

**Quarter One 2009 Report to the  
Oregon Public Utility Commission**  
January 1, 2009 through March 31, 2009

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This Energy Trust quarterly report covers the period 1/1/09 through 3/31/09, the first quarter of 2009 (Q1). 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**

- First quarter performance shows electricity and gas savings at 13% and 26% of their respective 2009 conservative goals.
- Electric efficiency expenditures for the quarter were 37% below budget, a reflection of the down economy, particularly in new buildings.
- Gas efficiency spending for the quarter tracked one third over budget, reflecting a combination of factors. These include a shift toward gas-dependent retrofits, early completion of several major gas projects, and the momentum from an intensive gas-specific marketing campaign that began in fall 2008.
- If gas spending continues at current rates, the annual budget will be exceeded. Conversations with NW Natural have been initiated regarding a possible rate increase in their public purpose charge to maintain savings momentum and meet growing demand for efficiency. Currently, the charge is significantly lower than that of the electric utilities.
- Electric efficiency projects completed during the quarter are expected to save 4.2 average megawatts, about equal to Q1 2008 electric savings of 4.3 average megawatts.
- Since March 1, 2002, electric efficiency programs have cumulatively saved 192 average megawatts. When savings from self-directed industrial projects are added, the total represents 70% of Energy Trust's initial 2012 goal of 300 average megawatts. This is equivalent to the annual electric consumption of about 163,500 average Oregon homes.
- Gas efficiency projects completed during the quarter are expected to save 493,619 annual therms—up nearly 20% compared to Q1 2008.
- Since gas programs began in 2003, cumulative savings of 9.7 million annual therms have been realized, accounting for 46% of the current 2012 goal of 21 million annual therms. This is equivalent to providing gas to about 19,200 homes.
- Renewable energy projects completed during the quarter are expected to generate 0.24 average megawatts annually.
- Since March 1, 2002, the renewable energy programs have helped develop projects with generation totaling more than 97 average megawatts. This represents 65% of Energy Trust's 2012 goal of 150 average megawatts and is equivalent to serving about 75,400 average Oregon homes.
- Public purpose and incremental revenues (SB 838) were \$27.6 million for the quarter, almost exactly on track with budget.

- Planning was initiated for increasing Energy Trust's presence and outreach activities in the Klamath Basin to engage residential customers. A cooperative effort involving local organizations including Pacific Power will commence in May.

## 2. Commercial efficiency programs

- Energy efficiency measures were installed in 296 commercial buildings during the first quarter. The average incentive payment per site was \$3,892. Of the total, 181 buildings received electric efficiency measures, 99 buildings received gas efficiency measures, and 16 buildings saved both gas and electricity.
- This quarter, 12 highly efficient new commercial buildings were completed. Activity was much slower than in previous years—a strong indicator of the down economy. Average incentive payment per site this quarter was \$3,376.
- By contrast, the Existing Buildings program continues to enroll and close projects even in the midst of the present economy. Project activity is up 40% over Q1 2008. Gas savings are historically higher than average for the first quarter, but the current success can be attributed to:
  - recent program initiatives with dry cleaners and food service
  - the slow market for new construction resulting in property owners improving their existing buildings to attract and retain tenants
- Energy Trust worked with the New Buildings Institute to develop Core Performance packages specifically tailored for Oregon to target new construction projects in schools, retail and office buildings under 75,000 sq. ft. These will be incorporated as the efficiency component of the Earth Advantage commercial specification is under development.
- Staff defined a Path to Net Zero pilot approach for new buildings. Under the proposed pilot a project owner must be committed to designing and constructing a building with energy usage that is at least 50% better than the current Oregon non-residential energy code through energy-efficient design and measures, and at least 60% better than code through any combination of energy efficiency and on-site renewable energy generation.
- In anticipation of federal and state stimulus dollars, the Existing Buildings program is completing energy studies with several counties and municipalities who are pursuing a system-wide approach to identifying energy efficiency opportunities in their buildings.
- The program is in the final stages of integrating solar program opportunities into the Existing Buildings program process. Technical assistance contractors are being recruited to provide renewable assessments for the commercial market sector.
- Legacy Health Systems continues to implement its Strategic Energy Management Plan, developed in concert with the Northwest Energy Efficiency Alliance, improving building operating performance at all five of its campuses. Energy expert software will be installed to track operating performance and energy savings.
- NEEA/BetterBricks delivered a comprehensive assessment of energy-related business practices to Ashforth Pacific, Portland's largest owner of class A office space. The findings will form the basis for energy management strategies for Ashforth's 2.5 million square foot portfolio.
- A Building Operator Certification (BOC) training, offered for the first time as a partnership between NEEA, the Building Owners and Managers Association (BOMA) and the International Facility Managers Association (IFMA), attracted a class of 16.

### 3. Industrial efficiency programs

- Electric efficiency projects were completed at 94 manufacturing firms. The average incentive payment per site was approximately \$9,144.
- During the first quarter, industrial gas efficiency projects achieved 96% of the annual, conservative goal for the sector (and 72% of the stretch goal). This early success was due to an uptick in outreach to large greenhouses through the Small Industrial Initiative.
- Although the number of projects receiving incentives in Q1 is at par with 2008, many projects were begun in response to a special offer that expired January 15. The volume of new commitments fell significantly in February and March. A number of previously committed projects were cancelled or indefinitely delayed due to reductions in plant operations and plant closures. Incentive increases designed to counter the slow down take effect May 15.
- Recruitment and launch of the Industrial Energy Improvement Initiative (IEI) were fully successful, with 11 firms signed up to participate in a 14-month effort to create long-lasting organizational change leading to reduced energy use. Participants include a broad range of Oregon companies of varied sizes from diverse sectors.
- Following several years of cooperative work with the Northwest Energy Efficiency Alliance, the NW Food Processors Association signed a compact with the U.S. Department of Energy formalizing an industry goal to reduce energy intensity by 25% in 10 years.
- NEEA hosted a training in compressed air, refrigeration and pump systems efficiency fundamentals for a class of 35 participants, representing 15 companies and their supporting utilities.
- NEEA facilitated a management symposium for Norpac's senior management to plan their energy management strategy for 2009 and beyond.

### 4. Residential efficiency programs

- Energy Trust completed 1,659 Home Energy Reviews during the first quarter—up 60% from Q1 2008. Through SHOW self-audit fulfillments, retail sales, fundraiser promotions and other activities, 1,589 packages of compact fluorescent light bulbs were provided during the quarter, in addition to bulbs installed during Home Energy Reviews.
- In addition to compact fluorescent light bulbs, energy-efficient measures were installed in 3,112 single-family homes, 1,355 multifamily units and 319 manufactured homes. Of these, 2,389 homes received electric efficiency measures and 2,332 received gas efficiency measures, with 52 sites saving both gas and electricity.
- Energy Trust incentives helped make more than 154 efficient new homes more energy efficient. These efficient new homes represent 13% of new homes in Oregon during the quarter. Of these, 27 have electricity-saving measures, 41 have gas-saving measures, and 86 have both electricity- and gas-saving measures. With the help of Energy Trust incentives, 38 electrically-heated and 8 gas-heated new efficient manufactured homes were sold.
- Energy Trust incentives helped fund the purchase of 9,248 energy-efficient clothes washers and refrigerators. The appliances were installed in 5,858 homes with electric hot water and 3,390 homes with gas hot water.
- Solar water heating systems were installed in 30 homes with electric hot water and 10 homes with gas hot water.

- The Energy Performance Score (EPS) and certificate are now being used to rate the energy efficiency and carbon output of new homes. The EPS provides potential buyers with information about the relative energy performance of a home. The EPS provides builders of more efficient homes a tool for marketing the extra value to the homeowner. Work continues on adapting EPS for existing homes.
- Energy Trust is engaged with the City of Portland, Multnomah County and the three local utilities in designing a 500-home pilot program offering simplified financing, payback on utility bills, and greater project support to the homeowner. The pilot is set to launch in the second and third quarters and is dovetailed with provisions in HB 2626, the Energy Efficiency and Sustainability Technology Act (EEAST).
- The Northwest Energy Efficiency Alliance's ductless heat pump pilot completed 17 installations in Q1. Four manufacturer technical trainings were coordinated in the Energy Trust area, and more than 100 contractors were oriented to the project.

## **5. Renewable energy programs**

- The City of Albany cut the ribbon for its 500 KW hydropower project. Several board members and Margie Harris attended the celebration.
- Energy Trust paid an incentive of \$1.06 million for a 1.1 MW solar project located on the roofs of three ProLogis warehouses in Portland. This project will generate enough electricity to supply the needs for 853 homes.
- Staff organized a solar working group involving six state agencies seeking to utilize a third-party solar procurement process. The approach consolidates requests for assistance to Energy Trust, creates a forum for agencies to help each other and should lead to more solar installations on state facilities.
- More than 130 rural landowners attended a small wind workshop at the Better Living Show. Invitees were selected from a study that determined properties with adequate size and wind resource for a small wind system. Approximately 200 additional invitees who were unable to attend the workshop have contacted Energy Trust expressing interest in the Small Wind program.
- A preliminary application for a proposed 9 MW wind project in Wasco County was accepted. Analysis of the project is underway.
- The 26 commercial and 37 residential solar electric systems installed during the quarter represent a doubling of volume over Q1 2008. Much of the increased volume represented project commitments from 2008.

## **6. Revenues and expenditures**

- \$27.6 million in public purpose and incremental revenues were received during the quarter, with expenditures at \$17.7 million.
- A total of \$7.0 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"> <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 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 Q1	Budgeted revenues Q1
Portland General Electric	\$9,796,720	\$9,759,177
Pacific Power	\$6,182,727	\$6,109,734
Portland General Electric	\$3,996,083	\$3,817,000
Pacific Power Incremental	\$2,491,205	\$2,242,022
NW Natural	\$4,624,049	\$4,707,956
Cascade Natural Gas	\$466,636	\$475,081
<b>Total</b>	<b>\$27,557,420</b>	<b>\$27,110,969</b>

**2. Expenditures**

Type	Actual Expenditures Q1	Budgeted Expenditures Q1
Energy Efficiency programs	\$14,144,139	\$19,057,014
Renewable Energy programs	\$2,706,113	\$4,464,752
Administration	\$859,239	\$1,033,964
<b>Total</b>	<b>\$17,709,491</b>	<b>\$24,555,730</b>

**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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Q3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Q4	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$2,179,158</b>	<b>\$1,144,836</b>	<b>\$1,372,914</b>	<b>\$125,265</b>	<b>\$8,134</b>	<b>\$1,778,071</b>	<b>\$348,870</b>	<b>\$6,957,248</b>

#### 4. Savings and Generation

**Electric efficiency savings.** In the first quarter of 2009, energy efficiency programs saved 4.2 average megawatts, representing 10% of the 2009 best case goal of 42 average megawatts and 14% of the conservative case goal of 31 average megawatts. Since March 1, 2002, these programs have cumulatively saved 192 average megawatts. When savings from self-directed industrial projects are added, the total represents 70% of Energy Trust's 2012 goal.

Electric Efficiency Savings	PGE aMW	Pacific Power aMW	Total Savings aMW	Expenses	mil \$ / aMW	Levelized Cost/kWh
Commercial	0.71	0.32	1.04	\$3,125,017	\$3.0	4.1 ¢
Industrial	0.80	0.43	1.23	\$2,350,562	\$1.9	3.2 ¢
Residential	1.14	0.76	1.90	\$4,977,754	\$2.6	3.3 ¢
Total Energy Efficiency programs	2.65	1.52	4.17	\$10,453,333	\$2.5	3.5 ¢

**Gas efficiency savings.** In the first quarter of 2009, efficiency programs saved 493,619 annual therms of natural gas, representing 20% of the 2009 best case goal of 2.5 million annual therms and 26% of the conservative case goal of 1.9 million annual therms. Since gas programs began in 2003, cumulative savings of 9.7 million annual therms have been realized, accounting for 46% of the current 2012 goal.

Gas Efficiency Savings	NWN Therms	Cascade Natural Gas	Avista	Total Savings Therms	Expenses	\$ / Therm	Levelized Cost/
Commercial	145,182	21,886	0	167,068	\$1,264,511	\$7.6	71 ¢
Industrial	79,729	0	0	79,729	\$155,319	\$1.9	23 ¢
Residential	231,182	14,554	1,086	246,822	\$2,992,223	\$12.1	83 ¢
Total Energy Efficiency	456,093	36,440	1,086	493,619	\$4,412,053	\$8.9	70 ¢

#### Renewable energy generation.

In the first quarter of 2009, renewable energy programs brought on-line small-scale projects generating a total of 0.24 average megawatts annually. Since March 1, 2002, these programs have cumulatively saved more than 97 average megawatts, representing 65% of Energy Trust's 2012 goal for renewable generation.

Renewable Energy Generation	PGE aMW	Pacific Power	Total Generation	Q1 2009 Expenses	mil \$ / aMW	Levelized Cost/kWh
Biopower	0.00	0.00	0.00	\$117,419	n/a	n/a
Open Solicitation	0.13	0.00	0.13	\$1,276,438	\$9.6	8.9 ¢
Solar Electric Program	0.08	0.03	0.10	\$1,362,342	\$13.1	12.0 ¢
Utility Scale	0.00	0.00	0.00	\$1,695	n/a	n/a
Wind Program	0.00	0.00	0.00	\$86,210	n/a	n/a
Total Renewable Programs	0.21	0.03	0.24	\$2,844,104	\$12.0	11.2 ¢

**5. Projects completed this quarter**

	Total	Electric-only	Gas-only	Both
<b>ENERGY EFFICIENCY</b>				
<b>Commercial projects</b>				
Existing buildings retrofitted	296	181	99	16
Efficient new buildings constructed	12	6	3	3
Solar water heating commercial installations	1	1	0	0
Subtotal Commercial	309	188	102	19
<b>Industrial projects</b>				
Subtotal Industrial	94	88	4	2
<b>Residential projects</b>				
ENERGY STAR new homes constructed	154	27	41	86
ENERGY STAR new homes enhanced	103	14	83	6
Efficient new manufactured homes purchased	46	38	2	6
Home energy reviews conducted	1,659	309	83	1,267
Single family homes retrofitted	3,112	841	2,271	0
Manufactured homes retrofitted	319	301	18	0
Multifamily units retrofitted	1,318	1,229	37	52
New multifamily units enhanced	37	18	6	13
Residential solar water heating installations	40	30	9	1
ENERGY STAR appliance rebates	9,248	5,858	315	3,075
CFL packages sold/provided	1,589	1,589	0	0
Subtotal Residential	17,625	10,254	2,865	4,506
<b>TOTAL EFFICIENCY</b>	<b>18,028</b>	<b>10,530</b>	<b>2,971</b>	<b>4,527</b>
<b>RENEWABLE ENERGY INSTALLATIONS</b>				
Biopower project installations	0	0	0	0
Open solicitation project installations	1	1	0	0
Solar electric residential installations	37	37	0	0
Solar electric commercial installations	26	26	0	0
Utility scale project installations	0	0	0	0
Wind project installations	0	0	0	0
<b>TOTAL RENEWABLES</b>	<b>64</b>	<b>64</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 SB 838 Expenditures**

	Quarter Expenditures	YTD Expenditures	YTD \$M /Amw*	YTD Levelized Cost*
PGE	\$45,104	\$45,104	\$0.02	0.02 ¢
PacifiCorp	\$35,076	\$35,076	\$0.02	0.03 ¢
Total	\$80,180	\$80,180	\$0.02	0.03 ¢

\* 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 Q1 2009****i. Pacific Power****SB 838 General**

- Attended Energy Trust Conservation Advisory Council meetings.
- Attended and led Pacific Power's participation in Portland's Clean Energy Fund (on-bill financing) pilot kick off and planning meetings.
- Met with Energy Trust Director of Operations and Pacific Power Klamath Falls Regional Community Manager to discuss increased energy efficiency outreach in the Klamath Basin area.
- Participated in Portland Mayor Sam Adam's countywide meeting to discuss potential ways for American Recovery and Reinvestment Act (ARRA) recipients to collaborate on federal stimulus dollars geared toward energy efficiency.
- Discussed with Oregon Department of Energy Assistant Director of Conservation potential allocations of ARRA funding and proposed ideas for investing in energy efficiency for city, county and state facilities.
- Attended the ARRA update for utilities at Oregon Department of Energy's office in Salem, Oregon.

**SB 838 Commercial efficiency programs**

- Reviewed the Northwest Energy Efficiency Alliance (NEEA) 2010-2014 business plan. Provided comments that Pacific Power is particularly interested in supporting NEEA's training and outreach to commercial and small industrial customers in conjunction with Energy Trust's existing training outreach.
- Facilitated Energy Trust presence for an interview on KOBV TV in Medford. Sponsored by the Heart of Medford business association, the on-air interview with Energy Trust and Pacific Power's Southern Oregon Regional Community Manager focused on helping local businesses become more energy efficient.
- Facilitated Energy Trust presence at the Grants Pass Rotary Club meeting. Presentations at the Rotary Club by Energy Trust and Pacific Power's Southern Oregon Regional Community Manager focused on helping local businesses become more energy efficient.
- Facilitated Pacific Power presence at Energy Trust's information sessions "Grant-Writing Workshops for USDA Rural Energy for America Grants" in Medford, Redmond and Albany, Oregon.
- Met with Energy Trust, Pacific Power's Willamette Valley Regional Community Manager, and the Dari-Mart General Manager to discuss 17 new energy efficiency projects for Dari-Mart convenience stores throughout Willamette Valley. Also discussed energy efficiency outreach opportunities for Energy Trust and Pacific Power with rural grocers.
- Facilitated an all-day training session for all Pacific Power Account Managers and Regional Community Managers focusing on energy efficiency for commercial and small industrial customers. Presenters were Energy Trust, its Program Delivery Contractors, Oregon Department of Energy, U.S. Department of Agriculture and Oregon Manufacturing Extension Project. The day included in-depth presentations on available programs.

- Met with Energy Trust to begin developing six regional training sessions focusing on energy efficiency for small-to-mid-size business customers in Oregon. The sessions will cover no-cost and low-cost energy efficiency opportunities, incentive and financing options from Energy Trust, and other project financing opportunities through ODOE and USDA. Sessions are targeted for May/June and October/November.
- Hosted a booth at the Regards to Rural conference in Salem and provided information on Energy Trust's energy efficiency programs.
- Met with chambers of commerce in Redmond, Bend, Klamath Falls, and Grants Pass to review energy efficiency training opportunities for small- to mid-sized commercial customers.
- 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 to mid-sized business and government customers featured a front page energy efficiency business case for American's Best Value Inn. The owners changed out 60 baseboard heaters for new in-room package terminal heat pumps with help from Energy Trust incentives.

#### **SB 838 Industrial efficiency programs**

- Met with Northwest Food Processors Association and the Northwest Energy Efficiency Alliance to discuss the industry's energy efficiency initiative and opportunities to manage energy usage through Energy Trust programs and pilots and through tracking on-site metering data.
- Met with Energy Trust's Industrial Sector Manager and Pacific Power's Economic Development Manager about the Oregon Manufacturing Extension Partnership and possible connections with Energy Trust programs and pilots.
- The quarterly issue of Energy Insights, the newsletter for community leaders and managed commercial/industrial accounts, featured a front page article showing Pacific Power customers have saved approximately 115.8 million kilowatt hours of electricity as the result of energy efficiency projects completed with the help of incentives and services from Energy Trust. A second article in the newsletter focused on Roseburg Forest Products' Energy Leadership Award from Energy Trust and their energy efficiency accomplishments.

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

- Continued to work with internal parties on Pacific Power's 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.
- Worked on customer-reported power quality issues after residential heat pump installations. New language will be added to future heat pump promotional materials to ensure customers call to verify that their transformer is adequately sized to avoid any flicker issues that occur on motor start up.
- Attended the quarterly residential utility coordination meeting between Energy Trust, Cascade Natural, NW Natural, Pacific Power, and PGE.
- The January/February Voices residential newsletter included a front page article on energy-saving improvements with Energy Trust cash-back incentives and low-interest financing through Umpqua Bank's GreenStreet Lending.

- The March Voices residential newsletter included a front page article on easy spring home fix-ups with compact fluorescent light bulbs, low-flow showerheads, Energy Trust's refrigerator recycling and ENERGY STAR appliance change outs with help from Energy Trust cash-back incentives.
- 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.
- 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**

- Participated in the Northwest Energy Efficiency Taskforce (NEET) convened by Bonneville Power Administration.
- Attended CAC meetings in January, February and March.

### **SB 838 Commercial efficiency programs**

- "Save More, Matter More™" business energy efficiency awareness campaign finished December 31, 2008. In this campaign, business customers were encouraged to make a pledge to save energy and post it on the PGE Web site. At December 31, 260 companies had made pledges ranging from small behavioral changes to large investments. In January, 5 pledging companies were drawn as winners in the campaign of a \$3,000 lighting retrofit. All are moving forward on their projects, and some projects entail substantially more than the prize. A survey of pledgers was largely positive, with almost all indicating they would participate again. Approximately 80 pledgers from the campaign are in process for Energy Trust projects, and more are likely to come in over time. Overall, results are in line with objectives, and PGE and Energy Trust will work to improve the campaign next year, with an expectation of doubling pledges and Energy Trust projects. A full report will be put together jointly with Energy Trust.
- Winter business outreach is based on segments. In the first quarter, restaurants and lodging received three 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, restaurant teaser card points out restaurants use five times the energy per square foot of other commercial buildings, making energy savings a prime opportunity. Call to action is call/write for a free energy consultation from PGE. At end of first quarter, 35 customers had requested energy consultations. Additional direct mails will target other business segments through the summer.
- "Business Connection," PGE's email newsletter to small/medium business customers, featured Portland Store Fixtures, a "Save More Matter More" pledging company, and its Energy Trust project. February issue followed Phoenix Grand Hotel and its Energy Trust project, and the March issue covered Elephant's Delicatessen and its Energy Trust project.
- "Energize," PGE's quarterly bill insert newsletter for small/medium customers, also featured Portland Store Fixtures, and PGE's energy efficiency classes.
- "Power Report," PGE's quarterly newsletter for large customers, featured lodging energy efficiency opportunities and incentives.

- More case studies were added to the business energy efficiency pages on the PGE Web site, including incentives received and links to Energy Trust Web site.
- PGE fall/spring advertising campaign focuses on energy efficiency for businesses with three ads, highlighting lighting, HVAC, and computers.
- 222 customers attended eight Business Outreach Events and Presentations were to Chambers and Business Associations (Mt. Hood Chamber, Lake Oswego Chamber, Tualatin Chamber, North Clackamas Chamber, Estacada Chamber Business Fair, Beaverton/Hillsboro Chamber Business Conference, Art Institute-Interior Design Students, NW Food Service Show).
- 94 business customers were contacted to further explore potential energy efficiency project opportunities. These business customers attended PGE's Business Customer Energy Efficiency Training and Education classes, of which Energy Trust and the Northwest Energy Efficiency Alliance are co-sponsors.
- 116 business customer energy efficiency leads were generated, resulting in 60 qualified project leads that were sent to Energy Trust contractors and/or trade allies. (Some customers may have more than one location.)
- Met several times with Susan Jowaiszas, Energy Trust Commercial Marketing Manager, to discuss testimonials needed for outreach efforts and content for an Energy Trust programs brochure/handout to be used by PGE Service and Design Consultants and Pacific Power Estimators to educate and inform customers/developers in the field.
- Attended Trade Ally Network Roundtable meeting to receive updates on Energy Trust programs and to discuss and share potential customer hurdles and barriers to program participation.
- Met several times with Program Managers (Lyn Schmidt, Liesl Karasaki, Rebekah Skelly, from Lockheed Martin) to review and discuss process improvements for qualified potential customer project leads.
- Coordinated, attended and/or conducted scheduled meetings with internal PGE departments (Key Customer Managers, Governmental Affairs, Service and Design, Tualatin Call Center etc.) who have direct customer access to discuss opportunities and strategies on how to engage PGE customers in Energy Trust programs.
- PGE's Winter Business Mass Marketing Outreach generated 12 leads which resulted in 4 qualified project leads that were handed off to Energy Trust contractors and/or trade allies.

### **SB 838 Industrial efficiency programs**

- "Power Report," PGE's quarterly email newsletter to large business customers, featured an article on maximizing blower efficiency.

### **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 March.
- PGE's residential newsletter Update covered energy efficiency in January with articles on PGE's improved residential energy efficiency Web pages and Marathon water heaters; February with information on water heating; and March with information on how to use appliances, such as clothes washers, computers and dishwashers, most efficiently.

- PGE's email residential newsletter Home Connection featured online resources, including the Home Energy Analyzer tool, in January; Energy Trust's GreenStreet Lending program in February; and operating digital TVs efficiently, Marathon water heater sweepstakes, online energy analysis and the Better Living Show in March.
- A new rotating promotion on PGE's Web site, launched in March, featured an energy-efficient appliance and a Marathon water heater sweepstakes.
- A March direct mail campaign encouraged residential property managers to attend a class in April on energy efficiency opportunities. Over three dozen had signed up at quarter end.
- PGE hosted a booth at the Metro Multi-Family Housing Association's annual maintenance fair in March.
- PGE continued working with the City of Portland and Home Builders Association of Metropolitan Portland on a Portland energy efficient home pilot of efficient and affordable new homes (PEEHP).