

**Quarter Two 2009 Report to the
Oregon Public Utility Commission**
April 1, 2009 through June 30, 2009

This Energy Trust quarterly report covers the period 4/1/09 through 6/30/09, the second quarter of 2009 (Q2). The report addresses progress toward 2009 and 2012 energy saving and renewable energy generation goals and includes corresponding revenue and expenditure information. The number of completed projects and incentives paid during the quarter are included, along with other quarterly activity highlights.

I. QUARTERLY HIGHLIGHTS

1. General

- Overall electric and gas energy efficiency activity is expected to result in achievement of conservative if not best-case goals by year-end, despite the current economy. Activity remains especially high for existing homes, existing commercial buildings and products. A recent change in incentives bolstered participation rates for industrial customers. New homes and new building programs have both experienced slowdowns due to the lack of new construction.
- Overall renewable energy activity has slowed due to a variety of challenging factors including slowing markets, financial uncertainties, anticipated federal stimulus funding, and impact of pending and new legislation. Although this has resulted in several major project delays, Energy Trust expects to meet the OPUC performance measure of 3 aMW computed on a 3-year rolling average.
- Second quarter performance shows cumulative electricity and gas savings at 20 percent and 27 percent of their respective 2009 annual conservative goals.
- Electric efficiency expenditures for the quarter were 21 percent under budget. The three commercial and industrial programs accounted for nearly all this under-spending, attributed to the economic downturn. Program and incentive changes are planned to accelerate activity and increase expenditures and savings in the remainder of the year.
- Electric efficiency projects completed during the quarter are expected to save 6.3 average megawatts, a 50 percent increase over first quarter 2009 and 5 percent higher than in second quarter 2008.
- Since March 1, 2002, electric efficiency programs have cumulatively saved 198 average megawatts. When savings from self-directed industrial projects are added, the total represents 72 percent of Energy Trust's initial 2012 goal of 300 average megawatts. This is equivalent to the annual electric consumption of about 168,500 average Oregon homes.
- Gas efficiency spending for the quarter tracked 16 percent over forecast, a result of effective marketing and gas bonus promotions in the Existing Homes program and a high number of gas studies underway in the Existing Buildings program.
- Gas efficiency projects completed during the quarter are expected to save 516,044 annual therms—a 5 percent increase over first quarter 2009.
- Since gas programs began in 2003, cumulative savings of 10.3 million annual therms have been realized, accounting for 49 percent of the current 2012 goal of 21 million annual therms. This is equivalent to providing gas to about 20,200 homes.

- Consistent with the first quarter report, gas spending is expected to exceed the 2009 budget and currently available funding beginning this September, unless additional resources are provided. Energy Trust estimates it will fall short by \$4.8 million by year-end if no action is taken. NW Natural has committed to filing a new tariff request to OPUC in August, expected to take effect in November, to increase rates and cover the revenue shortfall within a year. Energy Trust's board recently authorized up to \$5 million from the reserve account to be replenished within the year through additional NW Natural revenues.
- Renewable energy projects completed during the quarter are expected to generate 0.40 average megawatts annually. Since March 1, 2002, renewable energy programs have helped develop projects with generation totaling more than 97 average megawatts. This is equivalent to serving about 75,700 average Oregon homes.
- Public purpose and incremental revenues (SB 838) were \$22.4 million for the quarter, about 3.5 percent more than budgeted. The largest increase, \$560,000, came from PGE.
- Total Energy Trust expenditures for the quarter equaled \$21,130,900, of which \$9,743,601 was for incentives.
- Following Energy Trust board approval in May, plans are being developed to begin serving Southwest Washington residential and commercial customers of NW Natural as of October 1, 2009. A Washington Utilities and Transportation Commission hearing on this subject is anticipated to occur in September.
- Energy Trust opened a temporary office located in free office space in Klamath Falls in June, staffed on Thursdays by an outreach contractor serving Southern Oregon. Publicity about the office, an energy fair in late May, and outreach by Energy Trust, Pacific Power and local organizations combined to increase requests for Home Energy Reviews and attract over 25 new local Trade Allies.
- Preparations for the July launch of the Clean Energy Works Portland pilot included selecting six home performance contractors and three Conservation Services Group building performance experts to serve as homeowner energy advocates during the pre-pilot phase this summer. The pre-pilot will enroll 30 homes and provide up-front financing for weatherization measures with payback on utility bills. Following a short, intense review in September, additional contractors and energy advocates will be engaged to serve up to 500 homes. The pilot will comply with the Energy Efficiency and Technology Act (HB 2626), recently passed by the Oregon Legislature.
- Energy Trust will monitor rulemaking for HB 3039, which requires the OPUC to establish a production-based tariff for solar photovoltaic projects. The tariff is to be established on a pilot basis by April 2010. The program is required to support up to 25 megawatts of solar electric projects, each of which is no larger than 500 kilowatts.

2. Commercial efficiency programs

- Energy efficiency measures were installed in 300 existing commercial buildings during the second quarter, very close to the first quarter 2009 total of 296 buildings. The average incentive payment per site was \$5,160. Of the total, 227 buildings received electric efficiency measures, 55 buildings received gas efficiency measures, and 18 buildings saved both gas and electricity.
- This quarter, 77 efficient new commercial buildings were completed, compared to 12 in first quarter 2009. The overall number of projects expected to be completed this year is

down when compared to last year, a consequence of the economic slowdown. Average incentive payment per site this quarter was \$9,306.

- Coordination between the Existing Buildings and New Buildings team is at an all time high, accomplished by an all-hands meeting, cross-program training and regular outreach and business development coordination. This improved coordination leads to better customer service, eliminates customer confusion regarding the two programs and produces operational benefits such as a shared outreach calendar, joint measure development and shared customer relationships.
- A new initiative focused on data centers was launched at the Innotech Conference in April, offering technical services for airflow management, uninterruptible power supplies, server virtualization and more.
- Numerous inquiries from municipalities have requested assistance with federal ARRA "stimulus" fund applications and project selection. Stimulus project activity is expected to increase during the second half of the year, with the bulk of stimulus activity occurring in 2010.
- Strong response to Energy Trust's "Path to Net Zero" pilot for new commercial buildings using 50 percent less energy than code (60 percent less than code including efficiency and renewable generation), has filled the pipeline and resulted in a wait list. Projects on the wait list may move into the pilot if enrolled projects drop out.
- The New Building Institute's Core Performance package for small- to medium-sized (10,000-70,000 square feet) buildings is being tailored for Oregon. The Core Performance package provides a prescriptive path for designing and constructing buildings that operate up to 30 percent more efficiently than national building standards. In parallel, Earth Advantage is finalizing energy efficiency standards. Staff expects to introduce the package and begin recruitment on a pilot basis during the third quarter.
- Energy Trust provided materials and presentations for Pacific Power's commercial energy efficiency workshops in Grants Pass, Klamath Falls and Bend, which drew approximately 100 participants at each session.
- Energy Trust had a strong presence at the National Association of Counties Western Interstate Regional Conference in Pendleton in May. County commissioners from Oregon and surrounding states attended and learned about Energy Trust programs.
- Energy Trust hosted a "Hands-on Lighting Control" training in Roseburg in April. The class had 47 attendees and was a solid success.
- NEEA is meeting with Kaiser Permanente corporate officers about piloting the Strategic Energy Management Plan in their Northwest facilities as part of their companywide sustainability plan.
- Through its BetterBricks program, NEEA attracted nearly 400 architects and related professionals to lectures by internationally renowned sustainability engineer Guy Battle from London. NEEA participated in the Oregon Commercial Energy Conservation Committee, which is developing a new non-residential building energy code.

3. Industrial efficiency programs

- Electric efficiency projects were completed at 124 manufacturing firms, compared to 96 in first quarter 2009 and 92 in second quarter 2008. The average incentive payment per site was approximately \$12,043.

- Industrial gas efficiency savings represent 80 percent of the annual stretch goal. This early success results principally from the effect of targeted outreach to nurseries through the small industrial initiative.
- The increase in quarterly activity results from the decision to increase incentives in Q2 in response to the economic downturn. The program appears to be on track to meet annual goals.
- On a pilot basis beginning in May, Energy Trust began offering gas efficiency services and incentives to some NW Natural industrial customers on firm and interruptible industrial rates that previously had not been eligible for gas incentives. Response among eligible customers has been enthusiastic. Funding will support up to five projects this year.
- NEEA continued supporting nine industrial facilities that are integrating energy management practices into their operations.
- NEEA trained 50 industrial specialists in compressed air systems efficiency.

4. Residential efficiency programs

- Energy Trust completed 3,008 Home Energy Reviews during the second quarter—an 81 percent increase over first quarter and 71 percent more than in second quarter 2008. Due to increased advertising of home evaluation services, as well as increased market awareness regarding energy efficiency, the demand for Home Energy Reviews is stronger than ever.
- Comparing second quarter 2009 to second quarter 2008, measure installations (excluding promotions) increased by 90 percent, electric savings by 27 percent, and gas savings by 26 percent.
- Promotions contributed to paying incentives of \$123,725 in the second quarter, the majority of which is attributed to the gas marketing campaign implemented in fourth quarter 2008 and first quarter 2009.
- Eighty-four new contractor trade allies were trained and joined the Trade Ally Network during the quarter.
- Through SHOW self-audit fulfillments, retail sales, fundraiser promotions and other activities, 185,086 compact fluorescent light bulbs were provided during the quarter, in addition to those installed during Home Energy Reviews.
- In addition to compact fluorescent light bulbs, energy-efficient measures were installed in 4,027 single-family homes, 3,746 multifamily units and 455 manufactured homes—representing significant increases in activity over first quarter. Of these, 4,316 homes received electric efficiency measures and 3,911 received gas efficiency measures, with one site saving both gas and electricity.
- Energy Trust incentives supported construction of 235 efficient new homes, up 52 percent over first quarter and about even with activity in second quarter 2008. NEEA certified these and an additional 41 homes as Northwest ENERGY STAR® homes, which together represent 11 percent of new homes completed in Oregon during the quarter.
- Of the Energy Trust new homes, 42 have electricity-saving measures, 68 have gas-saving measures, and 125 have both electricity-saving and gas-saving measures.

- With the help of Energy Trust incentives, 32 electrically-heated and 1 gas-heated new efficient manufactured homes were sold. The new homes market is expected to remain slow through 2009 due to the down economy.
- Energy Trust incentives helped fund the purchase of 9,110 energy-efficient clothes washers and refrigerators, on pace with first quarter activity and a more than 50 percent increase over second quarter 2008.
- Solar water heating systems were installed in 19 homes with electric hot water and 14 homes with gas hot water. The total of 33 systems falls below the 40 installations in first quarter 2009 and the 49 installed in second quarter 2008. The sluggish economy and slumping housing market are likely reasons why this downturn is occurring.
- The Energy Performance Score tool to evaluate energy efficiency and carbon emissions for New Homes debuted at the Ultimate Open House home show in April. By the end of the second quarter, 25 new homes had received an EPS.
- Energy Trust supported installation of 14 ductless heat pumps during the quarter as part of a NEEA regional pilot, for a total of 31 in 2009. NEEA hosted one manufacturer technical training in the Energy Trust area.
- NEEA has contracted with Wal-Mart and Sam's Club to promote specific energy-efficient televisions with incentives and point-of-purchase materials. NEEA will train sales teams and the retailers will supply sales data.

5. Renewable energy programs

- Energy Trust's board approved a \$3.45 million incentive for a 3 MW solar project that resulted from PGE's request for proposals for renewable energy projects. The project encompasses two 1.5-megawatt ground-mounted, thin-film solar installations in Polk County.
- Multnomah County dedicated the first phase of its 1 MW solar project, a 239 kW project at the John B. Yeon building in east Multnomah County. Energy Trust provided key technical assistance and support for the project.
- Hydro feasibility studies were completed for an irrigation district and two rural landowners in eastern Oregon.
- Energy Trust hosted a solar and efficiency workshop and conducted several solar site assessments as part of a package of services provided to Lincoln City.
- Modeled after its support for state agencies in first quarter 2009, staff organized a working group for municipalities in PGE service territory that are seeking to use a third-party solar procurement process. Through this forum, agencies can help each other and Energy Trust can consolidate requests for assistance.
- Analysis of a 9 MW community wind project in Wasco County was completed. The project will be presented to the Energy Trust board for approval this fall.
- Small wind systems were installed at three commercial locations during the quarter, representing the highest volume of systems installed in any one quarter. In addition, applications for three commercial and two residential small wind systems were received and approved.
- Two new tall towers and two 30 meter towers for wind resource assessments were approved. These meteorological towers will be installed during the third quarter. A wind resource report was completed for a tall tower in Umatilla County.

- Energy Trust’s board approved a \$1.2 million incentive for the Douglas County Landfill Gas to Energy project at the Roseburg Landfill. The project has a 1.06 MW capacity and will be fueled by methane captured from the landfill.
- Staff has approved two new feasibility studies. The City of Pendleton Wastewater Treatment Facility study is evaluating the installation of electricity generation utilizing methane from anaerobic digestion. A study at a wood products mill in Southern Oregon is evaluating the feasibility of installing a cogeneration facility at the mill.
- Energy Trust’s solar electric and solar water heating installation requirements have been updated, based on an internal review and input from members of the local solar industry.
- Energy Trust sponsored and participated in the 2009 NW Solar Expo, attracting 325 contractors to a 4-day professional training series and over 2,000 consumers to the weekend expo.
- While the 40 residential solar electric installations in second quarter represent a modest gain over first quarter’s 37, activity on the commercial side slowed to 13 installs compared to double that number in the first quarter. Investments in solar systems have been lagging since the economic downturn last fall. Stimulus funding proposals are pending for several solar electric projects, and some may require Energy Trust incentives.

6. Revenues and expenditures

- \$22.4 million in public purpose and incremental revenues were received during the quarter, with expenditures at \$21.1 million.
- A total of \$9.7 million in incentives was paid.

7. OPUC performance measures

- Following are the most recent performance measures established by the Oregon Public Utility Commission for Energy Trust. Comparison of performance against these measures for 2009 will be reported in the 2009 annual report.

Category	Measures
Energy Efficiency	<ul style="list-style-type: none"> • Obtain at least 31 aMW computed on three-year rolling average • Levelized cost not to exceed 3.5 cents/kWh
Natural Gas	<ul style="list-style-type: none"> • Obtain at least 1.8 million annual therms computed on a three-year rolling average • Levelized cost not to exceed 60 cents/therm
Renewable Energy	<ul style="list-style-type: none"> • Achieve at least 3 aMW from small-scale projects, computed on a three-year rolling average
Financial Integrity	<ul style="list-style-type: none"> • Receive an unqualified financial opinion from independent auditor on annual financial statements
Administrative/Program Support Costs	<ul style="list-style-type: none"> • Keep below 11 percent of annual revenue
Customer Satisfaction	<ul style="list-style-type: none"> • Achieve reasonable rates
Benefit/Cost Ratios	<ul style="list-style-type: none"> • Report both utility system and societal perspective on an annual basis
Incremental Electric Efficiency Funding	<ul style="list-style-type: none"> • Report annually energy savings achieved as a result of SB 838

8. Benefit-cost ratios for 2008 (year-end data)

Program	Utility system benefit-cost ratio	Societal benefit-cost ratio
1. Existing Homes	2.6	1.4
2. New Homes and Products	2.4	1.7
3. Existing Buildings	3.3	1.5
4. New Buildings	3.3	3.1
5. Production Efficiency	4.1	1.9
6. NW Energy Efficiency Alliance	12.2	4.1

II. TABLES

1. Revenues

Source	Actual revenues received Q2	Budgeted revenues Q2
Portland General Electric	\$8,509,817	\$9,089,085
Pacific Power	\$5,231,743	\$5,291,015
PGE Incremental	\$3,376,082	\$3,356,440
Pacific Power Incremental	\$2,004,541	\$1,991,830
NW Natural	\$3,038,426	\$3,246,229
Cascade Natural Gas	\$242,641	\$267,255
Total	\$22,403,249	\$23,241,854

2. Expenditures

Type	Actual Expenditures Q2	Budgeted Expenditures Q2
Energy Efficiency programs	\$17,620,025	\$20,722,986
Renewable Energy programs	\$2,582,730	\$7,284,330
Administration	\$928,145	\$1,033,373
Total	\$21,130,900	\$29,040,689

3. Incentives Paid

Quarter	Energy Efficiency					Renewable Energy		Total
	PGE	Pacific Power	NW Natural	Cascade Natural Gas	Avista	PGE	Pacific Power	
Q1	\$2,179,158	\$1,144,836	\$1,372,914	\$125,265	\$8,134	\$1,778,071	\$348,870	\$6,957,248
Q2	\$3,830,710	\$1,759,482	\$2,105,995	\$93,043	\$5,187	\$607,074	\$1,342,110	\$9,743,601
Q3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Q4	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$6,009,868	\$2,904,318	\$3,478,909	\$218,308	\$13,321	\$2,385,145	\$1,690,980	\$16,700,849

4. Savings and Generation

Electric efficiency savings. In the second quarter of 2009, energy efficiency programs saved 6.3 average megawatts, representing 15 percent of the 2009 best case goal of 42 average megawatts and 20 percent of the conservative case goal of 31 average megawatts. Since March 1, 2002, these programs have cumulatively saved 198 average megawatts. When savings from self-directed industrial projects are added, the total represents 72 percent of Energy Trust’s 2012 goal.

Electric Efficiency Savings	PGE aMW	Pacific Power aMW	Total Savings aMW	Expenses	mil \$ / aMW	Levelized Cost/kWh
Commercial	1.26	0.57	1.83	\$4,631,039	\$2.5	3.2 ¢
Industrial	1.06	0.40	1.46	\$3,269,210	\$2.2	3.3 ¢
Residential	1.93	1.03	2.96	\$6,134,997	\$2.1	3.0 ¢
Total Energy Efficiency programs	4.25	2.00	6.25	\$14,035,246	\$2.2	3.1 ¢

Gas efficiency savings. In the second quarter of 2009, efficiency programs saved 516,044 annual therms of natural gas, representing 20 percent of the 2009 best case goal of 2.5 million annual therms and 27 percent of the conservative case goal of 1.9 million annual therms. Since gas programs began in 2003, cumulative savings of 10.3 million annual therms have been realized, accounting for 49 percent of the current 2012 goal.

Gas Efficiency Savings	NWN Therms	Cascade Natural Gas	Avista	Total Savings Therms	Expenses	\$ / Therm	Levelized Cost/
Commercial	135,761	7,155	0	142,916	\$947,714	\$6.6	55 ¢
Industrial	9,852	0	0	9,852	\$59,517	\$6.0	40 ¢
Residential	347,046	15,345	885	363,276	\$3,388,559	\$9.3	65 ¢
Total Energy Efficiency	492,659	22,500	885	516,044	\$4,395,790	\$8.5	62 ¢

Renewable energy generation.

In the second quarter of 2009, renewable energy programs brought on-line small-scale projects generating a total of 0.40 average megawatts annually. Since March 1, 2002, these programs have cumulatively saved more than 97 average megawatts.

Renewable Energy Generation	PGE aMW	Pacific Power	Total Generation	Q2 2009 Expenses	mil \$ / aMW	Levelized Cost/kWh
Biopower	0.00	0.00	0.00	\$185,283	n/a	n/a
Open Solicitation	0.00	0.32	0.32	\$692,084	\$2.2	2.0 ¢
Solar Electric Program	0.04	0.03	0.07	\$1,139,537	\$16.3	17.0 ¢
Utility Scale	0.00	0.00	0.00	\$499,615	n/a	n/a
Wind Program	0.01	0.00	0.01	\$183,346	\$18.3	33.6 ¢
Total Renewable Programs	0.05	0.35	0.40	\$2,699,865	\$6.7	6.5 ¢

5. Projects completed this quarter

	Total	Electric-only	Gas-only	Both
ENERGY EFFICIENCY				
Commercial projects				
Existing buildings retrofitted	300	227	55	18
Efficient new buildings constructed	77	48	18	11
Solar water heating commercial installations	5	1	4	0
Subtotal Commercial	382	276	77	29
Industrial projects				
Subtotal Industrial	124	120	3	1
Residential projects				
ENERGY STAR new homes constructed	235	42	68	125
ENERGY STAR new homes enhanced	34	18	11	5
Efficient new manufactured homes purchased	33	32	1	0
Home energy reviews conducted	3,008	784	84	2,140
Single family homes retrofitted	4,027	858	3,169	0
Manufactured homes retrofitted	455	427	28	0
Multifamily units retrofitted	3,746	3,031	714	1
New multifamily units enhanced	0	0	0	0
Residential solar water heating installations	33	19	14	0
ENERGY STAR appliance rebates	9,110	6,760	205	2,145
CFL packages sold/provided	185,086	185,086	0	0
Subtotal Residential	205,767	197,057	4,294	4,416
TOTAL EFFICIENCY	206,273	197,453	4,374	4,446
RENEWABLE ENERGY INSTALLATIONS				
Biopower project installations	0	0	0	0
Open solicitation project installations	2	2	0	0
Solar electric residential installations	40	40	0	0
Solar electric commercial installations	13	13	0	0
Utility scale project installations	0	0	0	0
Wind project installations	3	3	0	0
TOTAL RENEWABLES	58	58	0	0

We define "projects" to be completed installations or services at one location with certain exceptions:

- A Home Energy Review, with CFL installation, counts as one project. If that home subsequently installs one or more measures, this installation counts as a separate project.
- See appendix 2 for geographical breakdown of Home Energy Reviews.
- Each apartment unit treated counts as one project.
- Each manufactured home counts as one project.
- Measures installed in separate facilities within a large industrial complex count as separate projects.

Added Costs from Utility SB 838 Expenditures

	Quarter expenditure	YTD expenditures	YTD \$M/aMW*	YTD levelized costs*
PGE	\$90,610	\$135,714	0.02	0.03
Pacific Power	\$178,408	\$231,484	0.06	0.08
Total	\$269,018	\$349,198	0.03	0.05

* Reflects incremental increase in costs derived from expenditures incurred by Pacific Power and Portland General Electric under terms of the agreement described in SB 838. See appendix 1 for report on Pacific Power's and PGE's SB 838 activities.

Appendix 1 – SB 838 Report for Q2 2009**i. Pacific Power****SB 838 General**

- Pacific Power's Energy Trust liaison attended Energy Trust Conservation Advisory Council meetings.
- Pacific Power's Energy Trust liaison met with other Pacific Power and PGE staff at Energy Trust to discuss American Recovery and Reinvestment Act (ARRA) funding and potential impacts to available incentives, as well as a potential project that may result from the stimulus.
- Pacific Power's Energy Trust liaison attended the Local Partners Meeting facilitated by the City of Portland.

SB 838 Commercial efficiency programs

- Oregon midsize business customers received a letter highlighting business-targeted programs and services: Pacific Power's new online Business Solutions Toolkit, energy efficiency programs and the Business Solutions team. A set of phone/computer stickers featuring the Business Solutions toll-free number and business Web page was also included.
- Pacific Power's Energy Trust liaison attended the regularly scheduled Portland BOMA meeting to review upcoming opportunities to delivery energy efficiency training and information to commercial office space energy managers.
- Pacific Power's Energy Trust liaison coordinated and delivered three small to mid-size commercial energy efficiency conferences in Grants Pass, Klamath Falls and Bend, Oregon. Pacific Power collaborated with Energy Trust, Oregon Department of Energy and USDA, who were tasked with providing material and delivering the breakout session presentations. The final breakfast agenda:
 - Breakfast
 - General Session
 - First Breakout series (customers selected one)
 1. Commercial Buildings
 2. Multifamily Properties
 3. Tax Credits, Loans and Grants
 - Second Breakout series (customers selected one)
 1. Commercial Buildings
 2. Restaurants / Lodging
 3. Tax Credits, Loans and Grants
- Pacific Power employed a fairly aggressive outreach strategy to ensure small to mid-size customers were aware of the Energy Savings Answers breakfast opportunity and that about 100 would participate in each event. In the end, we received the following registrations: 94 in Klamath Falls, 100 in Grants Pass, and 136 in Bend.
- Participant feedback was excellent. From 131 surveys received, common themes were:
 - *Email played the most significant factor in getting the word out* about the breakfasts, and mailed invitations were a valuable tool as well. Interestingly, 9.3% of participants said they heard about the event through a "referral", indicating that emails, invitations and/or

- flyers were likely viewed and then forwarded to another interested customer as well as word-of-mouth.
- *Most customers (83.6 percent) attended to learn about energy efficiency, while 35.5 percent indicated they were also interested in professional growth and development. This underscores that customers are definitely interested in energy efficiency, want to know how to reduce energy bills, as well see energy efficiency as a way to “go green”.*
 - *Most customers (98.1 percent) were satisfied or very satisfied with the materials provided at the conference.*
 - *All customers (100 percent) were satisfied or very satisfied with the speakers/presenters at the conference.*
 - *At future events, customers indicated they would like to see more case studies and hands-on opportunities, such as total process overview and project management: audit > paperwork > project start > completion > closing paperwork. They would also like more information on renewable energy options.*
- Conferences are currently being scheduled in October for Astoria, Albany and Pendleton.
 - Welcome Aboard kits continued to be mailed to all new commercial customers. The kit contains information on Energy Trust programs and incentives to help customers invest in energy efficiency.
 - The spring Energy Connections newsletter to mid-size business and government customers featured an energy efficiency business case for Precision Tool in Central Point, Oregon. The company installed a new high-efficiency compressor with help from available incentives and tax credits. Precision Tool reports monthly savings of \$180-\$200 and is pleased with the quiet operation and smaller footprint of the new equipment. The article continues to report that they're so pleased with the savings that they will be upgrading to energy-efficient lighting with help from Energy Trust incentives and Oregon tax credits.
 - The spring Energy Connections newsletter also highlighted free seminars in Grants Pass on June 23, Klamath Falls on June 24 and Bend on June 25 for businesses to get the latest on energy efficiency incentives, financing and other programs available from Pacific Power, Energy Trust, and federal and state sources.

SB 838 Industrial efficiency programs

- The spring issue of Energy Insights, the newsletter for community leaders and managed commercial/industrial accounts, featured a case study on Ingram Books. The company expects to reduce annual electricity consumption by nearly 1,486,417 kilowatts hours – enough electricity to power more than 130 homes. Energy Trust of Oregon incentives totaled just over \$98,000.

SB 838 Residential efficiency programs

- Pacific Power's Energy Trust liaison attended and led Pacific Power's participation in Portland's Clean Energy Fund (on-bill financing) pilot kick off and planning meetings. The pilot will target 500 homes in the Portland area with energy efficiency measures that can be paid back through their monthly heating utility bill.
- Pacific Power's Energy Trust liaison began conversations with Energy Trust to bring a time-modified version of the Home Energy IQ training sessions to 14 areas throughout Pacific Power's Oregon service area before the end of the year. The target locations are Astoria,

Lincoln City, Coos Bay, Medford, Grants Pass, Roseburg, Cottage Grove, Albany, Portland, Hood River, Bend, Klamath Falls, Pendleton and Enterprise.

- Pacific Power residential customers received information on Energy Trust's Home Energy Makeover contest in April bills. Customers were encouraged to submit contest entries through May 5. One Pacific Power homeowner with electric heat will be chosen for up to \$25,000 in energy-saving improvements.
- About 920 Oregon residential customers who have Web accounts received an e-mail about Energy Trust's Home Energy Makeover Contest on April 6. This went to customers who have opted-in to receive company communications.
- Oregon residential customers received information about Energy Trust heat pump incentives in their May bills.
- Pacific Power continued to work with internal I/T resources on the secure login feature for customers on the Internet which, when completed, will allow for a more detailed and customer-specific version of Energy Trust's Home Energy Analyzer tool.
- The April Voices residential newsletter included a front page article on Energy Trust's Home Energy Makeover with instructions on how to enter the contest. A second front page article focused on no cost / low cost summer energy efficiency with a mention of the refrigerator recycling program.
- The May/June Voices residential newsletter included a front page article on Energy Trust's refrigerator recycling program.
- Welcome Aboard kits continued to be mailed to all new residential customers. The kit contains information on how Energy Trust helps Pacific Power customers manage their energy costs and benefit from renewable energy.
- The new customer awareness campaign, launching the *Let's turn the answers on* tagline and focusing on energy efficiency and safety, continued this quarter via TV, print and radio. Pacific Power customers will be reached from Portland, Medford, Bend, and Eugene demographic marketing areas.
- Additional co-branded energy efficiency TV, radio and print communications ran in Medford and Bend.
- As part of our sponsorship with the Portland Trailblazers, Pacific Power radio spots continued to air during games on the Blazers radio network (95.5 FM) throughout the state. The spots provided information on energy efficiency/Energy Trust and Blue Sky.

ii. **PGE**

SB 838 General

- PGE staff participated in preparing the Northwest Energy Efficiency Task Force Work Group #4 RFP for market research overview on energy efficiency communications. Staff also participated in a one-day meeting to draft a charter for an ongoing Coordinating Council to study the research findings and potentially recommend joint communications throughout the Northwest. PGE has committed funds toward the joint research effort.
- PGE staff attended CAC meetings in April and May.

SB 838 Commercial efficiency programs

- “Save More, Matter More™” business energy efficiency awareness campaign finished December 31, 2008. Results continue to come in as projects are completed and lighting winners implement their projects. A report on program results to date was prepared, and comments received from Energy Trust.
- Winter business outreach is based on segments. In the second quarter, offices and retailer customers received three PGE/ETO co-branded direct mail appeals: first a “teaser” postcard, encouraging energy efficiency as a way to cut operating costs; then a direct mail letter with more information; then a follow-up “reminder” postcard. Pieces are targeted to the segment; for example, retail suggests in this environment raising prices isn’t an option but cutting costs can be. Mailers feature current and past Energy Trust program participants as well as the best energy efficiency opportunity by segment. Call to action is call/email for a free energy consultation from PGE. The free energy consultation serves as a mechanism to prequalify customers for Energy Trust program participation and to facilitate installation of energy efficiency measures. In the second quarter, 40 customers requested energy consultations, 75 total since the beginning of the campaign in February.
- PGE IT created an automatic web form for customers to request help/support for their energy efficiency related questions. It is now on the portlandgeneral.com home page and in the energy efficiency web section.
- The March “Business Connection,” PGE’s email newsletter to small/medium business customers, featured Lake Grove Garden Center, a “Save More Matter More” lighting retrofit winner and an Energy Trust project. The April issue followed “Save More Matter More” pledging company Crave Catering, which has a potential Energy Trust project. The June issue covered cooling options and available Energy Trust incentives.
- “Energize,” PGE’s quarterly bill insert newsletter for small/medium customers, also featured Crave Catering, the new online request form for an energy consultation, and PGE’s energy efficiency classes in May.
- “Power Report,” PGE’s quarterly newsletter for large customers, featured Clean Water Works’ Energy Trust project in April, along with Energy Champions classes and their funding by Energy Trust in June.
- PGE’s fall/spring advertising campaign focuses on energy efficiency for businesses with three ads, highlighting lighting, HVAC, and computers.
- Information on energy efficiency and Energy Trust programs is now available at some PGE Community offices, with all receiving new signage and brochure racks by end of summer.
- PGE staff conducted 12 business customer outreach events and presentations to chambers and business associations (Oregon City Chamber, Silverton Chamber, Wilsonville Chamber, Hillsboro Chamber, Woodburn Chamber, Tualatin Chamber, NW Solar Expo, Hillsboro Chamber Green Impact, City of Lake Oswego, NE Willamette Realtors Association, Tigard Chamber, Clackamas County Office of Sustainability).
- 401 customers attended the 12 outreach presentations and events.
- 199 customers contacted as follow-up from PGE business customer classes.
- 250 customers were followed up after the “Save More, Matter More” Campaign.
- 203 potential customer project leads were generated.
- 53 qualified potential customer project leads were sent to Energy Trust contractors and trade allies (some customers may have more than one location).

- PGE staff met with Susan Jowaiszas, Energy Trust marketing manager, to discuss marketing materials, testimonials and brochures for energy efficiency outreach.
- Staff attended Trade Ally Network Roundtable Meeting.
- PGE staff met several times with the Existing Buildings program manager and Liesl Karasaki from Lockheed Martin to review and discuss process improvements for qualified potential customer project leads.
- PGE staff coordinated, attended and/or conducted scheduled meetings with internal PGE departments that have direct customer access to maximize resources and customer exposure to Energy Trust programs.

SB 838 Industrial efficiency programs

- In second quarter, small industrial customers received a three-part direct mail campaign cobranded with Energy Trust: first a “teaser” postcard, encouraging energy efficiency as a way to cut operating costs, then a direct mail letter with more information, then a follow-up “reminder” postcard. Call to action is call/write for a free energy consultation from PGE.

SB 838 Residential efficiency programs

- PGE fall/spring energy efficiency advertising to residential customers features tips on programmable thermostats, turning off electronics, CFLs, and low-flow showerheads. TV campaign “energy efficiency icons” aired again in April and May.
- PGE’s residential newsletter Update featured Energy Trust’s refrigerator recycling program on the front cover in April, and the bill also contained an insert on the program. Participation in refrigerator recycling increased 115 percent in April, another 25 percent in May, and increased response rates continued into June. Total number of fridges recycled through the Energy Trust program is now reaching over 1,000 refrigerators per month. Over 40 percent of participants in 2009 said they heard about the program from a utility bill insert. Update featured ductless mini-split heat pumps and Energy Trust incentives in May and the online energy analyzer in June.
- PGE sent a direct mail to 100,000 electrically heated customers encouraging them to upgrade to an energy efficient heat pump. The cover letter featured Energy Trust’s GreenStreet Lending program, the call to action was either PGE or Energy Trust, and the insert was co-branded with Energy Trust.
- PGE’s email residential newsletter Home Connection featured Energy Trust’s refrigerator recycling program in April as well, and a link to Energy Trust Home Energy Makeover contest. May had ductless mini-split heat pumps with a sweepstakes offer and CFL buying tips, and June featured the home energy analyzer.
- A new rotating promotion on PGE’s web site featured an energy efficient appliance, with Fisher and Paykel washer sweepstakes delivered and installed by George Smith Appliances in April, and a Marathon water heater installed by George Morlan Plumbing in June.
- Residential property managers received three direct mail appeals cobranded with Energy Trust: first a “teaser” postcard, encouraging energy efficiency as a way to cut operating costs and to come to a class on energy efficiency opportunities, was sent in March for April class, then a direct mail letter with more information, then a follow-up “reminder” postcard. Over three dozen property management employees attended the training.
- PGE, with Energy Trust, is continuing work on the City of Portland/Homebuilders Association’s pilot of efficient and affordable new homes.

- PGE continued to support planning for Energy Trust's moderate income initiative, scheduled to be launched in September/October, 2009. PGE intends to support the new program launch through target marketing outreach this fall.

Appendix 2 – Geographic Breakdown of Home Energy Reviews in Second Quarter

Service region	HERS completed
1 – North Coast (Astoria)	53
2 – South Coast (Coos Bay, North Bend)	15
3 – Portland Metro	1967
4 – Mid-Willamette Valley (Salem, Dallas)	289
5 – Southern Willamette (Eugene, Corvallis, Albany)	164
6 – Southern (Medford, Roseburg, Grants Pass)	228
7 – Columbia Basin (Hood River, The Dalles)	20
8 – Central (Bend, Redmond, Prineville)	193
9 – Klamath Basin (Klamath Falls, Lakeview)	30
10 – Northeastern Oregon (Pendleton, LaGrande)	33
11 – Eastern Oregon	16
Total	3008