Energy Trust of Oregon

Home Energy Solutions Existing Homes

2008 Program Initiatives & Measures

Conservation Advisory Council Meeting
January 23, 2008

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2008 HES Single-Family Program Initiatives

- Collaboration with manufacturers, distributors, retailers on promotional activities
- Cross-marketing with Products Team
  - CSG identifies refrigerator replacements and sets up recycling for old refrigerators;
- Remote area HERS with Weatherization Agencies (Grants Pass & Pendleton)
- Integrate HES Existing Home program training with Earth Advantage Real Estate Professional green certification; create Energy Trust Real Estate Professional Trade Ally designation

New 2008 Single-Family Program Initiatives

- Low-Income Solar Initiative
- Energy Performance Certificate and Carbon Footprint
- Deliver home solar energy assessments to participants; process solar energy incentives
- Sales and marketing training for Energy Advisors – increase number of HERs measure installations
- Spanish language HERs and bi-lingual contact center staff

2008 Home Performance Initiatives

- Goal of 1,000 completed HP jobs in 2008; 560 in 2007
- Streamline Home Performance Procedures
- Develop subcontractor network for Home Performance contractors
- Minimum of 2 Home Performance trainings in 2008
- Recruit home inspectors for BPI training and designation as Home Performance contractors
- Add sales and marketing, and Home Check Training to BPI suite of classes
- Explore new loan options
- Develop Assisted Home Performance program component for lower income participants (60-80% median)

New Multifamily Program Initiatives

- CSG assumes all multifamily program tasks from OSD in 2008 – outreach, administrative, BETC processing, and program support for owners, management companies, and contractors
- Multifamily building assessments – two staff available
- Expand focus on lighting and clothes washers; target Laundromats
- Improve job depth with more measures captured
- Increase geographic diversity of projects

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Energy Performance Certificate

- 2008 Pilot– Create program model, test efficacy, define tools for use and market providers of service
- Ties energy efficiency and green house gas reduction
- Goals and objectives:
  - Demonstrate deployment of label
  - Educate building trades, Real Estate Professionals, and consumers on metrics of energy efficiency and carbon footprint
- Guides improvements to home's performance
- Prove merit of Energy Performance Certificate (EPC) concept as state-wide concept
- Project collaboration between Energy Trust, Earth Advantage, Conservation Services Group, and City of Portland Office of Sustainable Development

Low-Income Solar Assistance (LISA)

- 2008 Pilot
- Solar energy installations for low-income households
- Coalition building and leveraging of Oregon Community Action Agencies, Tribal Government infrastructure, and Oregon Hosing and Community Services
- Energy Trust funds solar hardware
- Coalition finds dollars for agency training and infrastructure development
- 2008 Goal – 40 solar energy installations

Increased Market Involvement

Leveraging market activities of:

a. Manufacturers of energy efficiency equipment and products

b. Equipment distributors

c. Large retailers – Lowe's, Home Depot, Sears Home Services, etc.

d. Community-based organizations

e. Corporate outreach and involvement – Nike, HP, Intel, etc.

f. Trade Associations – HBA, ACCA, NARI, WISE, etc.

Trade Ally Network

- Re-enroll all current trade allies in Q1 2008
- CCB license and insurance assignment provided to Energy Trust
- Recruit new trade allies – cover entire state
- Program Training Requirement:
  1. Completion of incentive applications
  2. Weatherization Specifications
  3. Quality control procedures – 10% inspection
  4. Technical Training
  5. Create program Trade Ally Council

Incentives – Rebates and Loans

- Current incentives extended until February 28, 2009
- Measure packages with enhanced rebates remain in effect for 2008
- Printable electronic incentive form developed and deployed in 2008
- Investigate and adopt new financing options for solar energy and energy efficiency loans

Additional Pilot Initiatives

- Power Cost Monitors (Blue Line)
- Mini Split Heat Pumps
- Refrigerator monitoring, replacement and recycling – working with PECI
- Heat Pump Early Retirement Program
- Low income focused refrigerator replacement efforts of about 300 refrigerators each

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2008 Special Promotional Efforts

- High Efficiency Water Heater Promotion (Q1) in cooperation with PGE, Marathon, and RotoRooter; $75 Energy Trust coupon and $100 RotoRooter incentive; January thru April
- Home Performance with ENERGY STAR – $150 bonus coupon for 3 or more measures installed – February thru May & September thru December
- High Efficiency Heat Pumps - $50 bonus coupon; March thru May & September thru December
- High Efficiency Furnaces - $50 bonus coupon; March thru May & September thru December
- Tankless Water Heater - $50 bonus coupon; May thru August

2008 Special Promotional Efforts

- Measure Package Bonus – March thru December
  a. Home Comfort ($150 bonus) – 3 thermal measures & air sealing
  b. Heat Pump Upgrade ($150 bonus) – HSPF 8.5, SEER 12 or better, plus Commissioning (CheckMe!) and duct sealing
  c. Premium Gas Furnace ($100 bonus) – 90%-94% AFUE gas furnace plus duct sealing
  d. Super Efficient Gas Furnace ($125 bonus) – 95% and greater AFUE gas furnace plus duct sealing

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2008 Special Promotional Efforts

- Multifamily Window Promotion ($4 sq. ft.) – April thru July
  - Potential single family windows
  - Potential windows only at a low enough U value
- Multifamily Lighting Promotion (incentive TBD) – September thru December
- Other promotional efforts will be developed throughout 2008
  - Home Performance make-over(s)
  - Cooperative trade ally package with Trail Blazers

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New Existing Homes Measures – Water Heaters

- Conventional Water Heaters – midstream and retail
  a. Gas Water Heater ($35) - .62 EF or greater
  b. Electric Water Heater ($35) - .93 EF or greater
  c. Electric Water Heater ($75) - .94 EF or greater with 20 year warranty
- Solar Water Heaters
  a. Gas solar water heater (up to $1500) - $500 is average incentive
  b. Electric solar water heater (up to $1500) - $1000 is average incentive

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