EnergyTrust of Oregon, Inc.

Program update: Solar

September 17, 2008

2008 program themes

Residential:

1. Implement market research recommendations
    a. 100 solar energy reviews completed – evaluation underway
    b. Beginning study of home appraisals to determine added value of solar to homes
    c. Contracting with bank to offer low interest loans
2. Leverage Solar Now! brand campaign with City of Portland to expand PGE uptake
    a. Launched Solar Now! brochure, website, phone number, advertising
    b. Cobranded booth at NW Solar Expo with ODOE, OSD, Solar Oregon
3. Continue and expand strong outreach
    a. Solar Oregon conducting 58 workshops to 3,000 people
    b. Special workshops were held for Community Energy Challenge
    c. Played major role in events: Better Living Show, NW Solar Expo, Green and Solar Tours
    d. Educated builders about High Performance Homes with solar

Commercial:

1. Leverage new 50% BETC and ITC expiration deadline to drive increased demand
2. Manage demand for incentives considering early volume of BETC reservations
    a. Offered multi-site incentives to commercial and government sectors in PGE
    b. Adjusted nonprofit/government incentive levels
    c. Fully committed commercial budget by June, added 2.5M from other RE programs
    d. Considered using unspent RE funds for larger QF projects for PGE, Pacific Power
3. Facilitate 3rd party ownership model to expand market opportunities
    a. Intervened in OPUC DR 40 on treatment of third party system owners
    b. Modified terms & conditions to accommodate different models
4. Foster projects in the government sector
    a. Organized two solar workshops for municipalities
    b. Consultant performed outreach, followup and RFP support

2008 accomplishments

- 40 new trade allies
- Solar site assessments conducted for:
    a. 14 wineries in Governor's Climate Neutral Challenge
    b. 12 public agencies

Solar Electric:

	Residential	Commercial
Systems paid	101	64
Systems paid + committed	135	193
Capacity paid	310 kW	770 kW
Capacity paid + committed	450 kW	5,270 kW

Solar Water Heating:

	Residential	Commercial
Systems paid	107	11
Systems paid + committed	208	20
Savings claimed	12,700 therms, 104,000 kWh	8,000 therms, 33,000 kWh

2009-2010 budget themes

Vast uncertainty in the PV marketplace

- Expiration of ITC – renewal assumed in April 2009
- Economic downturn
- Lack of BETC appetite

+ Rising energy prices
+ Possible lower PV system cost
+ Market comfort with 3rd party model
+ Increased awareness
+ Third party residential PV

Strategies:

- Plan for extension of ITC, as the market is also doing.
- Provide equivalent budget to 2008, to meet similar level of PV activity to 2008 in 2009.
- Consider residential bridge incentive to make up lost ITC.
- Target commercial pool heating and large solar DHW markets.
- Expand commercial PV incentive beyond 100 kW.
- Support municipal RFPs with custom PV incentive offers.
- Prepare for PV budget decline in 2010.