

**Quarter Four 2008 Report to the  
Oregon Public Utility Commission**  
October 1, 2008 through December 31, 2008

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This Energy Trust quarterly report covers the period 10/1/08 through 12/31/08, the fourth quarter of the year (Q4). The report addresses progress toward 2008 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**

### **I. General**

- Numbers presented in this report are based on preliminary year-end unaudited results. There may be additional expenditures and changes to savings and renewable energy generation numbers in the final audited 2008 annual report.
- Year-end results were especially strong. Electric savings topped all previous years excepting 2005 and 2007, which each had the benefit of significant savings from a “megaproject”. Gas savings well exceeded goals, reflecting significantly higher activity in the New Buildings and Existing Homes programs. Renewable energy generation grew considerably during 2008, far exceeding annual goals, and now represents nearly two-thirds of the 2012 goal.
- The initial effects of the economic downturn are challenging to trace, given that most programs exceeded goals. Anecdotally, program managers report learning of projects that have been delayed or placed on hold. Had these projects moved forward, 2008 results would have been even higher.
- Preliminary year-end results show that energy efficiency savings are expected to total approximately 34 average megawatts, 4% under our best case goal of 36 average megawatts and well beyond the conservative case goal of 27 average megawatts. This total represents the highest annual electric savings in a year without a megaproject.
- Electric efficiency projects completed during the quarter are expected to save 17.8 average megawatts—almost 50% more than in the fourth quarter of 2007. Overall electric efficiency expenditures for the quarter were on budget. A total of 52% of annual electric savings were achieved during the fourth quarter.
- Since March 1, 2002, electric efficiency programs have cumulatively saved 194 average megawatts. When savings from self-directed industrial projects are added, the total represents 71% of Energy Trust’s initial 2012 goal of 300 aMW. This total is equivalent to the annual electric consumption of about 165,000 average Oregon homes.
- Preliminary year-end results show gas efficiency savings totaling 2.6 million annual therms, 13% more than the best case goal for the year of 2.3 million annual therms and 8% above the previous annual high of 2.4 million annual therms in 2006. A total of 49% of annual gas savings were achieved during the fourth quarter.
- Gas efficiency projects completed during the quarter are expected to save 1.3 million annual therms, an increase over almost 30% above the therm savings achieved in the fourth quarter of 2007. Gas expenditures for the fourth quarter were 65% over budget for the quarter and 21% over budget for the year. This resulted in spending down gas reserves by \$2.5 million more than initially projected. Options for managing the 2009 gas budget are under discussion, including incentive and other adjustments, should they be needed.

- Since gas programs began in 2003, cumulative savings of 9.4 million annual therms have been realized, accounting for 45% of the current 2012 goal of 21 million annual therms. This total is equivalent to providing gas to almost 18,500 homes.
- Renewable energy projects completed during the quarter are expected to generate 1.83 average megawatts annually.
- Since March 1, 2002, the renewable energy programs have helped develop projects with generation totaling 97.1 average megawatts. This represents 65% of Energy Trust's 2012 goal of 150 aMW and is equivalent to serving about 75,000 average Oregon homes.
- A total of \$23.1 million in incentives was paid in the quarter, the highest ever quarterly incentive payment total and 35% higher than Q4 2007.
- Calls to our main toll free customer phone number reached an all-time high in October at 5,835 calls, up from 3,267 last year. The high volume of calls came at the same time as rate increases were announced and our fall marketing campaign began to roll out. Call volumes remained over 3,500 per month through November and December. Our Home Energy Solutions program experienced similar, high call volumes, and completed 1,763 home energy reviews in the fourth quarter.
- Public purpose and incremental revenues were \$19.1 million for the quarter, which is \$1.5 million or 8% less than budgeted. Total quarterly expenditures were \$33.7 million, 91% below budget.

## 2. Commercial efficiency programs

- During the fourth quarter, energy efficiency measures were installed in 600 commercial buildings. The average incentive payment per site was \$4,678. Of the total, 360 buildings received electric efficiency measures, 216 buildings received gas efficiency measures, and 24 buildings saved both gas and electricity.
- A total of 177 highly efficient new commercial buildings were completed this quarter. The average incentive payment per site was \$16,994.
- Existing Buildings program kicked off the Courthouse Challenge in which counties will compete against each other based on the ENERGY STAR<sup>®</sup> score of their courthouses. At launch 22 of 36 Oregon counties are participating.
- After nearly eight months of work the dry cleaning/commercial laundry target initiative is generating impressive results, bringing in large volumes of natural gas savings from steam system upgrades.
- 2008 was the second strongest year for electric savings, next to 2005, and the biggest year for natural gas savings for the Existing Buildings program. Gas savings exceeded the best case goal by 59%, with commensurate spending over budget.
- Existing Buildings is developing a memorandum of understanding with Bonneville Power Administration to offer energy efficiency programs to consumer-owned utilities.
- New Buildings program closed the year having exceeded its best case electric goal and 89% of the best case gas goal.
- The LEED core and shell track was formally released in the market, and the first incentive payments for this track were made.
- The New Buildings program successfully transitioned to a new program management contractor, PECL.
- NEEA continues promoting high performance portfolios in the office real estate market. Energy Trust and NEEA's BetterBricks team are collaborating to optimize support for a major healthcare provider.

- The NEEA-funded Oregon integrated design lab built and studied a general building model for daylighting and continued analysis of ventilation and solar calculations for a new state hospital.

### **3. Industrial efficiency programs**

- Electric energy-saving projects were completed at 179 manufacturing firms. The average incentive payment per site was approximately \$30,676.
- Industrial efficiency projects achieved 94% of the program's best case electric goal.
- The Production Efficiency program kicked off the Industrial Energy Improvement energy management pilot with internal training and initial participant enrollment outreach.
- The Production Efficiency program added renewable project outreach funding to Program Delivery Contractor contracts for 2009 as an initial way to bridge the gap between efficiency and renewable program offerings for industrial sites.
- The Production Efficiency program continued collaborative efforts with the Oregon Manufacturing Extension Partnership by supporting the delivery of two Green Supplier Network Assessments, focused on reducing energy usage through process changes.
- The Green Motors Practices group took a major step toward an independent operating model to facilitate incentives for premium rewinds of electric motors.
- The Northwest Food Processors Association in collaboration with NEEA and the US DOE held an executive workshop and set an industry-wide energy intensity reduction goal of 25% in 10 years and an additional 25% through innovation in 20 years.
- NEEA's industrial team continues to represent the region among national and international organizations working toward developing an energy management systems standard.

### **4. Residential efficiency programs**

- Energy Trust completed 2,082 Home Energy Reviews during the fourth quarter. Through Home Energy Reviews, SHOW self-audit fulfillments, retail sales, fundraiser promotions and other activities, 428,467 packages of compact fluorescent light bulbs were provided during the quarter.
- Energy-efficient measures were installed in 4,831 single-family homes, 5,985 multifamily units and 361 manufactured homes. Of these, 7,064 homes received electric efficiency measures and 4,068 received gas efficiency measures, with 45 sites saving both gas and electricity.
- Energy Trust incentives helped fund the construction of over 303 efficient new homes. Of these, 52 have electricity-saving measures, 69 have gas-saving measures (plus CFLs installed at the time of the Home Energy Review), and 182 have both other electricity- and gas-saving measures. Incentives helped purchase 125 electrically-heated and 9 gas-heated new efficient manufactured homes.
- During the fourth quarter Energy Trust incentives helped fund the purchase of 9,441 energy efficient clothes washers. The washers were installed in 6,063 homes with electric hot water and 3,378 homes with gas hot water.
- Solar water heating systems were installed in 61 homes with electric hot water and 22 homes with gas hot water.
- The multifamily program closed 103 projects, representing 4,793 units, in the fourth quarter. These projects represented \$1.49 million dollars in incentives, .9 average megawatts and 19,500 therms in energy savings.
- 76 new trade allies joined the Existing Homes program in the fourth quarter of 2008.
- New Homes and Products program met conservative goals on both electric and gas sides. This is a notable accomplishment given the decline of the housing market and the slow uptake in fridge recycling.

- New Homes and Products program achieved an 11% market penetration of ENERGY STAR homes, well in excess of our goal of 8%. Program staff worked with over 2,000 homes to incorporate some level of energy efficiency above code, impacting almost 30% of the market.
- New Homes and Products program exceeded goals for specialty CFL bulb sales but only met 16% of the goal for fridge recycling.
- New Homes and Products program exceeded the goal for manufactured homes incented by 53%.
- NEEA has been receiving and processing award applications for the Oregon Northwest ENERGY STAR Homebuilder of the year.
- NEEA Northwest ENERGY STAR program has facilitated the transition of delivering Northwest ENERGY STAR Home labels and certificates from the Energy Trust contractor to the Oregon Department of Energy.
- Throughout the fourth quarter, the NEEA program has been working to secure market partners to work closely with the Northwest ENERGY STAR Homebuilders in Energy Trust service territory.

## **5. Renewable energy programs**

- 55 commercial solar electric systems were installed in the fourth quarter. In addition, solar electric systems were installed on 40 homes during the quarter.
- The Energy Trust Board of Directors authorized \$827,000 in funding for the Stahlbush Island Farms anaerobic digester project. The project will convert 52,000 tons of agricultural waste into methane for electricity production and produce macronutrients and solids for direct land application. The generator has a capacity of 1.6 MW megawatts and is forecast to generate 1.3 average megawatts annually.
- The Biopower program completed its review of the Douglas County landfill gas to energy project. The project looks promising and will utilize methane from the landfill that is presently flared. The project has a capacity of 1.2 megawatts with energy production of 0.9 average megawatts.
- The Biopower program co-funded feasibility studies for a six-dairy project through a dairy cooperative, another to determine the biomethane potential of ryegrass straw and a third on the use of poultry litter in an anaerobic digester.
- The Open Solicitation program organized a workshop on solar and efficiency for governments attended by 175 people.
- The Open Solicitation program approved a \$225,000 incentive for Farmers Irrigation District's (FID) piping project. The project will enable FID to generate an additional .06 average megawatts of generation at an existing hydro plant.
- The Solar program participated in meetings with City of Portland and State of Oregon in effort to streamline and standardize requirements for structural permits for solar installations. Staff also testified to Oregon Plumbing Board, resulting in a statewide code allowance for more efficient solar water heaters.
- The Energy Trust board approved the Madison wind project, which consists of 16 turbines, each with a name-plate capacity of 50 kW. Total nameplate capacity would be 0.8 megawatts, generating 1,616 annual megawatt hours.

## **6. Revenues and expenditures**

- \$19.1 million in public purpose and incremental revenues were received during the quarter, with expenditures at \$33.7 million.
- A total of \$23.1 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 2008 will be reported in the 2008 annual report.

Category	Measures
Energy Efficiency	<ul style="list-style-type: none"> <li>• Obtain at least 31 aMW computed on three-year rolling average</li> <li>• Levelized cost not to exceed 3.5 cents/kWh</li> </ul>
Natural Gas	<ul style="list-style-type: none"> <li>• Obtain at least 1.8 million annual therms computed on a three-year rolling average</li> <li>• Levelized cost not to exceed 60 cents/therm</li> </ul>
Renewable Energy	<ul style="list-style-type: none"> <li>• Achieve at least 9 aMW in new utility-scale generation, and at least 3 aMW from small-scale projects, computed on a three-year rolling average</li> </ul>
Financial Integrity	<ul style="list-style-type: none"> <li>• Receive an unqualified financial opinion from independent auditor on annual financial statements</li> </ul>
Administrative/Program Support Costs	<ul style="list-style-type: none"> <li>• Keep below 11% of annual revenue</li> </ul>
Customer Satisfaction	<ul style="list-style-type: none"> <li>• Achieve reasonable rates</li> </ul>
Benefit/Cost Ratios	<ul style="list-style-type: none"> <li>• Report both utility system and societal perspective on an annual basis</li> </ul>
Incremental Electric Efficiency Funding	<ul style="list-style-type: none"> <li>• Report annually energy savings achieved as a result of SB 838</li> </ul>

**8. Benefit-cost ratios for 2007 (year-end data)**

Program	Utility system benefit-cost ratio	Societal benefit-cost ratio
1. Existing Homes	2.7	1.5
2. New Homes and Products	2.8	2.6
3. Existing Buildings	4.3	1.4
4. New Buildings	6.4	2.8
5. Production Efficiency	7.7	3.0
6. NW Energy Efficiency Alliance	12.0	4.0

**II. TABLES**

**I. Revenues**

Source	Actual revenues received Q4	Budgeted revenues Q4
Portland General Electric	\$10,908,436	\$11,660,725
Pacific Power	\$6,655,890	\$7,475,046
NW Natural	\$1,354,914	\$1,315,351
Cascade Natural Gas	\$193,383	\$205,264
Avista	\$0	\$0
Total	\$19,112,622	\$20,656,385

**2. Expenditures**

Type	Actual Expenditures Q4	Budgeted Expenditures Q4
Energy Efficiency programs	\$27,574,713	\$24,992,872
Renewable Energy programs	\$5,458,830	\$11,284,256
Administration	\$689,116	\$829,190
Total	\$33,722,659	\$37,106,318

**3. Incentives Paid**

Quarter	Energy Efficiency				Renewable Energy			Total
	PGE	Pacific Power	NW Natural	Cascade Natural Gas	Avista	PGE	Pacific Power	
Q1	\$1,451,477	\$1,024,918	\$1,190,165	\$52,291	\$7,253	\$177,071	\$150,094	\$4,053,269
Q2	\$2,646,599	\$1,544,148	\$1,430,709	\$69,591	\$12,407	\$267,066	\$495,270	\$6,465,790
Q3	\$2,562,827	\$1,505,229	\$1,240,532	\$72,926	\$12,822	\$804,736	\$1,111,258	\$7,310,330
Q4	\$8,817,766	\$5,637,684	\$3,810,004	\$218,183	\$13,712	\$3,473,168	\$1,171,973	\$23,142,490
Total	\$15,478,669	\$9,711,979	\$7,671,410	\$412,991	\$46,194	\$4,722,041	\$2,928,595	\$40,971,879

**4. Savings and Generation**

**Electric efficiency savings.** In the fourth quarter of 2008, energy efficiency programs saved 17.8 average megawatts, representing 50% of the 2008 year-end best case goal of 36 average megawatts and 67% of the conservative case goal of 27 average megawatts. Since March 1, 2002, these programs have cumulatively saved 194 average megawatts. When savings from self-directed industrial projects are added, the total represents 71% of Energy Trust's 2012 goal.

Electric Efficiency Savings Q4 2008	PGE aMW	Pacific Power aMW	Total Savings aMW	Expenses	mil \$ / aMW	Levelized Cost/kWh
Commercial	3.17	1.47	4.64	\$6,760,682	\$1.5	1.8 ¢
Industrial	2.87	4.21	7.08	\$6,994,661	\$1.0	1.4 ¢
Residential	3.93	2.1	6.03	\$7,648,868	\$1.3	1.5 ¢
Total Energy Efficiency programs	9.97	7.78	17.75	\$21,404,211	\$1.2	1.6 ¢

**Gas efficiency savings.** In the fourth quarter of 2008, efficiency programs saved 1,297,813 annual therms of natural gas, representing 75% of the conservative goal 2008 goal of 1.7 million annual therms and 56% of the best case goal of 2.3 million annual therms. Since gas programs began in 2003, cumulative savings of 9.4 million annual therms have been realized, accounting for 45% of the current 2012 goal.

Gas Efficiency Savings Q4 2008	NWN Therms	Cascade Natural Gas	Avista	Total Savings Therms	Expenses	\$ / Therm	Levelized Cost/
Commercial	665,288	29,561	0	694,849	\$2,257,996	\$3.2	39 ¢
Industrial	3,345	0	0	3,345	\$17,381	\$5.2	45 ¢
Residential	560,249	36,785	2,585	599,619	\$4,446,293	\$7.4	52 ¢
Total Energy Efficiency Programs	1,228,882	66,346	2,585	1,297,813	\$6,721,670	\$5.2	45 ¢

**Renewable energy generation.**

In the fourth quarter of 2008, renewable energy programs brought on-line small-scale projects generating a total of 1.83 average megawatts annually. Since March 1, 2002, these programs have cumulatively saved 97.1 average megawatts, representing 65% of Energy Trust’s 2012 goal for renewable generation.

Renewable Energy Generation Q4 2008	PGE aMW	Pacific Power aMW	Total Generation aMW	Q4 2008 Expenses	mil \$ / aMW	Levelized Cost/kWh
Biopower	1.47	0.00	1.47	\$754,479	\$0.5	0.5 ¢
Open Solicitation	0.10	0.00	0.10	\$1,604,216	\$16.0	15.4 ¢
Solar Electric Program	0.18	0.08	0.26	\$2,850,878	\$11.0	10.0 ¢
Utility Scale	0.00	0.00	0.00	\$316,432	n/a	n/a
Wind Program	0.000	0.000	0.000	\$70,773	n/a	n/a
Total Renewable Programs	1.75	0.08	1.83	\$5,596,778	\$3.06	2.9 ¢

**5. Projects completed this quarter**

	Total	Electric-only	Gas-only	Both
<b>ENERGY EFFICIENCY</b>				
<b>Commercial projects</b>				
Existing buildings retrofitted	600	360	216	24
Efficient new buildings constructed	177	121	36	20
Solar water heating commercial installations	5	3	2	0
Subtotal Commercial	782	484	254	44
<b>Industrial projects</b>				
Subtotal Industrial	179	176	2	1
<b>Residential projects</b>				
ENERGY STAR new homes constructed	303	52	69	182
ENERGY STAR new homes enhanced	691	54	552	85
Efficient new manufactured homes purchased	134	125	0	9
Home energy reviews conducted	2,082	416	87	1,579
Single family homes retrofitted	4,831	1,318	3,513	0
Manufactured homes retrofitted	361	350	11	0
Multifamily units retrofitted	5,985	5,396	544	45
New multifamily units enhanced	0	0	0	0
Residential solar water heating installations	83	61	22	0
ENERGY STAR clothes washer rebates	9,441	6,063	314	3,064
CFL packages sold/provided	428,467	428,467	0	0
Subtotal Residential	452,378	442,302	5,112	4,964
<b>TOTAL EFFICIENCY</b>	<b>453,339</b>	<b>442,962</b>	<b>5,368</b>	<b>5,009</b>
<b>RENEWABLE ENERGY INSTALLATIONS</b>				
Biopower project installations	1	1	0	0
Open solicitation project installations	1	1	0	0
Solar electric residential installations	40	40	0	0
Solar electric commercial installations	55	55	0	0
Utility scale project installations	0	0	0	0
Wind project installations	0	0	0	0
<b>TOTAL RENEWABLES</b>	<b>97</b>	<b>97</b>	<b>0</b>	<b>0</b>

Table 5 and corresponding information in the narrative refer to numbers of efficiency and renewable energy projects. 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.
- 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 SB838 Expenditures**

	Quarter Expenditures	YTD Expenditures	YTD \$M /Amw*	YTD Levelized Cost*
PGE	\$134,954	\$236,988	\$0.01	0.02 ¢
PacifiCorp	\$175,511	\$411,535	\$0.03	0.04 ¢
<b>Total</b>	<b>\$310,465</b>	<b>\$648,523</b>	<b>\$0.02</b>	<b>0.03 ¢</b>

\* 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 I for report on Pacific Power’s and PGE’s SB 838 activities**



**Appendix I – SB 838 Report for Q4 2008****i. Pacific Power****SB 838 General**

- Worked on Energy Trust's proposed changes to transfer customer data transfer. Provided feedback to Energy Trust on potential customer satisfaction impacts and Pacific Power's desire to participate more closely in developing advertising and outreach plans.
- Facilitated a webinar for Pacific Power and Energy Trust customer communications teams: "From Ideas to Actions: What Really Motivates Consumers to be Energy Efficient and Green?"
- Attended "Leading the Way: How to Implement Solar Power and Energy Efficiency in Public Buildings" in Salem, Oregon.
- Facilitated a presentation on Energy Trust's 2009/10 draft budget for key internal stakeholders.
- Facilitated review of the current SB 838 funding agreement between Pacific Power and Energy Trust. Both parties have agreed to adjust the agreement renewal dates to better align with upcoming activities that may determine a change to future funding requirements.
- Developed and reviewed Pacific Power's SB 838 2009 spending and activities plan.

**SB838 Commercial efficiency programs**

- Met with Energy Trust's business development manager to discuss shared opportunities to reach Pacific Power restaurant and hotel customers with energy efficiency measures and incentives.
- Invited Energy Trust's senior business sector manager to present activities and outreach for commercial customers to Pacific Power regional community managers and corporate account managers at an all staff meeting in Bend, Oregon.
- Coordinated with Energy Trust on the 2009 commercial communications plan.
- Facilitated two multifamily presentations in Bend and Medford at which Energy Trust presented opportunities for property managers and owners to increase tenant and common property energy efficiency.
- Coordinated a meeting with City of Medford to review energy efficiency, renewables and other sustainability opportunities for the city and residents.
- Attended "A Conversation About Energy" meeting hosted by SAIC.
- Met with the Oregon Department of Energy to review available support for reaching commercial customers with energy efficiency training, tax credits and financing options.
- Worked with Pacific Power's customer satisfaction data manager to build a survey to assess commercial customer energy efficiency training and financing needs.
- Participated in meeting with utility stakeholders and representatives from Oregon's Main Street program to facilitate making Oregon's Main Street Program a leader in leveraging energy efficiency and renewable energy information with downtown revitalization efforts.
- 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 quarterly Energy Connections newsletter for mid-size business and government customers featured two front page business cases highlighting energy efficiency and renewable power with support and incentives from Energy Trust.

**SB 838 Industrial efficiency programs**

- Reviewed and helped coordinate the Industrial Efficiency Alliances training calendar for industrial customers throughout Pacific Power service area.

- The quarterly issue of Energy Insights, the newsletter for community leaders and managed commercial/industrial accounts, featured a front page business case for energy efficiency with incentives from Energy Trust. The newsletter also highlighted Energy saver kits for residential customers in Oregon coast and central Oregon communities, [Change a Light, Change the World](#) CFL fundraiser for schools, and LivingWise® with Energy Trust kits for Oregon 6<sup>th</sup> grade students.

### **SB 838 Residential efficiency programs**

- In October, coordinated planning efforts with Energy Trust to review the refrigerator recycle communications plan for Oregon and share ideas on Pacific Power's successful "See Ya Later Refrigerator" campaign in its other service areas.
- Attended kick off On-Bill Financing meeting with Energy Trust and Portland's Office of Sustainability to discuss funding opportunities, technical feasibility for the utilities, and targeted customer outreach.
- Coordinated with Energy Trust on the 2009 residential communications plan.
- Based on Energy Trust's positive results, participated in internal meetings regarding launching Blueline home energy monitors in other Pacific Power service areas.
- Participated in Energy Trust's Home Energy Makeover contest kick off and supplemental meetings.
- Participated in Energy Trust's residential utility coordination meeting.
- The October Voices residential newsletter included a front page article on saving money with a high-efficiency heat pump and incentives from Energy Trust.
- 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.
- Pacific Power launched a secure login feature for customers on the Internet which lays the groundwork for a more detailed and customer specific version of Energy Trust's Home Energy Analyzer tool.
- Pacific Power partnered with Energy Trust to promote its refrigerator recycling program in Portland, Bend and Medford in November and December. Ads in Bend and Medford on ABC (KDRV and KOHD) included Pacific Power's logo. In Portland, Energy Trust ran ads on ABC (KATU) and FOX (KPDX and KPTV).
- As part of our sponsorship with the Portland Trailblazers, Pacific Power radio spots aired 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.
- The November/December Voices residential newsletter included a front page article featuring Energy Trust's free home energy review.
- Residential customers received an insert about Energy Trust's refrigerator recycling program in their December bill.

## **ii. PGE**

### **SB 838 General**

- Participated in the Northwest Energy Efficiency Taskforce (NEET) convened by Bonneville Power Administration (including all subgroups) and offered input to NEEA strategic plan.
- Attended CAC meetings in October and December.
- Coordinated with Energy Trust on a fall joint advertising campaign.

**SB838 Commercial efficiency programs**

- “Save More, Matter More™” business energy efficiency awareness campaign continued through the quarter. In this campaign, business customers were encouraged to make a pledge to save energy and post it on the PGE Web site. Fourth quarter promotion included bill inserts in October and November, web banner and print ads. All companies pledging received a follow-up phone call from PGE, and, as appropriate, walk-throughs and referral to Energy Trust. As of December 31, 260 companies had made pledges ranging from small behavioral changes to large investments .
- “Save More, Matter More” campaign hosted luncheon for pledgers October 22 at PGE. Albina Community Bank hosted workshops for its customers on saving energy through the campaign on 10/16 and 12/2.
- “Save More, Matter More” campaign received PR hits on KATU, Oregonian, and Salem Statesman-Journal.
- Added more case studies to business energy efficiency pages on PGE web site, including incentives received and links to Energy Trust web site.
- PGE business newsletter Energize in November featured no cost/low cost energy savers the “Save More, Matter More™” campaign.
- PGE business email newsletter Business Connection featured “Save More, Matter More” in October and November.
- PGE fall advertising campaign focuses on energy efficiency for businesses with 3 ads, highlighting lighting, HVAC, and computers.
- Q4 Customer inquiries: 20 Save More, Matter More, Qualified Leads: 9.  
Q4 Customer inquiries: 99 Other, Qualified Leads: 38.
- Q4 meetings and presentation:9 including Latino Small Business Conference, City of Lake Oswego, Kiwanis Club of Cedar Hills, Clackamas County Business Summit, Ross Island Kiwanis.
- Conducted and attended regularly scheduled meetings with the Energy Trust and their Program Management Contractors to review program delivery logistics and improve participation. 15 meetings for Q4.
- Q4 conducted and attended regularly scheduled meetings with internal PGE department who have direct customer access to provide materials, training and education in order to maximize resources and provide customers exposure to Energy Trust programs. 21 Meetings for Q4.

**SB 838 Industrial efficiency programs**

- “Save More, Matter More™” campaign, described above, also targeted to small industrial customers.
- PGE business email newsletter, Business Connection, featured Laser Cutting Services, participant in Production Efficiency program, case study.

**SB 838 Residential efficiency programs**

- PGE fall energy efficiency advertising to residential customers features tips on programmable thermostats, turning off electronics, CFLs, and low-flow showerheads. Fall TV campaign “energy efficiency icons” began airing in late September.
- PGE launched new energy efficiency web pages to make them more user-friendly and complete and more links to Energy Trust programs December 19. Early indications are increased visits to the site.
- PGE’s residential newsletter Update covered energy efficiency in October with articles on heat pumps and thermostats, November with information on winter energy savers and December on home electronics.
- PGE’s email residential newsletter Home Connection featured heat pumps, reader suggestions, windows and thermostats in October, winter energy savers and state/federal tax credits and TV

shopping tips in November, and new residential web pages, thermostat settings and LED holiday lights in December.

- Pledged to sponsor City of Portland/Homebuilders Association pilot of efficient and affordable new homes.
- Partnered with New Homes program to sponsor efficient building techniques education for homebuilders.