2010 Energy Trust Trade Ally Survey

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1. Executive Summary

This report summarizes the results of the 2010 Energy Trust of Oregon Trade Ally Survey. Originally conceived as a feedback tool for the Communications department about various offerings for trade allies it has since expanded. Now in its sixth year, the survey is still focused on feedback but now includes a program/measure specific market research component. The rationale for collecting self-reported data from the trade allies about their specific markets is two-fold. First, any change in the proportion of various efficient technologies that are being installed by trade allies can be analyzed. Second, the Trade Ally survey can be compared to evaluations and program reports to corroborate the results.

The 2010[1] Trade Ally Survey was sent via email to 1,851 trade allies when it was launched on March 5, 2010. The survey was closed March 31, 2010 with 331 unique complete surveys, yielding a response rate of 18%. Of the completed surveys 273 were used in the final analysis due to the fact that some respondents represented the same company and that others were real estate agents and not traditional trade allies that install equipment or provide energy efficiency services. The number of respondents far exceeded expectations as past surveys typically had just over 100 trade allies completing the survey.

Key Findings & Recommendations

General Trade Ally Findings

Of the 273 respondents representing unique firms, 154 reported themselves as mainly working in the Residential program, 60 in the Commercial, 38 in Solar PV and Solar Thermal, 9 in Industrial, and 5 in renewables. Seven respondents categorized themselves as ‘Other’.

General program demographics

Nearly 60%t of trade allies indicated that they have been working with Energy Trust for more than three years, 15% for less than one year. Twenty-eight percent of respondents received over half of their revenues from projects involving Energy Trust incentives, and 58% of respondents intend to increase the proportion of projects that involve Energy Trust in 2011.

Oregon Tax Credits, Green Streets and EBIX

Trade ally awareness of the Oregon Business and Residential Energy Tax Credits is near universal with only 13%of responding trade allies being unaware of the tax credits. Energy Trust’s ongoing training in regards to the BETC/RETC appears to have had an impact.

Energy Trust works with Umpqua Bank to offer financing to residential and commercial customers through the Green Street lending program. Most of the trade allies are aware of the program (75%) and 15% actively market if (25% of the solar trade allies).

Recommendation

- As a large number of trade allies are familiar with this program and many actively offer it, it is recommended that Energy Trust allow these services to continue.

EBIX is a service that Energy Trust uses to track trade ally insurance status. This service received very low satisfaction ratings with less than half (44%) being satisfied with this service. Energy Trust is aware of many of these issues and has worked with EBIX to address them. It is anticipated that the insurance

[1] To clarify confusion with the nomenclature, the 2010 report covers the 2009 program year.

tracking function will be taken in-house once Energy Trust new Integrated Solutions Program (ISP) has been implemented in 2011.

Energy Trust Support

Trade allies were asked to rate their interest in various types of Energy Trust support. Trade allies seem to be quite interested in cooperative advertising and in furthering their knowledge (via conferences, trainings, and regularly updated information) of energy efficiency, especially in their own trade.

Training

Sixty-four percent of responding trade allies reported that they had attended an Energy Trust sponsored training session in 2009 (or later); Over 60% of attending trade allies found the trainings 'valuable' or 'very valuable'. When asked what specific areas they would most like to be trained in, the most common responses were ODOE tax credits and savings calculation tools and program paperwork.

Recommendation

- Continue training programs that support trade allies' efforts to work with the program and take advantage of state and federal tax credits.

Roundtable Discussions

Almost half of respondents indicated that they had attended a roundtable discussion (80%attendied in past year) and 42% reported that the events were either 'useful' or 'very useful'. As in previous years, the location of the roundtable discussions are an important issue that create a major barrier to trade ally attendance.

Recommendations:

- Energy Trust should continue to hold roundtable throughout the state on a regular basis. Regular meetings with clear agendas with a timely notification should provide trade allies sufficient information to schedule the meeting.
- Clearly delineate sessions by program and specific topics to allow trade allies to attend those portions relevant to their business
- Continue to develop and expand web-based roundtables

Communication & the Insider Newsletter

The majority of responding trade allies prefer to be notified about program updates via email from program staff at least once a month. More than 3/4 of responding Trade Allies read the Insider newsletter occasionally and the majority find it to be at least 'somewhat useful'.

Recommendation

- Continue offering the Insider as an electronic publication.
- Continue to utilize email and other electronic communication avenues to communicate with trade allies.

Website

The majority of trade allies (84%) respondents visit Energy Trust's website at least once a month with program forms and program incentives the two most frequented web pages. The majority felt that the newly redesigned website was as good (22%), if not better (52%), to navigate than the old site. However the site could probably still be improved as the majority still does not believe that the site is very easy to navigate. Only a quarter of the respondents felt that a blog would be useful.

Recommendation

- In further efforts to upgrade the website a priority should be given to the forms and program incentives pages.

Energy Efficiency Program Satisfaction

Overall satisfaction levels of respondents reported by trade allies are higher on most counts. With solar trade allies year to year comparisons are hard to make due to the small number of respondents in 2009.

Percent *energy efficiency* trade allies expressing 'Satisfied' or 'Very satisfied' responses for:

	2010	2009
• Overall	73%	67%
• Incentive payment processing time	59%	57%
• Turnaround time for paperwork	61%	61%
• Interactions with staff	77%	69%
• Response times to requests for information	73%	66%
• Response times to requests for help on forms	73%	65%
• Quality of responses to your requests	74%	-
• Knowledge of ETO programs and procedures.	80%	-
• Firms responding	217	86

Percent *solar trade* allies expressing 'Satisfied' or 'Very satisfied' responses for:

	2010	2009
• Knowledge of Energy Trust programs and procedures	84%	-
• Incentive payment processing time	53%	72%
• Turnaround time for incentive app./approval of paperwork	55%	72%
• Interaction with Energy Trust program staff.	87%	75%
• Response times to requests for information.	72%	51%
• Response times to requests for assistance on forms	82%	66%
• Quality of responses to your requests	86%	-
• Quality of Energy Trust inspections	66%	71%
• Quality of your relationship with Energy Trust inspectors	75%	71%
• Overall satisfaction with Energy Trust staff	79%	63%
• Firms responding	38	8

In the area of payment processing and program paperwork approval ratings remain relatively low especially in comparison with overall approval ratings. Energy Trust is addressing these issues in multiple ways:

- Energy Trust is looking at specific forms that are associated with longer processing times to determine how the paperwork can be simplified
- Energy Trust is planning on developing metrics once the new ISP is implemented in 2011 to track processing times better
- Some programs are considering piloting immediate payment processes in certain programs

Residential and Commercial Product Findings

In the residential market trade allies' responses have indicated that some markets are changing. In the gas furnace market the majority of reported installations (90%) are condensing furnaces and over 80% of the total are >95% efficient furnaces. A similar trend in heat pumps was seen with the majority of heat pumps being installed were ≥9.0 HSPF (60%). With windows the market has also shifted with the majority of windows installed being U 0.30 or better. The reported availability of even more efficient windows has also increased.

In the commercial market 32 lighting trade allies responded indicating that high performance T8's T5s and CFLs made up the majority of their installations. However LED fixtures are becoming more prevalent (7%) in the market. Improvements could be made in the area of controls as many systems appear not to be installed with controls. Almost half of the systems are reported to have some form of occupancy sensor and a smaller number (10%) have dimming controls.

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2. Description of Survey Data

Responses

The 2010 Trade Ally Survey was sent via email to 1,851 trade allies when it was launched on February 24, 2010, with a reminder email sent on March 5, 2010. The survey was closed March 31, 2010 with 334 complete surveys. There were, however 3 repeat respondents, giving us 331 unique respondents and a response rate of 17.8%.

The 331 respondents represented 289 non real estate companies, and 23 real estate franchises/offices. Of the 289 non real estate companies, 273 of them participated in Energy Trust programs during 2009. Table 1 below summarizes the overall attrition rate for the survey.

Table 1: Attrition Rate

Field	Count
Trade Allies Solicited	1,851
Surveys Started	424
Surveys Completed	334
Respondents	331
Unique Companies/Franchises	312
Non Real Estate Companies	289
Non Real Estate Companies Participating in Energy Trust Programs During 2009	273

Responses for Evaluation

Since some of the companies had multiple respondents whose answers to questions about their company often differed, we decided to select one respondent from each company using the following criteria:

- Main contact with Energy Trust
- Completeness of survey

We also decided to separate non real estate companies from real estate companies. . Since real estate agents do not sell energy efficient products and services that receive program incentives to customers directly it was deemed that aggregating their survey responses with other trade allies would not be fruitful. For the next year's survey real estate agents survey questions will be developed to address issues specific to their industry.
One last filter resulted from selecting companies that worked in Energy Trust programs during 2009. We asked the question "What was the MAIN program that you worked with in 2009?" We had 10 companies answer 'None' and 13 companies answer 'Other. Upon a closer look, we found that all of the companies

that answered ‘None’ and 6 of the companies answering with ‘Other’ indicated, in a follow up question, that they did not participate in an Energy Trust program. In addition, these same companies, in response to another question, said that 0% of their 2009 revenues came from projects receiving Energy Trust incentives.

The resulting data set obtained to be used for the survey evaluation has 273 responses, each from a different non real estate company, and each participating in Energy Trust programs during 2009. The responses that were filtered out (real estate, and repeat company responses, etc.) will still be considered depending on the nature of the question being evaluated.

3. General Trade Ally Findings

This section presents and summarizes the findings from the questions that were not specific to a Trade Allie’s sector. This includes information about the following:

- Trade ally firm demographics
- Familiarity with state energy efficiency tax credits
- Interest in and usefulness of Energy Trust training and support initiatives
- Feedback on various Energy Trust communications mechanisms such as roundtable discussions, the Insider newsletter, methods of contact, and the Energy Trust website
- Relationship with Energy Trust

4. Trade Ally Demographics

We evaluated a total of 273 respondents to the 2010 Trade Ally Survey. Each response represents a unique company that did work within Energy Trust programs during 2009. This section describes the demographics of these responding trade allies which includes:

- Sectors represented
- Firm size
- Tenure as a trade ally
- Level of involvement with Energy Trust

Sectors Represented

We classified each company as being from a certain sector based on how they answered the question “What was the MAIN program that you worked with in 2009?” Table 2 below gives the sectors represented.

Table 2: Sectors Represented

Sector	Number of Companies	Percent of Companies

Commercial	60	22%
Industrial	9	3.3%
Other	7	2.6%
Renewables	5	1.8%
Residential	154	56.4%
Solar	38	13.9%
Total	273	100%

Due to the relatively low number of responses from the sectors labeled 'Other' and 'Renewables', we will not analyze these sectors individually, but their answers will be included in the total.

Firm Size

We asked each company how many people they employ in Oregon and total. Of the 273 companies:

-
- 24 did not answer number of employees in Oregon
- 51 did not answer total number of employees

This discrepancy in the way the two questions were skipped could be because we asked about the number of employees in Oregon first. And some of the companies operating entirely in Oregon may have felt that by answering one of the questions (usually the first), they were in effect answering both of them. In any case, one should be cautioned in making comparisons between the results of the two questions. Table 3 presents the median responses to the firm size questions, while Table 4 shows the mean responses.

Table 3: Median number of employees

Sector	How many people does your company employ in Oregon?	How many people does your company employ total?
Commercial	8.5	10.0
Industrial	7.5	8.0
Residential	5.0	6.5
Solar	3.0	4.0
All trade allies	5.0	6.0

The median number of Oregon employees in the Residential sector made the largest change from last year, decreasing from 8 employees to 5 employees.

Table 4: Mean number of employees

Sector	How many people does your company employ in Oregon?	How many people does your company employ total?

Commercial	28	260
Industrial	39	194
Residential	14	85
Solar	10	26
All trade allies	17	117

In each sector, we used the mean number of Oregon employees to categorize firms as either 'Large' (more than the mean) or 'Small' (less than or equal to the mean). If a firm only indicates a total number of employees, then this number must be more than the mean total number of employees (for its sector) to be considered a 'large firm'.

Length of Time as a Trade Ally

We asked the question "How long have you been working with Energy Trust of Oregon?" to which 265 companies responded. See Table 5 below.

Table 5: Years working with Energy Trust

	Less than 1 year	1-2 years	3-4 years	More than 5 years	Total Responses
Commercial	6	13	17	22	58
	10.3%	22.4%	29.3%	37.9%	100%
Industrial	0	4	1	4	9
	0%	44.4%	11.1%	44.4%	100%
Residential	27	37	37	47	148
	18.2%	25.0%	25.0%	31.8%	100%
Solar	5	11	10	12	38
	13.2%	28.9%	26.3%	31.6%	100%
All trade allies	40	71	67	87	265
	15.1%	26.8%	25.3%	32.8%	100%

Over half of the trade allies now have been working with Energy Trust for 3 or more years.

Compared with last year, the results of this question indicate a decrease (in each sector as well as overall) in the portion of new trade allies (less than 1 year working with Energy Trust). In the 2009 survey, 25% of the respondents identified themselves as new trade allies where as in the 2010 survey this portion dropped to 15.1%. This may be an indication of market saturation.

Level of Involvement with Energy Trust

We assessed the level of trade ally involvement with Energy Trust in four ways:

1. The percent of their 2009 revenues that resulted from projects receiving Energy Trust incentives;
2. Their expectations for 2010 as to whether they will increase, decrease, or have no change in the proportion of their projects that involve Energy Trust;
3. Their perceptions of the level of influence that Energy Trust had in moving projects forward in 2009;
4. The frequency with which they fill out program paper work for their customers.

2009 revenue from projects receiving Energy Trust incentives

When asked “Approximately what percentage of your company's 2009 revenues in Oregon came from jobs participating in Energy Trust programs?” most trade allies indicated that it was less than half of their revenues. Table 6 shows the distribution of responses by sector as well as all together, and Table 7 compares the responses of all of the trade allies with those of the previous 2 years of the survey. Table 8 compares the responses between large and small firms within sectors.

Table 6: Percent of 2009 revenues from projects receiving Energy Trust incentives

	0%	*1%-24%*	*25%-49%*	*50%-74%*	*75%-100%*	*Total Responses*
Commercial	9	37	5	4	3	58
	15.5%	63.8%	8.6%	6.9%	5.2%	100%
Industrial	0	7	1	1	0	9
	0%	77.8%	11.1%	11.1%	0%	100%
Residential	14	71	17	26	19	147
	9.5%	48.3%	11.6%	17.7%	12.9%	100%
Solar	2	15	2	8	10	37
	5.4%	40.5%	5.4%	21.6%	27.0%	100%
All trade allies	26	136	27	40	33	262
	9.9%	51.9%	10.3%	15.3%	12.6%	100%

This year’s results shows the Solar trade allies being the sector deriving the largest portions of their revenues from Energy Trust incentives, with just under 50% of them indicating that at least half of their 2009 revenue came from projects receiving Energy Trust incentives.

Table 7: Percent of revenues from projects receiving Energy Trust incentives

	0%	***1%-24%***	***25%-49%***	***50%-74%***	***75%-100%***
2008 Trade Allies about 2007 revenues	1%	48%	14%	20%	16%
2009 Trade Allies about 2008 revenues	11%	39%	24%	13%	13%

2010 Trade Allies about 2009 revenues	9.9%	51.9%	10.3%	15.3%	12.6%

In comparing with the last two years, we see that the *1%-24%* (of revenues) category is once again the most frequent response. A contrast with the last two years can be found by noting the portion of trade allies responding that at least 25% of their revenue resulted from projects getting Energy Trust dollars. This portion (obtained by adding the categories *25%-49%*, *50%-74%*, and *75%-100%* together) was 50% the last two years and decreased to 38.2% this year.

There was a higher portion of small firms than large firms (11.9% compared to 3.3%) indicating that none of their 2009 revenue came from Energy Trust incentivized projects. This could be due to larger firms having a higher volume and a greater variety of projects, which translates to more opportunities to generate some revenues from Energy Trust incentives.

Table 8: Percent of 2009 revenue from projects receiving Energy Trust incentives by firm size

	0%	***1%-24%***	***25%-49%***	***50%-74%***	***75%-100%***	***Total***
Large Residential	0	16	6	6	6	34
	0%	47.1%	17.6%	17.6%	17.6%	100%
Small Residential	14	55	11	19	13	112
	12.5%	49.1%	9.8%	17.0%	11.6%	100%
Large Commercial	1	12	2	0	0	15
	6.7%	80.0%	13.3%	0%	0%	100%
Small Commercial	8	25	3	4	3	43
	18.6%	58.1%	7.0%	9.3%	7.0%	100%
Large Industrial	0	2	0	0	0	2
	0%	100.0%	0%	0%	0%	100%
Small Industrial	0	5	1	1	0	7
	0%	71.4%	14.3%	14.3%	0%	100%
Large Solar	0	5	0	0	1	6
	0%	83.3%	0%	0%	16.7%	100%
Small Solar	2	10	2	8	9	31
	6.5%	32.3%	6.5%	25.8%	29.0%	100%
All Large Firms	2	36	9	6	7	60
	3.3%	60.0%	15.0%	10.0%	11.7%	100%
All Small Firms	24	100	18	33	26	201
	11.9%	49.8%	9.0%	16.4%	12.9%	100%

Changes in Programs

Trade allies were asked how changes in programs had impacted them and to provide suggestions how to reduce these impacts. Changes in for gas furnaces and other incentives were the most often mentioned as having an impact. Many did not feel there were any impacts (63) and some felt the changes to be positive (21).

Table 9: In 2009, how did changes in Energy Trust programs affect your business?

Topics	Commercial	Residential	Solar	Grand Total*
Communications	1	6		8
DK		5	1	6
Gas furnace		18		18
Incentives	1	6	10	17
Insulation		6		6
Lighting	2		1	4
N/A	4	7	2	14
None	18	35	4	63
Other	5	4	4	15
Paperwork and Processes		2	1	4
Positive	8	9	2	21
Program	1	6	2	9
Sales	1	3		4
Small impact	3	6	1	10
Solar	2		4	7
Grand Total	46	113	32	206

Table 10: Suggestions on how to improve the implementation of program changes

Topics	Commercial	Residential	Solar	Grand Total
Communication	16	21	9	50
Consultation	1	9	5	15
Gas furnace		2		2
Incentives	2	6		8
Information	2	2		4
Lighting	1			2
Marketing	1	6		7
N/A		1		1
None	8	25	5	41
Other	2	9	3	15
Processes and paperwork	5	3	2	10
Program	4	20		25
Timing	1	4	3	8

Training		7		7
Website		3	1	4
Grand Total	43	118	28	199

Suggestions revolved mostly in regards to communications (50) and consultation (15) with trade allies followed by specific program recommendations (25) and improvements in the Energy Trust processes and paperwork. A list of all suggestions can be found in Appendix A.

Anticipated change in proportion of projects that involve Energy Trust

When asked “Compared to 2009, do you anticipate a change in the proportion of your projects involving Energy Trust in 2010?” 39 companies either skipped the question or answered ‘Don’t Know’. Otherwise, Table 11 shows the trade allies’ expectations as to whether they will increase, decrease, or have no change in the proportion of their projects involving Energy Trust

Table 11: Anticipated change

	Decrease	No Change	Increase	Total Responses
Commercial	3	13	35	51
	5.9%	25.5%	68.6%	100%
Industrial	0	3	5	8
	0%	37.5%	62.5%	100%
Residential	19	43	76	138
	13.8%	31.2%	55.1%	100%
Solar	4	13	13	30
	13.3%	43.3%	43.3%	100%
All Sectors	27	73	137	237
	11.4%	30.8%	57.8%	100%

In looking at the responses for all of the trade allies together, the results are very similar to last year in which 13% expected a decrease, 29% expected no change, and 58% expected an increase. It appears as though trade allies are cautiously optimistic.

If we consider each sector separately, some differences from last year become noticeable: the Commercial and Solar sectors are less expecting of increase in this survey year (last year 94% of Commercial Allies and of 63% Solar Allies expected an increase, and 0% of either sector expected a decrease); the Residential trade allies have higher expectations this year (last year 47% of Residential Allies expected an increase, and 18% of them expected a decrease). Reasons for these changes are listed in Appendix A.

Table 12 below shows the primary services of the allies that expect to decrease the proportion of their projects that involve Energy Trust.

Table 12: Trade Allies expecting to decrease Energy Trust participation

	Primary Service	*Count*
Residential	Duct sealing and duct insulation	2
	Gas furnace	12
	Heat pump	1
	Insulation	3
	Total	**18**
Solar	Solar PV	3
	Solar PV and Water Heating	1
	Total	**4**
Commercial	HVAC equipment and installation	1
	Refrigeration equipment and installation	1
	Lighting equipment and installation	1
	Total	**3**
Other	*Duct sealing and duct insulation*	**1**

Of the 26 respondents expecting to decrease Energy Trust Participation, 12 work primarily with gas furnaces, which are not eligible for Energy Trust incentives after May 1, 2010.

Influence of Energy Trust Incentives in Moving Projects forward in 2009

Trade allies were asked to rate (on a scale from 0, “no influence” to 10, “critical”) how influential Energy Trust incentives were in moving projects forward in 2009. Seven of the 273 trade allies skipped the question. Table 13 shows how the remaining 266 allies responded.

Table 13: Influence of Energy Trust incentives in moving projects forward in 2009 (0 being "no influence" and 10 being "critical")

	0	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*	*10*
Commercial	10%	5%	7%	5%	5%	10%	0%	5%	20%	8%	24%
Industrial	11%	0%	0%	0%	11%	22%	0%	0%	33%	0%	22%
Residential	10%	5%	9%	7%	10%	11%	8%	17%	10%	7%	5%
Solar	8%	6%	6%	0%	6%	6%	3%	6%	11%	11%	39%
All Trade Allies	10%	6%	8%	5%	8%	11%	5%	12%	14%	8%	15%

The allies working in the Commercial, Industrial, and Solar sectors found Energy Trust incentives more influential in moving projects forward than allies from other sectors. This may be due to these allies working on projects with higher costs and higher incentives. The Residential allies, on the other hand, saw the least amount of influence from Energy Trust incentives in moving projects forward. Overall, the responses were fairly evenly distributed but with some skewness towards ‘critical’: 37% of allies rated 8, 9, or 10 where as 24% of allies rated 0, 1, or 2.

Frequency of completing program paper work for customers

We asked the trade allies "How often do you complete all or most of the program paper work for your customers?" Table 14 gives the results of this question.

Table 14: How often do you complete all or most of the program paper work for your customers?

	0%	*1-24%*	*25-49%*	*50-74%*	*75-100%*	*Don't know*	*Count*
Commercial	8%	12%	3%	12%	61%	3%	59
Industrial	0%	22%	0%	22%	56%	0%	9
Residential	11%	12%	2%	7%	66%	2%	153
Solar	5%	3%	3%	3%	82%	5%	38
All Trade Allies	9%	11%	3%	8%	67%	3%	270

Last year's version of this question looked more specifically at paper work for tax credits, but the results were quite similar.

Demographics Summary and Recommendations

While a little more than half of responding trade allies have been working with Energy Trust for more than 3 years, there continues to be a significant flux of new allies. The respondents indicate a reasonably high level of involvement with Energy Trust, though for the most part (especially amongst Residential allies), they do not find Energy Trust incentives to be 'critical' in moving projects forward. Most trade allies (57.8% of them) expect to increase the proportion of their jobs that involve Energy Trust in 2010, and an even higher percentage of allies (67%) have developed a pattern of consistently filling out program paper work for their customers.

The high rate of trade allies filling out program paper work for their customers indicates that Energy Trust should provide program paper work training and support for the trade allies, and that further simplifying the process could help both contractors as well as customers.

5. Trade Ally Insurance Tracking Process (EBIX)

Energy Trust is currently using the insurance tracking company EBIX to track insurance status for all trade allies (EBIX tracks insurance and verifies that policies are up to date). This year we did inquire about trade allies' satisfaction with the service.

Table 15: On a scale of 1 - 5, how satisfied are you with EBIX?

	Commercial	Industrial	Residential	Solar	Total
Count	38	4	77	25	151
1 very dissatisfied	16%	0%	10%	8%	12%

2	21%	50%	23%	12%	21%
3	29%	25%	34%	40%	34%
4	26%	0%	17%	28%	21%
5 very satisfied	8%	25%	16%	12%	13%

Nearly 40% of the respondents answered “Don’t Know” to this question. Of the 151 that did respond about 1/3 were not satisfied with the EBIX services. 117 firms provided suggestions for improvements, with many concerning communications (17) and paperwork and program processes (20) all of which can be seen in Appendix A Question 15.

Table 16: Suggestions for EBIX by Topic Area

Topics	Commercial	Residential	Solar	Grand Total*
Communications	4	10	2	17
Don’t Know	0	1	0	1
N/A	1	9	0	13
None	12	30	9	54
Other	1	2	2	5
Process and Paperwork	5	10	3	20
Program	5	8	3	16
Grand Total	28	70	19	126

*Includes all responses.

Energy Trust is aware of issues with the EBIX service and has worked with EBIX to address many of these customer service issues. Energy Trust anticipates taking the insurance tracking function in-house once the new Integrated Solutions Project (ISP) has been implemented. It is recommended that these results and specific suggestions be shared with EBIX and steps taken to address substantive issues.

6. Familiarity and Use of ODOE Tax Credits

The Oregon Department of Energy offers tax credits for residential and commercial projects that help Oregonians save energy. They have also provided a pass-through option to enable those who do not have a tax liability to transfer the credit to another individual or entity that does.

Many projects that qualify for Energy Trust incentives also qualify for either the Residential Energy Tax Credit (RETC) or Business Energy Tax Credit (BETC). These additional incentives can make the difference in a customer’s ability to afford a project, so it is important that trade allies are familiar with the credits and promote them. Table 17 shows the tax credit familiarity of this year’s surveyed allies.

Table 17: Familiarity with ODOE Tax Credits

	Commercial	Industrial	Residential	Solar	All Trade Allies
Total	57	9	142	37	256
Not familiar with BETC or RETC	9%	0%	18%	3%	13%

Familiar with BETC or RETC	33%	33%	39%	32%	36%
Occasionally use BETC or RETC	11%	11%	19%	8%	15%
Regularly use BETC or RETC	47%	56%	24%	57%	36%

Overall, familiarity and regular use of BETC and RETC are up amongst this year's survey respondents compared to last year. The Residential Allies' responses, however, have not changed much from last year: those indicating familiarity increased from 79% to 82%, while those answering that they regularly use BETC or RETC decreased from 27% to 24%. It should also be noted that 35% of the respondents expressed interest in getting training on BETC and RETC.

Many suggestions were received on how Energy Trust could assist trade allies in promoting the Oregon state tax credit. The main areas that were mentioned are listed on the table below. Marketing (77), brochures (34) and processes and paperwork (32) received the most mentions. For a complete listing of suggestions see Appendix A Question 7.

Topic	**Commercial**	**Residential**	**Solar**	**Grand Total***
Brochure	9	19	5	34
Case studies	1	1		3
Communication	4	14	1	21
DK		1	1	3
Education		3	3	7
Gas furnace		4		4
Home Performance		2		2
Incentives	1	8	2	12
Information	1	14	5	21
Marketing	8	52	11	77
None	2	6		8
ODOE	7	6	6	19
Other	6	12	4	24
Process and paperwork	7	15	4	32
Pass through	3		2	7
Program	3	3		6
Referral	1	1	1	3
Training	1	7	1	9
Website	2	12	1	15
Window		4		4
Grand Total	56	184	47	311

*All responses

Tax Credits Summary and Recommendations

Awareness of the tax credits is very high. As these tax credits are a significant source of incentives for energy efficiency, it is recommended that Energy Trust continue to offer training for contractors on the use of energy tax credits and to provide them with simple yet comprehensive lists (such as the *Cash Incentives Quick Reference*) describing available cash incentives and other available tax credits.

7. Green Street Lending

Energy Trust has worked with Umpqua Bank to provide another financing service to Energy Trust customers for nearly 2 years now. This year's survey questions focus on trade ally use and perceptions of these financial services.

Table 18. Have you actively promoted Green Street financing services through Umpqua Bank?

	Commercial	Industrial	Residential	Solar	Total
Count	59	9	153	38	271
Aware of Green Street but do not actively promote	54%	33%	58%	53%	55%
Not familiar with	27%	67%	22%	16%	24%
Don't know if we actively promote it	7%	0%	7%	3%	6%
Yes: Aware and actively promote	12%	0%	14%	29%	15%

From the responses it appears that most (75%) of Energy Trust trade allies are aware of the services. These services are currently actively marketed by about 15% of Energy Trust's trade allies. Nearly a third of the solar trade allies actively use this Green Street Lending in marketing their services. Ninety-five firms provided suggestions for improvements with the two most frequent topics mentioned the program and rates, all of which can be seen in Appendix A Question 9.

Table 19: Do you have any suggestions for improving or changing the Green Street Lending offering?

Topic	Commercial	Residential	Solar	Grand Total*
Brochure	1	1	1	3
Communication	0	2	0	2
Don't Know	0	1	0	1
Education	0	1	0	1
Information	2	3	2	7
Marketing	2	4	3	9
Na	0	2	0	2
None	5	17	6	32
Other	3	5	0	8
Processes and paperwork	0	5	1	6
Program	9	11	3	25
Rates	1	13	4	18
Training	1	2	1	4
Website	0	2	1	3
Grand Total	24	69	22	121

*Includes all responses

As a large number of trade allies are familiar with this program and many actively offer it, it is recommended that Energy Trust allow these services to continue. It is recommended that Energy Trust review the suggestions for improvements and share these with Umpqua Bank and try to correct any substantive issues.

8. NW Natural Washington Expansion

Of the 273 respondents, 34 stated that they had offered services in NW Natural's Washington State service territory. Over half (60%) worked primarily in the residential sector, a quarter in the commercial and the remainder (4) worked primarily in other sectors. Only a few of the trade allies are doing a significant amount of their Energy Trust work in Washington.

Table 20: Main sectors in which Trade Allies working in Washington State worked in 2009

Sector	N	Percent
Commercial	9	26%
Industrial	1	3%
Renewables	1	3%
Residential	21	62%
Solar	2	6%
Total	34	100%

Table 21: What percent of your Energy Trust jobs during 2009 were in Washington?

Percent of Energy Trust jobs	N
0% - 25%	30
26% - 50%	1
51% - 75%	1
76% - 100%	2

A list of challenges in providing services in this new territory were received from 24 firms (9 of these were, "No" " none" or "NA"), all of which can be seen in Appendix A. Multiple mentions were made in regards to the limited services that could be offered in the new gas-only territory and the "Oregon" in Energy Trust's name. Suggestions for improvements were received from 20 firms (9 of these were, "No" "none" or "Not at this time"), all of which can be seen in Appendix A Question 18.

9. Training and Support

We assessed trade ally interest in receiving training and support of various types. We also looked at the level of trade ally participation in Energy Trust trainings and asked those that take part for ways to improve these trainings.

Interest in training in various program areas

We presented a list of program areas and asked the trade allies to check all of the areas in which they would be interested in receiving training. See Table 22

Table 22: Program areas in which allies would like to receive training

	Commercial	Industrial	Residential	Solar	All Trade Allies
Count	60	9	154	38	273
Program paper work	27%	0%	29%	29%	27%
Commercial HVAC	12%	11%	12%	8%	11%
Residential HVAC	0%	11%	21%	13%	15%
Residential new homes	7%	0%	23%	8%	16%
Residential windows	0%	11%	18%	8%	13%
Residential lighting	20%	0%	10%	24%	14%
Solar electric	23%	11%	16%	26%	20%
Solar water heating	8%	0%	16%	21%	15%
Insulation	3%	11%	22%	5%	15%
Duct sealing and insulation	0%	11%	25%	5%	16%
Commercial Lighting	32%	0%	2%	21%	12%
Savings calculation tools	40%	11%	34%	24%	33%
Air quality and air quality diagnostics	8%	0%	26%	11%	19%
BETC and RETC	33%	44%	33%	37%	35%

Overall the three areas that generated the most interest were BETC and RETC, savings calculation tools, and program paper work with 35%, 33%, and 27%, respectively, of trade allies showing interest.

Other suggested technical training

Allies were also offered the opportunity to give specific types of technical training that would interest them. It should be noted that some took this opportunity to indicate that they did not know the meaning of BETC and RETC. All of the responses can be seen in Appendix A, Question 161 organized be sector. On the table below are listed some of the re-occurring responses.

Table 23: Suggested training topics by sector

Row Labels	Commercial	Residential	Solar	Grand Total
Air sealing		4		4
Audits			2	2

BETC/RETC	2		2	4
Blower Door		2		2
Building science		4		5
Certification		6	3	9
Code		1	2	3
Controls	3			3
DK		6		6
Duct sealing		6		6
Envelope	1		1	2
Gas	1			2
Geographic		1	1	2
Heat pump		2		2
Home performance		5		5
HVAC	1	1		3
Installation		1	2	3
Insulation		5		5
Lighting	6		2	8
NA		1		1
New technology/practices	3	2	3	8
None	2	2		4
Other	11	17	8	41
Process and paperwork		4	1	6
Programs	1	2	1	5
PTCS		5		5
Solar	4	8	3	18
tax credits		3	1	4
Tools	2	8	1	11
Ventilation	3			3
Wind			1	2
Grand Total	**40**	**96**	**34**	**184**

Interest in Support from Energy Trust

We asked the trade allies to indicate their level of interest in various types of support from Energy Trust. Table 24 below shows the distribution of responses as well as the mean response of all of the trade allies on each type of support. This question was revised from last year's survey which only asked about the first three types of support listed in Table 24. For these three types, there was no significant difference between this year and last in the mean or distribution of responses.

Table 24: Interest in various types of support from Energy Trust

	Did not answer	1 - Not at all	2	3	4	5 - Very interested	Mean

		interested					
Cooperative advertising support (Energy Trust co-brands on your ads and pays a portion of costs)	4%	7%	8%	14%	18%	49%	4.0
Scholarships to energy conferences or workshops	5%	12%	10%	16%	18%	38%	3.6
Publicizing a trade ally of the Month in the newsletter	5%	20%	14%	23%	17%	20%	3.0
Training about Energy Trust Programs	5%	5%	9%	23%	33%	24%	3.7
Technical training in energy efficiency in own trade	6%	6%	9%	16%	27%	36%	3.8
Technical program support (email)	7%	6%	9%	23%	27%	27%	3.7
Technical training in energy efficiency in other trades	7%	15%	20%	22%	21%	14%	3.0
Technical training in renewable energy products and services	6%	10%	9%	22%	27%	26%	3.5
Regular updates/information on energy efficient products and services	4%	3%	6%	18%	30%	39%	4.0
Regular updates/information on renewable energy products and services	3%	6%	8%	22%	29%	32%	3.8

Allies seem to be quite interested in cooperative advertising and in furthering their knowledge (via conferences, trainings, and regularly updated information) of energy efficiency, especially in their own trade.

We also asked the trade allies if they had additional suggestions for Energy Trust support that they would like to see. These open ended comments can be found in Appendix A, Question 163. The main reoccurring themes are listed on the table below.

Table 25: Suggestions for additional support:

topic	Commercial	Residential	Solar	Grand Total
Case studies	1			1
Communication		3		3
Geography	2	1	1	4
Incentive		3	1	4
Information		1	1	2
Marketing		2	1	3
NA	2			2
None	2	4	1	9
Other		5	5	12
Paperwork	2	3	1	6
Program	1	7	3	12
Training		1		1
Website	1	2	1	5
Grand Total	11	32	15	64

Training Participation and Value Received

We asked each trade ally "When was the last time you or your staff attended training sponsored by Energy Trust?" Table 26 below show the results.

Table 26: Last time you or staff member attended training sponsored by Energy Trust

	Commercial	Industrial	Residential	Solar	All Trade Allies
Count	60	9	154	38	273
2009 or later	72%	33%	62%	68%	64%
Before 2009	8%	11%	27%	32%	22%
Never attended Training	10%	44%	5%	0%	8%
Don't know	7%	11%	5%	0%	4%
Did not answer	3%	0%	1%	0%	1%

We found that a majority of the trade allies surveyed either attended or had a staff member attend an Energy Trust sponsored training during 2009 or later.

Table 27: Value of your most recent Energy Trust training

	Commercial	Industrial	Residential	Solar	All Trade Allies
Count	60	9	154	38	273
1 - Not at all valuable	3%	0%	2%	0%	3%
2	5%	0%	6%	5%	6%
3	15%	11%	21%	21%	19%
4	37%	33%	31%	32%	31%
5 - Very valuable	20%	0%	29%	42%	28%
Did not attend	15%	56%	8%	0%	10%
No Answer	5%	0%	4%	0%	4%

The results in Table 27 show that the trade allies typically feel as though they are getting value from Energy Trust trainings: over half of the respondents gave a rating of a 4 or a 5, and less than 10% gave a rating of 2 or 1. The Solar allies seem to get the highest value of the trainings with 42% indicating that they are 'very valuable' and none of them saying 'not at all valuable'.

Suggestions on improving Energy Trust trainings

We asked the trade allies to give suggestions on how Energy Trust training sessions can be improved. Eighty responses were collected, all of which can be seen in Appendix A, Question 165. Some reoccurring themes are listed on the table below:

Table 28: Suggestions for improving trainings

topic	Commercial	Residential	Solar	Grand Total

Advanced		2	2	4
Communication	2	2		5
Content	4	4		9
DK		1		1
Geography	2	5	3	11
Information	1	3	1	5
More		2	1	3
NA		1		2
None	1	2	1	5
Other	4	8	2	15
Processes and paperwork	2			2
Presentation	1	1		4
Specialized	4	7		11
Webinar		2	1	3
Grand Total	21	40	11	80

Training and Support Summary

Trade allies are generally interested in learning about ODOE tax credits, processing of Energy Trust incentive paperwork, and savings calculations tools. They would like information on these topics to be concise and easy to access. Other areas of support that received high interest include: cooperative advertising, scholarships to energy conferences, and training on energy efficiency in their own trade.

For the most part, trade allies are acting on their stated desire for training and are attending Energy Trust training sessions and finding them useful. Much of the feedback on training sessions had to do with making them more convenient to attend and ways to reduce the size and scope of them. Offering more training sessions and workshops in southern Oregon could help with this and increase consumer awareness of Energy Trust and energy efficiency in general.

1. *Roundtable Discussions*

Attendance

Trade allies where asked if they had ever attended a roundtable discussion. Those that answered 'Yes' were then asked when their most recent attendance was. Table 29 and Table 30 show the results of these questions.

Table 29: Have you attended a Trade Ally roundtable discussion?

	Commercial	Industrial	Residential	Solar	All Trade Allies
Count	60	9	154	38	273
Yes	55%	33%	47%	42%	47%

No	40%	67%	49%	58%	49%
Don't know	3%	0%	3%	0%	3%
No answer	2%	0%	0%	0%	0%

Table 30: When was the most recent Trade Ally roundtable that you attended?

	Commercial	Industrial	Residential	Solar	All Trade Allies
Count	33	3	74	16	130
1 month ago or less	0%	0%	8%	6%	6%
1-3 months ago	15%	0%	19%	19%	17%
3-6 months ago	24%	33%	24%	25%	25%
6-12 months ago	39%	0%	31%	25%	32%
More than 1 year ago	21%	67%	16%	25%	20%
Don't know	0%	0%	1%	0%	1%

The rate at which this year's surveyed trade allies overall are attending meetings is about the same as it was last year. The behavior has changed at the sector level however. In particular, commercial respondents went from having the lowest rate of attendance last year to having the highest rate of attendance this year. Also the percentage of solar respondents that attended roundtable meetings dropped by 15 from 57% last year.

Value

Most of the allies that are attending the roundtable discussions see some value in them. We asked them to rate, on a scale from 1 to 5, how useful they find the roundtables. The mean rating was 3.3. Table 31 gives the distribution of ratings by sector.

Table 31: How useful do you find the Trade Ally roundtables?

	Commercial	Industrial	Residential	Solar	All Trade Allies
Count	33	3	72	15	127
1 - Not at all useful	9%	0%	3%	7%	5%
2	15%	0%	17%	7%	15%
3	39%	100%	36%	40%	38%
4	30%	0%	29%	20%	28%

5 - Very useful	6%	0%	15%	27%	14%

The results of this question are similar to last year's ratings, only a little more concentrated around 3.

Open Feedback

The trade allies who attended roundtable discussions were asked to give topics that they would like to see covered at these meetings and to give general suggestions regarding roundtable meetings. The allies who have not attended a round table discussion were asked to suggest ways that attendance could be made easier. All of the verbatim answers to these questions can be found in Appendix A Question 169, 170, and 171.

Trade allies are very interested in using roundtable meetings to discuss what is current and how things are changing now and in the near future. Reoccurring topics of interest include changes in incentives, programs, policy and legislation (24). A list of topics is found on the table below.

Table 32: Suggested Round Table Topics

Topic	Commercial	Residential	Solar	Grand Total
BETC	1	1		2
Changes	8	12	3	24
Content	1	2		3
DK		1		1
HVAC		2		2
Marketing		1	1	2
NA		1		1
Other	4	5	1	10
Process and paperwork	1	3	1	5
Programs	6	6	3	15
Solar	1		4	5
TA Feedback	2	5		8
Training	1	3	1	5
Grand Total	25	42	14	83

Table 33: Other suggestions regarding the roundtable meetings

Topic	Commercial	Residential	Solar	Grand Total
Agenda	2	2	1	5
Communication	1	1	2	4
Content	1	6	1	8
Format		5	4	9
Geographic	1	3	1	5
Information	1		1	2
NA		1		1
None	1	3		4

Other	3	1		5
TA feedback	1	1		2
Timing		2		2
Grand Total	11	25	10	47

Table 34: Suggestions to make roundtable attendance easier

Topic	Commercial	Residential	Solar	Grand Total
Communication	2	6	1	9
Content	1	1		2
DK		1	1	2
Geographic	3	4	6	16
Na	1	1	1	4
None	1		1	2
Other	2	2		5
Timing		5	1	6
Webinar	1	5		7
Grand Total	11	25	11	53

Roundtable Summary

Just under half of the trade allies surveyed are attending roundtable discussions. Based on the feedback given, much of the lack of attendance is due to the meetings being inconveniently located. Some suggestions that addressed this issue were to have some of the meetings be conducted via the internet or over conference calls. It was also recommended that some of the meetings take place in various parts of Portland and Oregon (like Eugene or southern Oregon).

Those that are attending the roundtable meetings would like to discuss current issues that pertain specifically to them. It was suggested that the scope of these discussions be narrower. Energy Trust program changes appears to be a topic of interest amongst trade allies.

One recommendation that can easily be implemented is to increase the amount of notice (via email) that is given about a roundtable meeting's time, location, and topics.

2. *Trade Ally Communication*

Preferred methods

Trade allies were asked to choose their top one or two preference for ways in which they receive information about Energy Trust programs. Table 1 shows the results by sector. Note that since some allies may have selected two methods of communication, column percentages need not add to 100%.

Table 35: Preferred methods for receiving information about Energy Trust programs

	Commercial	Industrial	Residential	Solar	All Sectors
Count	60	9	154	38	273

Calls from program staff	23%	33%	18%	21%	21%
Emails from program staff	83%	89%	90%	92%	89%
Insider newsletter	32%	22%	31%	37%	32%
Roundtable meetings	15%	0%	10%	11%	11%
Energy Trust website	22%	0%	18%	13%	17%
Training sessions	27%	11%	19%	26%	22%

As with previous years, email is by far the most preferred method of receiving information from Energy Trust. There was also an 'other (please specify)' option which one residential ally used to write in "face to face contact."

Preferred frequency

Allies were asked "How frequently do you wish to be contacted concerning Energy Trust news and Program updates?" Table 2 gives the results.

Table 36: Preferred frequency of contact regarding Energy Trust news and programs

	Commercial	Industrial	Residential	Solar	All Sectors
Count	60	9	154	38	273
Weekly	18%	0%	16%	29%	18%
Bi-weekly	17%	0%	19%	16%	18%
Monthly	43%	56%	46%	42%	46%
Bi-monthly	12%	33%	10%	5%	10%
Other (please specify)	5%	0%	8%	8%	7%
Did not answer	5%	11%	0%	0%	1%

Communication Summary and Recommendations

The majority of responding trade allies prefer to be contacted about program updates at least once a month via email from program staff. Energy Trust should continue to contact trade allies via emails from program staff, perhaps in a less general and more individualized manner. Where possible, efforts should be made to personalize messages to trade allies based on the types of services they provide.

3. *Insider Newsletter*

Regular use of Insider newsletter

We asked the trade allies how regularly they read the Insider newsletter, and we found that a majority of them read it at least 'occasionally'. Of the trade allies that were asked this question in last year's survey, 39% responded that they read it occasionally and 54% said that they read it regularly. It should be noted, however, that not all surveyed allies were asked this question in previous years. It use to be a follow up question to ask those that answered 'yes' they are aware of the Insider newsletter. The results might also not be representative of all trade allies as only trade allies that had email received the survey in 2010.

Table 37: How regularly do you read the Insider newsletter?

	Commercial	Industrial	Residential	Solar	All Sectors
Count	60	9	154	38	273
Regularly read the Insider when I receive it	45%	0%	40%	58%	41%
Occasionally read the Insider when I get a chance	37%	33%	40%	24%	37%
Forward the Insider to other staff	0%	11%	4%	0%	3%
Don't read the Insider at all	5%	0%	3%	0%	4%
Don't receive the Insider	12%	56%	16%	18%	17%

Usefulness of Insider newsletter

The trade allies indicating that they read the Insider newsletter were asked some follow up questions to address the usefulness of the newsletter and seek ways to improve it:

- How useful do you find the Insider newsletter?
- How many employees at your company receive the Insider newsletter?
- Which of the following types of articles would be most useful in future newsletters?
- What would make the Insider more useful to you?

Table 38: How useful do you find the Insider newsletter?

	Commercial	Industrial	Residential	Solar	All Sectors
Count	49	3	123	30	212
Not at all	0%	0%	3%	0%	2%
Somewhat	84%	33%	75%	73%	76%
Very	10%	67%	16%	27%	17%
Don't know	6%	0%	6%	0%	5%

Most of the allies that read the Insider, find it 'somewhat' useful, and only four find it 'not at all' useful. It's quite possible, however, that many of the trade allies that do not read the Insider, used to read it in the past but stopped because they did not find it useful. In future surveys, it may be of interest to quantify this segment of allies.

Table 39: How many employees at your company receive the Insider newsletter?

	Mean	Median	Minimum	Maximum	N
Commercial	2.26	2	0	15	43

Industrial	2.00	2	1	3	3
Residential	2.17	1	0	35	113
Solar	1.72	1	0	16	29
Total	2.08	1	0	35	195

As indicated by Table 39 and Table 40, many companies within Energy Trust's trade ally network have multiple employees keeping current with Energy Trust news and updates. This is something to consider when setting up various outreach functions. For example, when setting up a meeting with one or more companies, Energy Trust should consider sending invitations to all of the companies' employees who are receiving Insider newsletters.

Table 40: How many employees at your company receive the Insider newsletter?

Response	Frequency	Percent	Cumulative Percent
0	15	7.7%	7.7%
1	94	48.2%	55.9%
2	46	23.6%	79.5%
3	24	12.3%	91.8%
4	7	3.6%	95.4%
5	2	1.0%	96.4%
7	1	0.5%	96.9%
8	1	0.5%	97.4%
10	1	0.5%	97.9%
15	1	0.5%	98.5%
16	1	0.5%	99%
18	1	0.5%	99.5%
35	1	0.5%	100%
Total	195	100%	

Table 41: Which of the following types of articles would be most useful in future newsletters?

	Commercial	Industrial	Residential	Solar	All Sectors
Count	49	3	122	31	212
Energy Trust program updates	84%	100%	86%	77%	84%
Non-Energy Trust news	6%	0%	7%	16%	8%
Updates on Energy Trust goals	39%	0%	30%	29%	31%
Case studies of successful projects	51%	67%	43%	55%	47%

Common problems/solutions	67%	33%	71%	74%	70%
Emerging Technologies	69%	0%	44%	48%	50%
Technical assistance or resources	55%	67%	50%	61%	53%

The type of article that generated by far the least amount of interest was non-Energy Trust news. One reason for this could be that it's to general of a topic, especially if allies are interpreting it as news not related to Energy Trust work.

Trade allies were also asked how the Insider could be more useful. The responses to this question are found in Appendix A, Question 178. Changes that would impact Energy Trust programs (5) was the most frequent topic of interest mentioned; others are listed on the table below.

Table 42: Insider Suggestions

Topics	Commercial	Residential	Solar	Grand Total
Case studies	1			1
Changes		3	1	5
Content	1			3
DK	1	3	2	6
Links	1			1
NA		2		2
News		1		1
None	1	1		2
Other		4	2	7
Paper			1	1
Training		1		1
Grand Total	5	15	6	30

Insider Newsletter Summary

More than 3/4 of responding trade allies read the Insider newsletter published at least occasionally. The majority of contractors reading this publication find it to be 'somewhat useful'.

While an average of 2 employees per responding company are receiving the Insider newsletter, most allies are not forwarding the newsletter on to any other staff members.

Articles concerning Energy Trust program updates, commonly encountered problems and solutions, technical assistance or resources, and emerging technologies all received at least 50% interest amongst readers. It is recommended that Energy Trust continue to focus on these topics in future publications of the Insider, and to shift its focus where needed. Energy Trust should continue to solicit suggestions for improving the newsletter, but in future surveys, it may be useful to break up the broad category of non-Energy Trust news into smaller topics.

4. *Website*

Trade allies were asked a series of questions about the Energy Trust website. The answers to these questions give us information on their patterns of use of the website as well as feedback about the trade ally pages and the overall website design.

Patterns of use

We asked the allies how frequently they use the Energy Trust website, and those that use the website were asked which pages they visit (See Table 43 and Table 44). Most of the trade allies that use the website are visiting the pages with program forms and information about program incentives on a regular basis.

Table 43: Frequency of Energy Trust website use

	Commercial	Industrial	Residential	Solar	All Sectors
Count	59	9	152	38	270
Never	25%	33%	10%	18%	16%
1-3 times a month	56%	67%	64%	55%	60%
1-2 times a week	7%	0%	18%	11%	14%
3-4 times a week	10%	0%	5%	11%	7%
5 or more times a week	2%	0%	3%	5%	3%

Table 44: Typically visited pages of Energy Trust

	Commercial	Industrial	Residential	Solar	All Sectors
Count	44	6	137	31	227
Program forms	61%	33%	66%	77%	67%
Program incentives	84%	83%	72%	61%	73%
General program information	32%	50%	38%	52%	41%
Trade ally list	20%	17%	20%	29%	22%
Calendar/meetings	32%	50%	39%	29%	37%
Consumer pages	2%	0%	7%	10%	7%

Trade Ally pages

The allies that use the Energy Trust website were asked how useful they find the trade ally pages and if they have any suggestions for improving these pages. The average rating for usefulness was 3.7 out of 5, which is not significantly different from last year's average of 3.6. Table 45 below shows the distribution of ratings by sector.

In addition to rating the usefulness of the trade ally pages allies were also asked to give suggestions for improving the trade ally pages. Below, we've summarized some of the more specific suggestions with

Forms and Trade Ally List being the frequent topics. . All of the responses are listed in Appendix A, Question 182 and 186.

Table 45: Usefulness of Trade Ally web pages

	Commercial	Industrial	Residential	Solar	All Sectors
Count	41	6	134	30	220
1 - Not at all useful	0%	0%	1%	3%	2%
2	7%	0%	7%	7%	7%
3	39%	83%	33%	20%	33%
4	41%	17%	38%	47%	40%
5 - Very useful	12%	0%	20%	23%	19%

Table 46: Specific suggestions for improving the Trade Ally pages and Energy Trust website

Topic	Commercial	Residential	Solar	Grand Total
Blog	1			2
Case studies	1			1
Content	1	2		4
Forms	4	1	2	7
Layout		5		6
Links		1		1
n/a		1		1
Navigation		1		1
None	3	7	2	14
Other	2	2	1	5
Search	1		1	2
Simplify		4		4
TA list		5	3	8
Wind				1
Grand Total	13	29	9	57

Website design

The Energy Trust website was recently (September 2009) redesigned. We asked trade allies in the 2010 survey about the ease of navigation of the website and how it compares to the old design. On a scale of 1 – 'Very difficult' to 5 – 'Very easy', allies gave an average rating of 3.4, and 45% of allies gave at least a 4 (Table 47).

When comparing the new website design to the old one, less than 10% of the allies found the new one to be worse, while just over half feel that the new design is an improvement (Table 48). As minor adjustments to the Energy Trust website are made, and as allies gain more familiarity with the new layout, it is expected that the ease of navigation and trade ally opinion of it should improve.

Table 47: Ease of Energy Trust website navigation

	Commercial	Industrial	Residential	Solar	All Sectors
Count	42	6	128	31	216
1 - Very difficult	2%	0%	1%	10%	3%
2	26%	17%	11%	16%	14%
3	33%	33%	41%	35%	38%
4	31%	50%	34%	26%	33%
5 - Very easy	7%	0%	13%	13%	12%

Table 48: Compared to the previous design, the new website design is...

	Commercial	Industrial	Residential	Solar	All Sectors
Count	44	6	135	31	225
much better	9%	0%	11%	3%	9%
better	39%	50%	44%	45%	43%
about the same	25%	0%	22%	23%	22%
worse	11%	17%	7%	6%	8%
much worse	0%	0%	0%	6%	1%
Don't know	16%	33%	16%	16%	17%

The idea of having a blog bulletin on the Energy Trust website was mentioned to the trade allies to get their opinion on whether or not it would be useful. Almost half of the allies were unsure, and the others were almost evenly divided into Yes's and No's.

Table 49: Would a blog bulletin be useful?

	Commercial	Industrial	Residential	Solar	All Sectors
Count	43	6	135	31	224
Yes	26%	17%	27%	26%	26%
No	33%	17%	29%	35%	29%
Not sure	42%	67%	44%	39%	45%

Website Summary

A significant amount of trade allies use the Energy Trust website at least monthly. Most of these allies are visiting pages that have program forms and information about program incentives, and a majority of them feel that the new design has improved navigations. There is a fair amount of satisfaction with the website and the trade ally pages but navigation could be improved as only 12% find the navigation 'very easy'. There is not a strong case for developing a blog as only one quarter of the respondents indicated that it would be useful.

10. Relationship with Energy Trust: Energy Efficiency Trade Allies

This section presents responses from trade allies who do not work primarily in a renewable energy program. In particular the solar allies are not represented here. There is a separate section for the relationship between Energy Trust and trade allies from renewable and solar programs.

In this section, we explore the degrees of satisfaction and the perceptions that the commercial, industrial, and residential allies have of Energy Trust. trade allies for whom we have not determined a sector (labeled as ‘Other’) are included in the totals, but not examined as a sector.

Satisfaction

Trade allies were given a series of categories for which they were asked to rate their satisfaction on a scale from 1 – ‘Very unsatisfied’ to 5 – ‘Very satisfied’. Below, the satisfaction rates for each topic are summarized, and Tables 32 – 39 give the distributions of ratings for each category by sector.

Overall, trade allies are satisfied with Energy Trust. The areas with which they are least satisfied are incentive payment processing time, and turnaround time for incentive application/approval of paperwork. The mean satisfaction with incentive processing time has decreased significantly from last year going from 4.3 in 2009 to 3.6 in 2010.

Paperwork and processing of paperwork had similar level of satisfaction as the year before and typically one third of those expressing dissatisfaction with paperwork expressed satisfaction overall with Energy Trust. Commercial lighting, residential HVAC and residential insulation are the main (>50% of the dissatisfied respondent) measures associated with this dissatisfaction. Energy Trust should consider asking for more specific reasons for this higher level of dissatisfaction on the next Trade Allie survey. and polling trade allies in other venues on what their expectations are and how to improve the processes and paperwork.

Percent expressing ‘Satisfied’ or ‘Very Satisfied’ responses for:

- Overall satisfaction with Energy Trust staff... 73%
- Incentive payment processing time.. 59%
- Turnaround time for incentive application/approval of paperwork.............. 61%
- Interaction with Energy Trust staff.. 77%
- Response times to requests for information.. 73%
- Response times to requests for assistance on forms................................ 73%
- Quality of responses to your requests.. 74%
- Knowledge of Energy Trust programs and procedures............................. 80%

Table 50: Overall satisfaction with Energy Trust

	Commercial	Industrial	Residential	Total
Count	58	9	150	217
1 - Very unsatisfied	3%	0%	2%	2%
2	3%	0%	7%	6%
3	17%	11%	19%	18%
4	33%	0%	33%	32%
5 - Very satisfied	43%	89%	38%	41%
2010 mean response	4.1	4.8	4.0	4.0

2009 mean response	4.7	1.0	3.7	4.0

Table 51: Incentive payment processing time

	Commercial	Industrial	Residential	Total
Count	49	7	125	181
1 - Very unsatisfied	6%	0%	6%	6%
2	16%	0%	17%	16%
3	20%	14%	18%	19%
4	18%	0%	31%	27%
5 - Very satisfied	39%	86%	27%	33%
2010 mean response	3.7	4.7	3.6	3.6
2009 mean response	4.5	1.0	3.9	4.3

Table 52: Turnaround time for incentive application/approval of paperwork

	Commercial	Industrial	Residential	Total
Count	52	8	129	189
1 - Very unsatisfied	10%	0%	6%	7%
2	10%	0%	15%	13%
3	15%	13%	21%	19%
4	17%	25%	29%	25%
5 - Very satisfied	48%	63%	29%	36%
2010 mean response	3.8	4.5	3.6	3.7
2009 mean response	4.2	1.0	3.6	3.6

Table 53: Interaction with Energy Trust staff

	Commercial	Industrial	Residential	Total
Count	57	9	148	214
1 - Very unsatisfied	4%	0%	3%	3%
2	2%	0%	5%	4%
3	14%	0%	18%	16%
4	16%	22%	26%	23%
5 - Very satisfied	65%	78%	47%	53%
Count	57	9	148	214
2010 mean response	4.4	4.8	4.1	4.2
2009 mean response	4.9	1.0	3.9	4.0

Table 54: Response times to requests for information

	Commercial	Industrial	Residential	Total

Count	57	7	139	203
1 - Very unsatisfied	5%	0%	4%	4%
2	5%	0%	11%	9%
3	18%	0%	13%	14%
4	21%	14%	35%	31%
5 - Very satisfied	51%	86%	37%	42%
2010 mean response	4.1	4.9	3.9	4.0
2009 mean response	4.9	1.0	3.7	3.9

Table 55: Response times to requests for assistance on forms

	Commercial	Industrial	Residential	Total
Count	50	7	124	181
1 - Very unsatisfied	6%	0%	2%	3%
2	2%	0%	5%	4%
3	14%	14%	22%	19%
4	24%	29%	25%	25%
5 - Very satisfied	54%	57%	46%	49%
2010 mean response	4.2	4.4	4.1	4.1
2009 mean response	4.9	1.0	3.7	3.8

Table 56: Quality of responses to your requests

	Commercial	Industrial	Residential	Total
Count	57	8	139	204
1 - Very unsatisfied	4%	0%	3%	3%
2	7%	0%	6%	6%
3	9%	0%	21%	17%
4	26%	13%	29%	28%
5 - Very satisfied	54%	88%	40%	46%
2010 mean response	4.2	4.9	4.0	4.1

Table 57: Knowledge of Energy Trust programs and procedures

	Commercial	Industrial	Residential	Total
Count	58	9	147	214
1 - Very unsatisfied	5%	0%	3%	4%
2	2%	0%	7%	6%
3	9%	0%	13%	11%
4	22%	11%	31%	28%
5 - Very satisfied	62%	89%	46%	52%
2010 mean response	4.3	4.9	4.1	4.2

Trade allies were also asked to suggest how Energy Trust could improve its services with 235 suggestions obtained. Communication (33), paperwork (29), marketing (25) and process (18) were major topic areas that received suggestions. A complete list of suggestions can be found in Appendix A.

Table 58: Suggestions for improving Energy Trust Trade Ally Service

Topics	Commercial	Industrial	Residential	Grand Total
Brochure	1		2	3
Communication	11		21	33
Consultation			2	2
DK	1		2	3
Gas furnace			5	5
Heat pump			2	2
HVAC		1	1	2
Incentives	3	1	11	15
Information	3		3	6
Manufactured housing			1	2
Marketing	4		18	25
New construction	2			2
New homes			2	2
None	1		3	4
Other	5	5	13	23
Paperwork	7		22	29
Process	5	1	12	18
Program	7	1	14	22
Solar	1	1		2
TA support	1		4	5
Tools	1	1		2
Training	2		17	19
Website	1		4	5
Windows			3	4
Grand Total	**56**	**11**	**162**	**235**

Changes in Relationship

Over one third of the allies said their relationship with Energy Trust has improved over the last year (See Table 59).

Table 59: Change in working relationship with Energy Trust since last year

	Commercial	Industrial	Residential	Total

Count	59	9	153	228
Don't know	2%	0%	3%	3%
Gotten a lot worse	0%	0%	1%	1%
Gotten worse	7%	0%	6%	6%
Stayed the same	54%	44%	59%	57%
Improved	31%	56%	26%	29%
Improved a lot	7%	0%	4%	5%

Perceptions ETO

This year we also asked a battery of questions on how the market perceived Energy Trust. These questions were added at the request of the evaluators that were reviewing Energy Trust's reorganization.

Just over 60% of the trade allies felt that Energy Trust understood the demands of the market environment and just over half (56%) believed that Energy Trust was equipped to adapt to changes in the market. Energy Trust's vision for the future garnered a bit higher rating with 63% agreeing with that statement. Also in the area of the trade allies staff and customers respecting Energy Trust there was a higher level of agreement (81% and 71%). For the most few trade allies disagreed or strongly disagreed with the statements. In most cases the bulk of those that were not in agreement fell into the neutral category.

A significant portion of trade allies do not have a strong belief that Energy Trust understands their market or that Energy Trust is equipped to meet the challenges of the market. Energy Trust should engage its trade allies in trying to understand how best to work with the market. It can be expected that Energy Trust and its Allies will have differing visions for the markets since markets are experiencing constant change.

Table 60: Energy Trust understands the current demands of the market environment

	Commercial	Residential	Total
Count	57	142	212
1 Strongly disagree	0%	6%	5%
2	7%	10%	9%
3 Neutral	19%	30%	25%
4	37%	30%	32%
5 Strongly agree	37%	25%	29%

Table 61: Energy Trust is equipped to adapt to the changing market environment.

	Commercial	Residential	Total
Count	53	135	199
1 Strongly disagree	0%	3%	2%
2	6%	12%	10%
3 Neutral	30%	34%	32%
4	36%	30%	32%

5 Strongly agree	28%	21%	24%

Table 62: Energy Trust has the right vision for the future.

	Commercial	Residential	Total
Count	51	141	205
1 Strongly disagree	0%	4%	3%
2	10%	11%	10%
3 Neutral	16%	28%	23%
4	37%	26%	30%
5 Strongly agree	37%	32%	33%

Table 63: Our staff members respect Energy Trust.

	Commercial	Residential	Total
Count	53	139	206
1 Strongly disagree	0%	1%	1%
2	4%	4%	4%
3 Neutral	13%	15%	14%
4	28%	37%	33%
5 Strongly agree	55%	43%	48%

Table 64: Our customers respect Energy Trust.

	Commercial	Residential	Total
Count	51	138	202
1 Strongly disagree	0%	2%	1%
2	2%	5%	5%
3 Neutral	27%	21%	23%
4	27%	41%	36%
5 Strongly agree	43%	31%	35%

Table 65: Topics covered by final comments

Topic	Commercial	Residential	Solar	Grand Total
Communication	3	4		7
Incentive	1	9	1	11
Marketing		7		7
None	2	8	3	14
Other	10	16	8	37
Paperwork		2	1	3
Program	2	4	7	13
Programs		1		1
TA feedback		3		3
Training		4		4

Grand Total	18	58	20	100

11. Relationship with Energy Trust (Solar and Renewables)

Satisfaction

Trade allies were given a series of categories for which they were asked to rate their satisfaction on a scale from 1 – ‘Very unsatisfied’ to 5 – ‘Very satisfied’. Below, the satisfaction rates for each topic are summarized, and Table 66 gives the distributions of ratings.

The overall satisfaction with Energy Trust amongst solar and renewables allies is quite high except in the area of payment processing time and turnaround time for program paperwork. The Solar program did experience delays in processing solar applications when there was a major change in program incentives in 2009. The program received an unprecedented number of applications close to the deadline for receiving applications for which the old incentive would apply. Even so Energy Trust should engage its trade allies to determine what their expectations are in regards to processing and turnaround times. Energy Trust should continue to its process for simplifying and streamlining program participation.

Percent expressing ‘Satisfied’ or ‘Very Satisfied’ responses for:

- Knowledge of Energy Trust programs and procedures.............................. 84%
- Incentive payment processing time... 53%
- Turnaround time for incentive application/approval of paperwork.............. 55%
- Interaction with Energy Trust program staff... 87%
- Response times to requests for information... 72%
- Response times to requests for assistance on forms................................. 82%
- Quality of responses to your requests.. 86%
- Quality of Energy Trust inspections.. 66%
- Quality of your relationship with Energy Trust inspectors........................... 75%
- Overall satisfaction with Energy Trust staff.. 79%

Table 66: Solar and renewable program satisfaction

	N	*1*	*2*	*3*	*4*	*5*	*Mean Score*
Knowledge of Energy Trust programs and procedures	37	0%	8%	8%	24%	59%	4.3
Turnaround time for incentive application/approval of paperwork	33	9%	9%	27%	27%	27%	3.6
Incentive payment processing time	34	18%	12%	18%	24%	29%	3.4
Interactions with Energy Trust program staff	38	3%	0%	11%	16%	71%	4.5
Response times to requests for information	36	6%	6%	17%	28%	44%	3.9
Response times to requests for assistance on forms	33	0%	6%	12%	30%	52%	4.2
Quality of responses to requests	35	0%	9%	6%	26%	60%	4.3
Quality of Energy Trust inspections	32	9%	9%	16%	22%	44%	3.9
Quality of your relationship with Energy Trust	32	6%	9%	9%	25%	50%	

inspectors							4.1
Overall satisfaction with Energy Trust	38	3%	5%	13%	29%	50%	4.2

Comparisons to 2009 results are not made as only 8 Solar contractors responded to the last year's survey and are therefore not a good representative sample.

Trade allies were also asked to provide suggestions for Energy Trust's solar program. The most specific suggestions were regarding paperwork and processes (8) and inspections. For a complete listing of all the suggestions please go to Appendix A Question 144.

Table 67: Suggestions for Solar Program

Topics	**# Responses**
Incentives	2
information	1
inspection	5
Marketing	1
None	4
Other	5
Paperwork and Processes	8
program	12
Grand Total	38

Trade allies were also asked about marketing solar. When asked about effective Energy Trust marketing coop advertising (4) and the solar website (3) were frequent mentions. When asked about specific Energy Trust events regional meetings (3) and solar fair/expo (2) were mentioned. Internet, home shows and yellow pages were each mentioned three times when asked about their own marketing efforts. For a complete list of the responses see Appendix A.

Changes in Relationship

Relationship with Energy Trust has remained stable and little more than one quarter of the solar and renewable program allies said that their relationship with Energy Trust has improved since last year.

Table 68: Change in working relationship with Energy Trust since last year

Don't know	Gotten a lot worse	Gotten worse	Stayed the same	Improved	Improved a lot	Count
2%	2%	5%	64%	16%	11%	44

Perceptions of ETO

This year we also asked a battery of questions on how the market perceived Energy Trust. These questions were added at the request of the evaluators that were reviewing Energy Trust's reorganization.

60% of the solar trade allies felt that Energy Trust understood the demands of the market environment and just over half (52%) believed that Energy Trust was equipped to adapt to changes in the market. Energy Trust's vision for the future garnered a bit higher rating with 63% agreeing with that statement. Also in the area of the trade allies staff and customers respecting Energy Trust there was a higher level of agreement (81% and 71%). Again the bulk of the trade allies not in agreement with the statements fell into the neutral category; few disagreed with the statements. As with the energy efficiency trade allies, it is recommend that Energy Trust engage with trade allies to obtain their suggestions for how meet the current market challenges. Again it can be expected that Energy Trust and its Allies may have differing visions for the market.

Table 69: Perception of Energy Trust

	1 Strongly disagree	2	3 Neutral	4	5 Strongly agree	Count
Energy Trust understands the current demands of the market environment.	3%	8%	29%	47%	13%	38
Energy Trust is equipped to adapt to the changing market environment	3%	13%	32%	39%	13%	38
Energy Trust is equipped with the right tools and people to get work done at a high level of quality.	0%	13%	13%	45%	29%	38
Our staff members respect Energy Trust.	0%	8%	11%	42%	39%	36
Our customers respect Energy Trust.	0%	3%	24%	35%	38%	37

Solar trade allies also provided "any last comments" as the last survey question. Twenty comments were received with the main topic areas listed in the table below.

Table 70: Last comments provided by Solar Trade Allies

Topic	Solar
Incentive	1
None	3
Other	8
Paperwork	1
Program	7
Grand Total	20

12. Residential Trade Ally Findings

Demographics

- 154 trade allies identified themselves as primarily working in Residential programs.
- Median firm size in Oregon for residential trade allies is 5 mean 14).
- 66% have been an Energy Trust trade ally for 3 years or more.
- 43% of residential trade allies derived less than 25% of their 2008 revenue through Energy Trust program participation.
- 47% expect to increase the proportion of their projects involving Energy Trust in 2009.

This year, 154 trade allies reported that they worked mainly, though not solely, in the residential sector. Table 71: Programs you worked with in 2009? reveals that about ¼ of trade allies worked with the EB program and nearly10% also worked on solar projects.

Table 71: Programs you worked with in 2009?

Program	N	Percent
ENERGY STAR New Homes (new home construction)	43	28%
ENERGY STAR Products (appliances)	27	18%
Existing Buildings (existing commercial buildings)	39	25%
Home Energy Solutions (existing homes)	115	75%
Home Performance with ENERGY STAR	46	30%
Multifamily (apartments and condos)	34	22%
New Buildings (new commercial construction)	7	5%
Other	8	5%
Other commercial program	5	3%
Other residential program	39	25%
Production Efficiency (industrial)	1	1%
Solar Electric or Solar Water Heating	14	9%
Wind, Biopower, and Other Renewables	3	2%

Table 72: Program Residential Trade Allies Primarily Worked With

Count	154
ENERGY STAR New Homes (new home construction)	15%
ENERGY STAR Products (appliances)	6%
Home Energy Solutions (existing homes)	57%
Home Performance with ENERGY STAR	8%
Multifamily (apartments and condos)	4%
Other residential program	10%

Total	100%

The majority of responding residential trade allies, 57%, primarily worked with the Home Energy Solutions program at Energy Trust. Another 8% primarily worked with the Home Performance with ENERGY STAR program and 15% in new construction.

Table 73: Top 3 equipment/services installed in 2009

Count	Percent
Air sealing	19%
Duct sealing and duct insulation	34%
Gas furnace	35%
Heat pump	38%
Insulation	34%
New manufactured home	2%
New site-built home	4%
Solar electric	1%
Solar water heating	1%
Water heating	23%
Windows	27%

HVAC equipment and services were the most popular measures with near or over a third of the respondents installing heat pumps, gas furnaces and duct sealing and insulation. Shell insulation and air sealing was also a popular measures (19% and 34%) followed by windows and water heaters being provided by nearly a quarter of the respondents.

There were 16 'other' responses collected. Some referred to the fact that they did not install equipment which should be addressed in the next survey while others indicated measures such as doors (2) or ductless heat pump (DHP) which should also be included in the next survey.

Table 74: Primary equipment/service installed in 2009

Count	148
Air sealing	4%
Duct sealing and duct insulation	7%
Gas furnace	22%
Heat pump	15%
Insulation	20%
New manufactured home	3%
New site-built home	3%
Other	7%
Solar water heating	1%
Water heater	4%
Windows	16%

Table 74 shows that gas furnaces were again most frequently cited as the primary equipment/service installed by responding residential trade allies in 2009. Insulation and heat pumps are the second and third most common primary equipment installed.

1. Gas Furnaces

Table 75: Percent total gas furnace sales for existing homes by efficiency

	Unweighted	Weighted by Firm Size
Count	32	32
95% or more efficient	81%	80%
90%-94% efficient	11%	12%
80%-89% efficient	9%	10%

As with last year, the majority of gas furnace installations in existing homes by responding trade allies were using high efficiency equipment (90% or more efficient). The 92% of installed furnaces that are high efficiency is a noticeable increase from the 61% that were reported in 2009.

The following graph (Figure 1)shows the percentage of responding allies' furnace sales that are high efficiency furnaces (90% or more efficient), and the proportion of those high efficiency furnaces that are 95% efficient, as reported in the last four trade ally surveys. According to survey respondents the percentage of high efficiency furnaces that are 95% efficient has increased over the last five years, and overall the market share of high efficiency furnaces has increased. The presence of the $1,500 federal tax credit for 95% efficient furnaces is thought to play a role in this strong demand for efficient furnaces.

Figure 1: Gas Furnace Sales

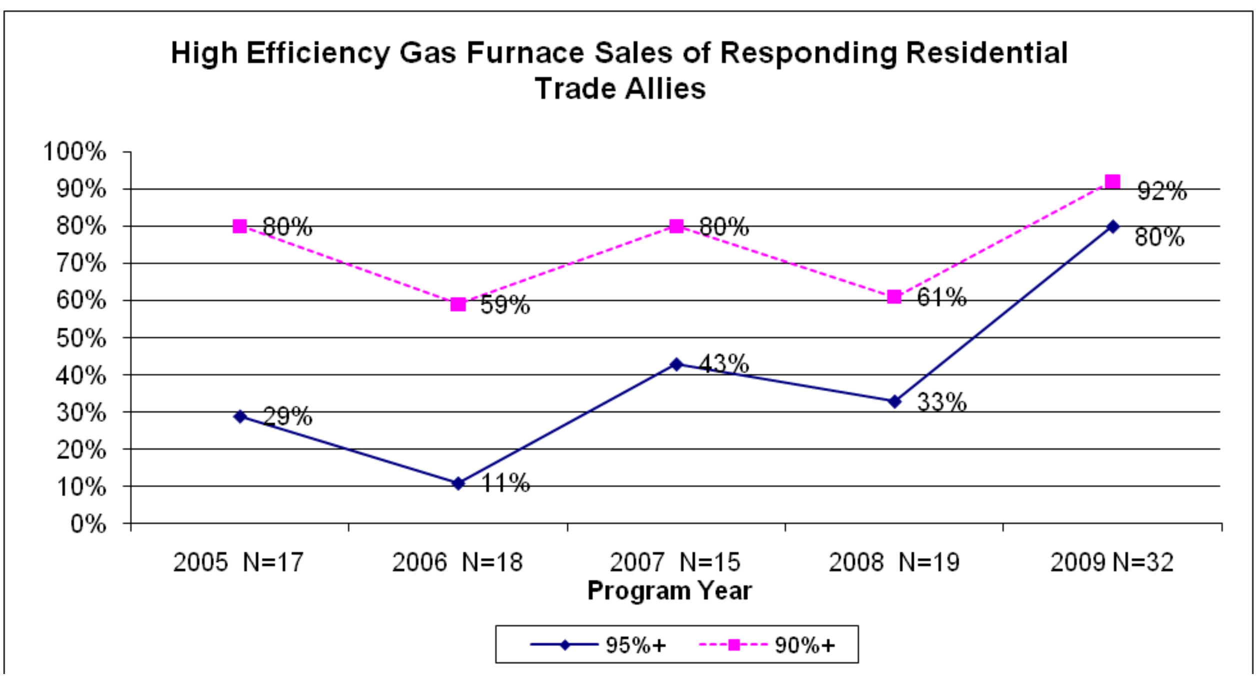


Table 76: Percent total gas furnace sales for new homes by efficiency

	Unweighted	Weighted by Firm Size
Count	16	16
95% or more efficient	53%	60%
90%-94% efficient	36%	25%
80%-89% efficient	11%	14%

Gas furnaces installed in new homes have also become predominantly high efficiency. This is a significant change from 2008. New homes are now more likely to have 95% efficiency furnaces than any time in the past.

Table 77 Estimated cost differential (equipment and installation) between a 90% efficient furnace and a high efficiency 95% condensing furnace

	Unweighted	Weighted by firm size
Count	29	29
< $200	7%	12%
$201-$500	14%	4%
$501-$750	34%	48%
$751-$1,000	28%	22%
$1,001-$1,250	10%	9%
Over $1,250	7%	6%

When asked to estimate the cost differential between a standard condensing (90% efficient) furnace and a high efficiency condensing furnace (>95% efficient) over half estimated the incremental cost being under $750, The mean difference was $716 and the median $625.

Table 78: Percent total 2009 gas furnaces installed with specific technology

	Unweighted	Weighted by firm size
Count	31	31
Included an ECM	73%	69%
Included an air cleaner	49%	46%

When weighted by firm size, approximately 69% of gas furnaces installed in 2009 had an ECM (electronically commutated motor). This is up from 41% in 2008 and not unexpected given the high percentage of >95% efficient furnaces installed. Nearly half of all installs also appear to have air cleaners installed. This is down from the numbers sold in 2009. Depending on their use, the presence of air cleaners may have implications for energy savings achieved by energy efficient furnaces, as they are typically meant to run continuously. Future research should look into the behavior of home owners in regards to their use of air cleaners.

Table 79: Estimated cost differential between a furnace with an ECM and one without

	Unweighted	Weighted by firm size
Count	27	27
<$200	4%	2%
$200-$500	26%	15%
$501-$750	37%	48%
$751-$1,000	22%	9%
Over $1,000	11%	26%

When asked about the cost differential between a furnace with and without an ECM the most frequent estimate was between $500 and $750. About 65% of the installations cost up to $750 over a furnace without one.

Gas Furnace Summary and Recommendations

The majority of gas furnaces installed by responding trade allies was high efficiency (90% efficient or higher) and included ECMs. The share of >=95% efficient condensing gas furnaces has grown dramatically. Possible reasons for this growth may be the $1,500 federal tax credit, new building codes, and changes in program incentives. Future research should be conducted to examine the prevalence with which air cleaners are installed with gas furnaces, home owners' use of air cleaners, and the effects they may have on energy savings.

2. *Heat Pumps*

Table 80: Percent of 2009 heat pump sales by efficiency

	Unweighted	Weighted by firm size
Count	21	21
HSPF 9.5 or better	25%	17%
HSPF 9.0-9.4	30%	43%
HSPF 8.5-8.9	26%	28%
HSPF 8.2-8.4	8%	7%
HSPF code	10%	4%

There has been a significant shift to more efficient heat pumps from 2008 to 2009. Over half of the installations were 9.0 or better as compared to just over a third in the previous year. Also, the market share of 8.4 or lower HSPF heat pumps dropped by half since 2008. This increase in efficiency may partly be influenced by the federal tax credit requirements as well as Energy Trust only providing incentives for heat pumps with an HSPF of 9.0 or better.

The following graph charts the percentage of respondents' heat pump sales that had various HSPF levels, as reported in the last four trade ally surveys. Of primary concern are high efficiency heat pumps

(HSPF 9 or more) and the relatively low efficiency heat pumps (HSPF code through 8.4. Higher efficiency models appear to have regained their market share. The number of respondents has grown over the years and the latest years provide allow for more confidence in the results.

Figure 2 : Heat Pump Sales

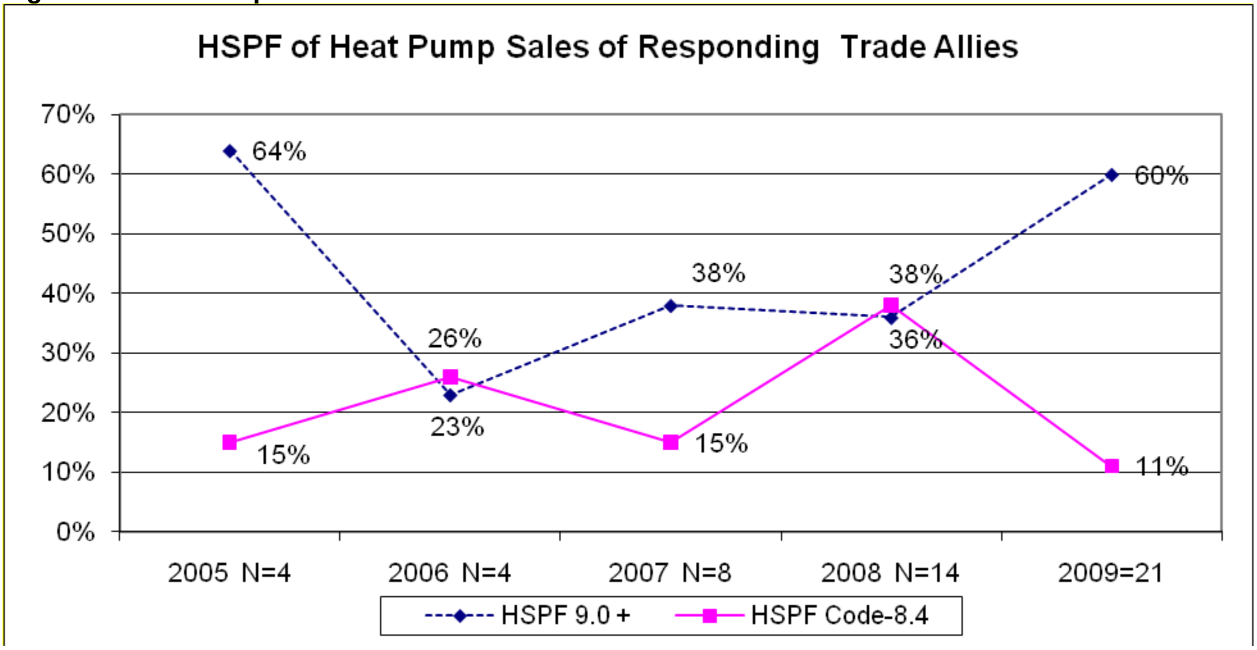


Table 81: Estimated cost differential (equipment and installation) between a code (7.8 HSPF) heat pump and a heat pump with a 9 HSPF

	Unweighted	Weighted by firm size
Count	18	18
$200-500	11%	3%
$501-$750	6%	12%
$1,000-$1,250	33%	14%
Over $1,250	50%	71%

The cost differential between a code heat pump (7.8 HSPF) and a 9 HSPF heat pump has been relatively stable over the last several years, with most respondents indicating that the cost is over $1,250.

Table 82: Percent of jobs that use commissioning

	Unweighted	Weighted by firm size
Count	20	20
0%	10%	5%
1-24%	25%	17%
25-49%	10%	3%
50-74%	5%	6%
75-100%	50%	68%

Commissioning seems to be on the rise with over half of the contractors reporting that they commissioned over half of their heat pumps. However, there is still room to increase this practice through training and incentives.

Table 83: Reasons for not using commissioning

	Heat Pump
Count	22
Takes too much time	5%
Do not trust results	5%
Too expensive	23%
No customer demand	36%
Do not need commissioning, standard diagnostic adequate	32%
Other	18%

The three most common responses for why trade allies were not using commissioning on their jobs were that there was no need for it, it was too expensive, and lack of demand.

Table 84: Percent of jobs that install a temperature cutout switch

	Unweighted	Weighted by firm size
Count	20	20
0%	10%	5%
1-24%	25%	17%
25-49%	10%	3%
50-74%	5%	6%
75-100%	50%	68%

Trade allies were also asked this year about how prevalent temperature cutout switches were when installing heat pumps. The majority do install cut out switches on 75%-100% of their projects. There is room for increasing this practice and ETO should consider ways to promote this practice through trainings and incentives.

Heat Pump Summary and Recommendations

The market appeared to adapt to the change in program technical specifications with over half of the heat pump sales meeting the Energy Trust specification of an HSPF of 9.0 or better. Thus predictions of a market reversion to code level equipment were not borne out. Continued market interest in efficient equipment, program incentives and marketing, the $1,500 federal tax credit and Oregon state tax credit may all have influenced the increase in market share. A market study performed for Energy Trust did indicate that the Energy Trust program has had little impact on the overall market.

Though the majority of contractors do commissioning and install temperature cutout switches on the majority of their projects, there is probably still room for making these installation practices more widespread. There is an opportunity here for Energy Trust to increase these practices through incentives, program specifications and trade ally training.

3. Insulation

Table 85: Percent of existing homes that still need additional insulation

	Insulation
Count	30
Percent Needing Insulation	65%

When asked about the need for additional insulation in homes in both Energy Trust service area and individual contractor service area, responding trade allies reported that over half (65%) of all homes might benefit from additional insulation. Of those needing insulation it was reported that adding ceiling and floor insulation could be most economically done (Table 87Table 86: Percent that could use insulation that can be economically done). The Residential Building Stock Assessment (RBSA) that NEEA is currently performing will provide greater insight into the resource potential from insulation.

Table 86: Percent that could use insulation that can be economically done

	Survey Respondents
Count	30
Ceiling	76%
Walls	42%
Floor	65%
Duct	55%

Table 87: Percentage of 2009 insulation jobs that had air sealing performed

	Insulation
Count	23
0%	22%
1-24%	22%
25-49%	17%
50-74%	39%
75-100%	22%
Don't know	7%

Air sealing appears to be a significant component of insulation services. Nearly two thirds of the trade allies reported that over half of their jobs also had air sealing performed. One fifth did not perform air sealing on any of their 2009 insulation jobs. The RBSA will be performing duct blaster and blower door tests on a large sample of Northwest homes that will provide a regional baseline on how leaky homes are. This will help provide guidance on the need for air sealing services in the Pacific Northwest.

4. Duct Sealing and Duct Insulation

Table 88: Number of duct sealing and insulation jobs done by type of building

	Existing Homes	New Construction
Count	10	10
0%	2	6

10%	-	1
50%	1	1
90%	1	-
100%	6	2

From the responses in Table 88Table 89 it appears that three of the respondents specialize in offering services in new construction; the majority focus solely on existing buildings and one works in both markets.

Table 89: Percentage of 2009 duct sealing jobs that also had duct insulation installed

	Insulation
Count	10
0-24%	50%
25-49%	10%
50-74%	20%
75-100%	20%

Forty percent of responding residential trade allies that primarily perform duct sealing performed duct insulation on 50% of their jobs or more. Fifty percent of these firms performed duct insulation on less than one quarter of their duct sealing jobs. A lack of insulation and air sealing could potentially be negatively affecting the energy savings from duct sealing jobs. The interaction between duct sealing, duct insulation, and air sealing should be further examined to determine the effect on energy savings. The RBSA will provide further insight into the region's need for duct sealing and insulation services since it will be performing duct blaster tests on a large sample of homes.

5. Air Sealing

Table 90: Number of 2009 air sealing jobs that also had insulation installed

	Number of firms
Count	6
0-24%	2
25-49%	1
50-74%	1
75-100%	2

This year six firms responded that air sealing was their primary service that they offered. Two of the firms appeared to provide more comprehensive services as most of their jobs also involved adding insulation. Two firms appeared to only focus on air sealing measures.

6. Water Heating

This year there are also six vendors that provided information on water heaters. Mirroring market share, about half of the installed water heaters were electric. Of the gas water heaters installed, between a third and a half of gas water heaters were reported to be tankless models. Tankless gas water heaters appear to have made major inroads into this market in the last decade.

Table 91: Hot Water Equipment Sales 2009

	Unweighted	Weighted by firm size
Count	6	6
Gas	33%	32%
Tankless (gas)	25%	18%
Electric	40%	50%

7. Windows

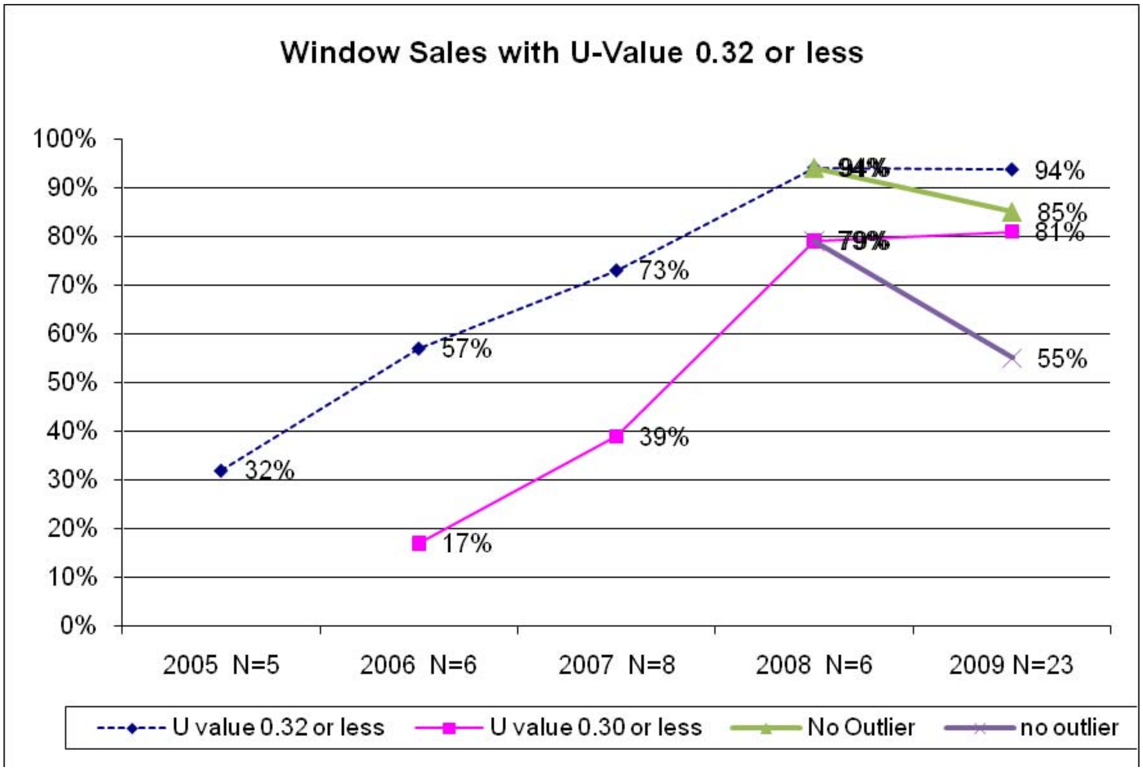
Table 92: Percent of 2009 residential windows installations by efficiency

	Unweighted	Weighted by firm size	Weighted by firm size*
Count	23	23	22
0.22 U value or less	6%	59%	3%
0.23-0.25 U value	2%	0%	1%
0.26-0.30 U value	57%	22%	51%
0.31-0.32 U value	25%	13%	30%
0.33-0.34 U value	9%	4%	10%
0.35 U value	3%	3%	7%

*****One large firm reporting 100% <=U 0.22 was removed from the calculation

The response to this year's survey indicate that the high efficiency windows with a U value of 0.32 or better have a dominant market share of between 80% and 90%. Windows with higher efficiencies (<= U 0.25) have achieved a small market share. One large firm reported selling only product better than U 0.22 and including them in the weighted values results in significantly different market shares.

Figure 3: Window Sales



Reported market share of higher efficiency windows remained stable while the even more efficient windows' share appears to have grown. As noted above one large firm has a significant effect on the results.

Table 93: Availability of windows by U-Value

	U 0.22 or less	0.23 – U 0.25 U-value	0.26-0.30 U-value
Count	11	14	23
Not available at all	27%	7%	0%
Difficult to get	27%	21%	0%
Some models are available	27%	36%	24%
Easily available	18%	36%	76%

Respondents were asked about the availability of windows that qualify for Energy Trust incentives. While the majority of respondents felt that windows with a U value of 0.26-0.30 were easy to get, even more efficient windows appear to be more available. This is at least for those that have looked into the more efficient models. More than half of the contractors did not answer or did not know about the availability of windows that had U values of 0.22 or better. Energy Trust should consider ways to inform the window contractors about the availability of higher efficiency windows.

Windows Summary and Recommendations

Respondents report that energy efficient windows with a U value of 0.32 or less continue to gain market share, and now dominate the majority of these contractors' window installations. While windows with a U value of 0.30 appear to be easily available in most areas, many contractors appear to have less information about the availability of higher efficiency windows. Of those contractors that were knowledgeable about the "super efficient" windows market (<= U 0.22) nearly half indicated that models were available or easily available. Some firms specialize in the most efficient end of the market. It is unknown what impact the $1,500 tax credit has been having on this market.

It is recommended that Energy Trust review the upcoming Northwest Energy Efficiency Alliance (NEEA) report on the high efficiency window market to see if Energy Trust is having additional impact on the window market. Energy Trust may be able to claim savings for its role in the market transformation for windows at the higher efficiency levels. Energy Trust should also consider providing windows trade allies with information on the availability of higher efficiency windows.

13. Solar Trade Ally Findings

Demographics

- 38 trade allies responded that they primarily worked with Solar PV and Solar Thermal. Of these 12 only installed solar thermal systems. With only 8 firms responding in the previous year, year to year comparisons are not made.
- State median firm size is 3 and national median firm size is 4.
- The reported number of employees working specifically on solar electric ranged greatly from 0 to many hundred FTE employees.
- 31% of solar trade allies have been an Energy Trust trade ally for more than 5 years.
- 49% of solar trade allies get at least half of their revenue from projects involving Energy Trust.
- 43% of solar trade allies expect to increase the proportion of projects involving Energy Trust in 2010.

1. *Solar electric*

Table 94: Firms that installed solar electric systems and solar Thermal systems in 2009

	Percent	N
Solar Electric	68%	26
Solar Thermal	32%	12

Two-thirds of responding solar trade allies installed solar electric systems in 2009. These allies were asked further questions concerning the size, type, and frequency of their solar PV projects.

Table 95: Percent of 2009 revenue that came from solar electric systems

	Revenue from Solar Electric
Count	25

0%	0%
1-24%	28%
25-49%	20%
50-74%	24%
75-100%	28%

Half of the responding solar allies that installed PV projects in 2009 generated over half of their 2009 revenue from those PV projects.

Table 96: Percent of 2009 solar electric revenue that came from commercial jobs

	Revenue from Solar Electric
Count	25
0%	32%
1-24%	40%
25-49%	4%
50-74%	4%
75-100%	20%

Six of the responding trade allies received over half of their solar PV revenue from commercial jobs. One third of solar allies undertaking solar electric projects did not have any commercial solar PV projects in 2009.

Table 97: Current solar electric backlog

	Solar electric backlog
Count	26
Have no projects currently planned	35%
Have projects to cover work for next month	27%
Have projects to cover work for next 3 months	23%
Have projects to cover work for next 6 months	4%
Have projects to cover work beyond the next 6 months	4%
Don't know	8%

Only one third of responding solar PV trade allies have enough work to cover themselves for at least the next 3 months or longer. Over one third had no projects currently planned. When asked about barriers to solar the predominant answers were costs and financing (See Appendix A Question 57 for a list of all the answers).

Table 98: Observed increase in customer inquiries about solar electric in 2009 compared to 2008

	Increase in Solar Electric Inquiries
Count	26
Decrease	12%
No change	31%
1-24%	12%
25-49%	31%
50-74%	15%

75-100%	0%

For the third year in a row the majority of responding solar trade allies observed an increase over the previous year in customer inquiries concerning solar electric projects. A third of this year's respondents indicated that there was no change. This shows that firms are having significantly different experiences in the marketplace.

Table 99: Percent of customer inquiries able to respond to in 2009

Count	**25**
100%, and was able to serve all qualified leads	68%
100%, but selectively served only the highest qualified leads	20%
75%-99%	12%
50%-74%	0%
less than 49%	0%

As with last year, the majority of responding solar allies that installed PV projects were able to respond to all of their customer inquiries.

Average PV Project Size

Mean size of 2009 solar electric installations (average kW) was 37 (15 unweighted) kW for commercial projects and 3 kW for residential projects. The size for residential is unchanged while that for commercial has more than doubled from the number reported the year before.

Table 100: Average PV Project Size

	N	**KW Unweighted**	**KW Weighted by firm size***
Commercial	15	15	37
Residential	20	3	3

Table 101: Percent of 2009 PV installations by technology

	Unweighted	**Weighted by firm size***
Count	22	22
Polycrystalline silicon	37%	71%
Monocrystalline silicon	63%	29%

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Monocrystalline silicon was the most commonly used solar PV technology for the survey respondents. However, if weighted by firm size polycrystalline silicon modules were the most prevalently installed module. This is in line with the higher prices associated with the higher performance monocrystalline modules. Only one firm reported installing thin film modules.

2. *Solar Water Heating*

Twelve of the responding solar trade allies installed solar water heating systems in 2009. They were asked several questions regarding the size and prevalence of their solar thermal projects.

Table 102: Percentage of 2009 revenue that came from solar water heating systems

	Revenue from Solar water heating
Count	12
1-24%	42%
25-49%	8%
50-74%	33%
75-100%	17%

For the responding solar trade allies that installed solar thermal projects in 2009, revenue generated from these projects made up over 50% of their total 2009 revenue for half of them. Five solar trade allies had commercial solar hot water jobs in 2009, but for most of them this made up less than a quarter of their revenues.

The size of solar water heating systems (square feet of collectors) installed in 2009 was quite variable. The residential systems ranged from 16 square feet to 80 square feet with the median being 64 square feet. For projects in the commercial sector, four firms reported a wide range in average sizes going from 160 square feet to 2,000 square feet.

14. Commercial Trade Ally Findings

Demographics

- 60 trade allies identified themselves as primarily working in commercial programs.
- The median firm size in Oregon for commercial trade allies is 8 (mean 28).
- The national median firm size for commercial trade allies is 10 (mean 260).
- 40% reported that they have been an Energy Trust trade ally for 5 or more years.
- 80% reported that less than 25% of their revenue came from Energy Trust involved projects.
- 69% of commercial trade allies expect to increase the proportion of projects that involve Energy Trust in 2010.

Table 103: Top 3 measures installed by commercial trade allies in 2009

Count	60
HVAC equipment and installation	27%
Boiler or gas furnace equipment and installation	13%
air compressors	2%
Architectural services: new construction	3%

Building construction	2%
Building controls	28%
Building Operations and Maintenance	5%
computer based EMS	2%
Engineering & design: lighting	8%
Engineering & design: refrigeration	2%
Food service equipment	3%
gas infrared heaters	2%
Lighting equipment and installation	63%
none	2%
Refrigeration equipment and installation	7%
Solar electric	8%
Solar water heating	2%
Windows	2%

As in the last year, lighting equipment was the most common type of equipment installed by responding commercial trade allies, followed by HVAC equipment and building controls.

Table 104: Primary measure installed in 2009

Count	60
Lighting equipment and installation	55%
HVAC equipment and installation	13%
Not Reported	12%
Building controls	5%
Architectural services: new construction	3%
Other	3%
Refrigeration equipment and installation	3%
Building Operations and Maintenance	2%
Engineering & design: lighting	2%
Food service equipment	2%

As with last year, lighting equipment was the most common primary measure installed by responding commercial trade allies.

1. Commercial Lighting Equipment and Installation

Table 105: Percent of 2009 lighting projects using the following fluorescent technologies (as a percent of installed fixtures)

	Unweighted	Weighted by firm size*
Count	32	32
t12	3%	2%
Standard T8	6%	2%

Low watt T8	4%	6%
High Performance T8	34%	38%
T5	36%	36%
CFL	8%	7%
HID	3%	1%
LED	7%	7%
Incandescent	0%	0%
Other	1%	1%

Technology is changing with older products (T12 and Standard T8s) making up 10-13% of the reported installed fixtures. High performance T8s and T5s make up nearly three quarters of the market. LEDs are now also making inroads with a reported 7% of the installed fixtures.

Table 106: Percent of 2009 lighting projects using the following lighting controls

	Unweighted	**Weighted by firm size**
Count	32	32
Daylight and Dimming	5%	3%
Dimming	5%	6%
Multilevel Switching	2%	1%
Occupancy Sensor	49%	37%
EMS	3%	1%
Sweep	0%	0%

It appears that controls are still an area where Energy Trust can expand its efforts. Occupancy sensors seem to be a standard installed control. Dimming - both as a standalone and as part of day lighting projects – is growing. However in most cases only a few contractors are reporting installing controls that go beyond occupancy sensors.

2. Commercial HVAC

In this survey 8 firms provided information on the type of HVAC systems that they installed.

Table 107: Firms installing HVAC Equipment in 2009 by System Type

System Type	**Number of Firms**
Built-up systems	3
Heat recovery devices	2
Packaged units	3

15. APPENDIX A: Open Ended Questions

Question 7. What can Energy Trust do to help you promote tax credits to your customers?

Sector	Topic	Response
Commercial	brochure	1 or 2 page handout for clients with phone numbers and addresses
Commercial	brochure	An informational flyer that shows step by step instructions.
Commercial	brochure	Better information/ training for ATAC's
Commercial	brochure	Brochures
Commercial	brochure	hand out literature for customers with links to State ODE website
Commercial	brochure	Have flyers that explain them.
Commercial	brochure	More pamphlets
Commercial	brochure	Provide Contractors with a Flyer Promoting the Current Incentives In a Format that we Can Individualize for the Customer/Our Contact Information
Commercial	brochure	special brochures to give to our clients
Commercial	case studies	More case studies
Commercial	communication	Having a person(s) more knowledgeable of all the individual programs at the website call number. Many customers are utterly confused about which program to be in or who to talk to after calling in.
Commercial	communication	email updates and changes
Commercial	communication	less confusing info
Commercial	communication	Make incentives easier to explain
Commercial	incentives	Trust incentive directing tax credits, pass thru
Commercial	information	continue to complete and share info from case studies
Commercial	marketing	Advertise
Commercial	marketing	Keep on advertising
Commercial	marketing	Market Available Incentives via Television & Radio Ads & Advise to Contact a Local Trade Ally Contractor for More Information
Commercial	marketing	More advertising on the Washington Side for NWNG customers
Commercial	marketing	Promote the value of the conservation side of the BETC.
Commercial	marketing	Regularly promote the tax credits
Commercial	marketing	through promotions
Commercial	marketing	We promote the entire package including BETC
Commercial	none	don't need help in this area
Commercial	none	Nothing more
Commercial	ODOE	Better credits and lower payback time
Commercial	ODOE	BETC shifted from efficiency to renewables years ago, shift priority back
Commercial	ODOE	Convince the DOE to abandon the FIFO system and evaluate small projects quickly and huge projects with the appropriate due diligence.
Commercial	ODOE	Convince the ODOE/Oregon legislature to compartmentalize the BETC programs to prevent, for example, wind from draining the entire allowance for the biennium
Commercial	ODOE	Not reality based, no incentives for old systems ("beyond useful life") leaves systems in place forever
Commercial	ODOE	Persuade the BETC folks to find a more transparent and quick system to let us know that they have received our paperwork.
Commercial	ODOE	SOLAR IS VERY RESTRICTIVE FOR TAX CREDITS TO BE LICENCED AS LRT OR NABCEP
Commercial	other	I'm very happy with your help at this time
Commercial	other	More calculators for custom track projects
Commercial	other	On the project summary, if it is a 5 year credit, show the payback for each year.
Commercial	other	Partner recognition
Commercial	other	Promote Conservation prior to Renewables. Make it a pre-req that the company needs to be completely efficient before any incentive will be given for renewables.
Commercial	other	The system seems to work well
Commercial	paperwork	any help with the long approval times would be great.
Commercial	paperwork	Have a faster turnaround time on paperwork
Commercial	paperwork	less paper work
Commercial	paperwork	Make it easier for the customer
Commercial	paperwork	make the incentive programs easier to file
Commercial	paperwork	Simply, process is too excessive compared with ETO
Commercial	paperwork	Speed up the process
Commercial	pass through	Could compose a group of Trade Allies willing to commit upfront to being pass-through partners
Commercial	pass through	Help change pass-through rate back to what it was
Commercial	pass through	Help find companies / individuals who want tax credits
Commercial	program	Making all ETO programs function more uniformly
Commercial	program	Provide technical assistance $$ for BETC application
Commercial	program	Work thru the Trade Ally and not approach the customer directly
Commercial	referral	Partner referrals
Commercial	training	Educate us

Commercial	website	improve website feel and flow
Commercial	website	Provide very visible links to BETC and other related websites on energy trust website
Industrial	case studies	Provide relevant project examples. BETC folks are not very accessible. Need to provide level of comfort for customers during the decision to proceed with a project, which is far before sending a signed application to BETC and waiting to see.
Industrial	communication	Better communication with trade allies.
Industrial	DK	I do not know what more can be done
Industrial	education	Help them understand how it works
Industrial	marketing	Increase COOP advertising funds for VFD's Lighting
Industrial	marketing	Just more marketing (advertising) on the tax credits available to them.
Industrial	marketing	Provide Signage for customers after installation to promote their energy savings to their customers and your partnership
Industrial	marketing	Provide Trade Allies with promotion material.
Industrial	other	Many Clients are holding back regardless of incentive
Industrial	paperwork	Assist in speeding up the process when possible.
Industrial	paperwork	Keep Paperwork as simple as it is now.
Industrial	pass through	Develop Pass-through partners
Industrial	pass through	Help us sell them quickly with the pass through option
Other	brochure	Give clear and simple information to me and them
Other	communication	Have retailers when selling items saying what to do
Other	incentives	Use that money to enhance/increase incentives to in-state clients.
Other	marketing	flyers
Other	other	Stop funneling Oregon Rate payer money out of Oregon and into the pockets of out of state "consultants".
Other	paperwork	And providing the paper work to send for credit
Other	paperwork	Process PTCS forms.
Renewables	information	Help clarify the rules
Renewables	marketing	Provide generic press releases and ad materials that can be customized with our company local
Renewables	paperwork	Encourage to just fill out the paperwork.
Renewables	paperwork	HANDLE THE TAX CREDITS INSTEAD OF THE CONTRACTOR
Residential	brochure	Better information in a more clear format!!!!
Residential	brochure	clear information available in simple handout with regard to who it can help, and how much
Residential	brochure	free brochures
Residential	brochure	Handouts
Residential	brochure	Hand-outs would be helpful
Residential	brochure	include on brochure
Residential	brochure	list them
Residential	brochure	Mailer for our billings
Residential	brochure	mailers
Residential	brochure	Mailers
Residential	brochure	mailers to customers explaining in plain English what qualifies and for what amount
Residential	brochure	Make it easy for the customer-spell it out
Residential	brochure	make one easy comprehensive brochure identifying all credits and incentives (utility companies, eto, state, fed) and forms needed
Residential	brochure	Provide brochures with accurate information that I can give to my clients.
Residential	brochure	Provide literature stating tax credits available
Residential	brochure	Provide literature to include with sales bids
Residential	brochure	Qualification checklists
Residential	brochure	Send me a simple list of what qualifies
Residential	brochure	small flyers that can be dropped with customers
Residential	case studies	Examples of jobs and what homeowners received
Residential	communication	communicate better
Residential	communication	Contact with information
Residential	communication	explain them
Residential	communication	Have meetings near Albany.
Residential	communication	identify them
Residential	communication	Make sure your customers know you are not the STATE OF OREGON but ETO.
Residential	communication	Meet with our company.
Residential	communication	need help understanding incentives and how they combine for a project
Residential	communication	offer a 60 day notice when incentives are to change
Residential	communication	offer more insight
Residential	communication	Provide a personal 'point of contact' to resolve discrepancies
Residential	communication	send updates on any law changes
Residential	communication	talk about them
Residential	communication	Town hall meetings

Residential	DK	Do not know
Residential	education	Educate the public on the credits available.
Residential	education	education
Residential	education	keep public informed
Residential	gas furnace	Bring back furnace program
Residential	gas furnace	Bring back the 100.00 90plus rebate
Residential	gas furnace	give more for 90% gas furnaces the water heaters will sell themselves
Residential	gas furnace	Keep the furnace rebates for 95% stand alone
Residential	home performance	For Home Performance projects, align your requirements with BPI standards so that HP contractors are not competing w/ non-HP contractors & losing jobs due to low bids
Residential	home performance	Require a Home Performance assessment for every HES project that is completed by a Trade Ally & offer higher incentive for HP testing itself and/or offer financial
Residential	incentives	Bigger Incentives
Residential	incentives	continue the bonus incentives
Residential	incentives	High efficiency rebates should be closer to 50% of upgrade cost from standard equipment
Residential	incentives	Keep the Cash Incentive booklet. VERY HELPFUL!
Residential	incentives	provide incentives for high efficient heating systems
Residential	incentives	raise the price of incentives
Residential	incentives	You need to up the payments to Builders who have to do the work. You have increased the requirements significantly and you have decreased the rebates to the Builders. I'm not sure how you expect up to survive and or continue to do what you require when there is no incentive to do so!!!!!!!!!!!!!!! Try spending some of your dollars to help us rather than to advertise your program.!!!!!!!!!!!!!!
Residential	incentives	Cash incentives to builders who construct high performance homes/remodels.
Residential	information	Clearly explain requirements to receive incentives & tax credits. For example, to qualify for duct sealing a duct leakage test is required & there are minimum air leakage reduction we have to achieve in the client's home.
Residential	information	complete listings a part from eto incentives
Residential	information	Continue to produce clear and concise incentive literature. Remember to indicate that for insulation, the tax credit ONLY includes materials.
Residential	information	Give us more info to help the customers
Residential	information	justify them
Residential	information	More available info for home owners
Residential	information	More information
Residential	information	more information about two measures needed
Residential	information	Provide me with more information
Residential	information	Providing the needed knowledge would be helpful
Residential	information	Publish contact info for agencies offering tax credits, cash incentives.
Residential	information	Publish info about tax credits, incentives, & requirements for State, Federal, and local sources
Residential	information	send info to them after purchase
Residential	information	some literature to back us up would be helpful
Residential	marketing	Send information.
Residential	marketing	Additional education.
Residential	marketing	Advertise
Residential	marketing	Advertise in billing with our name.
Residential	marketing	Advertise more
Residential	marketing	Advertise more Energy Rev.
Residential	marketing	Advertise on radio 2-3 names of trade allies rotating every 4-5 days
Residential	marketing	advertise the available programs
Residential	marketing	Advertise the offer
Residential	marketing	Advertise them
Residential	marketing	Advertise within your ads
Residential	marketing	ADVERTISING
Residential	marketing	Advertising
Residential	marketing	Advertising in PGE billing
Residential	marketing	Advertize to homeowners
Residential	marketing	Allow co-op marketing to ADPPA's
Residential	marketing	a little more for co-op advertising
Residential	marketing	billing inserts
Residential	marketing	bullet points in customer power bills
Residential	marketing	Direct Mail marketing
Residential	marketing	Flyer in Electrical Bill
Residential	marketing	Flyer in Gas Bill
Residential	marketing	flyers
Residential	marketing	get the word out

Residential	marketing	Highlight Tax Credit Programs that correspond with ETO Rebates
Residential	marketing	Include Tax Credit Information in literature
Residential	marketing	Increase co-op to help us advertise & push eto & tax credits
Residential	marketing	Keep advertizing
Residential	marketing	Keep the word out!
Residential	marketing	Marketing materials
Residential	marketing	marketing, advertising
Residential	marketing	more advertising
Residential	marketing	More advertising
Residential	marketing	More advertising to let people know about them
Residential	marketing	More local advertising
Residential	marketing	more marketing
Residential	marketing	More public advertising
Residential	marketing	More radio spots
Residential	marketing	More TV spots
Residential	marketing	presentations so customers are aware of the
Residential	marketing	Print ads
Residential	marketing	Print advertising
Residential	marketing	Promote our company as a resource
Residential	marketing	promote them
Residential	marketing	Radio
Residential	marketing	radio ads
Residential	marketing	Showroom signage
Residential	marketing	Television Commercials
Residential	marketing	Trade shows ?
Residential	marketing	TV Marketing
Residential	marketing	TV/Cable
Residential	marketing	Use the media, tv radio, etc
Residential	none	no suggestion
Residential	none	no suggestions - your website is amazing/helpful
Residential	none	No suggestions at this time.
Residential	none	Nothing at this time. We promote ET during our
Residential	none	Nothing.
Residential	none	We do so little work in Oregon there isn't much more needed.
Residential	ODOE	Accept units with charge assist with no testing.
Residential	ODOE	insulation
Residential	ODOE	extend tax credits
Residential	ODOE	Increase the amounts
Residential	ODOE	keep them coming
Residential	ODOE	Make the credits available at the front end rather than at the end of the year.
Residential	Other	doing a good job
Residential	other	Energy Trust Forward all Tax Credits to Customer Directly
Residential	other	fundamentally change the way the energy trust operates
Residential	other	Get the contractor tear Silver /gold up and running
Residential	other	heating
Residential	other	I think we are doing well working together
Residential	other	I think ETO is already doing something to help.
Residential	other	Keep up the good work!
Residential	other	leave it up to the contractor
Residential	other	Program.
Residential	other	Set more strict standards
Residential	other	They are doing a great job
Residential	paperwork	Clear Instructions on How to Fill Out Forms
Residential	paperwork	Create application guidelines for us to use to inform our customers
Residential	paperwork	eliminate copies of invoices etc
Residential	paperwork	Find ways to reduce paperwork & overhead.
Residential	paperwork	Have Forms Readily Available On-line
Residential	paperwork	help complete paperwork
Residential	paperwork	Make less paperwork to fill out for us
Residential	paperwork	respond quicker to application submittals
Residential	paperwork	Simplify
Residential	paperwork	Simplify
Residential	paperwork	simplify the application process
Residential	paperwork	Simplify the process

Residential	paperwork	Simplify the rebates
Residential	paperwork	stream line incentives
Residential	paperwork	We received many calls regarding AHRI numbers or invoice questions; simplify the form and/or instructions.
Residential	program	Develop a partner program with Avista
Residential	program	Pay rebates in a timely fashion
Residential	program	use certification by contractor as validating transaction
Residential	referral	help me get customers
Residential	training	If I had a better understanding
Residential	training	Make testing training more available.
Residential	training	Paper work training
Residential	training	Training
Residential	training	training
Residential	training	Training and certification at a cost effective price.
Residential	training	Training for sales staff?
Residential	website	Accurately highlight them on the cash incentive listing. The Federal Tax Credits recognize Air Sealing as being applicable, however Energy Trust does not have this listed on their rebate info sheets. This is just one of a few mistakes on the sheet.
Residential	website	Create a Commercial/Multifamily promotions page
Residential	website	Fix web site for Trade Allies, to confusing to look us up.
Residential	website	Just stay current with active offers on your website
Residential	website	Keep the information accessible on the website
Residential	website	List us on your website
Residential	website	Listing on website is good with link
Residential	website	make this info easier to find on E-trust website
Residential	website	Packaged Information that is easy to find for customer and contractor. Not just links to other websites.
Residential	website	Rotate companies to the top of your web site every 2-3 days
Residential	website	Website
Residential	website	Website address
Residential	window	do more for window replacement
Residential	window	Eliminate 2nd measure restrictions on windows
Residential	window	Most customers tell us they only need windows and it hard to push them on the second incentives.
Residential	window	windows & doors
Solar	brochure	a simple up to date flyer
Solar	brochure	provide clear analysis of all possible tax credits on one page
Solar	brochure	provide succinct promotional flyer
Solar	brochure	Your fact sheets have been great in the past
Solar	brochure	Create a solar specific brochure with a general, tax credit (both state and federal, with disclaimer) overview for residential
Solar	communication	more straight forward
Solar	DK	not sure
Solar	education	Education
Solar	education	Free seminars for the public
Solar	education	More Education
Solar	incentives	As usual offer higher incentive
Solar	incentives	Continue to offer incentives to attract more customers.
Solar	information	Good talking point and can be a seal-the-deal influence to some people on the fence about buying
Solar	information	perhaps develop a tax credit info PDF by a CPA firm
Solar	information	Provide info on basic steps to utilize tax forms
Solar	information	providing validity to energy savings calculation
Solar	information	Publish more info about tax credits that we can hand to customers.
Solar	marketing	Awareness, Television
Solar	marketing	Cash to contractors for advertising
Solar	marketing	Continue major media ads.
Solar	marketing	Flyers with utility bills
Solar	marketing	Informative news articles
Solar	marketing	Newspaper Articles
Solar	marketing	Newsworthy events around the state
Solar	marketing	Not sure about advertising power of the tax credits
Solar	marketing	Offer more ally contractor promotional mat. on your website
Solar	marketing	Trade shows
Solar	marketing	use media to inform the public
Solar	ODOE	increase them
Solar	ODOE	Keep the BETC program alive/funded for solar

Solar	ODOE	Keep the BETC program alive/funded for solar
Solar	ODOE	Lobby Salem to keep the BETC and RETC
Solar	ODOE	retc = betc
Solar	ODOE	Work to eliminate $6,000 cap for RETC
Solar	other	Have a Federal tax credit answer line
Solar	other	same as above for BETC
Solar	Other	Same as above with REAP. General outlines with Basic examples. Contact your Trade Ally for more specific information or direction in making contacts. i.e. see your tax preparer
Solar	Other	stabilize the programs
Solar	paperwork	MAKE THE FORMS MORE ACCESSIBLE
Solar	paperwork	Stream line paper work even more
Solar	paperwork	Streamline the RETC/BETC and ETO incentives
Solar	paperwork	try to simplify the process
Solar	pass through	Find people that owe taxes??
Solar	pass through	Have a active list of pass through partners
Solar	referral	Give me referrals in my area
Solar	Training	training seminars for allies to explain tax credits
Solar	website	Provide a business based "solar calculator" on your website

Question 9. Do you have any suggestions for improving or changing the Green Street Lending offering?

Sector	Topic	Response
Commercial	brochure	Once again, maybe an informational flyer so the contractor can provide it to potential customers that can't fund the entire project at one time.
Commercial	information	Provide more information directly to the building owners
Commercial	information	Provide on-line calculator/letter of interest generator for me to use when presenting to a client.
Commercial	marketing	Advertise it more, most customers are unaware and look for financing before we can bring it to their attention
Commercial	marketing	More advertising in Local Business Journals like Vancouver Business Journal
Commercial	none	No
Commercial	none	No
Commercial	none	No
Commercial	none	No
Commercial	none	None
Commercial	other	Customers tend to have money access to money, energy upgrades just not good enough ROI for the risk involved
Commercial	other	Review of how green street monies spent.
Commercial	other	Well it is a finance option.
Commercial	program	Allow automatic reamortization if ETO incentive is assigned to Umpqua.
Commercial	program	Allow repayment that takes into account the timing of BETC pass-through check
Commercial	program	find a way to get the customers payment to be offset by the energy savings
Commercial	program	If you structured it like the Orion program you would have a line of customers jumping at the opportunity.
Commercial	program	Make it similar to the "Orion" Through Put Agreement. Where they pay back for a displaced kWh's at a set rate.
Commercial	program	Raise the limit of $200k so that more solar PV projects can be funded
Commercial	program	Require monies to be co-signed to trade allies
Commercial	program	Slightly longer repayment time to ensure that monthly energy savings exceed loan payment - net positive cash flow.
Commercial	program	Why keep reinventing wheels, PacifiCorp had the Energy FinAnswer program working well
Commercial	rates	Improve rates
Commercial	training	Better educate the Umpqua Bank presenters
Industrial	none	No
Other	none	No
Other	none	no because haven't had a client use it
Other	none	No, not interested.
Renewables	program	Green Street has not been able to fund any of our small wind projects because they do not offer loans large enough to cover project costs
Renewables	program	We had a terrible experience with green street lending because we found the loans terribly hard to qualify for even with excellent credit

Residential	brochure	Make brochures w/currant rates
Residential	communication	Email reminders to us we can forward to staff
Residential	communication	needs to be a bit quicker with an answer
Residential	DK	Do not know
Residential	education	Hold a webinar or something to educate contractors/consumers on the benefits of GS lending.
Residential	information	Additional info mailing to Energy Trust Ally
Residential	information	getting better info on loan process
Residential	information	More information needed here
Residential	marketing	customer awareness
Residential	marketing	Flyer in PGE Billings
Residential	marketing	More local advertising
Residential	marketing	Small Gifts For Closing Loan
Residential	NA	n/a
Residential	NA	N/A
Residential	none	No
Residential	none	No
Residential	none	No
Residential	none	No
Residential	none	No
Residential	none	No
Residential	none	no, it seems adequate
Residential	none	no, most of our customers pay when completed
Residential	none	None
Residential	none	None
Residential	none	None
Residential	none	none at this time
Residential	none	None that I can think of.
Residential	none	Not as of now.
Residential	none	Not at this time.
Residential	none	Not at this time.
Residential	none	not using it currently
Residential	other	Eliminate Green Street
Residential	other	I wish there was a program that provides this
Residential	other	no it's not efficient or easy
Residential	other	Rapidly implement HB2626.
Residential	other	we do not offer financing
Residential	paperwork	Easier application process
Residential	paperwork	Easy paper work.
Residential	paperwork	maybe a quick on line pass or fail, quicker results
Residential	paperwork	Speed
Residential	paperwork	very difficult to get thru the process
Residential	program	Finance Longer Terms
Residential	program	I don't think it works
Residential	program	I think it is really tough in today's economic environment, b/c a lot of customers do not have enough equity in their homes to qualify for a loan.
Residential	program	Lend to manufactured homes on rented property (Mobile home parks)
Residential	program	let contractor submit loan packet for customer
Residential	program	make contractor a part of financial costs
Residential	program	Most people who we run into who need financing are living in mobile homes/manufactured homes. They need the financing the most and necessarily cannot even afford the Savings within Reach Program.
Residential	program	Provide bank options other than Umpqua Bank
Residential	program	Use HUD 203K loans instead it's a much better deal for the consumer MUCH
Residential	program	use incentives to lower the cost either or deal
Residential	program	We've heard that Umpqua Bank has not been very easy to deal with, we've referred clients yet we are now hesitating because of this. Maybe look into what issues potential clients are having w/ Umpqua Bank
Residential	rates	attractive rates
Residential	rates	Better Interest Rates (Buy down with incentive $)
Residential	rates	better rates
Residential	rates	better rates
Residential	rates	competitive rates
Residential	rates	Have a set interest rate-customers don’t like the open end

Residential	rates	If we could offer 0 percent financing
Residential	rates	Lower Interest Rates
Residential	rates	Lower interest rates, better improvement to available $ ratio.
Residential	rates	lower interest rate
Residential	rates	Make it more available to clients with better pricing
Residential	rates	Offer a Better APR
Residential	rates	offer more attractive rates
Residential	training	possible need more information and training to help process
Residential	training	Trainings or workshops
Residential	website	Provide an online application
Residential	website	Their website could be more specific. Or at least give a homeowner incentive to check them out. It seems real passive right now.
Solar	brochure	More flyers and information to hand to customers.
Solar	information	Provide ally's with a basic application form for customers
Solar	information	Would mention in a sales presentation if I knew how successful the program is
Solar	marketing	Awareness
Solar	marketing	more advertising
Solar	marketing	sell the program, typical example
Solar	none	No
Solar	none	No
Solar	none	No
Solar	none	No
Solar	none	None
Solar	none	None of my customers have used it.
Solar	paperwork	less paperwork
Solar	program	I don't think it's available in Eastern Oregon.......
Solar	program	Umpqua doesn't have a presence in the Klamath basin
Solar	program	Would you consider paying the interest fees in exchange for a slightly reduced incentive, and having Umpqua service the loan. This would reduce upfront cost to consumer and give appearance of interest free loan assistance. May help some potential customers get over the hurdle of upfront cash by making 24 - 60 month terms.
Solar	rates	better rates
Solar	rates	Hard to promote because any interest rate extends mean payback
Solar	rates	Lower interest rates
Solar	rates	lower interest rates
Solar	training	all banks participating need to be better informed about the program
Solar	website	Better website info on green street site.

Question 12. From time to time, Energy Trust makes changes to their programs. We understand that this affects your business. In 2009, how did changes in Energy Trust programs affect your business?

Sector	Topic	comments
Commercial	communications	SOMETIMES HARD TO FIND NEW DATA
Commercial	incentives	More incentives equals more projects
Commercial	lighting	Lost 3 projects when lighting incentive was reduced.
Commercial	lighting	The LED qualification list limits the solutions I can deliver to clients.
Commercial	NA	N/A
Commercial	NA	n/a
Commercial	NA	NA
Commercial	NA	Still waiting to submit a job
Commercial	NB	The contractor switch on the New Buildings program proved to be challenging to complete projects for customers.
Commercial	none	Did not have any.
Commercial	none	Did not really affect it.
Commercial	none	Did not seem to affect a change.
Commercial	none	no affect
Commercial	none	No affect.
Commercial	none	no change

Commercial	none	No changes
Commercial	none	No effects on our business
Commercial	none	No major impact that I am aware of
Commercial	none	none
Commercial	none	none
Commercial	none	none
Commercial	none	none
Commercial	none	Not at all
Commercial	none	not at all
Commercial	none	Not at all. You mentioned you were going to create a category for consultants but I don't think it happened.
Commercial	none	There was no program changes that affected how many projects moved forward. Unfortunately even with fantastic incentive programs there are many businesses that are not ready to pull the trigger.
Commercial	none	With the few projects we did last year there really wasn't much of an impact if any impact at all.
Commercial	ODOE	Reducing tax credits made selling more difficult
Commercial	other	Doing a great job. Maybe have a web page trade allies can access where all the updated forms are? The only thing I had happen this year is not get the updated forms when they were released
Commercial	other	Marketing tool
Commercial	other	Recognized problems a work toward improvement.
Commercial	positive	"Walk-throughs" and "Scoping studies" gave me more small projects.
Commercial	positive	an easy way to get the forms
Commercial	positive	Changes at Production Efficiency program were helpful. The new person there offers good feedback which was lacking.
Commercial	positive	Changes helped
Commercial	positive	It help the projects
Commercial	positive	The increased incentives helped to convince the customer to move forward.
Commercial	positive	The program improvements help sell the projects. No down side in 09.
Commercial	positive	To date it has had a positive impact.
Commercial	sales	We just had to adjust our sales and stay in tune with the changes.
Commercial	solar	The decrease in solar incentives made it even more difficult to promote solar installs in our line of business. Companies that I approached were not making profit margins for any benefit from the BETC program and made it almost impossible for them to make a major solar install cost effective.
Commercial	solar	The Nov 2009 change in solar PV rates may have hurt current opportunities.
Commercial	some	Not substantially. We would like more detail/information when changes are upcoming.
Commercial	some	Only as an annoyance. It's a pain to change the spreadsheets all the time.
Commercial	some	Very minimally. Changes to the BETC were much more profound and were not effectively communicated. The ETO typically does a good job of disseminating change info.
Commercial	uncertainty	I would prefer less or no changes, because we may quote one amount & then you change it. That doesn't look good.
Industrial	lighting	The lighting tool has been updated many times but is clunky and hard to use for beginners. Needs to be written in a canned program by a professional software team.
Industrial	NA	N/A
Industrial	none	No affect
Industrial	none	No affect
Industrial	none	No change.
Industrial	paperwork	The irrigation and vfd forms have changed a couple of times. We have to adjust to them. The lighting tool changes every month and so far has not been too difficult to adjust to.
Industrial	positive	Enabled us to contact more clients and prospective clients with incentive opportunities
Other	none	None
Other	none	None
Other	none	ok, just keep us informed
Other	positive	for the positive
Renewables	communications	IT JUST CONFUSED US MORE. THE DESCISION NEEDS TO BE MADE AND THEN LEFT ALONE.
Renewables	other	Slowed down the process for becoming trade ally, but Energy Trust responded quickly and finished the process.
Renewables	solar	The decrease in solar incentives made it much more difficult to sell solar
Renewables	wind	The small wind program changes are not published to trade allies effectively, i.e., web updates, changes to incentives, procedures, etc. Additional paperwork requirements

		also tied up more staff time.
Residential	air sealing	Lowered rebates on air sealing hurt our ability to convince homeowners to participate.
Residential	communications	it made it hard to keep up with what qualified and how much it qualified for etc.
Residential	communications	Lack of communication from E-Trust to the trade allies.
Residential	communications	lost jobs due to incorrect information given by eto to customers
Residential	communications	Other trade ally partners -- most noticeably -- Jeld-Wen and HVAC installers & suppliers did not know of or understand changes. Was very costly to everyone!!
Residential	communications	Very much affected. It would be nice if you gave a sixty day notice. Customers were not best served.
Residential	DK	Don't know
Residential	DK	Not sure
Residential	DK	not sure
Residential	DK	Unknown
Residential	DK	Was not involved much in the proposal end of our business.
Residential	gas furnace	customers not happy with decrease in high eff. gas furnace rebate
Residential	gas furnace	Didn't see much change in 2009. Expect a dramatic decrease in 2010 because of the gas furnace incentive being eliminated.
Residential	gas furnace	Discouraging to customers that the gas furnace rebate was terminated
Residential	gas furnace	dropping high eff. furnaces to one hundred hurt a litle.2010 no Oregon rebate hurts
Residential	gas furnace	In 2009 there were not changes that affected our business. In 2010 losing the furnace incentive may have an impact. I am happy that you have expanded the mini split incentives.
Residential	gas furnace	Losing the gas furnace incentive moved more customers back to 80% furnaces because payback was diminished
Residential	gas furnace	Not having credits for Standalone gas furnaces will affect my sales.
Residential	gas furnace	Not much for 2009, however for 2010 the removal of the furnace program(or increased requirements) has taken away additional energy incentives for upgrading.
Residential	gas furnace	rebates on gas furnaces hurt not only the sale but the tie with Energy Trust support
Residential	gas furnace	slowing sale with the deletion of rebates for gas furnaces
Residential	gas furnace	Taking away the 90% furnace incentive made a difference. Even though it is $100.00 to $200.00 it still makes a difference for us. Shifting the incentives to something else where the % of savings is less does not make sense to me.
Residential	gas furnace	Termination of 90+% furnace refund
Residential	gas furnace	The change in incentives for heat pumps with gas furnaces really hurt. With no incentive, it was difficult to sell customers on hybrid heat.
Residential	gas furnace	The changes did not affect us much but this year with no Furnace rebate it might affect us a little because we do a lot of gas furnace replacements and people do not want to replace their water heater to get a $100 rebate.
Residential	gas furnace	The loss of rebates for 95% nat. gas furnaces. We seldom have the opportunity of selling multiple energy saving equipment to the residential homeowners we see. We can and do install tankless water heaters but rarely can we sell both a furnace and tankless to the same customer.
Residential	gas furnace	They took away the rebate for the furnace and combined it with a water heater. We understand they do what budget allows but it was a nice incentive to get the $100 rebate with a furnace.
Residential	gas furnace	Took away the major reason for furnace upgrades.
Residential	gas furnace	yes, removing incentives for gas furnaces
Residential	heat pump	The change to 9.0 HSPF reduced the number of systems that met the standard but this year will be much better.
Residential	incentives	Less incentives = less high efficient sales
Residential	incentives	Less incentives on products and services we specialize in - Residential Retro-fit.
Residential	incentives	Lost business due to reduced eto rebates
Residential	incentives	Please leave incentives as high as possible.
Residential	incentives	The lower incentives for duct sealing has made it a bit more difficult to sell the sealing package. And the hspf level for heat pumps doesn't fit for mobile home heat pumps most brands have to use a mismatched indoor coil to facilitate the installation into the existing furnace often this mismatch results in a 13 seer 7.8 or less rated heat pump system and the whole thing about this, is that for mobile homes it is very difficult to achieve ratings higher than 13 seer 8.0 HSPF. Without changing the indoor furnace to a unit that has variable speed fan motors and this is not available in a brand line that is designed for manufactured home use with HUD approval.
Residential	insulation	floor insulation incentive reduction increased sales for end of year before changes went into effect
Residential	insulation	It has become more difficult to sell floor insulation and air sealing.
Residential	insulation	Lowered the crawl space rebate amount from .45 to .30 Why?

Residential	insulation	Made the insulation more restrictive for me.
Residential	insulation	The unexpected change for the floor incentive and having brochures showing the "old" incentives......a bit confusing for some clients.
Residential	insulation	Well changing the crawl incentive from .45 cents a sq ft to .30 had a positive effect on closing job at the end of the year but in turn affected us negatively in the start of this year
Residential	marketing	energy trust lowered the coop money for dealer advertising thus lowering awareness
Residential	NA	I am a newer trade ally so the changes did not affect my business substantially.
Residential	NA	It did not we are very new to program
Residential	NA	N/A
Residential	NA	N/A
Residential	NA	n/a
Residential	NA	n/a
Residential	NA	we were only a member for small portion of year
Residential	none	did not change
Residential	none	Didn't
Residential	none	didn't notice the changes made affected business
Residential	none	It didn't
Residential	none	It didn't affect our business at all.
Residential	none	It is just our first year so we do not have any comment here.
Residential	none	No
Residential	none	no
Residential	none	No affect
Residential	none	No affect noted
Residential	none	No affect what so ever
Residential	none	No affect.
Residential	none	No change
Residential	none	no change
Residential	none	no change to business
Residential	none	No Change.
Residential	none	no changes
Residential	none	no effect at all
Residential	none	none
Residential	none	None
Residential	none	None
Residential	none	none
Residential	none	none
Residential	none	none
Residential	none	None
Residential	none	None.
Residential	none	not
Residential	none	Not at all
Residential	none	OK,
Residential	none	The changes did not affect our business much.
Residential	none	There were no changes affecting us.
Residential	none	They didn't
Residential	none	They didn't/
Residential	none	Unaware at this time.
Residential	none	unaware of any
Residential	other	Changes to Energy star rebates drove specifications on our end.
Residential	other	Not much. We are a CAP agency that subcontracts for your HER's program reviews. We also tried to do a refrigerator replacement program that didn't go too well.
Residential	paperwork	More paper work for us.
Residential	paperwork	The biggest change the affected our business was the change over from eliminating ECOS from the RETC processing. A few of our customers emailed incentive applications got deleted by an ETO representative and it delayed our customers' tax credit application and cash incentive reimbursement significantly. Both customers hope to still be able to take the RETC tax credit for 2009, but they are not sure they will be able to. We were afraid this would reflect poorly on our business, but Marshall made personal calls to the customers to make sure they understood it was not GreenSavers fault.
Residential	positive	as a non-profit the fact that ET paid for 3rd party verification meant a great deal, otherwise, we wouldn't have gone after the incentive
Residential	positive	Customers were more aware of Energy Trust and what they have to offer

Residential	positive	Greatly. As a new business, we have adapted our services to be directly related to the ETO Home Performance Program.
Residential	positive	In a good way, more programs, more options
Residential	positive	Mainly working on w/the MOBES program. It's keeping one man pretty busy
Residential	positive	The move into Washington and alliance with NW Natural opened up a new alliance...
Residential	positive	The risk of ETO dropping a workable and beneficial program has decreased. This has allowed me to expand with new equipment and work force.
Residential	positive	Well
Residential	positive	yes it made it better
Residential	program requirement	I got less because of tightening qualifications for builders
Residential	program requirement	I have had problems with getting a straight answer from Energy Trust about using other contractors to do duct testing and commissioning of heat pumps.
Residential	program requirement	Just in familiarizing with new forms, Programs.
Residential	program requirement	Rules that are nonsense cause me to lose spirit and to lose business. There is a heartless non-concern for my hurt. For example in recent meeting a two-thirds rule was laughed-at: not to be in next revision.
Residential	ptcs	There was a lack of communication between us and ETO about not paying PTCS for testing and no one let us know that we had 9 customers paperwork sitting at PTCS office not done because no one paid for the test. We now have that taken care of thanks to us finding out.
Residential	sales	We lost business because you continue to set up every contractor with a "pulse" to do your work, thereby cutting into our available pool of qualified customers. The more contractors you set up the poorer the quality of work customers can expect to receive simply because you are setting up a lot of contractors with very limited experience in the industry. They are simply getting involved because this is one of the few areas where there is still work available, due to the economy. When the economy picks up these guys will be gone and your program will be greatly diminished in the eyes of the consumer due to the poor lack of quality control and large number of "fly by nights" involved in the program.
Residential	sales	We saw a huge drop in clients due to the new ratings.
Residential	sales	Yes, reducing under floor rebates changed some customers' minds.
Residential	some	Not Bad
Residential	some	Not enough to affect our business.
Residential	some	not much
Residential	some	not much
Residential	some	Not too much. Always go to the website to verify. The website changes have been the hardest to follow.
Residential	some	not very much
Residential	timing	If we are informed of the changes with at least a month notice, then they usually do not affect our business. The changes to the Solar incentives late last year was very unexpected, and Trade Ally's only received about 2 weeks notice on the change which resulted in hundreds of solar incentive applications being sent.
Residential	uncertainty	I do not think that most customers are concerned with being on the leading edge of energy savings. The current energy saving standards are acceptable and present a balance of cost and effectiveness that they see no reason to change. The Energy Trust programs have been ineffective and useless to increasing sales for a manufactured home retailer and only represents another giant money sucking layer of governmental bureaucracy and forced mandates.
Solar	DK	I don't have a good answer
Solar	incentives	I lost thousands of dollars of profit when solar program ran out of 2009 budget and changed incentive levels.
Solar	incentives	Reduction of incentive rates was especially hurtful to the residential market considering that the RETC is capped at $6,000 (a 2kW system) and federal incentive is available only as a credit for residential customers.
Solar	incentives	The decreasing incentives hurt our sales
Solar	incentives	The reduction in incentive amount in November initially spurred several customers to move forward with their projects. Longer term, less incentives makes solar projects less attractive.
Solar	incentives	When the ETO changed the incentive rate for PPL customers in November 2009. We submitted applications in good faith and realize the situation this put the ETO, but our business ended losing the entire rebate amount on 3 projects. It had a serious negative effect to our business and our clients. This situation could have been avoided and was very unfortunate!
Solar	incentives	With the cuts in the incentives, our projects decreased.
Solar	lighting	we lost some work because of the decrease in the per watt incentive

Solar	low incentives	A reduction in rebate amounts makes systems harder to sell
Solar	low incentives	Decrease in solar incentive decreases my business
Solar	low incentives	Decrease in Solar Incentives affected me by forcing competition to push the customer to sign with them instead of me.
Solar	NA	Didn't. Changes to ETO where after I had approval.
Solar	NA	we have only been in the program in 2009
Solar	none	did not affect our company
Solar	none	None
Solar	none	Not at all.
Solar	none	The changes in the incentive rate did not affect business; the change in the number of jobs we could put into the system had a positive impact on business
Solar	other	Changes to the ETO program have a ripple effect. In an ideal world incentives would stay essentially intact over time so business and consumer alike get used to a program with consistency.
Solar	other	effects how we install, materials we stock, man hours on job
Solar	other	Headaches trying to get paper work in before the rate reduction. Headaches when a project didn't get fully funded because of too many applicants
Solar	other	I always inform customers that between initial conversation and agreement to proceed with a project, there could be slight changes to the incentives. This causes varying levels of uncertainty for the customers.
Solar	paperwork	more paperwork and rules mean less ETO jobs we install and promote
Solar	positive	Becoming a trade ally is good.
Solar	positive	positively through the Oregon High Performance Homes Specifications
Solar	program requirement	Added details/refinements to requirements = more expensive systems (solar thermal)
Solar	program requirement	ETO became more difficult to deal with. Less cooperative, more complex and slower
Solar	Incentives	Flurry of calls as end to higher rebates approached; Drop off after
Solar	solar	In November the incentive change per watt for PV. Two weeks notice wasn't enough. But of course the program ran out of money and I am sure was as harry for you as for us.
Solar	solar	LOWERING THE SOLAR PV INCENTIVE WAS A BIG NEGATIVE
Solar	solar	Solarize Portland has killed our PV branch. End of the year change of PV rates helped to close some sales.
Solar	solar	The reduction in the solar electric incentive definitely reduced sales
Solar	some	Very little effect. Overall economy was greatest influence in lower sales.

Question 13. Do you have any suggestions for Energy Trust to improve how it makes and implements program changes?

Sector	Topic	Response
Commercial	communication	At least 3 months prior notice.
Commercial	communication	Develop clear categories of email communications - PROGRAM CHANGE, CALCULATOR CHANGE, NOTICE OF UPCOMING EVENTS. It seems to me that important info gets lost in the shuffle of other boilerplate communications.
Commercial	communication	Discuss/Inform Trade allies of proposed changes ahead of time
Commercial	communication	EMAIL TO TA'S TO LOCATE NEW DATA
Commercial	communication	faster response on approval time
Commercial	communication	give us plenty of notice so we can compensate before closing the deals
Commercial	communication	Make people aware of new contacts
Commercial	communication	Make sure a notice of amendment is sent to primary contacts at each trade ally
Commercial	communication	More notice and detail to equipment lists
Commercial	communication	More trust needs to be developed. I took a project to Lockheed Martin, paperwork all filled out etc. LM agent suggested to the client they bid out my work/project. Trust gone, and on the flip side who is getting their leads. PGE in the past the PGE people used to play this game giving leads (and trade ally confidences away) to their "friends" or favorites. Now here too?
Commercial	communication	Notice is good
Commercial	communication	Notification of upcoming or pending changes
Commercial	communication	Provide annual document to identify specific changes in each program.
Commercial	communication	Release information including changes before they become effective
Commercial	communication	The Trade Allies Round-Table Discussion works well
Commercial	communication	Through surveys like this.
Commercial	consultation	Obtain more information and feedback from customers and vendors prior to making changes.
Commercial	incentives	larger incentives
Commercial	incentives	increase solar incentives
Commercial	information	Include Federal program info.

Commercial	information	More info on how changing energy codes affect incentives
Commercial	lighting	allow incentives for re-lamp only projects
Commercial	marketing	Mass Email on Program Changes and Updates
Commercial	none	No
Commercial	none	No
Commercial	none	None
Commercial	none	
Commercial	none	
Commercial	none	
Commercial	none	Not that I can think of.
Commercial	none	Not yet
Commercial	other	As a Trade Ally since day one zero leads have been offered to our firm, what is the criteria being used to distribute leads?
Commercial	other	see 1 and 2
Commercial	paperwork	Some large applications become time consuming
Commercial	paperwork	Speed up the process so we know the incentives that the customer will receive
Commercial	paperwork	Speed up the project turnaround process, it is embarrassingly slow and inconsistent
Commercial	paperwork	The only changes lately is the constant up-dating of the application.
Commercial	paperwork	to redo with the new forms(changes)
Commercial	program	Follow up with those that give you the architects' names.
Commercial	program	I am finding that customers are more concerned about their cash flow . Therefore it is likely that I will be offering to have the ETO incentive assigned. It would be helpful if this payment after all paperwork and post inspections are complete that the payment be expedited to the contractor??
Commercial	program	Implement more consistency and uniformity across various programs within ETO.
Commercial	program	quicker pay to contractors assigned incentives
Commercial	timing	Once a year would be better
Industrial	lighting	Better lighting tool
Industrial	none	I believe the program is well done
Industrial	none	none at this time
Industrial	other	Do gas savings projects
Industrial	program	Power Factor projects
Other	communication	be available by phone
Other	communication	keep e-mailing and having workshops
Renewables	communication	Existing trade allies should receive notice by mail that a change is being made.
Renewables	communication	Provide Trade Allies with a summary overview of program processes and revisions as they occur
Renewables	none	NONE
Residential	communication	Adequate notification of changes
Residential	communication	Announce any changes six months in advance
Residential	communication	Clear communication and personal contacts with major suppliers informing them of the changes
Residential	communication	email notification of changes
Residential	communication	faster notification
Residential	communication	Have webinars and or seminars on all changes
Residential	communication	I agree that paper mail is not very eco friendly and I support the change to email notification, but I would suggest emailing out the notification via email more than one time. Maybe two months before the change is going to occur and then a reminder/warning email two weeks before the new change takes effect just to remind us all.
Residential	communication	It would be good if your entire organization was aware of changes including the website presentation of such.
Residential	communication	It would be good to have staff, especially new staff listed on website with their project area. Trying to track this in our notebook is not the best way of doing this.
Residential	communication	Let us know, particularly the New Constr. and Home Perf. Trade allies.
Residential	communication	lots of notice and a few reminders are good
Residential	communication	Make all changes in writing & e-mailed out
Residential	communication	make the details clear and concise
Residential	communication	more notice when the program is to change
Residential	communication	More notice.
Residential	communication	On the trade ally roundtable cards that are mailed, the exact discussion points should be mentioned. If there was a 'program change' bullet, there may be greater attendance.
Residential	communication	promote changes to public better so we don't have to argue that something has changed
Residential	communication	Send out an email notification ASAP when you know a change is confirmed
Residential	communication	The important thing is knowing where to find the most details on the most current iteration of a

		program
Residential	communication	to be notified in writing and email
Residential	communication	We need lots of pre-change information
Residential	consultation	Maybe do a survey with E.T. contractors before
Residential	consultation	Maybe talk to contractors before they make a change because we are the ones installing the equipment that the customers are getting rebates on.
Residential	consultation	More consultation with builders.
Residential	consultation	Never input by shout-out at meetings.
Residential	consultation	Polling trade allies before making major changes.
Residential	consultation	Survey more of your partners when the change effects them
Residential	consultation	Work with trade allies on changes before you make your decision
Residential	consultation	Ask us what effect it may have on us
Residential	consultation	Listen to your contractors
Residential	gas furnace	Bring back the gas furnace incentive and increase it to $500
Residential	gas furnace	reinstate gas furnace incentives so the people who pay into the fund can recover funds for doing the right thing
Residential	incentives	Increase the ductless incentive to $1500
Residential	incentives	Less incentives on few large energy savings.
Residential	incentives	Offer better rebates to help combat economy issues
Residential	incentives	We need more money to the customers
Residential	incentives	Would like to see higher incentives similar to PUD's
Residential	incentives	Keep incentives for manufactured homes; these clients have a hard time getting credits/rebates.
Residential	information	more information
Residential	information	More specifics on operator savings via energy trust.
Residential	marketing	advertise on radio when new programs or changes to programs occur.
Residential	marketing	continue newspaper ads
Residential	marketing	Customer literature
Residential	marketing	Direct mail with good factual information with comparisons on the direct benefits
Residential	marketing	More of the advertising budget should go to trade allies. The Energy Trust requires so much verbiage that the trade allies can add little more than their company name and phone number before an ad becomes too crowded. People already know who The Energy Trust is, they don't necessarily know anything about individual trade ally companies. A greater effort needs to be made to simulate public awareness of Home Performance.
Residential	marketing	Poll home and business owners for needed services - include rented/leased properties.
Residential	NA	n/a
Residential	none	doing great
Residential	none	Doing just fine
Residential	none	Good so far.
Residential	none	I think you have good communication in this area
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	
Residential	none	No. All communications are clear and prompt.
Residential	none	
Residential	none	
Residential	none	
Residential	none	not at this time
Residential	none	Not at this time
Residential	none	
Residential	none	
Residential	Other	It's frustrating in S. Oregon b/c a lot of customers use Avista & don't qualify for Energy Trust Rebates.
Residential	other	consistency

Residential	other	facilitate Eastern Oregon
Residential	other	Formal submission process is way overdue.
Residential	other	Heat load- More validated systems
Residential	other	High level of install per Energy Star QI
Residential	other	interaction with Manufacturers
Residential	other	Make all changes at once. Don't implement changes every few months. hold all changes and do them once a year
Residential	other	Too early to tell we are new and looking for ways our business can get more involved through jobs
Residential	paperwork	less paperwork
Residential	paperwork	ONE location to send paperwork to
Residential	paperwork	Simplify the paperwork incentive forms should be no longer than one page. Too often information required is redundant.
Residential	Program	More market responsive rebates.
Residential	Program	BPI standards
Residential	program	Do not change ETO staff as often as, it's hard when folks move around as often as we see at ETO
Residential	program	I had two customers that were told they would get a $100 bonus and the Energy Trust would not pay the extra $100 because we did not have a coupon. I never saw anything saying we need a coupon. Now I get to pay the additional $100 out of my pocket. Don't offer additional incentives if you are not going to honor them.
Residential	program	Make duct seal contingent upon pretest results as far as furnace and heat pump rebates are concerned
Residential	program	More incentives on multiple small energy savings.
Residential	program	No more regressive bundling of incentives.
Residential	program	Nobody buys because of a rebate or incentive
Residential	program	offer a larger queue
Residential	program	Only allow independent 3rd party energy auditors to determine the scope of work, test in & test out.
Residential	program	people aren't concerned with benefits that take 10 to 15 years to recover costs
Residential	program	quit giving incentives for projects that don't make sense or pencil out
Residential	program	reduce management cost and rent
Residential	program	Scrap all the programs and useless spending
Residential	program	something more equally distributed between fuel sources
Residential	program	Stop putting the "fox in charge of the hen house"
Residential	program	Use funds to BUYDOWN rates at lenders
Residential	program	Way too much bureaucracy, cut the fat! Give more of the (money) fees taken from the utility consumers back to those consumers though greater incentives. The Energy Trust is funded by a tax (mandatory fee) and those funds need to be more directly streamlined to people that make their properties more efficient, not to creating a bloated bureaucracy. The Energy Trust funds are not the property of the Energy Trust they are part of the common wealth of Oregon. More focus needs to be on work being done by contractor (boots on the ground) and less on more complexities within The Energy Trust.
Residential	program	You should have a "select" list of contractors that meet a certain minimum quality control standard.
Residential	program	Allow builders to provide certificate of insurance on per job basis if they do under 5 Energy Trust jobs/ year.
Residential	timing	more time frame of notice
Residential	timing	Please give Trade Allies advanced notice so we can try to work within the deadlines
Residential	timing	quicker approval process
Residential	timing	When changes occur as much advanced notice as possible is helpful.
Residential	training	more detailed training for the changes only
Residential	training	More training opportunities in Southern Oregon.
Residential	training	Short courses intro'ing the changes
Residential	training	Short courses/demonstrations explaining new technologies
Residential	training	Train train train
Residential	training	Train your employees more.
Residential	training	Train your new help more.
Residential	website	List the names of contractors that have received awards from you on your web site.
Residential	website	notices on web[age specifically outlining changes
Residential	website	website keep updated with changes is helpful for both allies and potential customers
Solar	communication	As much advanced warning as possible.
Solar	communication	Detailed explanation for the change.
Solar	communication	Give 24 hour notice, not 3 weeks. We can accept reality of budget, but not promising money that's not there.

Solar	communication	I depend entirely on email for communication, not Twitter or any of the others, so that works for me.
Solar	communication	make sure the rules are written and disseminated before enforcing changes
Solar	communication	Overall, you do a nice job of managing changes and pro-actively obtaining feedback.
Solar	communication	Send out regular budget updates so we can know if the budget is getting low.
Solar	communication	send the "insider" web mag to all partners
Solar	communication	short and clear e-mail information
Solar	consultation	be more flexible and cooperative
Solar	consultation	Don't turn on a dime. Get more input from trade allies
Solar	consultation	get allies input on changes before implementing
Solar	consultation	More open discussions at Round Tables
Solar	consultation	Listen to trade ally feedback. not just dictate
Solar	none	do a pretty good job already
Solar	none	
Solar	none	
Solar	none	
Solar	none	
Solar	other	Do not retroactively change rates again!
Solar	other	Do your best to analyze impacts and anticipate unforeseen.
Solar	other	You guys and gals are great
Solar	paperwork	eliminate revenue meter requirement
Solar	paperwork	less paperwork
Solar	timing	More incremental rather than drastic with deadlines- this just brings the rush we saw last time.
Solar	timing	Plenty of warning
Solar	timing	quicker notification of changes
Solar	website	make web site easier to navigate

Question 15. Do you have any suggestions for ways to improve the insurance tracking process?

sector	Topic	Response
Commercial	communications	communication was not timely
Commercial	communications	I think the program is a great idea but we came very close to missing the deadline for the updated cert as the notice from them was not received (must have gone to my junk email folder) and thankfully I received an email from Energy Trust to inform us. It might be better for EBIX to request the insurance certifications directly from our insurance carriers. In fact I believe the carriers are already suppose to automatically send updated certs upon each new policy period.
Commercial	communications	Then when I emailed and called to find out if they had received my forms and if they were in compliance, no one could tell me whether they had been received.
Commercial	communications	We needed to hear from ETO that things have changed, not just get a letter from some unknown saying "send us your stuff"
Commercial	NA	not aware of EBIX
Commercial	None	no
Commercial	None	No
Commercial	None	NO
Commercial	None	No
Commercial	None	no
Commercial	None	no
Commercial	None	no
Commercial	None	No - doesn't affect us to any degree
Commercial	None	no---doing fine
Commercial	None	None
Commercial	None	None
Commercial	None	none
Commercial	Other	Assume we wouldn't be in business without it.
Commercial	Paperwork	After a document has been submitted they continue to ask for it over & over
Commercial	Paperwork	After I followed directions and sent in the appropriate forms I kept getting notices that I needed to send in my form.
Commercial	Paperwork	Give us ways to inform of changes proactive
Commercial	Paperwork	Keep it in-house. I have had no end of trouble getting them to accept my certificates and/or confirming that the cert has been received.
Commercial	Paperwork	we had to send three times
Commercial	Program	After expressing dismay at the above two items, I got an attitude from the person on the other end of the phone. All in all there's got to be a better way to do this.
Commercial	program	Do it in house. Ebix are idiots
Commercial	program	Quit cutting us off for making changes in ins.
Commercial	program	their tracking process doesn't seem to be accurate
Commercial	program	They need to understand OR law concerning owner/officer and workers comp.
Industrial	NA	I've never heard of it.
Industrial	NA	n/a
Industrial	none	No
Industrial	none	No
Industrial	paperwork	I have had to resubmit proof of insurance multiple times and it was kind of annoying since I never have a lapse or change I coverage.
Other	communications	communications-- respond to our e-mails
Other	NA	NA
Renewables	none	NONE
Renewables	paperwork	I had a hard time contacting someone to help me with a mistake that was made on my insurance certificate
Residential	communications	actually communicate and respond
Residential	communications	Better communication between eto and themselves before they send out an undue demand letters.
Residential	communications	Better communication.
Residential	communications	have the emails be more clear without having to open an attachment
Residential	communications	have the notices more clear on what documentation is needed for compliance
Residential	communications	Let me know if my insurance is not up to date. Last year my insurance lapsed as I was switching to a new company. The ccb also suspended my license when my then insurer did not report that my insurance was current. My ccb license was reinstated after about a week while my new insurance was being processed so I don't know if EBIX is up to date with all that has taken place.
Residential	communications	Take it on yourself...outsourcing is not always a good thing. I had many problems w.them and no return communication from them!!! Please stop using them!
Residential	communications	They are not responding to me

Residential	communications	too long to return calls or e-mails
Residential	communications	were hard to get a hold of
Residential	DK	Not sure
Residential	NA	Am unaware of this program.
Residential	NA	didn't know about it to begin with
Residential	NA	Don't know anything about this.
Residential	NA	don't use EBIX
Residential	NA	haven't had much experience with the process
Residential	NA	No experience with this.
Residential	NA	Not familiar
Residential	NA	Not familiar with EBIX.
Residential	NA	We haven't dealt with this
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	No
Residential	none	No
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	No
Residential	none	No but thanks for doing this. At the very least, we can assure our clients that this is true of Trade Allies.
Residential	none	No. its fine.
Residential	none	none
Residential	none	none
Residential	none	none
Residential	none	none at this time
Residential	none	not at this time
Residential	none	Not at this time
Residential	none	Not really
Residential	other	EBIX TRACKS not TRACTS (see above)
Residential	other	insurance even though we've provided it when asked
Residential	paperwork	DO NOT REQUIRE BEING NAMED AS ADDITIONALY INSURED -- TOTALLY POINTLESS & COSTLY TO US
Residential	paperwork	I sent them my insurance info and haven't heard back
Residential	paperwork	I'm not sure but I sent in my insurance cert in to ebix four different times.
Residential	paperwork	Maybe a confirmation of receipt of policy
Residential	paperwork	No. Every year I have to send the info two or three times before they acknowledge they have received.
Residential	paperwork	save cost by having trade allies mail there certification
Residential	paperwork	Setup EBIX to request insurance doc's direct from our insurance agent - issue we and other companies have had is EBIX asking for insurance doc's repeatedly when they were already sent several times.
Residential	paperwork	Watch when renewals come up, ebix has a tendency to jump the gun.
Residential	paperwork	we sent off the required paperwork 2-3 x before they acknowledged it
Residential	paperwork	We've received numerous requests for proof of
Residential	program	ccb has all the info
Residential	program	Fire them, they are 100% hopeless
Residential	program	Have EBIX require the same language that the trust says it requires
Residential	program	Requesting Certificates of Insurance Annually
Residential	program	This information is already available through the CCB
Residential	program	Use CCB as point of reference, if possible
Residential	program	Use the free service from the CCB
Residential	program	We kept rewriting our policy to meet requirements and the requirements seemed to change.

Solar	communications	Handle the communication with ally's directly yourself
Solar	communications	too much lag time from report leaving our insurance carrier to getting off the notice list for EBIX
Solar	none	Have no issues with them
Solar	none	Haven't had issues in the past.
Solar	none	no
Solar	none	no
Solar	none	no
Solar	none	no
Solar	none	no
Solar	none	none
Solar	none	None
Solar	other	I guess keep your insurance current
Solar	other	Somebody has to do it.
Solar	paperwork	Ensure timely response to inquiries regarding "non-compliance" letters.
Solar	paperwork	Let us send certificates directly to energy trust.
Solar	paperwork	We have received multiple requests for updated policies after sending current information. Better tracking, perhaps. ?
Solar	program	contact insurance provider directly and avoid cost of EBIX
Solar	program	Ensure non-compliance rules apply before sending out threatening letters. (Worker's comp not required for companies with only one employee.)
Solar	program	Should track CCB too

Question 18. Have you encountered any challenges when offering services in Washington? Please list the top three.

Sector	Challenges
Commercial	Cannot get the energy audit paid for
Commercial	custom projects
Commercial	gas only
Commercial	Lack of interest and/or awareness of incentives available
Commercial	No
Commercial	Not enough projects...not your fault
Commercial	Would be nice to have one coordination point with BPA/Clark PUD etc.
Commercial	Yes - working with utilities that are not part of ETO
Industrial	What is the definition of commercial for eligibility?
Residential	Confusion about ET of Oregon - in Washington
Residential	Have not processed any yet
Residential	L&I (Labor and Industries) Hard to work with
Residential	Limited resources to find out clients that are NW customers
Residential	no
Residential	no
Residential	No
Residential	No
Residential	no challenges
Residential	Non reciprocity of licensing
Residential	none
Residential	PTCS was not ready
Residential	the Oregon in the name but no big deal
Residential	Travel and the cost of maintaining Gen. lic.
Residential	We don't know how to break into the market there
Residential	We just signed up to work in WA in November.
Residential	why not all the rebates like in Oregon
Residential	Wish PGE would offer incentives
Solar	no

Solar	None

Question 19. Do you have any comments or suggestions for improving Energy Trust services in NW Natural's Washington territory?

Sector	Suggestions
Residential	A list of customers
Residential	A zone or area map to find the customer
Residential	Advertise more in Washington so customers there are aware of Trade Allies in Oregon
Commercial	custom projects
Residential	Drop the "of Oregon" portion of ET
Solar	Education
Industrial	Expand to all users of natural gas
Commercial	More advertisement, maybe TV ads, more awareness
Residential	move Washington on South of Tigard
Commercial	No
Residential	no
Residential	no
Residential	No
Solar	no
Residential	not at this time
Residential	Not at this time
Residential	Not at this time.
Residential	Nothing yet
Residential	see 18
Commercial	see above
Residential	Use same inspection form and get rid of NEEA

Question 28. Do you have any comments about or suggestions for Energy Trust's guidelines for industrial studies?

Sector	Comments
Industrial	none
Industrial	none
Industrial	publish more prominently

Question 57. In your estimation, what is the greatest barrier to sales of solar electric systems by your business?

Sector	Response
Solar	Barrier in Oregon is we live in Brookings, Or near CA border and we get few referrals from Oregon and a huge amount in CA. We are not given any credit with Trust Ally for the systems we do in CA towards preferred listing on their webpage. This is unfair
Solar	BETC and FEED IN TRAIFF PROBLEMS
Solar	Cost
Solar	Credit available
Solar	Customers with no federal or State tax liability.

Solar	Financing
Solar	Financing!
Solar	finding clients with adequate cash flow and tax appetite
Solar	Heavily subsidized cost of utility power
Solar	High cost of Solar Systems
Solar	Large upfront cash outlay.
Solar	Low electric rates.
Solar	need more customer education
Solar	price of materials, cost of engineering
Solar	Regulations by State, City, County. Mfr. costs Competition low balling bids just to get them.
Solar	Simple payback seems to be the most common measure used by homeowners to judge the value of a PV installation. Due to the low cost of electricity, many homeowners have a difficult time deciding to purchase a PV system because paybacks usually exceed 10 years. The $6k Oregon tax credit cap encourages buyers to choose 2.0 to 2.5 kW systems because they promise the shortest payback period. Maybe the credit should be $2/watt, with a $6k cap.
Solar	Solarize Portland
Solar	Time and marketing to develop my business
Solar	up front cost
Solar	Up front cost to the customer
Solar	Upfront cost to residential customers.
Solar	UPFRONT COSTS
Solar	up-front costs

Question 144. Do you have any comments or suggestions for Energy Trust solar programs?

Sector	Topic	Response
Solar	incentives	Provide incentives to use Oregon based products
Solar	incentives	try an increased incentive for bundling with other programs
Solar	information	Information given to consumers regarding the price of the projects makes the process uninviting. by trying to dictate the installation costs you are handcuffing us as contractors causing the cheapest products available to be the only option
Solar	inspection	Inspectors need to be more responsive and be aware of the impact they have on the contractor's schedule and relationship with the customer.
Solar	inspection	make clear system installation requirements and don't allow for in-the-field interpretation by inspectors
Solar	inspection	Perhaps ETO should control the schedules of the inspectors and make the inspectors responsible to the ETO.
Solar	inspection	Require inspectors to respond for inspection requests within a reasonable amount of time--something less than the two to three weeks, which seems to be the current standard.
Solar	inspection	Require inspectors to submit inspection results within a reasonable amount of time--again, something less than the two weeks that seems to be the standard
Solar	Marketing	Try to provide education
Solar	none	no
Solar	none	no
Solar	none	no
Solar	none	NOT AT THIS TIME
Solar	other	ditch the 'holier-than-thou' attitude
Solar	other	Keep up the good work!
Solar	other	Put pressure on Avista
Solar	other	Remember your purpose
Solar	other	solar is still very expensive
Solar	paperwork	Editable PDF Forms
Solar	paperwork	Faster incentive payments.
Solar	paperwork	Faster turnaround on processing applications.
Solar	paperwork	I suggest that three lines be added to the 220R form. The average annual electric usage of the household, the current cost of electricity in $kW-hr, and the percentage the proposed system will produce on an annual basis

Solar	paperwork	less forms and paperwork
Solar	paperwork	Quicker payment turnaround
Solar	paperwork	shorter time frames on application approvals and inspections
Solar	paperwork	speed up the incentive payments
Solar	program	Allow more than 12 projects in the queue at a time
Solar	program	Do away with the requirement for metering.....pointless and expensive.
Solar	program	Doesn't look like there's been enough continuity/follow-through with what was started here in the Klamath basin last year.
Solar	program	Give allies credit for ALL systems done in Oregon and CA or wherever for listing them on the website
Solar	program	Grow the industry in a healthy way not in boom or bust
Solar	program	Having interns is great but it seems hard to be changing people so often
Solar	program	Learn from the past in regard to constant implementation of new requirements (where will it end?)
Solar	program	realize trade allies are small businesses not program facilitators
Solar	program	Stop solar monopolies
Solar	program	Stop Solarize Portland
Solar	program	Stop the Walmartization of solar
Solar	program	The solar program was asleep at the wheel the third quarter of 2009 which lead to the PPL incentive issue.

Question 146. What reasons contributed to the deterioration of your working relationship with Energy Trust? [Solar Trade Allies]

Solar	Incentive applications are too slow to be processed. Incentive payments are on average 20 + days after inspections. Cash flow is limited by slow incentive payments, which limits the number of ETO systems we can install.

Question 147. What reasons contributed to the improvement of your working relationship with Energy Trust? [Solar Trade Allies]

Solar	All the ETO folks I worked with are awesome, I truly appreciate their hard work!
Solar	communication
Solar	established professional lines of communication with key employees
Solar	getting to know each other more.
Solar	I feel more comfortable communicating with them. They know exactly what I am talking about and are very helpful with their information.
Solar	I got my first Res. PV job and look forward to working with you a lot
Solar	If we want to save the planet, we're all in this together
Solar	trade ally

Question 148. Which Energy Trust marketing efforts were most effective for your business in 2009? [Solar Trade Allies]

Solar	Advertising co-pay
Solar	all, the awareness is good
Solar	Co-op
Solar	co-op advertising
Solar	Co-Op support for advertising
Solar	Corvallis energy challenge (or remnants thereof).
Solar	did not use
Solar	Energy Trust does not know how to market solar.
Solar	Fact Sheets
Solar	I am going to get started on the marking
Solar	Internet
Solar	n/a
Solar	none

Solar	Periodic ads in the Klamath Falls Herald & News keeps the ETO name and logo in the public's eyes.
Solar	SOLAR AND LIGHTING
Solar	Solar classes/seminars
Solar	Television
Solar	The Energy Performance Score
Solar	trade ally
Solar	Web Site
Solar	website of solar installers

Question 149. Which of your own marketing efforts were most successful in 2009? [Solar Trade Allies]

Solar	Coupons - direct mailing
Solar	did not use
Solar	Donations
Solar	Event marketing
Solar	Few
Solar	Having happy customers works the best.
Solar	Home show booths and Davinci days.
Solar	home shows, newspaper ads, radio ads
Solar	Internet Advertising
Solar	LIGHTING
Solar	networking with contractors
Solar	Personal Referrals
Solar	phone book web site
Solar	Promoting the OR High Performance Homes Specifications
Solar	referrals and website
Solar	returning phone calls quickly
Solar	Sales to long term client
Solar	seminar/open house we put on
Solar	Shotgun marketing approach
Solar	Talking with customers
Solar	Word of mouth
Solar	Word of mouth
Solar	Word of mouth
Solar	Yellow pages
Solar	Yellow pages and Home show

Question 150. Which Energy Trust events were most effective for your business in 2009? [Solar Trade Allies]

Solar	All
Solar	all
Solar	Cooperative advertising; booth support
Solar	don’t know
Solar	Don't know.
Solar	expo
Solar	free workshops
Solar	LIGHTING
Solar	n/a
Solar	none
Solar	none-you don't do much in Southern Oregon
Solar	Regional meetings are a great idea, I appreciate the face to face.

Solar	round table meetings
Solar	solar fair
Solar	Solar NW Expo
Solar	Solar Seminars in different areas...
Solar	The Energy Performance Score
Solar	Trade Ally Round Table
Solar	We do not have an active marketing system so this was N/A.
Solar	We like the idea of the solar seminars and the Better Living Show... unfortunately, the Energy Trust does not know how to market solar.
Solar	webinars - they keep us informed

Question 156. How could Energy Trust improve its services to you? [Energy Efficiency Trade Allies]

Sector	Topic	Response
Commercial	brochure	Provide marketing flyers or information that can be used with customers. You could e-mail them and I could forward to customers.
Commercial	communication	LM staff don't return phone calls, can't accurately tell you when their process will be complete.
Commercial	communication	Better communication on upcoming changes
Commercial	communication	Fix the LM communications issues, they communicate at their convenience and make us look bad when we can't say what is happening to a customer project.
Commercial	communication	I understand a lot of correspondence is directly to the project owner but it would be nice if the contractor also received the same correspondence so we are aware of application status etc.
Commercial	communication	Involve us early in a project
Commercial	communication	Make communications with the customer better
Commercial	communication	Make it so you can actually get to the right program or person when you call the front desk. Most of our customers say it is utterly confusing.
Commercial	communication	More advanced notice of changes.
Commercial	communication	More detail regarding specific incentive changes
Commercial	communication	Respond to customers when they have questions
Commercial	communication	Return phone calls from Existing Commercial Buildings Department
Commercial	DK	Don't know
Commercial	Incentives	improve amount if incentives
Commercial	Incentives	more incentives under standard track
Commercial	Incentives	improve lighting rebates to more closely match BPA
Commercial	information	COMMON LIST OF ALL DIVISIONS WITH CONTACT INFO
Commercial	information	Installation cost handbook - regularly updated
Commercial	information	more available info on pilot programs
Commercial	Marketing	help by advertising directly to commercial users with a list of local contractors.
Commercial	Marketing	Help promoted it more in Washington, since we're Washington Based
Commercial	Marketing	Make customers aware of projects covered
Commercial	Marketing	Make it easier to contact them.
Commercial	New construction	I have heard from contractors I work with the same story. They can never get any response on the new construction side.
Commercial	New construction	The only problem I have had and have heard about is with new construction. I tried requesting information and received no response so I have to get a hold of Doug and ask him even though it was no his field.
Commercial	none	nothing I can think of
Commercial	other	But hurry up with the beef !
Commercial	other	Energy Trust could consider funding projects under the McMinnville Water & Light jurisdiction for contractors and customers in the McMinnville area as Mac W&L ran out of money for incentives early on.
Commercial	other	Energy Trust is doing fine
Commercial	other	I or my contractors have to get the job first.
Commercial	other	Jason, Judi, and Doug are great!
Commercial	paperwork	Better response time to project enrollment, ATAC services, and incentive offer turn-around
Commercial	paperwork	faster approval time
Commercial	paperwork	Pay Faster - The staff is great,
Commercial	paperwork	Pay incentives faster
Commercial	paperwork	Quicker turnaround
Commercial	paperwork	Quicker turnaround and communication of progress in regards to incentive payments
Commercial	paperwork	Turn around at the start of the process.
Commercial	process	arch services payment was made directly to owner and not to me - I did not receive the payment

Commercial	process	existing buildings response time is slow
Commercial	process	Give me one or two people max. to interact with instead of making me work with different regional directors.
Commercial	process	Staff up LM, speed up the process
Commercial	process	We rarely deal with ETO staff, don't really know them
Commercial	program	Elimination of PDCs in production efficiency program. Let the atacs do scoping study for this program.
Commercial	program	Better support for the Trade Alleys
Commercial	program	Equipment cost handbook - regularly updated
Commercial	program	Purchase orders awarded to venders more quickly.
Commercial	program	Quit wasting money on long payback projects
Commercial	program	Stop wasting so much money on ESPC firms. They mark up sub costs 50-80% or more. How can spending any money with them be cost effective. And stop spending money on 6 mos payback lighting projects. They don't need to be incented.
Commercial	program	Uniformity among existing buildings, new buildings and production efficiency program
Commercial	Solar	Help find funding (tax credit appetite) for solar PV projects
Commercial	TA support	Quicker responses to our requests
Commercial	tools	Coordinate with us on software programs
Commercial	training	Continue to offer webinar type Classes
Commercial	training	Possibly more hands on training with other tools than lighting?
Commercial	website	Provide a location on the website for getting all relevant, current contractor documents.
Industrial	HVAC	Add HVAC incentives for Klamath County / Avista Customers
Industrial	Incentives	Add incentives for programmable t-stats in Klamath County
Industrial	ind. Gas	Study natural gas
Industrial	ind. Gas	Study steam
Industrial	other	Keep doing the same things
Industrial	other	Study Automatically control of wasted air
Industrial	other	Study PF
Industrial	process	Continue to look at making the process more simple. Already have done a good job in that area.
Industrial	program	Allow us to submit a request for ATAC study directly
Industrial	solar	Increase incentives for Residential Solar Customers
Industrial	tools	Better software
Other	communication	Greater fiduciary accountability, regulation, transparency and oversight as to EXACTLY how ETO allocates our (Oregonians) money.
Other	Manufactured housing	Make available to me the right to work with my customers in manufactured homes. I now have to refer them out to another.
Other	Marketing	help retailers help the public in awareness they are looking at to purchase
Other	Marketing	Less waste, image re-vamps, form modifications, glossy, expensive ETO self-promotion. We have piles of useless/out-dated forms/material from ETO.
Other	Marketing	Took 5 months and 4 attempts at communication to receive cooperative marketing incentive this needs streamlining
Other	windows	I'm a Window Installation Trade Ally I've communicated your information and flyer and have had difficulty getting folks interested in the 2nd measure could some other incentive be offered
Residential	brochure	Flyers
Residential	brochure	Provide information sheet on available programs to include in sales packets
Residential	communication	A call on my cell or work phone to let me know to check the website or emails as needed.
Residential	communication	A clear communication of payment terms
Residential	communication	Always have a person answer the phone to answer question.
Residential	communication	Better communication
Residential	communication	clarify ETO's relationship to regulated utilities
Residential	communication	Clear communication
Residential	communication	continue update with emails
Residential	communication	Email and mailings of programs
Residential	communication	faster reply to questions
Residential	communication	Have your people return calls.
Residential	communication	It is often times to get a response from Energy Trust employees. Our calls and emails are often times not returned when an initial message is left, we have to either leave multiple messages on people's voicemails or keep trying until we reach them in person.
Residential	communication	It took us some time to understand that the New Homes program can only work if the customer and contractor work with Earth Advantage right from the start.
Residential	communication	keeping us informed in advance of changes
Residential	communication	More transparency
Residential	communication	More/better COMMUNICATION!!!
Residential	communication	Provide a person contact person/representative
Residential	communication	Put an published stopping date in advance

Residential	communication	Read paperwork before calling for information
Residential	communication	Respond back to our phone calls and emails within 24 to 48 hours.
Residential	communication	Supply a detailed description of each topic to be discussed at the trade ally roundtables. Set up 'phone in' where those unable to attend the roundtable can phone in to hear about a specific topic. Better yet, video record the roundtable so that it can be accessed by trade allies the following week through the Energy Trust website
Residential	communication	transparency
Residential	consultation	Allow more "true" input from contractor on program design and implementation
Residential	consultation	Work proactively with trade allies on future changes
Residential	DK	don't know at this time
Residential	DK	Not sure
Residential	Gas furnace	Better incentive for 95%+ with ECM motor
Residential	gas furnace	Bring back the 90% furnace incentive
Residential	Gas furnace	create another type of incentive for 95% furnaces
Residential	Gas furnace	keeping incentives for standalone furnaces
Residential	Gas furnace	Restore gas furnace incentives
Residential	Heat pump	Accept units with charge assist without commissioning. Our products are UL listed with a charge assist that will charge perfect every time.
Residential	Heat pump	study the specification for the heat pump incentive so more equipment qualifies. HSPF is more importan than SEER in our market
Residential	HVAC	Find a way to lower the A/C requirement of 16-SEER
Residential	Incentives	Offer ductless equipment incentives
Residential	Incentives	Offer Home Performance incentives
Residential	Incentives	add incentives for the working class in their homes
Residential	Incentives	GIVE REALISTIC INCENTIVES FOR THE WORK YOU REQUIRE US TO DO TO COMPLETE YOUR NEW SPECIFICATIONS
Residential	Incentives	Give us more money :) Just kidding
Residential	Incentives	Increase incentives/decrease overhead
Residential	Incentives	Increase rebate amounts
Residential	Incentives	offer better incentives or free duct leakage testing
Residential	Incentives	spend more money on incentives
Residential	Incentives	There may still be a future for some incentives, in addition to the up-front financing.
Residential	Incentives	All is well in this regard. Perhaps return subfloor insulation rebate back to 0.45c a sq ft...?
Residential	information	Learn more about the commercial program
Residential	information	provide simple info about qualifying items
Residential	information	Provide unique literature to distinguish Trade Allies
Residential	Manufactured housing	mainly working w/mobes program thru [blank] and his crew. They set the bar pretty high when I first started back in nov 09.they seem to be a little overloaded now as I'm having to leave a message for return call, I call back the next day to get info
Residential	Marketing	Allow ADPPA's to use the Cooperative Marketing Fund
Residential	Marketing	Allot a little more money to assist with advertising co-op
Residential	Marketing	be known in southern Oregon
Residential	Marketing	Becoming more relevant to customers
Residential	Marketing	Better coop advertising packages for established contractors
Residential	Marketing	Better education of programs
Residential	Marketing	Create more marketing to make Energy Trust the FIRST call for energy minded consumers
Residential	Marketing	increase the queue
Residential	Marketing	Market outside of Portland
Residential	Marketing	More of the advertising budget should go to trade allies. The Energy Trust requires so much verbiage that the trade allies can add little more than their company name and phone number before an ad becomes too crowded. People already know who The Energy Trust is, they don't necessarily know anything about individual trade ally companies. A greater effort needs to be made to simulate public awareness of Home Performance.
Residential	Marketing	need help in promoting our seminars to energy trust customers
Residential	Marketing	Promote the offerings and the companies more.
Residential	Marketing	Promote TV Radio
Residential	Marketing	Provide guidance to my clients
Residential	Marketing	Provide handouts so I can give to my clients.
Residential	Marketing	putting phone number on door hangers
Residential	Marketing	support literature. Most people don't know WHO the ETO is.
Residential	Marketing	We don't find a lot of awareness of Energy Trust here on the North Coast. Also, you do not have a rep fo the Coast so we don't know when this might happen. We have tried to include your logo in all our advertising but we are one of few who do over here.
Residential	New homes	More on Earth Advantage: this seems to be a program designed for urban areas. Many of the criteria do

		not fit on the North Coast. For more on this, please email us.
Residential	New homes	Much better support for small ES builders
Residential	none	No suggestion at this time
Residential	none	no suggestions
Residential	none	Nothing, You are the best and I wish that all utility programs would be taken over by the ETO. Our job would be easier.
Residential	Other	extend tax credits
Residential	other	a huge step in the right direction.
Residential	other	doing great as is.
Residential	other	I am very satisfied with the service I receive
Residential	other	I need to find time to review and see if it's useful or not.
Residential	other	I think that opening to Washington Residents was
Residential	other	involve other agencies
Residential	other	involve other utility providers
Residential	other	it's ok
Residential	other	very satisfied
Residential	other	get involved in the Reach Code process
Residential	paperwork	Always contact us if we send you paperwork not customer
Residential	paperwork	Confirm fax receipt when requested.
Residential	paperwork	Don't lose paperwork that was confirmed sent
Residential	paperwork	Email account to send all applications to and verification when received
Residential	paperwork	faster release of funds to customer
Residential	paperwork	Faster turnaround on Rebates
Residential	paperwork	Faster turn-around for incentives
Residential	paperwork	Have better turnaround time for payment
Residential	paperwork	Improve incentive process time.
Residential	paperwork	less paper work
Residential	paperwork	More automation
Residential	paperwork	Much faster incentive processing (potentially a web based portal where a trade ally can determine where a home is in the processing pipeline)
Residential	paperwork	On line customer tracking for customers and contractor
Residential	paperwork	quicker turnaround on paperwork
Residential	paperwork	Request ALL needed information an application
Residential	paperwork	Send appropriate forms to me or customers for completion
Residential	paperwork	sending out new forms w/ carbon copies
Residential	paperwork	Simplify the paperwork incentive forms should be no longer than one page. Too often information required is redundant.
Residential	paperwork	Speed up payment and processing
Residential	paperwork	timely payments
Residential	paperwork	Train staff that processes paperwork a little more regarding the dollar amount of incentives.
Residential	paperwork	try to be more understanding when a form is not filled out correctly
Residential	process	Contact the Trade Ally NOT the owner for needed info FIRST
Residential	process	Don't use cell phones as the office phone.
Residential	process	Have better control on appliance dealers following through with their end of deliveries
Residential	process	Have competent staff respond quickly to questions/concerns
Residential	process	I am Earth Advantage S.T.A.R certified, an ADPPA and a Certified Sustainable Building Advisor - yet nowhere on The Energy Trust site am I listed ? How come?
Residential	process	I think more emphasis should be spent on trying to sign more people up with HERS rather than signing up every contractor as a trade ally. The trade ally list now might as well just be the yellow pages. Time should still be spent developing the market for customers not contractors. Without customers the market will not blossom and develop.
Residential	process	Implement tiered trade ally status
Residential	process	Keep track of information we are required to provide.
Residential	process	Lower staff turnover rates
Residential	process	Not be in such a rush
Residential	process	one challenge with some ETO programs is that in order for clients to qualify for incentives, they would have to spend more money on diagnostics and testing than they would receive back in incentives. it is often times not in their financial best interest. the money that they would spend on testing could be spent on efficiency upgrades instead. I understand the purpose of testing but find it prohibitive in some instances.
Residential	process	Quality and Safety of installed services should be top priorities, in HP program the requirements/specs for the weatherization work does not always match the safety & quality standards we are held to as a BPI certified contractor which creates difficult situations to navigate with SSU staff, clients, and sub-contractors

Residential	program	Change the program as I've stated, it's built upon fraud
Residential	program	Daniel(marshall's guy)has been GREAT to work w/but you need more of him. He's spread too thin
Residential	program	Develop a realistic view of the cost of providing the services you want to incentivize
Residential	program	Don't move ETO/CSG staff around as often
Residential	program	have more support for all the Oregon regions and a higher presence in these areas
Residential	program	Have the college/young adult ladies who help with customer service be more professional.
Residential	program	High standards
Residential	program	hire experienced HVAC people
Residential	program	Merely assist electric and gas customers with Sen. Merkley's SB 1574 defining all incentives, uniformly for all homes.
Residential	program	More presence in NE Oregon.
Residential	program	service Eastern Oregon / Umatilla county
Residential	program	Simpler programs that ES can follow through on
Residential	program	Staff retention
Residential	program	Way too much bureaucracy, cut the fat! Give more of the (money) fees taken from the utility consumers back to those consumers though greater incentives. The Energy Trust is funded by a tax (mandatory fee) and those funds need to be more directly streamlined to people that make their properties more efficient, not to creating a bloated bureaucracy. The Energy Trust funds are not the property of the Energy Trust they are part of the common wealth of Oregon. More focus needs to be on work being done by contracto (boots on the ground) and less on more complexities within The Energy Trust
Residential	referrals	Information that could lead to leads or jobs
Residential	referrals	Referrals
Residential	TA support	Provide more assistance to Trade Allies.
Residential	TA support	Rental Equipment i.e. Blower door Duct Blaster
Residential	TA support	Spend time with Existing Trade Allies so they can maximize incentives for customers.
Residential	TA support	Support your existing contractors
Residential	training	Cheaper training and more often
Residential	training	Cost effective training and certification.
Residential	training	it's us that need to improve our services to help our customers and Energy Trust. With more training and knowledge.
Residential	training	More advanced trainings on blown in insulation, air sealing, salesmanship
Residential	training	more education on all of the programs (commercial, multi family, & residential) and how we can utilize all of them. Learn how to identify opportunities for each program
Residential	training	More training services
Residential	training	offer more opportunities for bpi continuing education credits
Residential	training	Offer more training when needed
Residential	training	Provide an onsite representative to teach me all of the benefits
Residential	training	Reduce training costs.
Residential	training	Train your employees in addition.
Residential	training	Train your employees more.
Residential	training	Train your employees to be more polite.
Residential	training	Train your employees to be more respectful.
Residential	training	Training of their staff
Residential	training	We would like to see more PTCS trainings.
Residential	training	Webinars are good and definitely the way to go for those of us located out of Portland. More of these would be good.
Residential	website	Fix contractor search function to be accurate to location
Residential	website	I think the Trade Ally list should be more specific and have contractor ratings associated with the list. I do not think it is fair for a contractor who has been in the program for a longer period of time and has a high if not perfect Quality Check pass rating should have to be grouped in with Trade Allies who clearly are not following the Weatherization Manual as prescribed and have low QC rating and have little to no experience. The Trade Ally list and website for that matter should rank the contractor's by some sort of success matrices. This will not only create a better competitive environment for all of us, it will ensure the customer is getting the best and most qualified contractor for the job. The energy efficiency market is still in its infancy, to dilute it with shabby, inexperienced and poor workman like manner hurts us all.
Residential	website	keep updating website
Residential	website	Make web site more user friendly, easier to find a contractor in your area.
Residential	windows	offer incentives for windows only
Residential	windows	offer window incentives for windows with .22 u-value or less
Residential	windows	stop downplaying window replacement due to payback period

Question 158. What factors do you think contributed to the deterioration of your working relationship with Energy Trust? [Energy Efficiency Trade Allies]

Sector	Response
Commercial	1) Lack of/inconsistent communication from Lockheed Martin embarrassing to our relationships. 2) LM requests more projects from us, yet they seek out competitive costs when we bring in a deal we've worked hard to "create". If a client wants us to compete fine. It is not LMs role to farm out our hard work when a competitor just looks at our # in a report and then simply makes an offer $100 less and wins our project away from us. Better to forgo introducing the client to the process at all and wait until they have enough money to move forward.
Commercial	complications of the paper work for customer
Commercial	No direct idea of how we fit in with the program. We get no information coming down, we have to provide all information up with little or no support or we're too late to qualify customer.
Commercial	Response times (for phone and email conversations) related to Existing Commercial Buildings. We are highly satisfied with the New Buildings Department
Other	The ETO'S assumption that they know anything at all about our business model, redundant, costly, ETO mandated training, and apparent effort by the ETO to "Sub-out" small businesses, and monopolize/profit Weatherization Contracting. Mandating a ridiculously archaic, inaccurate, and cumbersome software program, and touting it as some sort of "savings-to-investment" tool, asking that we push a product we don't believe in to our clientele.
Residential	Can't get a hold of people except by e-mail I like talking to people by phone when needed
Residential	ETO is very busy w/ several applications
Residential	ETO's move to weatherization over HVAC efficiencies
Residential	Having problems getting the incentive pasted and getting the money sent to our customers. Treated like they don't trust their Trade Allies
Residential	Lack of caring you ET part.
Residential	lack of incentives for homeowners that make sense. rate payers footing the bill and unable to get anything back. if there is nothing for use to give there is no relationship although I like everyone
Residential	Lack of time / too many requests from Energy Trust to meet insurance requirements and not enough business. I don't have a clear picture of how to incorporate Energy Trust as a partner.
Residential	Less communication. Field personnel don't return phone calls for help. Don't check with me on a regular schedule. No one seems to care any more
Residential	Our efforts to provide ETO, in Portland, with required information has turned out to be difficult. Many things have been lost or mishandled. This has lead us to follow up and perform the same tasks multiple times. Also, ETO placed a collections claim against our business with no notices. Turned out the claim was a clerical error on CSG's part. This mistake has created serious concerns about our engagement with ETO. Thankfully, Sara Wright helped alleviate some of this problem and apologized on behalf of ETO.
Residential	Since personal contact for new construction was reassigned don't know who to contact..
Residential	The loss of incentives we regularly used until the change to multiple energy saving devices to qualify for rebates. And the loss of exposure on the website in recent times which did bring in a call from time to time on furnace or tankless water heater quotes.

Question 159. What factors do you think contributed to the improvement of your working relationship with Energy Trust?

Sector	**Response**
Commercial	ability to work well with program rep.
Commercial	Attending informative functions and submitting a few more projects.
Commercial	better communication and response
Commercial	Building of trust between staff members and myself through increased interaction.
Commercial	Changing the new buildings program management
Commercial	{Blank] and [Blank] have been extremely helpful.
Commercial	Good interaction
Commercial	Good working relationship with Energy Trust Managers
Commercial	Great communication with program representatives. Increased engagement from our staff as well.
Commercial	Having [blank] be my outreach guy, [blank] has been great but was removed as my project manager....?
Commercial	I moved from inside sales to outside and was able to work more with Jason and communicate better with Doug and Roger
Commercial	I now know who to work with and who not to contact at the ETO
Commercial	Increase of professional staff at Evergreen Consulting.
Commercial	JUST GETTING STARTED
Commercial	Michael D. Martinez, processing incentives quickly
Commercial	more phone calls
Commercial	More projects and more interactions.

Commercial	More time spent trying to communicate even though schedules are taped out.
Commercial	Roger Spring & Bob Greely are great to work with. Having local representation is key.
Commercial	the training sessions
Commercial	working more with et
Industrial	Cash incentives
Industrial	Face to face meeting with Technical Director
Industrial	More Staff, More site visits, E-mail, All have contributed to better communication
Industrial	The people we work with at Cascade Energy
Other	Education time and interaction
Other	emailing
Other	staff always learning more
Residential	?
Residential	Addition of water saver shower heads to the PGE Marathon water heater promotion
Residential	As a "new" trade ally in 2009, I feel that just being involved with Energy Trust and letting them I we are here and ready to work. I am very satisfied with our relationship with the Energy Trust.
Residential	better knowledge of services (us)
Residential	better two way communication
Residential	Change in staff
Residential	Communication
Residential	Custom incentive solutions for a couple of existing commercial jobs
Residential	Developed relationships with staff
Residential	ETO actually reading the paperwork and finding the answers to the questions they call us about on the form.
Residential	I found a knowledgeable contact that I work well with.
Residential	I got more involved
Residential	I have been trained in home performance. I am looking forward to more interaction with Energy trust in home performance
Residential	I just signed on last year so had very little knowledge and was the new guy on the block. After a few quarterly round tables it seemed I was more accepted by staff
Residential	Improving the website. Notification of changes in the incentive program.
Residential	increase and more pro-active communication with more and more representatives of ETO.
Residential	Jesse Fear
Residential	Knowledgeable staff to help with questions
Residential	Meetings, advertising by Energy Trust
Residential	More direct support from ETO account managers.
Residential	More involvement
Residential	more involvement on my part
Residential	More projects we are working on for various programs such as Clean Energy Works: Portland and Home Performance. Also our involvement & leadership with the Home Performance Guild and the Community Workforce Agreement has provided us an opportunity to provide input for making our community more energy efficient
Residential	Mutual co-operation and respect. We had some initial issues grasping the requirements of the programmed. It was a tough road, but we are now far more cognizant of the requirements. Despite being removed from Energy Trust website, all communication and interaction was civil and professional, with all Energy Trust staff helping us through this difficult time.
Residential	On site meetings with representative
Residential	Open lines of communication.
Residential	Our employees made more calls to speak with staff at ETO
Residential	Our knowledge of the program and our goals of being an energy efficient driven company.
Residential	Our questions to them and them having the answers for us.
Residential	Personnel follow through with paper work
Residential	Response to questions and availability
Residential	successful cooperative development of innovative practices
Residential	The paperwork end of things are so correct and we are able to get paid before the customer gets benefits. It drives the customer to pay us faster in order to get their incentives. Its a win win.
Residential	us asking questions and clear and knowing who to call
Residential	We streamlined our processes and made sure the Energy Trust was aware of how we process our customer's information. We continue to check in with ETO to make sure our processes are working for us and them.
Residential	We understand the process better
Residential	working closely with staff
Residential	working w/ Marshall has been GREAT, understands the issue's and makes timely decisions

Question 161. What specific types of technical training are you interested in?

sector	topic	Response
Commercial	BETC/RETC	BETC & RETC program
Commercial	BETC/RETC	converting trust savings to work with BETC
Commercial	boiler	Waste oil furnaces and boiler systems
Commercial	Controls	Controls
Commercial	Controls	system control
Commercial	Controls	Computer based EMS
Commercial	Envelope	envelope improvements to existing buildings
Commercial	HVAC	HVAC Modeling Techniques
Commercial	Lighting	Commercial Lighting
Commercial	Lighting	commercial lighting upgrades
Commercial	Lighting	latest lighting improvements
Commercial	Lighting	led usage
Commercial	Lighting	Lighting of all types
Commercial	Lighting	The C&I lighting workshop was great so anything like that is wonderful.
Commercial	new technology/practices	Trends in cooling equipment
Commercial	new technology/practices	Trends in heating equipment
Commercial	new technology/practices	what are the best pieces of equipment
Commercial	none	none
Commercial	none	None at this time
Commercial	other	Air compressor savings
Commercial	other	web based
Commercial	other	additional led training
Commercial	other	array installs
Commercial	other	common flaws and ways to improve review time
Commercial	other	fill out form in class have then checked in class
Commercial	other	General information on application to foodservice
Commercial	other	hands on or same type of training
Commercial	other	how to best incorporate eto incentives into the design process
Commercial	other	PE support hours quality level training
Commercial	other	Cold storage VFD projects
Commercial	programs	Overview
Commercial	solar	SOLAR
Commercial	solar	Solar
Commercial	solar	solar calcs, array installs,
Commercial	solar	solar electric systems
Commercial	Tools	Methods that ATAC's use for calculations
Commercial	Tools	Time saving tools and site audit tools
Commercial	Ventilation	Natural ventilation savings
Commercial	Ventilation	Garage exhaust ventilation systems supported
Commercial	Ventilation	I represent Panasonic Ventilation -an Earth advantage sponsor any air quality training helps me to sell the E Star fans
Industrial	gas	steam systems
Industrial	HVAC	Want to see more opportunity in the HVAC side. We added Heating and Air in January to our business and have many customers asking about ETO incentives for Klamath County
Industrial	other	We are providing the technical expertise on natural gas efficiency
Industrial	solar	Solar
Industrial	wind	Wind
Other	Building science	More convenient BPI training , since you require it...
Other	other	air quality
Other	Other	Allow OECA, a locally-regional, superior training-tract in lieu of BPI, a New York Based "company"(... good luck getting someone from there on the phone...)
Other	other	any for a novice
Other	paperwork	Application requirements
Other	programs	Incentives
Other	solar	solar
Renewables	other	SIZING THE RIGHT WIND TURBIN FOR EACH APPLICATION
Renewables	Solar	Net-metering

Residential	Air sealing	air sealing
Residential	Air sealing	Air sealing
Residential	Air sealing	air sealing
Residential	Air sealing	Air sealing techniques to achieve 1 ACH-50 or less
Residential	Blower Door	Blower Door testing
Residential	Blower Door	Blower door testing
Residential	Building science	More BPI Training for our staff
Residential	Building science	BPI
Residential	Building science	Building Science
Residential	Building science	the house as a whole
Residential	Certification	Continued education
Residential	Certification	Becoming HERS rater or EPS rater
Residential	Certification	Certifications for our employees
Residential	Certification	Certification for heat pump and duct sealing
Residential	Certification	Nate Certification
Residential	Certification	Professional certification for all weatherization workers.
Residential	code	new codes
Residential	Commercial HVAC	Commercial HVAC controls
Residential	DK	?
Residential	DK	don't know
Residential	DK	don't know
Residential	DK	Not sure
Residential	DK	not sure
Residential	DK	Not sure what BETC and RETC are
Residential	Duct sealing	Duct sealing
Residential	Duct sealing	Duct Sealing qualification
Residential	Duct sealing	Duct sealing requirements
Residential	Duct sealing	Duct System sizing and configuration
Residential	Duct sealing	Duct sealing
Residential	Duct sealing	requirements and $ for duct sealing
Residential	geographic	Anything beyond the basics in Southern Oregon!
Residential	heat pump	Heat Pump Certification
Residential	heat pump	Heat pump commissioning, PTCS
Residential	Home performance	Home performance analysis
Residential	Home performance	Home Performance sales course
Residential	Home performance	Home Performance w/ Energy Star - BPI cert
Residential	Home performance	The new 320 HPwES
Residential	Home performance	effective ways to market home performance programs
Residential	installation	installing solar equip.
Residential	Insulation	Blown-in insulation
Residential	Insulation	insulation
Residential	Insulation	Insulation and windows
Residential	Insulation	Insulation programs out there?
Residential	Insulation	insulation/moisture & vapor issues
Residential	NA	n/a
Residential	new technology/practices	net-zero construction
Residential	new technology/practices	advanced performance homes
Residential	none	None
Residential	none	None at this time. Two staff members have
Residential	other	Commissioning
Residential	other	Any
Residential	other	As above
Residential	other	Attended Technical Training at this time.
Residential	other	Building envelope
Residential	other	combustion analysis
Residential	other	Design air make up and how to size prop.
Residential	other	Didn't I answer this question above?
Residential	other	I want to be an example, an experimenter, a teacher.
Residential	other	I'm a trainer, I teach BPI classes, I don't take much of it any more.
Residential	other	Lead safety
Residential	other	multi family
Residential	other	Renewables

Residential	other	Resnet
Residential	other	see#159
Residential	other	That covers it
Residential	other	Windows and doors
Residential	paperwork	submittals
Residential	paperwork	application
Residential	paperwork	Making your paper work easier.
Residential	paperwork	paperwork
Residential	programs	All commercial programs
Residential	programs	The full range of services and benefits
Residential	PTCS	ptcs
Residential	PTCS	PTCS
Residential	PTCS	PTCS Commissioning
Residential	PTCS	PTCS Duct Sealing and testing
Residential	PTCS	PTCS heat pump and duct sealing
Residential	Solar	passive solar design
Residential	solar	Solar
Residential	solar	solar
Residential	solar	solar and wind
Residential	solar	solar electric
Residential	solar	solar water
Residential	solar	Solar water heating approved systems
Residential	solar	solar water heating design and installation
Residential	tax credits	Staying current on Tax incentives
Residential	tax credits	Tax Incentives - Federal & State for 2010
Residential	tax credits	understanding the tax incentives and qualifying products
Residential	Tools	Heat loss calculations, energy efficiency of existing homes
Residential	Tools	air infiltration diagnostics
Residential	Tools	Home Analyzer "Check"
Residential	Tools	home check software
Residential	Tools	iag diagnostics
Residential	Tools	Infrared Thermography
Residential	Tools	Savings calculation tools
Residential	Tools	Updates on check me
Solar	Audits	Commercial Audits
Solar	Audits	Energy Auditing
Solar	BETC/RETC	BETC AND RETC
Solar	BETC/RETC	BETC filling out Forms, understanding directions for this
Solar	Certification	NABCEP
Solar	Certification	NABCEP and BCD continuing ed credits
Solar	Certification	Nabcep Installer training courses
Solar	Code	Best Practices, Building and Electrical code compliance
Solar	Code	code compliance
Solar	Envelope	Exterior wall water shedding
Solar	geographic	any technical training in Southern Oregon
Solar	installation	installation technique
Solar	installation	Unisolar BIPV installation training.
Solar	Lighting	determining lumen requirements in order to more effectively promote LED lighting
Solar	Lighting	lighting calculation and lighting quality
Solar	new technology/practices	Advanced commercial
Solar	new technology/practices	new technologies
Solar	new technology/practices	State of the art advances, Crystalline performance optimization
Solar	other	low voltage electrical
Solar	other	Advanced technical training
Solar	other	Any
Solar	other	Commercial hot water heating design and technical training
Solar	other	I teach advanced PV training- hire me
Solar	other	see above
Solar	other	service & maintenance for older systems
Solar	other	Thermal manufacture training. There are a ton of different systems being installed right now and no training to others on how to maintain these systems. I would mandate that every system installed

		that gets eto funds needs to put on training here in Portland once a year.
Solar	paperwork	VFD incentive processing
Solar	programs	INSPECTOR EXPECTATIONS
Solar	Solar	Refresher on calculating shading on sun charts
Solar	solar	solar electric
Solar	solar	solar electric manufactures training
Solar	tax credits	Tax credit training and information courses
Solar	Tools	RET screen and other electric and thermal calculating tools
Solar	wind	Wind Power

Question 163. Additional suggestions for Energy Trust support that you would like to see?

Sector	Topics	Response
Commercial	case studies	Technically complete description of successful projects. 1,2 and 3 years after the completion.
Commercial	geography	Help with incentives in rural and outlying areas and utilities other than PGE/PPL.
Commercial	geography	More advertising and awareness of the program in Washington for our NWNG customers to use it.
Commercial	NA	NA
Commercial	NA	NA
Commercial	none	I can't think of anything else at this time.
Commercial	none	none
Commercial	paperwork	Faster Pay time
Commercial	paperwork	FORMS AND WHAT NEEDS TO BE FILLED OUT
Commercial	program	You all are doing a great job! Let's focus all the resources at hand on = Landing more projects! We need to drive the market by educating our customers, and delivering projects with the highest return on investment possible. I know the training is needed; but for who? The people that are not being a student of their own trade? Customers look to you (THE ETO) to select the companies whom are very knowledgeable about energy conservation and capable of delivering. So when they are honored with being selected as an energy trust ally they need to act like the professional they are presenting themselves to be. That includes being a student of their trade and learning all they can by staying up to date with products. I am pretty new myself but I am honored to be involved in this and I take pride in delivering the highest quality products I can. I guess what I am saying is that the trade allies should be a group of industry professionals! A "select" group of skilled and knowledgeable individuals. I have been in the market for two years and I have seen a huge change in the customer's perception to energy conservation projects. We need to educate the customers and let them know what is available. There are a very few that understand, but for the most part they have no clue. Overall: Improve quality of trade allies and educate the customers! Thanks for your time and giving me a soap box! At the end of the day I have no real complaints I have always received the best service! Thanks for all the effort!
Commercial	website	Make it easier to find the proper forms for each program on line. Right now it is difficult to even find the initial application forms.
Industrial	none	None
Industrial	none	None come to mind at this time
Other	other	Eliminate personnel from the ETO with obvious conflicts of interests, i.e.: board members affiliated with companies that profit from decisions... lower level staff who moonlight as "contractors", "trainers", or "consultants", benefitting from inside tracks on opportunities, profiting from ETO mandated requirements.
Other	other	you do a great job
Other	program	I work mainly in the 55 and older, nicer manufactured homes parks in the Rogue Valley. Anything you can equip with to save these people money would help me make money.
Renewables	website	The website does not promote small wind on the main page. The new website is not designed well and it's difficult to find information.
Residential	communication	have been sent "around the office" in trying to get some answers regarding paperwork, questions to answers(residential).Daniel needs more support, not in knowing the job just more bodies.
Residential	communication	Stop busying yourselves and simplify. Get the money to the street! And stop with all the acronyms no one but ETO (I mean Energy Trust) employees know what you are saying. Spell things out!
Residential	communication	Train your employees answering the phones more.
Residential	geography	ET exposure in southern Oregon
Residential	incentive	Cash incentives to high performance builders.
Residential	incentive	Once again. give the builders involved in your program incentives which make doing your requirements cost effective. We are the best sellers of your requirements and you have no adequate

		compensation for us to do the job.
Residential	incentive	Provide incentives on new construction for air source heat pumps.
Residential	information	Would like to know more about the overlap between programs. How they relate to each other? How to take advantage of all of the programs simultaneously. Learn more about the relationship between Energy Trust and earth Advantage from a product supplier stand point.
Residential	marketing	Availability to same printed resources to conduct Energy Reviews.
Residential	marketing	more consumer promotion
Residential	none	no
Residential	none	no
Residential	none	none
Residential	none	None at this time.
Residential	other	As above. The Energy Trust have offered excellent support during our short tenure.
Residential	other	high eff. rebates to and loads
Residential	other	We are just maxed out just trying to survive in this economy. Keep up the good work!
Residential	other	We really appreciate your coop ad support. We hope this will bring more awareness to Energy Trust here on the North Coast.
Residential	other	You guys are the best. Please work toward taking over all the utilitys and offer new insentives. This way the utilities corruption and favoritism will stop.
Residential	paperwork	Electronic Form applications
Residential	paperwork	help or methods of streamlining the application process (for rebates).
Residential	paperwork	Overall, I am happy with Energy Trust. In this down economy where every penny counts, I believe that processing of incentives needs to be quicker. A homeowner does not like to hear that it may take as much as 2 months to receive payment.
Residential	program	HVAC contractors that are certified to do duct sealing and crossover replacement in Mobile Homes or Manufactured Homes in Pacific Power territory
Residential	Program	I think it would be more cost efficient to promote Technical certification that is currently recognized nationally than to create your own as in NATE
Residential	program	keep it simple, lose promo rebates and put into over-all program inc'ing advertising costs relating with promoting these type of extra rebates
Residential	program	Shorten the list of trade allies given at HER's to only top tier allies.
Residential	program	somehow make it easier and less expensive to purchase the equipment for home performance
Residential	program	Taylor made programs for different segments of the HVAC trade. Get away from the one size fits all, in regards to energy efficiency.
Residential	program	There is confusion about the different types of trade allies . The Real estate Trade allies, the construction trade allies, then there are the Architectural Design Professional Program allies (ADPPA). The current Energy Trust Web site feeds (promotes) Real Estate professionals and contractors - there is no mention of the ADPPA's. To the consumer, who visits the Energy Trust web site, they don't exist. Why? In 2009 I did predominately residential remodel design work. My clients continually turn to me for product recommendations.
Residential	training	Training should always be at no cost, qualified only by diligent work accomplished. I want low-cost access to test equipment, especially Infrared Scanners, in return for my input to teaching others (informative, public, reports mandatory)
Residential	website	Better website layout...it's currently very convoluted. The previous layout was better.
Residential	website	Visible tracking on line for customers and our own stats YTD
Solar	geography	Do more shows, have more of a presence in Southern Oregon and LESS in/near Portland
Solar	incentive	Extra incentives for use of Oregon based products
Solar	information	MONTHLY MISTAKES AND SOLUTIONS EXAMPLES ,TIPS TO MAKE YOUR AND OUR JOBS EASIER, YOU COULD PUT IT INTO THE INSIDER NEWS
Solar	marketing	Have Portland promotions extended to the Corvallis area
Solar	none	no suggestions
Solar	other	Continuing advocacy and education on behalf of Allies with Legislative (FIT, RETC, BETC), AHJ Inspectors, and Consumers. Also, search for opportunities within Federal ARRA and other programs with which you may be able to supplement your incentive offerings. Especially with in the nonprofit and municipal sector. I know several small municipalities in Oregon that have shovel ready projects but cannot scrape together any matching funding. (I have one such 24 kw project) With some focused effort, this may be a large opportunity. What if ET were able to negotiate matching Federal funds along with meaningful contribution from municipalities to deploy arrays on public buildings in small, struggling communities? Perhaps assist in bundling REAP, HUD, ET & creative loan assistance with city administrators?
Solar	other	Keep up the good work!

Solar	other	Keep up to good work and remember you work with the people who support the OET.
Solar	other	You ALL DO A VERY GOOD JOB! THANKS
Solar	other	You’re doing a great job. Thank you for all your help.
Solar	paperwork	streamline incentive paperwork application
Solar	program	be user friendly
Solar	program	More timely response from inspectors
Solar	program	please don’t drive the market down by telling customers what the end cost should be let us the contactors offer the best solutions and the jobs will cost accordingly
Solar	website	There should be some kind of ETO trade ally / inspector page of some kind perhaps using the existing tech check list for folks to see where the most folks are flunking inspections or where the current confusion is regarding installations.

Question 165. What can we do to improve the value of the training sessions?

sector	topic	response
Commercial	communication	do what is on list to cover don’t delegate after offered some of us go by what’s in the agenda
Commercial	communication	Two of us went to a real time-waster in October at Earth Advantage Institute. I don't know who the target audience was, but it wasn't people in the field.
Commercial	content	Have a session that incorporates our field of experience or scope of work
Commercial	content	New content, versus rehashing the same old stuff
Commercial	content	Offer more commercial sector training sessions
Commercial	content	ETO could purchase lighting samples of selected items to auction at a loss, rather than give away lint brushes - thanks anyway.
Commercial	geography	Maybe have some in the Washington side for the Trade Allies on this side of the river.
Commercial	geography	OTHER THAN PORTLAND AREA SO OTHER PARTS OF THE STATE DON'T HAVE SO FAR TO GO
Commercial	information	Leave with a cost estimating handbook.
Commercial	none	nothing
Commercial	other	Better quality sausages for breakfast.
Commercial	other	Allow a little extra time in a facility so we receive all the training topics. Use a facility that allows adequate room for all to move around freely. Have some functions spread out a little more so contractors not in the Portland area don't always have to travel to Portland.
Commercial	other	Have more room in the training area for vendors and trade allies.
Commercial	other	They have been very good.
Commercial	paperwork	Carefully go through a mock session of filling out some of the common ETO forms, so that questions can be asked and fielded in a group learning environment.
Commercial	paperwork	Make sure all ATACs and trade allies have the latest format of all forms and reports that energy trust would like us to use.
Commercial	presentation	Keep on schedule - A one-hour presentation should only last one-hour. Have a sufficiently large meeting space.
Commercial	Specialized	contracting specific
Commercial	Specialized	Have a training session for just electrical contractors. To explain all of the different aspects of lighting credits.
Commercial	Specialized	Train on specific systems rather than general overviews.
Commercial	Specialized	Training sessions might be more informative if they were focused on one or two issues and done in smaller groups. You can only accomplish so much when you have 200 attendees/competitors in one room at the same time?
Industrial	NA	I am not familiar with the training sessions
Industrial	none	Nothing
Other	communication	we were at the wrong training
Other	geography	Possibly offer training sessions in Salem area
Other	presentation	Ban power-point. Have sat through, and paid for, the same trainings and presentations for the last 4-5 years.
Other	presentation	make sure all can hear
Renewables	content	The training didn't cover specific program changes or focus on processes.
Renewables	other	HAVE THEM MORE OFTEN AND STICK TO THE TOPIC AT HAND
Residential	Advanced	More advanced technical trainings i.e. beyond BPI standard courses
Residential	Advanced	My experience has been that most of the training session is spent going over information that has already

		been covered. I would like to have more advanced training sessions. More exposure to marketing opportunities and how to utilize your co op funds. During a marketing training session it would be nice to see some encouragement toward co marketing amongst Trade Allies.
Residential	communication	be specific in what the meetings forums will be covering
Residential	communication	continue to listen to Trade Allies and offer what you can for assistance
Residential	content	interactive sessions with applied knowledge exercises
Residential	content	Offer a greater variety of technical trainings.
Residential	content	Standard Operating Procedures for the Training Topic Being Offered
Residential	content	They must be practical in suggestions and realistic in time and cost information.
Residential	DK	not sure
Residential	geography	Get more localized training
Residential	geography	Local areas. More handouts.
Residential	geography	offer more in southern Oregon
Residential	geography	Provide some training in southern Oregon.
Residential	geography	Split the training between Portland Metro and Southern Oregon.
Residential	information	hand outs, written info
Residential	information	Having the info or paperwork in hand prior to the training session instead of printing it off the site after the session.
Residential	information	reference guides to take home
Residential	more	More of them
Residential	more	More of them.
Residential	NA	n/a
Residential	none	can't think of anything
Residential	none	nothing it was very informative
Residential	other	CEC for training
Residential	other	The value is great price is high
Residential	other	All was well. Speaker was clear, forthright and answered all questions in an honest, direct manner.
Residential	other	Felt training was valuable and provided much needed insight.
Residential	other	Informative meeting as I recall. Keep up the good work.
Residential	other	Let people be specialists. No rewards for home performance service except to professional, unconflicted, home inspectors.
Residential	other	try to get more people to attend
Residential	other	It might be useful for you to post some questions and answers on the website so others can gain this useful info.
Residential	presentation	be more descriptive and use layman’s terms have a better q& a session at end
Residential	Specialized	concentrate on our program
Residential	Specialized	Don’t know/ Maybe more on windows and insulation, and weatherproofing. and less on heating & cooling
Residential	Specialized	It would be helpful if it were broke down by specialty. The HVAC portion was 30 minutes and I was there 2.0hrs to listen about new construction.
Residential	Specialized	maybe have trade specific training
Residential	Specialized	More specific training on the products with benefits and cost benefit ratio.
Residential	Specialized	More specific to my trade (HVAC)
Residential	Specialized	The program I attended was primarily aimed at companies that do duct sealing and insulation. We do neither, so it was interesting but not specific to what we do. To be fair however, there are few programs that concern hvac systems that are not brand specific. And since each dealer is primarily wed to one mfg. or another we tend to being interested in what qualifies for rebates and what doesn't. So training in our particular trade is an ongoing challenge we all do on an everyday basis. Marketing is always of interest to dealers. And being familiar with new financing options is always of some use. And there are other things that apply to hvac dealers that would be useful to us.
Residential	webinar	More online stuff would be great, as time is such a consideration when it comes to attending trainings.
Residential	webinar	Offer taped online courses as reference material worth looking up over and over and updated as new info is brought forward.
Solar	Advanced	Beyond entry level
Solar	Advanced	Develop advanced material beyond the fundamentals
Solar	geography	Hold them in Central Oregon!
Solar	geography	More in southern Oregon

Solar	geography	Offer them in Southern Oregon
Solar	information	less expensive is good know expensive details from inexpensive
Solar	more	OFFER MORE OF THEM
Solar	none	nothing, [blank] was awesome
Solar	other	Keep this going.
Solar	other	Continue to offer training of value.
Solar	webinar	Conduct webinar type courses --these are very helpful and more of them would be great

Question 169. What topics would you like to see covered at these meetings?

Sector	Topic	Response
Commercial	BETC	BETC program updates
Commercial	Changes	New or revised incentives
Commercial	changes	Program updates
Commercial	changes	todays work not what’s several years old
Commercial	changes	upcoming gov changes
Commercial	changes	New incentives
Commercial	changes	new programs and technologies
Commercial	changes	Policy changes
Commercial	changes	upcoming Energy Trust changes
Commercial	content	of what trades that will be discussed
Commercial	other	project histories
Commercial	other	Representative from ODOE
Commercial	other	It would be nice if each round table meeting
Commercial	other	would clarify the depth and time schedule
Commercial	paperwork	forms problems
Commercial	program	Lighting, Outside lighting, solar powered lighting
Commercial	programs	Incentives based more on kwh saved for the heavy industrial customers
Commercial	programs	Methods for describing custom incentive possibilities to clients
Commercial	programs	New programs
Commercial	programs	Review of all programs
Commercial	programs	Where the program is at and the direction it's headed towards
Commercial	Solar	solar hot water
Commercial	TA Feedback	ETO staff does not take fresh input well, so just listen and act upon input from the trenches
Commercial	TA Feedback	More technical discussions and feedback from other trade allies
Commercial	training	Maybe more training on the programs
Other	Changes	anything new coming in the field
Other	TA Feedback	what has persons experienced in their that is interesting
Residential	BETC	Betc
Residential	Changes	future plans
Residential	Changes	changes in laws/u values/incentives for allies and/or customers
Residential	Changes	changes, updates
Residential	changes	Current events
Residential	changes	ET updates
Residential	Changes	new changes on horizon
Residential	Changes	New equipment on horizon
Residential	Changes	Upcoming incentive/program changes
Residential	changes	program updates

Residential	changes	Program Updates
Residential	changes	upcoming changes to the Energy Trust program
Residential	Changes	New information
Residential	content	Only agenda items.
Residential	content	Question and answer section.
Residential	DK	unsure
Residential	hvac	Hvac only
Residential	HVAC	Our only interest is the HVAC portion and it was covered.
Residential	marketing	marketing
Residential	NA	n/a
Residential	other	communication
Residential	other	some design related topics, not just trade related
Residential	other	Clear energy Works
Residential	other	Trade ally concerns
Residential	other	Introduction to new ETO members
Residential	paperwork	Forms
Residential	paperwork	how to streamline paper flow
Residential	paperwork	paperwork
Residential	program	incentives
Residential	programs	Increasing the requirements/standards for HES/HP Trade Allies such that we are all on the same page in terms of certifications and services required
Residential	programs	Energy Trusts plans for the future-incentives
Residential	programs	Future changes to the programs
Residential	programs	How ETO serve contractors better.
Residential	programs	procedures
Residential	TA Feedback	Trade Ally input
Residential	TA Feedback	In the last year it seems that ETO has listened to what contractors are saying, thank you!
Residential	TA Feedback	Areas where you see Trade Allies going off course
Residential	TA Feedback	How contractors serve ETO better.
Residential	TA Feedback	Increasing/opening up opportunity for more Trade Ally involvement with the annual incentives evaluation & proposing changes to incentive amounts
Residential	training	Training Opportunities
Residential	training	more tips and or training on a specific area
Residential	training	Short training sessions
Solar	changes	Current Legislative updates
Solar	changes	Updates on all programs-all good
Solar	changes	Updates on ET support
Solar	Marketing	Current marketing trends
Solar	other	discuss specific projects
Solar	paperwork	streamline State/ ETO paperwork
Solar	programs	ENERGY TRUST INSPECTION GUIDE LINES
Solar	programs	program direction / purpose
Solar	programs	pv solar
Solar	Solar	Solar
Solar	solar	Solar
Solar	solar	Solar
Solar	solar	solar marketing
Solar	training	sales training

Question 170. Do you have any other suggestions regarding the roundtable meetings?

Sector	Topic	Response
Commercial	agenda	Email a printable outline for the Trade Ally to follow
Commercial	agenda	let the people know before what the topic is going to be
Commercial	communication	if lighting is the topic, invite only the lighting companies
Commercial	content	we would attend, if it related to our industry
Commercial	Geographic	Have some on the Washington side for local WA trade allies
Commercial	information	Report on the number of projects and $$ since last meeting
Commercial	none	no
Commercial	other	Let them be vendor financed !
Commercial	other	see above comment
Commercial	other	The roundtable meetings are great although sometimes the other allies are direct competitors and therefore is somewhat awkward.
Commercial	TA feedback	Ask for more feedback during the meetings
Other	other	keep having them
Residential	agenda	I don't want to go to any meeting without a known purpose and intended contribution.
Residential	agenda	More detailed agenda?
Residential	communication	Minutes and recaps sent out
Residential	content	Have roundtables count toward continuing credits
Residential	content	Make them trade specific, not everyone from everywhere. Really don't care to hear about windows or insulation.
Residential	content	more existing homes
Residential	content	narrow the scope, too broad
Residential	content	topics that inspire more open discussion amongst attendees
Residential	content	trying to cover all areas, not specific to all
Residential	format	Better organized break-out sessions
Residential	format	Break out meeting need to be in their own areas pull room divider or own room. Can't hear
Residential	format	Focus on the breakout sessions
Residential	format	More done by other methods involving all who will pay attention, regardless of ability to attend meetings.
Residential	format	Shorten the first hour of "general announcements"
Residential	Geographic	Get them more localized so trade allies don’t have to travel so far
Residential	Geographic	Local areas.
Residential	Geographic	Vary the location so that contractors get a break on the number of driving miles
Residential	NA	n/a
Residential	none	no
Residential	none	not at this time
Residential	none	not sure @ this time
Residential	other	Comments on the roundtables in previous sections
Residential	TA feedback	more Trade Ally input
Residential	timing	Earlier meeting time was convenient to get us all back in the office by noonish
Residential	timing	I like the 9am start time.
Solar	agenda	Agenda and supporting materials handed out.
Solar	communication	Explanation as to who Conservation Group is, why, what, when
Solar	communication	No meeting minutes ever offered for So. OR meetings
Solar	content	Bring specific info to breakouts
Solar	format	Do not allow negative people to dominate the meeting.
Solar	format	HAVE MORE ALLY CONTRATOR PARTICIPATE
Solar	format	Keep opening remarks brief
Solar	format	less domination by the heat pump folks
Solar	Geographic	Don't like the CO Environmental center (parking yuck!)

Solar	information	Have customer brochures and Swag is good

Question 171. What can Energy Trust do to make attending a roundtable discussion easier?

Sector	Topic	Response
Commercial	communication	Send a notification email w/ the round table location and time information along w/ the agenda for the round table in advance.
Commercial	communication	I have never went because I was told that it is just a bunch of people complaining about how they don't understand and how the forms confuse them. Though I have never went so I guess I need to see for myself before judging. I just wanted to let you know what was told to me.
Commercial	content	Have a session that covers our scope of work, not everything else
Commercial	geographic	LOCAL AREA
Commercial	geographic	Have one closer by.
Commercial	geographic	Have one locally - Coos Bay/North Bend
Commercial	NA	did not attend
Commercial	none	Nothing. I intend to attend as many as possible.
Commercial	other	I will attend the May commercial roundtable
Commercial	other	I just do not have the extra time.
Commercial	webinar	video conference
Industrial	geographic	Have it in Klamath Falls
Industrial	webinar	I am not familiar with the roundtable discussion but possibly using a webinar format
Other	geographic	Offer them in Salem area
Other	other	Work and income has been spotty at best and I have not attended because I have thought the pay off for my time and money would not be beneficial. I may be wrong but I haven't been able to make energy trust income producing for my company. I need direct help to get it off the ground. I just don't have the focus I need to promote and do what you offer. Thanks for your help. Roger
Renewables	geographic	Not all trade allies are located near the roundtable meetings and it's difficult to attend when you have to dedicate a full day or more to travel and attend the meetings.
Renewables	NA	N/A
Residential	communication	schedule of dates
Residential	communication	Plenty of notice by email. Timing for out of office meetings is valuable
Residential	communication	more notice, emails
Residential	communication	More notice so it can be scheduled well in advance of an already busy schedule.
Residential	communication	Let us know when the next roundtable discussion is going to happen that pertains to the hvac trade.
Residential	communication	Let us know when the next one is and where.
Residential	content	The discussions don't seem applicable to our program.
Residential	DK	unknown
Residential	geographic	offer it in Pendleton area :)
Residential	geographic	have them in different areas of the city
Residential	geographic	Have one in Salem
Residential	geographic	Have one in Pendleton and/or Baker City.
Residential	NA	Not familiar
Residential	other	we am very short handed because of cutbacks
Residential	other	I spent 30 Years in Ca. dealing with entities similar to yours, and you guys are much easier to work with and get along with.. Keep it up!
Residential	timing	Timing. Needs to be earlier in the day.
Residential	timing	Start a little later in the morning. 9 or 9:30 to allow a little time in the office prior to meeting.
Residential	timing	shorter
Residential	timing	Not have them during the work day. Have them in the early evening so I can attend. I can't not work to go to these things no matter how valuable they may be.
Residential	timing	Different time? not sure
Residential	webinar	Webinar or conference call
Residential	webinar	Online forum?
Residential	webinar	online
Residential	webinar	Make them conference calls
Residential	webinar	I like the webinar option
Solar	communication	invitation
Solar	DK	not sure
Solar	geographic	Remember that there are people who live East of the Cascades (and no- Bend does not count as Eastern Oregon)
Solar	geographic	None have been located in Hood River. Can you make them web-based?
Solar	geographic	have them more locally

Solar	geographic	have one local to us (Eugene)
Solar	geographic	Have one in Corvallis, Salem or Eugene.
Solar	geographic	have one closer to the mid valley (e.g. Albany/Corvallis
Solar	NA	I haven't heard of many
Solar	none	Nothing
Solar	timing	Timing

Question 178. What would make the Insider more useful to you?

Sector	Topic	Response
Commercial	case studies	
Commercial	content	Directed toward our industry scope (lighting / solar).
Commercial	DK	?
Commercial	Links	Technical, vendor, & ETO suggestion links
Commercial	none	no suggestions
Industrial	other	Same as above
Other	content	adding common problems and solutions
Renewables	changes	BETC and RETC updates. Marketing tips.
Renewables	content	HAVE IT MORE FOCUSED ON WIND AND SOLAR
Residential	changes	Program change announcements
Residential	changes	more updates
Residential	changes	Include nothing but important program updates! There is no need for a newsletter when a few bullet points or paragraphs will do. If I can't determine if it is important at a glance, it is going to the trash bin.
Residential	DK	Don't know enough about it to comment.
Residential	DK	don't know
Residential	DK	?
Residential	NA	n/a
Residential	NA	n/a
Residential	news	Self-critical news, including a future under HB2626 equally serving all independent of heating method, under an awakened ODOE and nation where weatherization is really cared-about, and not just good for the more-affluent.
Residential	none	none
Residential	other	see the above
Residential	other	Provide the information I provide above
Residential	other	It works well the way in is presented
Residential	other	information on other trade allies
Residential	training	more class schedules
Solar	changes	NEW PRODUCTS THAT THE TRUST IS LOOKING TO APPROVE.
Solar	DK	?
Solar	DK	?
Solar	other	more time to read it
Solar	other	Covered in #177
Solar	Paper	Receive in paper form as well

Question 182. What improvements could we make to the trade ally web pages to make them more valuable to you? ; And
Question 186. Do you have any suggestions for web site changes or improvements?

Sector	**Topic**	**Response**
Commercial	blog	The blog is a great idea or forum set up
Commercial	case studies	Include case studies for each major incentive area
Commercial	content	include equipment and installation cost
Commercial	forms	Make program forms more accessible
Commercial	forms	Make it easier to get the necessary worksheets for each program.
Commercial	forms	Make it easier to get the necessary forms for each program.
Commercial	forms	go to forms
Commercial	none	Not really - It's just more getting use to the new layout and remembering where things are on the site. I understand it is hard due to all the information provided on the site.
Commercial	none	no
Commercial	none	no
Commercial	other	Provide this weeks Lotto numbers
Commercial	other	Provide more information for Custom Track projects
Commercial	search	easier search within web site
Industrial	layout	Old Site seemed easier to navigate
Industrial	none	No
Other	blog	yes blog
Renewables	content	Have a section that lists program changes
Renewables	none	NONE
Renewables	wind	Promote Small Wind
Residential	content	Better info on qualifying ES equipment and what the specific incentives are
Residential	content	Add a Commercial/Multifamily Promotions page
Residential	forms	Make it clearer to find things such as forms. Often takes a while. Perhaps it's just me...?
Residential	layout	Review the previous layout, it was easier for trade allies and our potential customers to navigate and find info. Also need to make better distinction between Home Performance and new const.
Residential	layout	less changes - it is always different from the last time we logged on
Residential	layout	Highlight "new" items
Residential	layout	have a quick reference guide on home page
Residential	layout	For new construction make the pages easier to get to and more clear
Residential	links	links to Oregon Tax credit and FED Tax credit home pages
Residential	n/a	don't use enough to comment
Residential	navigation	Fewer clicks to important program updates/changes
Residential	none	Not at this time
Residential	none	not at this time
Residential	none	Nope :-)
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	At this time, no
Residential	other	My answer for question 182 is the same answer for this question.
Residential	other	Let's work to unify efforts in all communities.
Residential	simplify	Simplify!
Residential	simplify	Simplify!
Residential	simplify	Simplify!
Residential	simplify	Simplify
Residential	TA list	search for trade ally's
Residential	TA list	List Design Professionals!
Residential	TA list	I liked the alphabetical slide bar that use to be on the trade ally search section.
Residential	TA list	Fix the random find a contractor listing, it does not seem to be random at all
Residential	TA list	Fix contractor search to only show contractors doing work in the search area
Solar	forms	MAKE IT EASIER TO ACCESS FORMS

Solar	forms	Make forms pages compatible with Firefox browser.
Solar	none	None
Solar	none	NO
Solar	other	Blogging would have to go unedited. The Solar industry is gravely lacking the ability to communicate with itself and therefore unable to share important information. We need a tech. corner or something.
Solar	search	I can never find what I'm looking for.....menus? Searchable? I don't want to fill out a survey and have the website decide where I should go.
Solar	TA list	Trade Ally List
Solar	TA list	Finding trade Ally's List not accurate.
Solar	TA list	Finding a Contractor list - not updated

Question 187. Do you have any additional comments or suggestions for Energy Trust?

Sector	Topic	Response
Commercial	communication	emphasize measurement and analysis of results
Commercial	communication	Response time to questions are critical even if the answer is "I don't know." We at least have something to tell the customer rather than "I can't get a response from Energy Trust, they won't call me back."
Commercial	communication	The Trust has been great, key people I deal with help make the incentive process available. Primarily [blank]….and [blank]l. I can get anyone of those people on the phone, access is very important.
Commercial	incentive	larger incentive if a multi site (i.e. University) does multiple facilities
Commercial	none	no
Commercial	none	none
Commercial	other	If this type of program expanded with the other utility companies in Washington, it would be really good
Commercial	other	emphasize O and M projects
Commercial	other	All ETO employees are very helpful
Commercial	other	enjoy working with all personnel, very helpful
Commercial	other	Give Raises to the entire lighting group. AKA. Evergreen Consulting!
Commercial	other	Great job doing a great service
Commercial	other	Keep up the great work....charge into 2010 !!!
Commercial	other	One of the best incentive programs out there, maybe the best in the Nation
Commercial	other	said a lot above
Commercial	other	You're doing fine
Commercial	program	De-emphasize capital projects.
Commercial	program	Why have such a large ETO staff and then such a large set of contractors, isn't this expensive? And then the process is still slow as snails and unpredictable?
Industrial	none	No
Industrial	other	I did not know about the website
Industrial	other	I was not aware of many of the programs.
Other	other	thanks to you for promoting so much our energy concerns
Residential	communication	Be nicer to me. Especially respect my rule comments.
Residential	communication	Give credit and kudos to the small contractors or those that are very supportive of the ETO programs. Recognition is important
Residential	communication	Less Hard Copy or less emails. If I print an email
Residential	communication	Let me know what I need to do to be included on the website again.
Residential	incentive	Extra incentive for spray foam over standard
Residential	incentive	Larger incentives for air sealing and testing
Residential	incentive	Larger incentives for testing materials
Residential	incentive	More rebate money
Residential	incentive	Same comment. Provide rebate incentives for your requirements which make it economically feasible for a builder to stay in your program.

Residential	incentive	the programs have to be more attractive to get people on board
Residential	incentive	I think the incentive structure is out of wack
Residential	incentive	Change crawl insulation back to .45
Residential	incentive	offer multi-family incentives
Residential	marketing	figure out how to get more customers to use the services
Residential	marketing	Focus on marketing to the general public more to sign up for HERS and Savings within Reach program.
Residential	marketing	Make people more aware of services
Residential	marketing	more advertising
Residential	marketing	More advertising/promotion
Residential	marketing	Please keep advertising
Residential	marketing	the door hangers I'm getting from you are really nice, very professional, lend credibility
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	no
Residential	none	No but thanks for listening so far. Please realize that little new building is going on over here. That makes the Existing Homes program the most valuable to us this coming year.
Residential	none	none
Residential	none	None! Enjoy the Program and what you are doing!
Residential	none	not at this time
Residential	other	exposure to new technologies
Residential	other	And thanks for the support.
Residential	other	And then receive hard copy in the mail. I have just
Residential	other	As Energy Trust inspector, [blank], would say, "Keep on Truckin..."
Residential	other	Customers appreciate the rebate offers
Residential	other	I think the program has some benefit but I don't know what it is.
Residential	other	Keep doing what you're doing! thanks,[blank]
Residential	other	Keep up the good work!
Residential	other	Keep up the good work!
Residential	other	[Blank] is a strong proponent of ETO and its programs.
Residential	other	thank you
Residential	other	Thanks
Residential	other	Thanks, looking forward to working with eto in 2010. holly
Residential	other	Wasted paper, ink and time.
Residential	other	Your staff seem to be very informed
Residential	other	Yes, this survey was too long. Shorten these and do more frequently.
Residential	paperwork	Improve incentive processing- be more efficient
Residential	paperwork	Simplify!
Residential	program	Adding on to what I mentioned earlier, it seems that sometimes the "little person" can get left out of programs/incentives. The homeowner aiming to take a small chunk of change and make some efficiency improvements cannot afford to take advantage of incentives due to testing and diagnostics costs. I think that homeowner represents a majority of potential users who are disconnected from the program. we have to make it a bit more available - not a free for all, get while the gettin's good operation...but something that makes it more feasible and connected to the bulk of the community.
Residential	program	consider duct wrapping incentive
Residential	program	Look close at who is actually a true trade ally and those that are simply an opportunist that is more concern with profit than providing true customer service.
Residential	program	More emphasis on windows. Seems to be an afterthought by staff because it has a lower "return on investment." Still very important even though it is expensive. Has as much energy reduction as most residential solar programs yet gets very little funding and requires additional measures. Should be easier for a home with adequate floor and attic insulation to qualify without adding another expensive item like a furnace which may have life left in it. Auditors should not downplay windows
Residential	programs	bring back the furnace stand alone incentive

Residential	TA feedback	dialog amongst Trade Allies
Residential	TA feedback	It would be helpful to have groups of non competing trades that could openly discuss marketing strategies, program successes, program challenges, and solutions. This would be good practical insight.
Residential	TA feedback	Care that I have a viable business. Each business has an advocate.
Residential	training	Cheaper training courses
Residential	training	help with costs of classes and sem.
Residential	training	more classes
Residential	training	more seminars
Solar	incentive	Don't lower the solar incentive any further
Solar	none	NO
Solar	none	No
Solar	none	No
Solar	other	Appreciate the opportunity to respond & comment in this survey, I think it is comprehensive I scope.
Solar	other	I visit the website less than 1-3 times a month, not never
Solar	other	Keep up the good work
Solar	other	Keep up the good work.
Solar	other	Thank You ETO, staff is doing a great job, keep up the good work!
Solar	other	Thanks Again for moving the industry forward, you are doing a great job!
Solar	other	Thanks for asking for feedback. Overall, you do a very nice job!
Solar	other	work on website
Solar	paperwork	Pay incentives faster, much faster.
Solar	program	Be VERY quick to raise incentive if the market changes
Solar	program	Carefully vet new technologies especially from China, etc
Solar	program	Get the other departments working as well as Solar.
Solar	program	Hold inspectors to higher customer service standards
Solar	program	Stop Solarize Portland.
Solar	program	We were told if we got thru the complicated Trade Allie process we would be getting referrals from customers, and that hasn't happened.
Solar	program	I would like to be able to use the small wind program but can't because of the tower height requirement