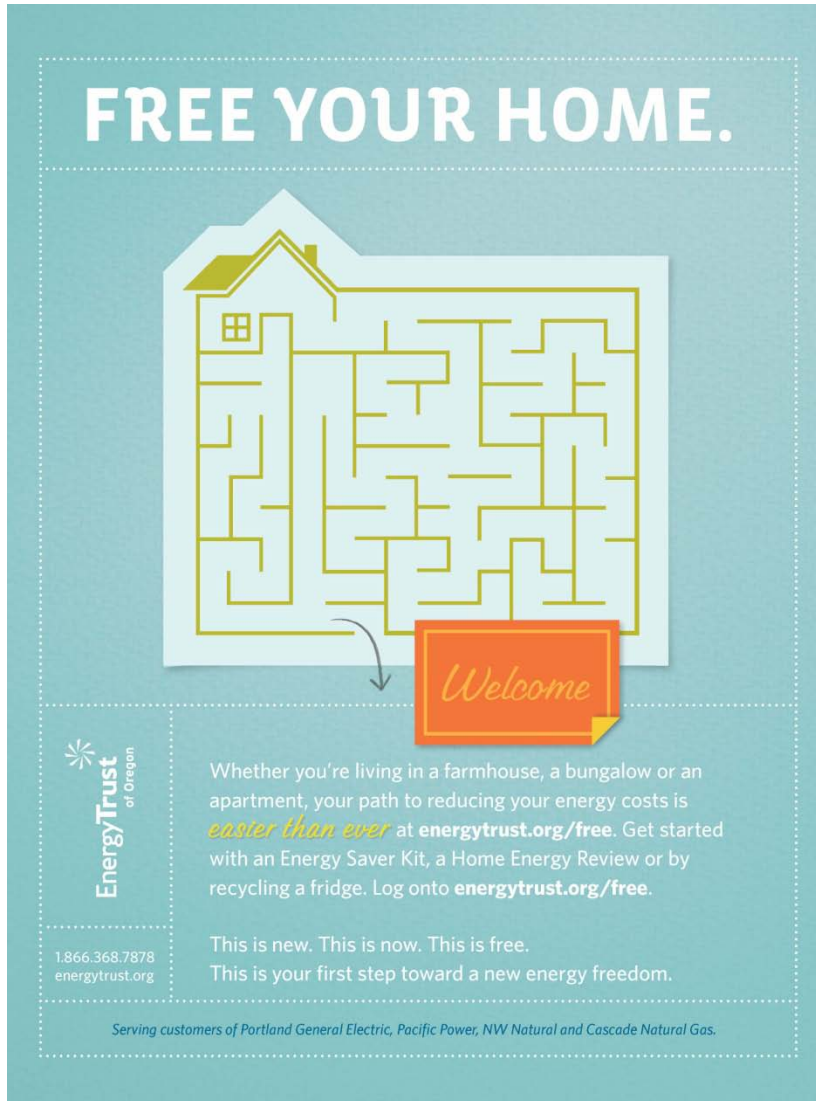
- Trade Ally Customer Service Training
 - What is Energy Trust?
 - Closing the sale
 - Excel at customer service
 - May-June: Regional offerings
 - Register through Trade Ally Training Calendar
 - Your feedback is welcome!



Training and education

- **Trade Ally Roundtables**
 - March 30th: Portland
 - March 31st: Bend
 - April 1st: Grants Pass
- **Trade Ally webinars (required for top tier trade allies)**
 - April 27th: Trade Ally Program Training
 - April 28th: Weatherization Specifications Manual
- **House as a System**
 - April 5th: Portland
 - April 8th: Medford
- **BPI: Residential Building Envelope Air Leakage Control Installer**
 - April 13-15: Portland (Accessible Areas Air Leakage Control Installer)
 - April 27-29: Portland (Whole House Air Leakage Control Installer)
- **BPI: Building Analyst and Envelope Professional**
 - May 23-27: Medford (Building Analyst)
 - June 7-9: Medford (Envelope Professional)

Existing Homes marketing



FREE YOUR HOME.

Whether you're living in a farmhouse, a bungalow or an apartment, your path to reducing your energy costs is *easier than ever* at energytrust.org/free. Get started with an Energy Saver Kit, a Home Energy Review or by recycling a fridge. Log onto energytrust.org/free.

This is new. This is now. This is free.
This is your first step toward a new energy freedom.

Energy Trust of Oregon
1.866.368.7878
energytrust.org

Serving customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas.

February – May Online

- KATU.com (and App)
- KGW.com (and App)
- KPTV.com (and App)
- Oregonlive.com (and App)

March – April

- Albany Democrat Herald
- Baker City Herald
- Bend Bulletin
- Coos Bay World
- Corvallis Gazette
- Daily Astorian
- Enterprise/Wallowa County Chieftain
- Eugene Register Guard
- Grants Pass Daily Courier
- Klamath Falls Herald and News
- Lincoln City News Guard
- Medford Mail Tribune
- Ontario Argus Observer
- Pendleton East Oregonian
- Roseburg News Review
- Salem Statesman Journal
- The Source Weekly

Existing Homes marketing



Spring is in the air. WHAT'S ON YOUR TO-DO LIST?

Spring To-Do's

1. Improve your home's comfort
2. Save energy
3. Put up to **\$760** back in your wallet

If your furnace left you cold this winter,
HERE'S A SPRING PROJECT YOU CAN REALLY WARM UP TO

Upgrade to a high-efficiency natural gas furnace. When heating season rolls around again, you'll enjoy warmth, comfort and lower energy costs. You'll save even more by sealing leaky ducts at the same time, plus earn cash incentives from Energy Trust of Oregon.

It's easy as 1-2-3.

- 1 Upgrade to a 95% high-efficiency natural gas furnace. Plan for a cozy winter with lower heating costs.
- 2 Test ductwork and seal leaks. Testing identifies leaks and sealing ensures warm air isn't wasted.
- 3 Work with a NW Natural Certified Contractor. You'll get expert service plus help applying for up to \$760 back.

For more information, visit mwnaturaloffers.com and select "Furnace & Duct Sealing Offer" or call 800-422-4012 ext.2515.

Washington

- The Columbian
- Battleground Reflector

Existing Homes marketing



YOUR HOUSE IS TRYING TO TELL YOU SOMETHING

Let Energy Trust of Oregon translate with a **Home Energy Review**. We'll evaluate your home and show you where you can make energy-efficient improvements that increase comfort and reduce energy costs.

- 1** Schedule an Energy Trust energy advisor to visit your home. In the course of an hour, we'll show you where your home is experiencing energy loss.
- 2** We'll provide recommendations of energy-saving improvements. You are then able to decide which improvements fit within your budget.
- 3** Work with Energy Trust contractors to access available cash incentives. You can reduce your energy costs by as much as 30 percent.

+ To schedule your Home Energy Review—and to learn about current promotions that can save you even more—call **1.866.368.7878** or visit www.energytrust.org.

Serving customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas.



- Bend Bulletin
- Redmond Spokesman
- The Columbian





Thank you

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Existing Homes Breakout Session

2011 Weatherization Specifications Manual

- Updates webinar – April 6
- IN 1.10 – Carbon monoxide detector
- IN 1.11 – CAZ testing
- IN 1.12 – Solar
- QC Policies and Procedures
- AT 1.1 – Attic air sealing (before insulating)
- SM – Small Multifamily Properties
 - Duplexes, triplexes, fourplexes
- MF – Multifamily Properties
 - 5 contiguous units or more
- Conditioned basements



Energy Trust 2010 Results & 2011 Plans

March 2011

Peter West
Energy Program Director





Final 2010 Results

Utility	2010 Pre True Up	2010 Post True Up	2010 Budget Stretch Goal	% of 2010 Stretch (Post True Up)
Pacific Power	19.55	20.04	17.84	112%
PGE	24.96	25.60	27.14	94%
Cascade Natural Gas	366,596	367,876	473,347	78%
NW Natural*	4,208,263	4,254,907	4,325,847	98%

Savings/Generation Goals & Budget Comparison

Program Name	2011 Stretch Goals		2010 & 2011 Budgets		
	aMW	Mill Ann Therms	2010 Budget	2011 Budget	% Change
Existing Buildings	11.9	1.2	\$26.61	\$35.19	32.2%
New Buildings	2.9	0.6	14.3	11.7	-16.6%
Existing Homes	6.0	1.8	22.59	26.94	19.2%
New Homes and Products	6.0	0.4	17.59	21.09	19.9%
Production Efficiency	13.7	0.7	21.74	27.83	28.0%
NEEA	3.9		6.51	8.15	25.2%
Gas Market Transformation		0.5			
Solar	1.3		19.89	12.41	-37.6%
Biopower	3.3		5.97	5.18	-13.1%
Other Renew	1.3		4.69	6.51	41.4%

Business Sector Activities

Accelerate energy efficiency and renewable investment

Ensure programs meet customers' needs

Ensure goals are met cost effectively and that energy savings are real and verifiable

Business Sector Areas of Focus

Ensure code based market transformational savings

Work with large customers to develop long-term portfolio plans that enable deeper savings

Provide measures and services that allow smaller customers to invest in energy efficiency and renewable projects that meet their cost constraints



Industry and Agricultural Sector Activities

Increase participation by smaller industrial and agricultural businesses

Maintain high level of customer service and participant satisfaction

Achieve high technical realization of savings

Industry and Agricultural Sector Areas of Focus

Maximize current successful approaches to working on both custom and calculated savings projects

Drive and develop innovative offerings to cultivate more savings through O&M and behavioral changes, including strategic energy management, Kaizen Blitz & others

Make it easy for customers to implement energy-savings projects by providing expert technical services and delivering them efficiently



Homes Sector Activities

Establish a deep understanding of customers

Grow effective delivery network and simplify processes

Work effectively with key constituents

Homes Sector Areas of Focus

Accelerate energy efficiency investments—emphasize customer engagement

Transition to new codes

Work upstream with distributors and infrastructure

Accelerate engagement with market-realtors, EPS, trade allies

Educate consumers to drive behavior change

