

Conservation Advisory Council Agenda

Virtual meeting

Wednesday, November 13, 2024

1:30 – 4:00 p.m.



Zoom meeting registration link: <https://us06web.zoom.us/meeting/register/tZcof-iggzwsGt0M7hvkjTuuOpSLh1JS9isy>

1:30 Welcome, Introductions and Community Agreements

1:40 Director of Energy Programs Desk (*inform, feedback*)

Tracy Scott, director of energy programs, will provide a brief update on current program activities and announcements.

Presenter: Tracy Scott, Director of Energy Programs

1:45 2025-2030 Strategic Plan Development Update and Follow-Up Questions (*inform, discuss*)

Staff will present a short update on development of the 2025-2030 Strategic Plan and focus on a potential adjustment under consideration based on stakeholder feedback. The strategic planning committee is seeking additional input related to a topic raised in the Diversity and Conservation Advisory Councils discussions of the draft strategic plan: the need for more customer support with information and educational content. Staff will bring specific questions. CAC discussion will inform the committee as it determines how to describe Energy Trust's role in the revised plan.

Presenter: Amber Cole, Director of Communications & Customer Service and Kathleen Belkhat, Commercial Program Manager

2:15 Multiyear Planning Update (*inform*)

Staff will present an update on Energy Trust's transition to a multiyear plan for 2026-2030, outlining next year's plan development timeline and reviewing the plan's key elements.

Presenter: Melanie Bissonette, Sr. Project Manager – Operations

2:35 Residential and Multifamily Ductless Heat Pump Program Design Updates (*inform, discuss*)

Staff will recap the [DHP impact evaluation published in August](#) 2024 that analyzed ductless heat pumps (DHPs) installed in single-family and manufactured homes from 2020-2022. Staff will provide an update on measure analysis for DHPs in response to the impact evaluation. Staff will highlight adjustments to the Residential and Multifamily DHP program designs and delivery. This includes DHPs for market-rate and customers experiencing low- and moderate incomes.

Presenters: Cody Kleinsmith, Evaluation Project Manager; Marshall Johnson, Residential Sr. Program Manager; and Amanda Zuniga, Commercial Program Manager

2:55 Break

3:00 Residential and Multifamily No-Cost Delivery Pilots Evaluation Update (*inform, discuss*)

Staff will provide an update on interim evaluation results for Energy Trust's program delivery pilots to serve residential and multifamily customers experiencing low incomes and energy burden with no-cost energy efficiency offers. These offers include no-cost ductless heat pumps (DHPs), ducted heat pumps, and heat pump water heaters delivered via community partners (e.g., community-based organizations and housing organizations). This portion of the evaluation focuses on analysis of pre-participation collected program data and interviews with program staff and community partners.

Presenter: Cody Kleinsmith, Evaluation Project Manager

3:35 Anticipated Measure Exceptions for Ductless Heat Pumps and No-Cost Offers to Support 2025 Actions (*inform, discuss*)

Staff will present planned energy efficiency measure cost-effectiveness exceptions for 2025 for ductless heat pumps (several DHP measure applications) and no-cost measures for customers experiencing low incomes and energy burdens in single-family and multifamily homes.

Presenter: Michael Hoch, Measure Development Manager – Energy Programs

3:50 CAC Member Announcements

3:55 Public Comment

4:00 Adjourn

Meeting materials (agendas, presentations and notes) are available [online](#).

Next CAC meeting is Wednesday, January 22, 2025.

Thank you for your contributions to Energy Trust of Oregon and have a wonderful rest of the year.

Conservation Advisory Council Meeting Notes

September 11, 2024

Attending from the council:

Laney Ralph, NW Natural
Noemi Ortiz, Cascade Natural Gas
Lisa McGarity, Avista
Jonathon Belmont, Bonneville Power Administration
Charity Fain, Community Energy Project
Amanda Welch (for Andy Cameron), Oregon Department of Energy

Becky Walker, Northwest Energy Efficiency Alliance
Kari Greer, Pacific Power
Kerry Meade, Building Potential (formerly NEEC)
Peter Kernan, OPUC

Attending from Energy Trust:

Hannah Cruz
Alex Novie
Tom Beverly
Elizabeth Fox
Amber Cole
Tracy Scott
Greg Stokes
Elaine Prause
Kenji Spielman
Julie McMorine
Danielle Rhodes
Cody Kleinsmith
Leila Shokat
Jen Shafer
Laura Schaefer
Emily Cahill
Alistair Simmonds
Joy Turtola
Abi Sloan
Themba Mutepfa
Kirstin Pinit
Cory Hertog
Thad Roth
Spencer Moersfelder

Gemma DiMatteo
Erin Roach-Alberts
Amy Grable
Jane Hammaker
Maddie Norman
Adam Shick
Adam Bartini
Katie Hughes
Amanda Potter
Kathleen Belkhatat
Tiffany Hatteberg
Andi Nix
Jackie Goss
Julianne Thacher
Abby Spegman
Michael Hoch
Megan Greenauer
Angela Clayton-Schmidt
Akanksha Rawal
Sue Fletcher
Marshall Johnson
Tara Crookshank
Patrick Urain
Amanda Zuniga

Others attending:

Brooke Landon, CLEARResult
Jenny Sorich
Candice Kelly, Resource-Innovations
Lindsey Diercksen, LD Consulting LLC
Allie Romo, CLEARResult

Cameron Walsh, CLEARResult
Jeff Cropp, TRC
Sarah Hall, OPUC
Benedikt Springer, OPUC
Kate Ayres, OPUC

1. Welcome and announcements

Alex Novie, communities and new initiatives sector lead, convened the meeting at 1:30 p.m. via Zoom. The meeting agenda and presentations are available online at <https://www.energytrust.org/wp-content/uploads/2023/11/CAC-Packet-September-2024.pdf>. Alex led introductions and shared the council community agreements.

Tracy Scott, director of energy programs, shared there will be a joint advisory council meeting on October 10 to gather feedback on the 2025 budget.

2. Energy Trust Draft 2025-2030 Strategic Plan discussion

Topic summary

Staff shared an update on the draft 2025-2030 Strategic Plan, included in the [CAC meeting packet](#). Energy Trust's vision remains unchanged, but the purpose statement is updated to highlight the collaborative nature of Energy Trust's work and community-centered benefits. The phrase "clean energy solutions" appears throughout the plan and is defined as energy efficiency, small scale renewable energy and customer-sited grid connected technologies that customers use to manage energy use. Future conditions add up to increasing demand for existing services and the need for new services. The five focus areas are interconnected with each other:

- Maximizing clean energy acquisition to help reduce customer energy costs, help utilities avoid investments in generation and help relieve grid restraints
- Reduce the cost of decarbonization, making the transition less costly and risky for customers and utilities
- Creating greater impact for priority customers who haven't been served as well in the past, such as rural customers, communities of color and people with high energy burdens
- Motivating the next level of customer participation among customers who haven't worked with us or could do more
- Supporting community resilience to ensure clean energy solutions and their benefits are included in resilience efforts

The plan will be available for public comment through September 20. Comments may be submitted via the website, emailed to info@energytrust.org or mailed to Energy Trust's office.

Discussion

Staff facilitated discussion via Mural. The council said the plan is comprehensive and does a good job of distilling the themes. The focus areas are in line with what is being heard at a regional and local level (Becky Walker). The council indicated it aligns with NEEA and the Oregon Department of Energy's plans and provides good opportunities to work together (Becky Walker, Amanda Welch). The council added upstream work can help drive deeper adoption locally, and it will be helpful to talk more about how NEEA can support upstream work for priority customers with their data (Becky Walker). It liked how cost came up in a few places and how it's a major barrier for many customers (Becky Walker).

The council asked if Energy Trust is anticipating cost increases among installers as some may charge customers more with the additional funding available, adding that Bonneville Power Administration is sensitive to it (Jonathan Belmont). Staff responded it will be important to track costs. Energy Trust saw similar cost increases in the pandemic and had to run through its update cycle more quickly. It will be important to track trends in costs and ensure funding isn't exceeding project costs.

The council noted it is important to ensure there isn't a cost for low-income households to ensure adoption. Full installation costs should be covered; not just the unit installed, but also the surrounding costs. This includes looking at the impact on utility rates, ensuring customers are getting the benefits, that communities aren't left behind, and a rate structure that helps defer costs through discounts. One example is looking at households that never had cooling but now do; they will have costs in the summer that they didn't before and may need support to understand that. We don't want to put them in a place of paying a bill vs. not having heating or cooling (Charity Fain).

Community Energy Project is looking at how it collects and uses data since it does full retrofits at \$40,000 to \$50,000 per house. It is doing focus groups and will also offer a heat pump educational video. The focus is on people understanding the technology. If a community hasn't had access to it in the past, there is no one with first-hand experience to ask about it. Resilience and healthy homes will be another topic for listening sessions and outreach. Community Energy Project is happy to discuss how that information will be shared over the next couple of years (Charity Fain).

The council was pleased to see Energy Trust is looking at the overall system cost and acknowledging the more customers participate in energy efficiency, the greater the benefit to everyone. It added a lot of the plan is top of mind for the region, but the "laggard" concept is good to include so the region can get to where it needs to be (Lisa McGarity). The council said it would like to see more gas efficiency and resilience strategies spelled out (Laney Ralph).

Staff provided additional context on fuel switching in the next six years and a related strategy in the draft plan to support electrification as requested by customers, policymakers or funders. Currently, Energy Trust is guided by a board of directors' policy "Aligning with Oregon's Decarbonization Policies." Oregon does not have an explicit policy to electrify end-uses, and the OPUC regulates electric and natural gas utilities separately. This is reflected in the board's policy, which directs staff to follow OPUC rules to ensure electric ratepayer funds deliver benefits to those ratepayers and the electric grid, and similar with natural gas ratepayer funds delivering benefits to those customers and the gas system. The board policy also clarifies staff may pursue and administer funds not regulated by the OPUC that could have fuel-specific objectives (i.e., federal Home Electrification and Appliance Rebate). There is increasing customer interest in electrification options, and Energy Trust will continue to support those customers in alignment with the board policy. The hybrid HVAC pilot that is funded by all five utilities is one way Energy Trust is exploring the impacts of adjusting fuel use based on weather needs and customer interest.

The council mentioned the goal of reducing decarbonization costs in focus area 2 is similar to focus area 1. NEEA struggled a bit with this in its own plan, giving thought to what activities were cost saving vs. what were just about decarbonization for its own sake. It is tricky to determine where the metrics should appear (Becky Walker). Staff said the plan opens the door to Energy Trust getting a better understanding of customer habits, as timing of incentives may have an impact on cost reduction. There are several facets to this. Staff will share the feedback about metrics with the planning committee.

Next steps

None.

3. Gas transport update

Topic summary

Staff gave an update on serving transport customers for Avista and NW Natural. The invalidation of Oregon's Climate Protection Program in 2023 changed plans for serving transport customers, who are large users who purchase their own natural gas and pay utilities to transport it to their sites via existing infrastructure.

Energy Trust began offering strategic energy management (SEM), along with standard and custom track incentives for Avista transport customers in 2023. A few enrolled in SEM, and they will continue until their engagements end – one in fall 2024 and another in March 2025. Energy Trust discontinued custom tracks in spring 2024 and only offers standard track prescriptive incentives right now. The total budget is \$300,000 for 2024. It's a little less than the approved budget and is capped.

NW Natural transport customers weren't yet being served when the Climate Protection Plan was invalidated. Energy Trust recently signed an agreement with NW Natural to offer standard prescriptive incentives up to \$75,000 and is serving transport customers through Production Efficiency and Existing

Buildings. Less than four months remain, so the full budget may not be spent due to the long lead times for large commercial and industrial projects.

New Climate Protection Plan rules are out for public comment and may take effect in early January 2025. Energy Trust will revisit what it offers in October.

Discussion

None.

Next steps

None.

4. Business lighting downstream pause for 2024

Topic summary

Staff provided an update on recent changes to downstream lighting incentives. Energy Trust offers downstream lighting incentives through trade allies, instant discounts through midstream distributors and small business direct installs. Downstream incentives are now paused to manage the budget through the end of the year. Energy Trust increased incentives in April 2024; it increased the downstream budget by 70% over 2023 due to anticipated higher volume. Activity was much higher than anticipated, driven by the incentive increase and customer response to HB 2531. HB 2531 prohibits the sale of fluorescent lighting, making LEDs the standard. Energy Trust is already seeing the impacts of this new standard in 2024 program implementation. As HB 2531 goes into effect in 2025, fewer lighting measures will qualify for incentives.

Prior to pausing, Energy Trust reduced marketing activity and tightened controls. It announced the pause on August 12, with a deadline of August 23. Projects not offered incentives can resubmit when the program reopens. Because the 2025 budget is still in development, staff doesn't know what the downstream offer will look like, although staff does expect to reduce incentives and project maximums.

Discussion

None.

Next steps

None.

5. Measure updates for 2025

Topic summary

Staff presented on 2025 measure changes. Specific measures are shown in the [CAC presentation](#). Staff discussed new measures being added in 2025, along with several operating under exceptions granted by the Oregon Public Utility Commission (OPUC). New measures include ducted heat pumps in stacked multifamily and high-speed doors and advanced controls for walk-in coolers and freezers. Potential measure exception requests currently in progress include manufactured homes early retirement; ductless heat pumps in existing single-family, manufactured homes and multifamily; and ducted and ductless heat pumps in small and medium businesses. There is an existing exception for ductless heat pumps in multifamily, and ductless heat pumps in stacked multifamily is new.

Research and pilots will include no-cost ductless heat pumps, ducted heat pumps, heat pump water heaters, targeted duct treatment, and dual fuel heat pumps. The no-cost measures are designed to see how Energy Trust can serve customers experiencing low-incomes and energy burdens by working with community partners like community-based organizations and housing organizations. There will also be a pilot to offer no-cost small commercial heat pumps through community partners.

Discussion

The council members asked about volume expectations for manufactured home replacement and ductless heat pumps in stacked multifamily (Lisa McGarity). Staff responded that manufactured home replacement has been steady but is expected to increase to over 100 units in 2025 compared to 60-70 in 2024. Ductless heat pumps in stacked multifamily properties is new, so Energy Trust will know more in time.

Next steps

None.

6. UM2211 update from OPUC staff

Topic summary

Benedikt Springer, senior utility and energy analyst at the Oregon Public Utility Commission, provided an update on the Energy Affordability Act (HB 2475) and OPUC Docket UM 2211. All utilities have established bill discount programs by now. Staff is working on better reporting on disconnections and arrearages. Energy burden data is in review and the OPUC is looking at how energy programs in Oregon can be made more accessible. Dockets are the way the OPUC tracks on these decisions. All are listed on the OPUC website. Contact information and links to search for dockets are included in the slides.

Discussion

None.

Next steps

None.

7. Council member announcements

Becky Walker from Northwest Energy Efficiency Alliance announced the call for nominations for NEEA's Leadership in Energy Efficiency awards is open through September 13.

8. Public comment

None.

9. Adjournment

The meeting adjourned at 3:30 p.m. The next meeting will be held Thursday, October 7, 2024, at 1:30 p.m.



Conservation Advisory Council's Community Agreements

Why We Use Community Agreements

- At Energy Trust, we are improving how we listen to, serve and provide incentives and benefits to customers we have not centered in the past, including
 - People who identify as Black, Indigenous and People of Color
 - People with low and moderate incomes
 - People living and working in rural areas
- We will be adding more customer and community perspectives to CAC that can elevate the experiences of these customers. With more cross-cultural differences, there is more room for miscommunication, disagreement and even harm

Purpose

- Community agreements
 - Are created collectively
 - Describe how members of a group will act, behave and work together
 - Are an accountability framework to support members, especially groups with diverse and varying perspectives, lived experiences and professional backgrounds
 - **At their core – *they set the tone for the experience of being on the CAC, including communicating and participating in meetings***
 - **They are also a tool for the facilitator and members to use to address misunderstandings and harm when it occurs**

Our 2023 Community Agreements

We will

- Stay engaged
- Share the stage / step up, step back
- Listen to each other to learn and understand
- Assume best intent and attend to impact
- Address actions that marginalize or harm another person or group of people

These Community Agreements Will Help Us in Forming A Council Where There Is

Trust

Healthy conflict

Respect for a variety of experiences and backgrounds

Engagement

Support for one another

Participation, in different ways, inside/outside meeting

We Will:

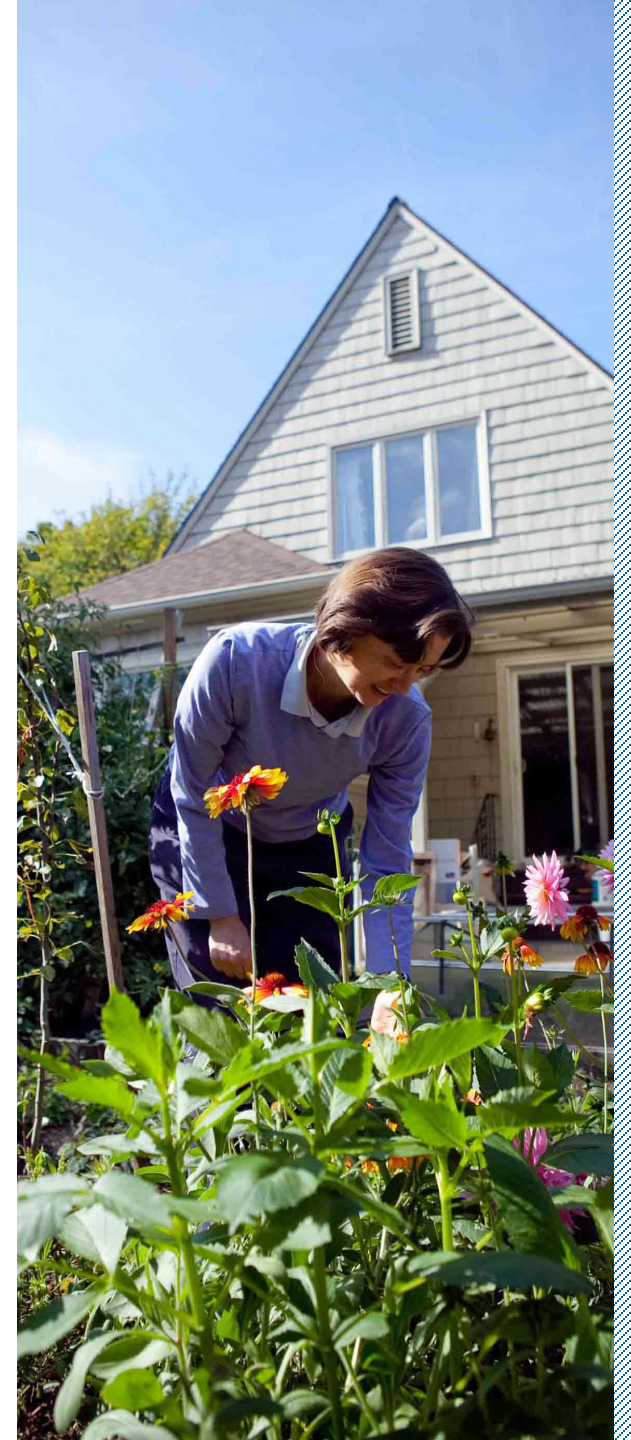
- Use the community agreements in each CAC gathering
- Hold each other accountable when the agreements are not followed
- Revisit the community agreements annually or more often/as needed



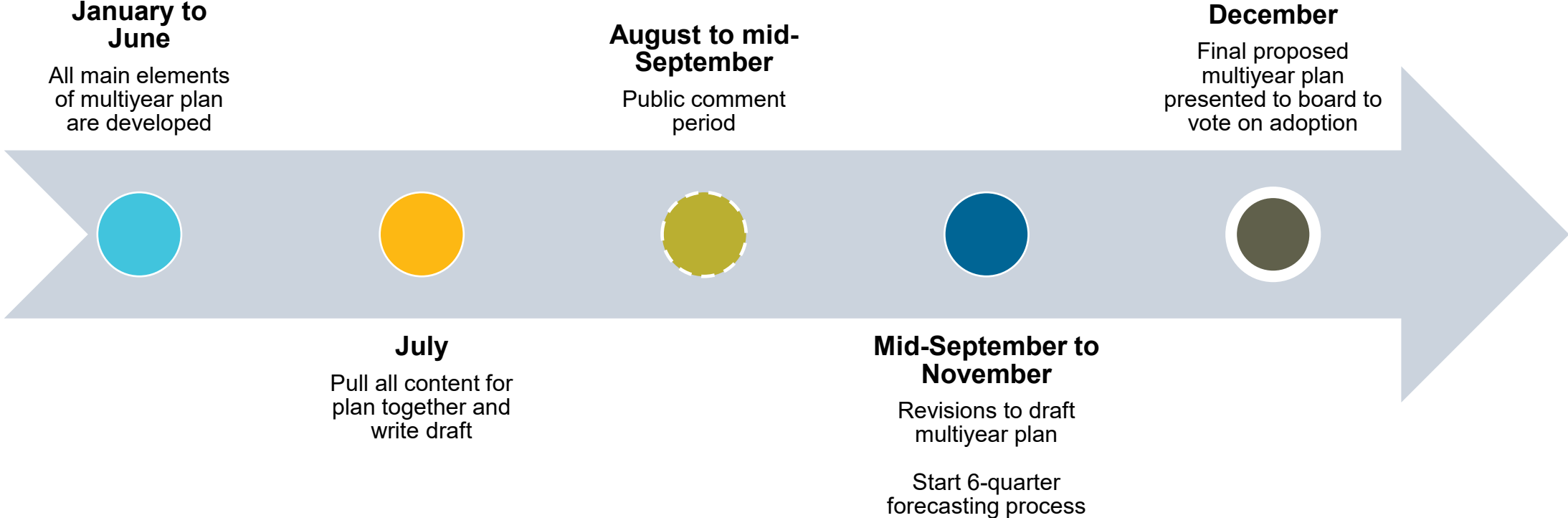
Multiyear Planning Update
Conservation Advisory Council Meeting
November 13, 2024

Why multiyear planning?

- A multiyear planning framework will help us...
 - Have a greater impact
 - Save time
 - Spend more time implementing programs and less time planning
 - Engage utilities and stakeholders more regularly through the new 18-month quarterly forecasting framework
 - Gain financial and operational flexibility

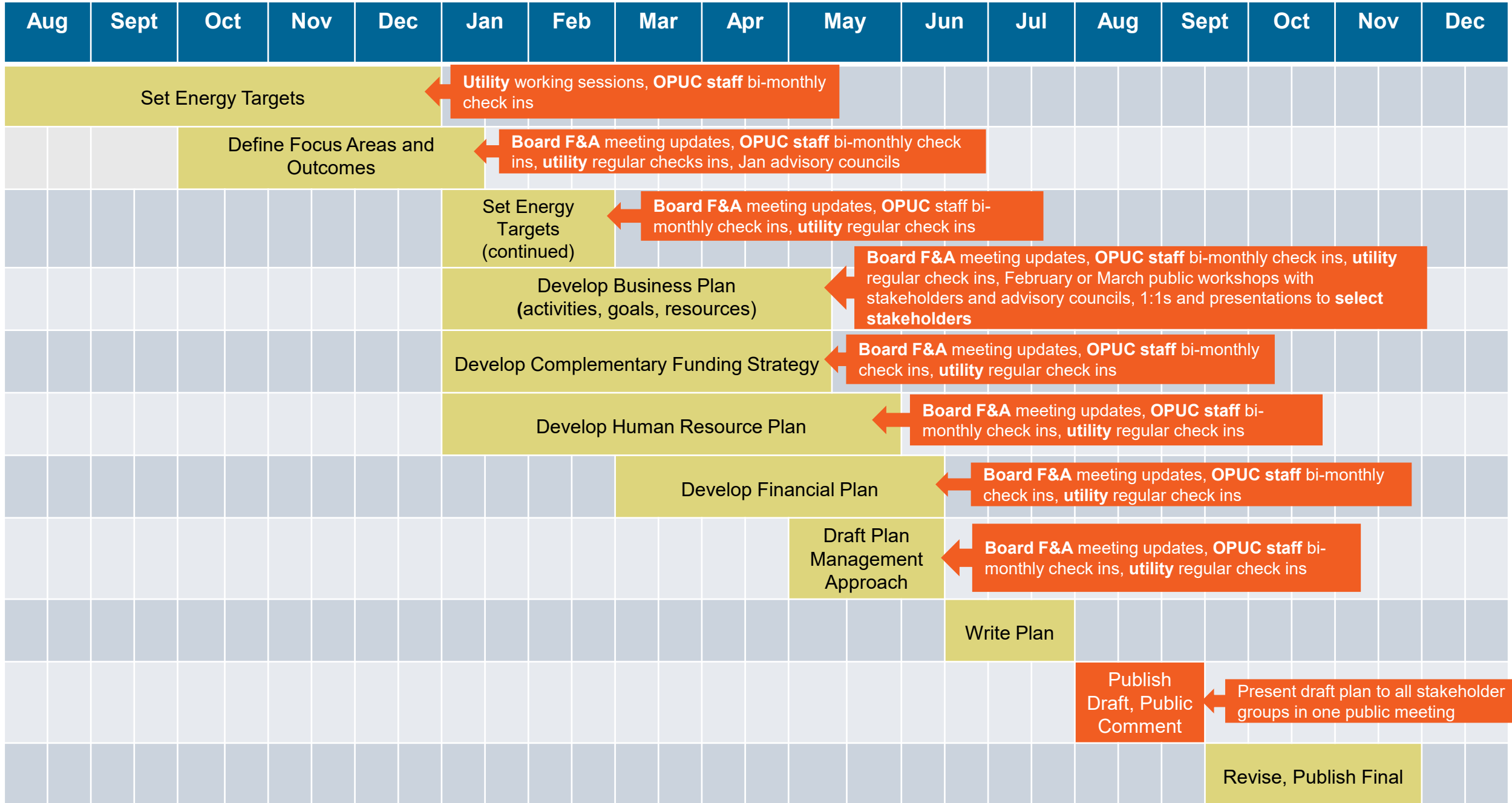


Multiyear plan development process in 2025



2024

2025



Stakeholder engagement points – Advisory Councils

January 14:

- Present schedule and engagement opportunities
- Review long-term outcomes for multiyear plan

Mid-February – Mid-March:

- 4 workshops, organized by sector
- Seek input on initial list of program activities

August 7:

- Present draft multiyear plan
- Open 6-week public comment period for all stakeholders

Elements of the 2026-2030 Multiyear Plan

5-year business
plan

5-year human
resource plan

5-year financial
plan

Complementary
funding strategy

5-Year Business Plan



January to
mid-May 2025

- Describes the significant program strategies and activities that we propose to undertake over the five-year period including:
 - Potential changes to measure offerings and incentives
 - New program delivery channels
 - Essential partnerships and relationships to develop or strengthen
- Highlights key activities to support program efforts including:
 - Support for workforce development activities
 - Expansion of our Trade Ally network
 - Greater capacity within Community-Based Organizations
 - Adoption of more efficient, streamlined internal systems and processes
 - Increased ability to be more innovative
 - Improved integration of complementary funding

5-Year Human Resource Plan



January through
May 2025

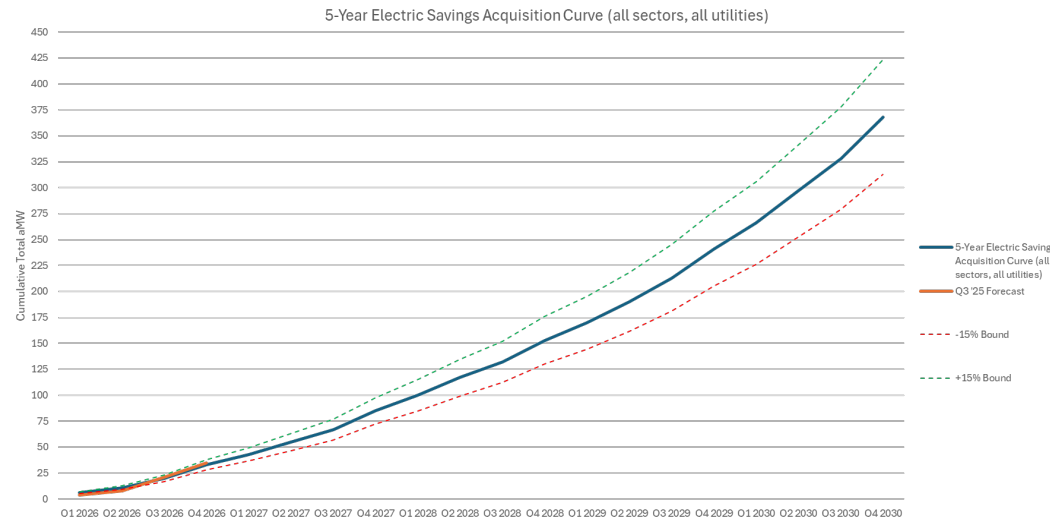
- Number of staff needed
- External resources needed
- Skills and expertise needed
- Staffing costs
- Staff development and retention strategies

5-Year Financial Plan



March to mid-June 2025

- Projection of expenditures, revenue and reserves over 5-year period
- Savings and generation trajectories and targets
- Revenue collection mechanism
- Approach to reserve management to create flexibility



Complementary Funding Strategy



January to mid-
May 2025

- Summary of program strategies that require complementary funding to scale and accelerate
- Complementary funding requirements and targets
- Summary of known and potential funding sources



Residential and Multifamily Ductless Heat Pumps Program Design Updates

Conservation Advisory Council

November 13th, 2024



Purpose & Agenda

- Overview of Ductless Heat Pump market opportunity
- Residential Energy Billing Analysis: Ductless Heat Pumps (DHPs)
 - Background
 - High level findings
- Residential DHP Program Adjustments
- Multifamily DHP and Heat Pump (HP) Program Offers

Ductless Heat Pump Market Overview

Program Approach: Replacing electric resistance heat

<i>Resistance Heat Type</i>	Homes with Electric Baseboard/Zonal Heat			Homes with Electric Forced Air Furnaces		
<i>Home Type</i>	Low-income	Moderate-income	Above Moderate-Income	Low-income	Moderate-income	Above Moderate-Income
Manufactured	2,500	1,600	-	19,600	14,400	6,800
Single Family	48,900	58,300	40,800	6,000	5,600	22,100
Multifamily	113,200	87,600	37,400	2,500	-	500

* Estimated quantity of electric homes in Energy Trust territory

Program objectives



Reduce consumption and heating costs in electric heated homes



Improve comfort, health and safety



Increase reach to historically underserved customer segments



Provide customer education on system operation

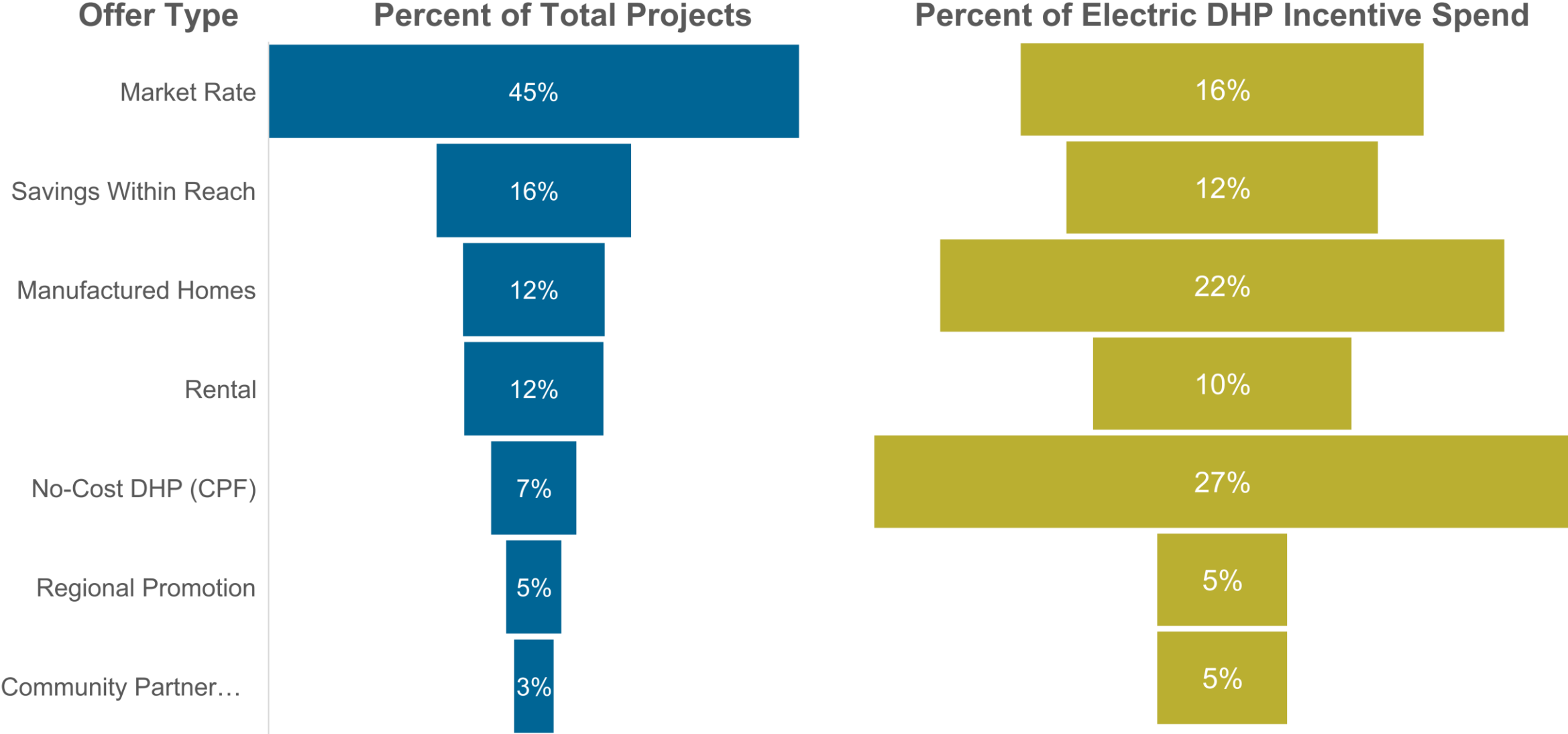


Understand benefits beyond electricity savings

Residential Ductless Heat Pump Participation 2022-2024

Offer Type	Percent of Total Projects	Percent DHP Incentive Spend	Average Project Cost	Average Incentive	Incentive as % of Project Cost
Market Rate	45%	16%	\$10,437	\$582	6%
Savings Within Reach	16%	12%	\$8,583	\$1,225	14%
Manufactured Homes	12%	22%	\$4,955	\$3,047	61%
Rental	12%	10%	\$7,718	\$1,391	18%
No-Cost DHP (CPF)	7%	27%	\$6,655	\$6,240	94%
Regional Promotion	5%	5%	\$5,723	\$2,789	49%
Community Partner Funding	3%	5%	\$5,099	\$2,516	49%

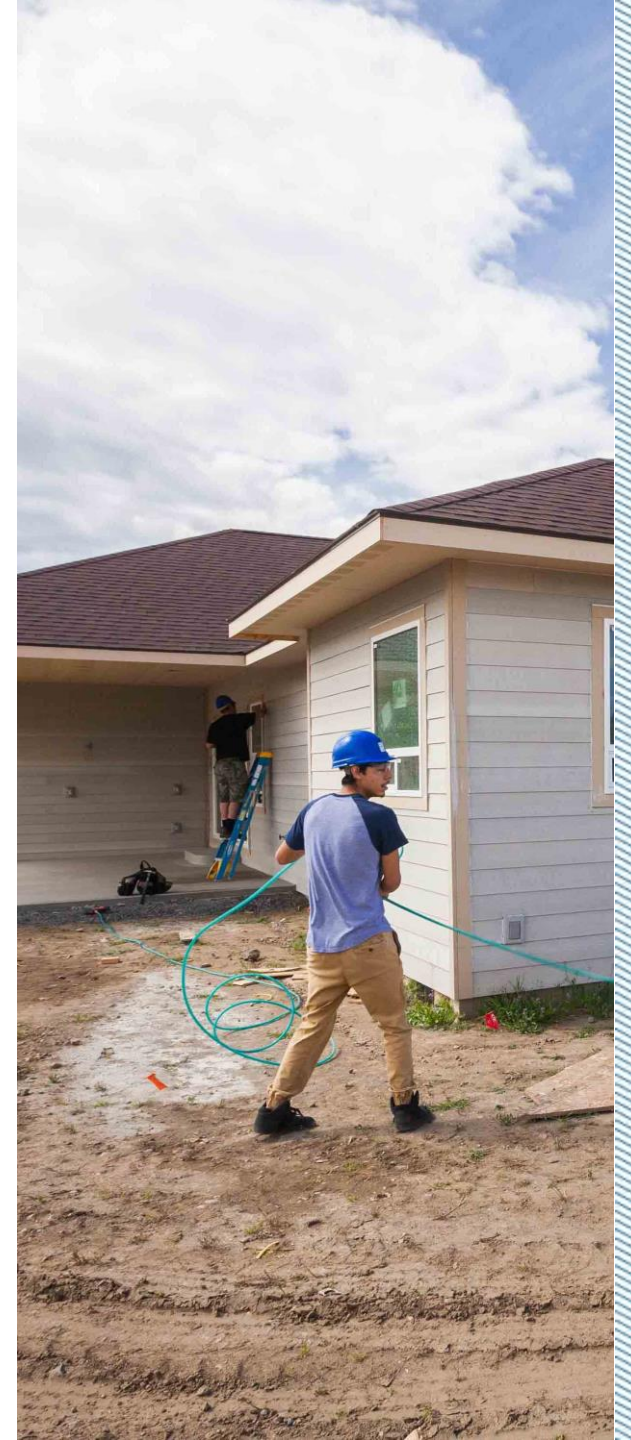
DHPs in Single-Family and Manufactured Homes: 2022-2024



Residential Energy Billing Analysis (REBA) DHPs

Impact Evaluation Background

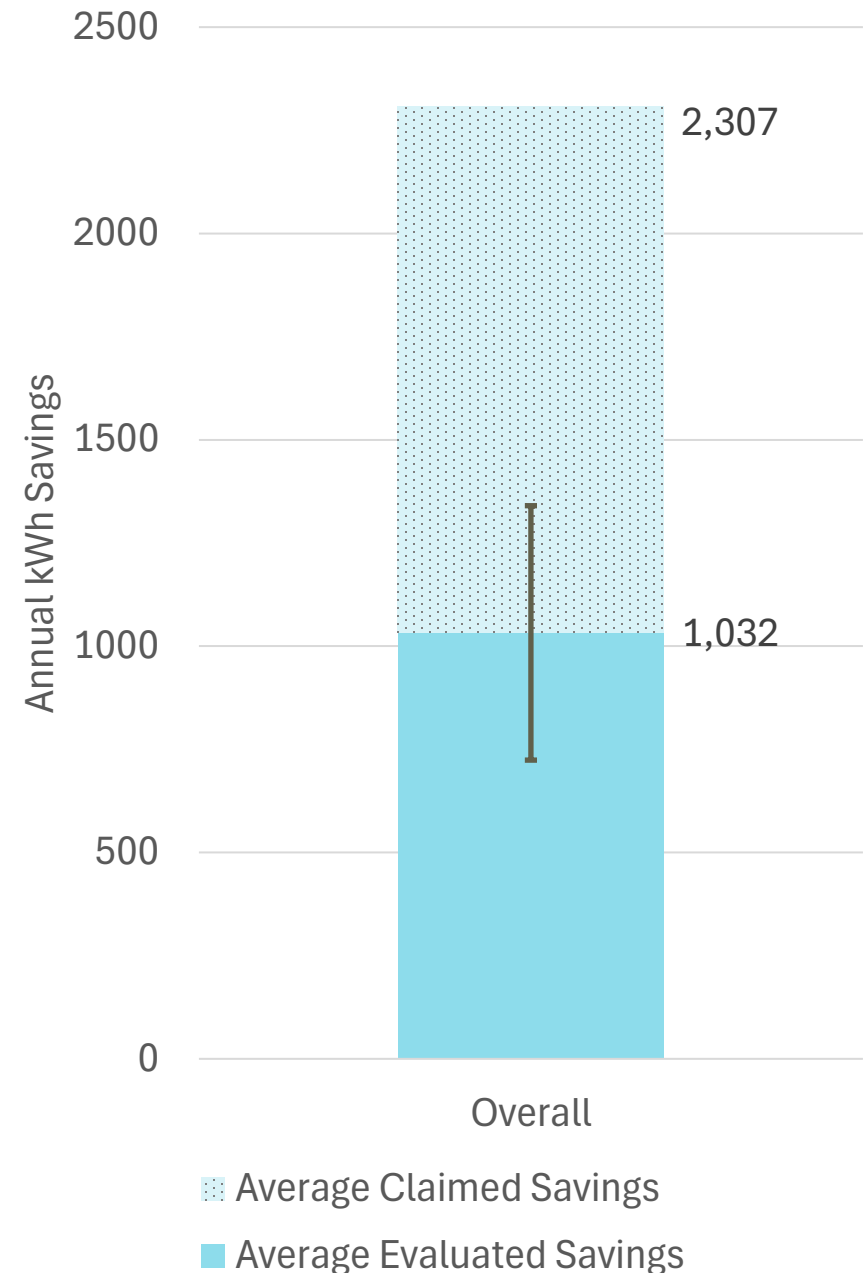
- Uses weather normalized monthly billing data of single-family & manufactured home participants and non-participants.
- Performs a 2-stage difference in difference analysis between participants and non-participants.
- Follow up to program design and findings from 2019 Energy Trust & Cadmus DHP study.
- REBA analyzed 2,054 DHP installations between 2020 and 2022.



Overall Findings: Single-Family and Manufactured Homes

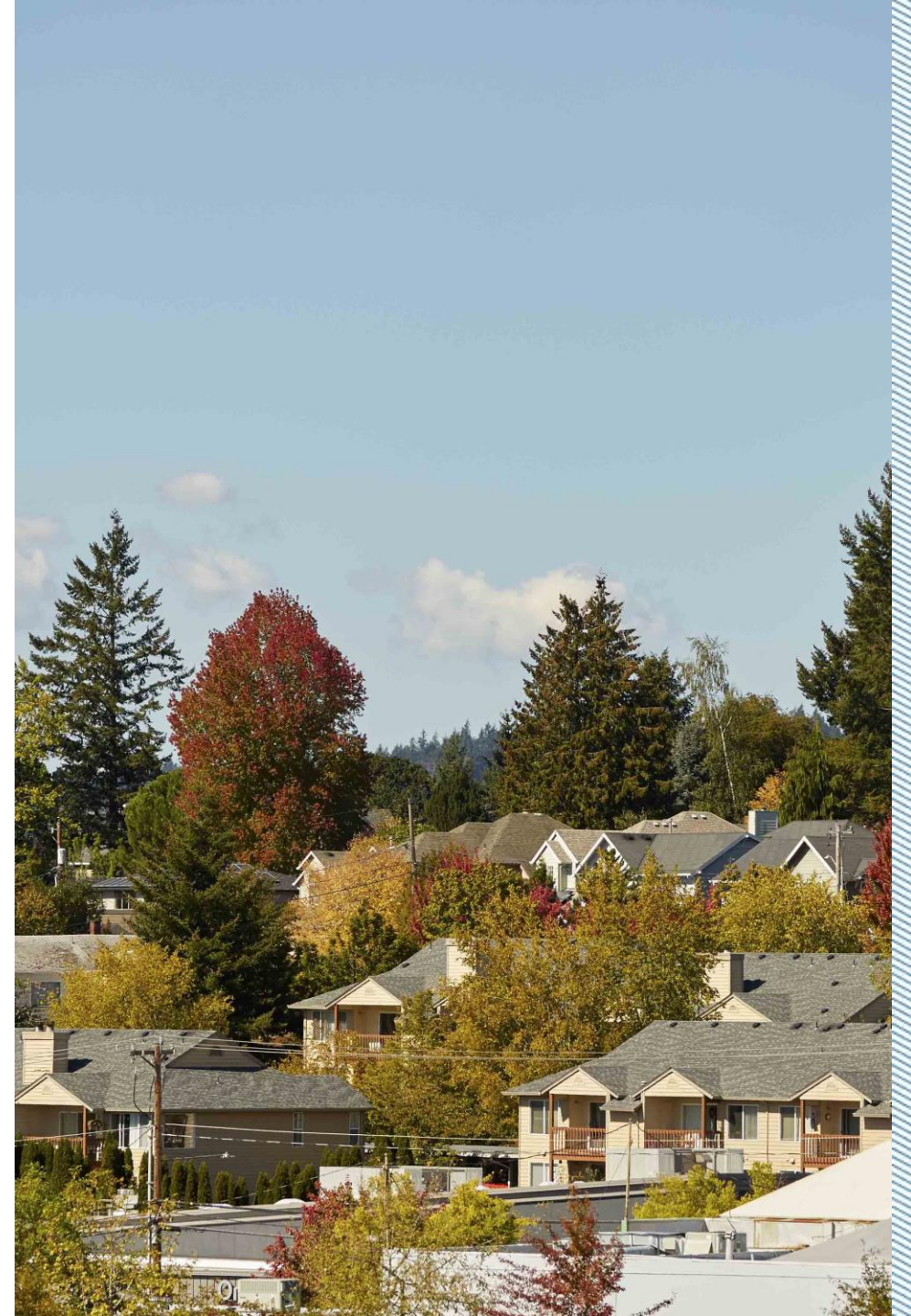
- Overall savings: 1,032 (± 308) kWh/year.
- 45% realization rate.
- 2019 Cadmus study: 756 (± 185) kWh/year.

Program design adjustments from 2020-2022 to target homes that were “ideal savings” scenarios resulted in only minor improvements.

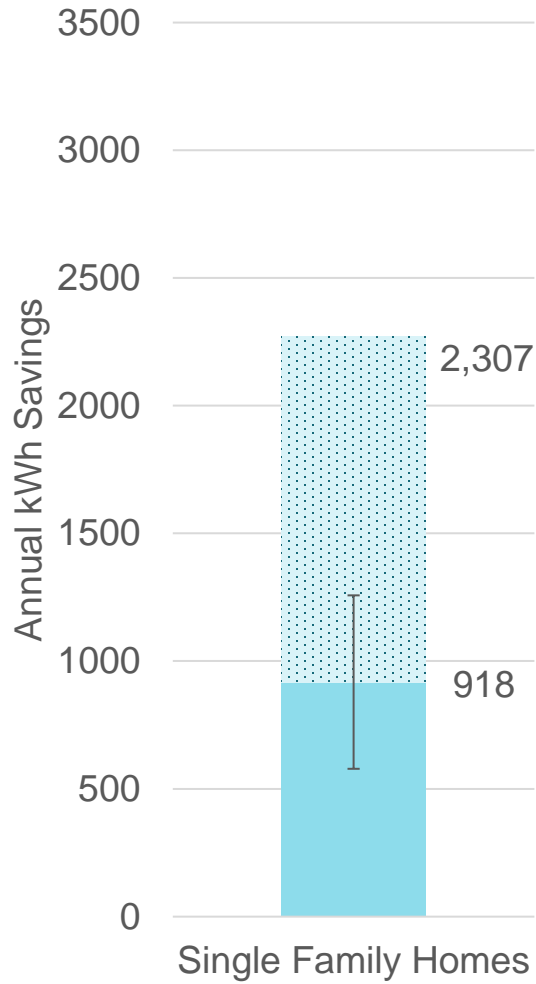


Factors Leading to Lower Electricity Savings?

- Indoor units going into unconditioned spaces.
- Presence of secondary/supplemental fuel equipment.
- Customer ability to operate equipment.
- Changes in use and thermal comfort.

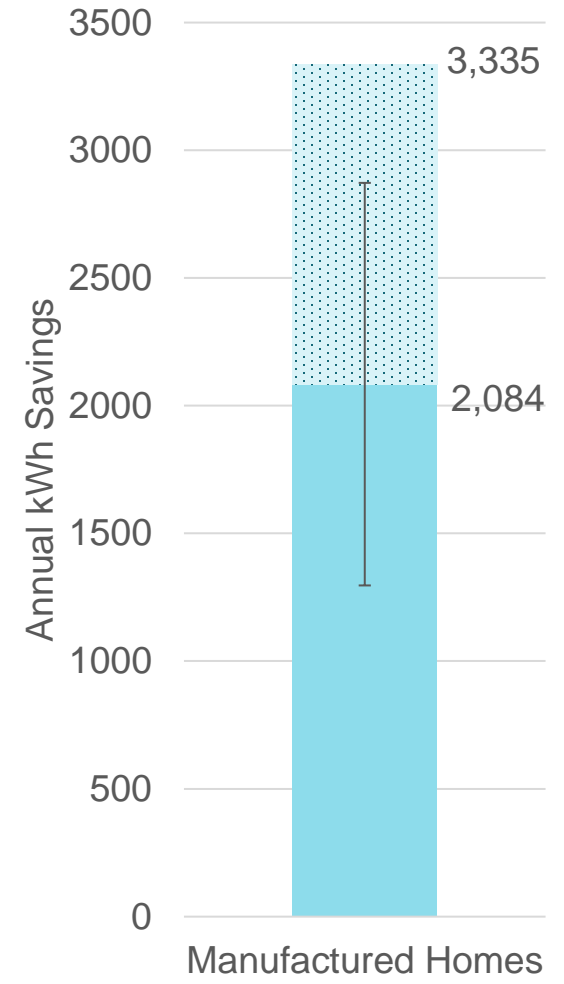


Annual Savings: Single-Family & Manufactured Homes



■ Average Claimed Savings
■ Average Evaluated Savings

- Manufactured homes saw significantly higher savings (2,084 kWh).
- Statistically significant from overall analysis.
- Manufactured home participants don't experience savings-reducing factors at the same rates.



■ Average Claimed Savings
■ Average Evaluated Savings

Residential Single-Family and Manufactured Homes DHP Program Adjustments

Complementary Funding Sources

- ODOE Community Heat Pump Deployment Program
 - \$5000 (minimum efficiency requirements)
 - \$7000 (higher efficiency requirements)
 - Up to \$4000 in repairs
- ODOE Home Energy Rebates
 - Home Energy Performance-Based, Whole-House Rebates (HOMES)
 - Home Electrification Appliance Rebate Program (HEAR)
 - Moderate income - \$4,000
 - Low-income - \$8,000
- Inflation Reduction Act of 2022 / Federal Tax Credits
 - \$2,000 / year for qualified heat pumps

Ductless Heat Pump – Offer Evolution

Now through March 2025

- Standard Incentives
- Savings Within Reach
- Offers for priority customers or housing stock

Launch of IRA and onward (timing TBD)

- Stacking rebates
- IRA requirements
- Midstream incentives

April 2025 until Launch of IRA programs

- Similar offers with lower incentives
- Maintain no-cost offer
- Ask for more information about existing site conditions

Offer Evolution with Complementary Funding

Market rate / above moderate income

- \$2000 federal tax credit may be available
- Least Energy Trust incentive (per unit)

Moderate income

- \$4000 HEAR rebate
- \$2000 federal tax credit may be available
- More Energy Trust incentive (per unit)

Low income

- \$8000 HEAR rebate
- More Energy Trust Incentive (per unit), when needed

**All DHP segments may still require a measure exception for Total Resource Cost test*

Multifamily Program Heat Pump Offers

Ductless and Ducted Heat Pumps in Multifamily Program

- **Cost-effectiveness:** Exception request to support environmental justice communities
- **Easier Access for Affordable Housing Partners:** Streamlining process for affordable housing partners
- **Dedicated Focus on Environmental Justice Communities:** Prioritizing support for communities that have been impacted by environmental justice issues
- **Greater Flexibility for Renters and Small Property Owners:** Adaptable support to help renters, small property owners, and community organizations identify and assist with both subsidized and unsubsidized housing that benefits environmental justice communities

Ductless Heat Pump Program Offerings in Multifamily

Standard Incentive

- Market rate
- Lowest barrier to participation

Savings Within Reach

- Trade Ally network
- Income-qualified through self-attestation

Community Partners

- Environmental Justice Communities
- Affordable Housing partners

Complementary Funding

- Income-qualified through IRA programs
- OR-MEP, ODOE, PCEF, and others



Questions?

Marshall Johnson – Residential Sr. Program Manager
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Cody Kleinsmith – Evaluation Project Manager
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Amanda Zuniga – Commercial Program Manager
amanda.zuniga@energytrust.org



Residential and Multifamily No-Cost Delivery Pilots

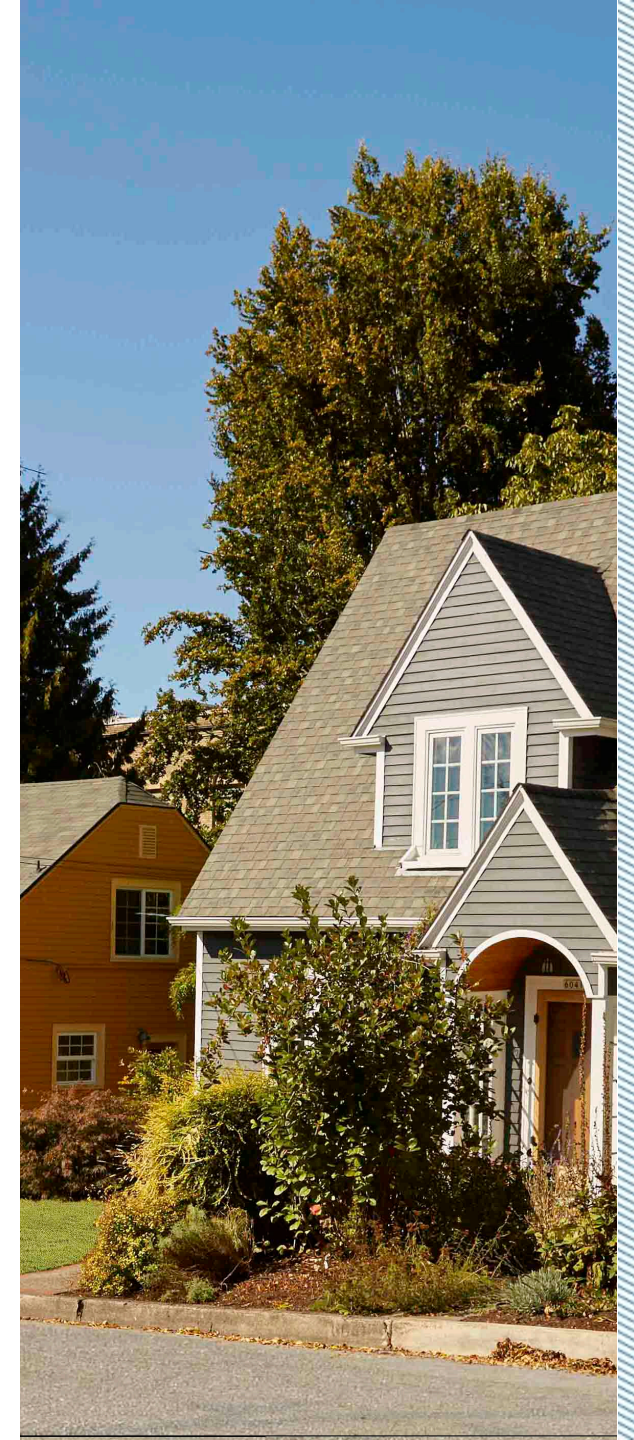
Interim Evaluation Update

Conservation Advisory Council

November 13th, 2024

No-Cost Program Delivery Pilot Background

- Offer no-cost to consumer equipment to low-income (<60% SMI*) single family & multifamily households.
- Energy Trust partnered with 4 community-based organizations (CBOs) to design the pilot.
- The program partners with 28 CBOs as the primary point of contact for customers. These CBOs:
 - Recruit participants
 - Perform Home Energy Assessments
 - Provide participant information to Energy Trust to qualify customers
 - Coordinate with installation contractors



Evaluation Research Questions

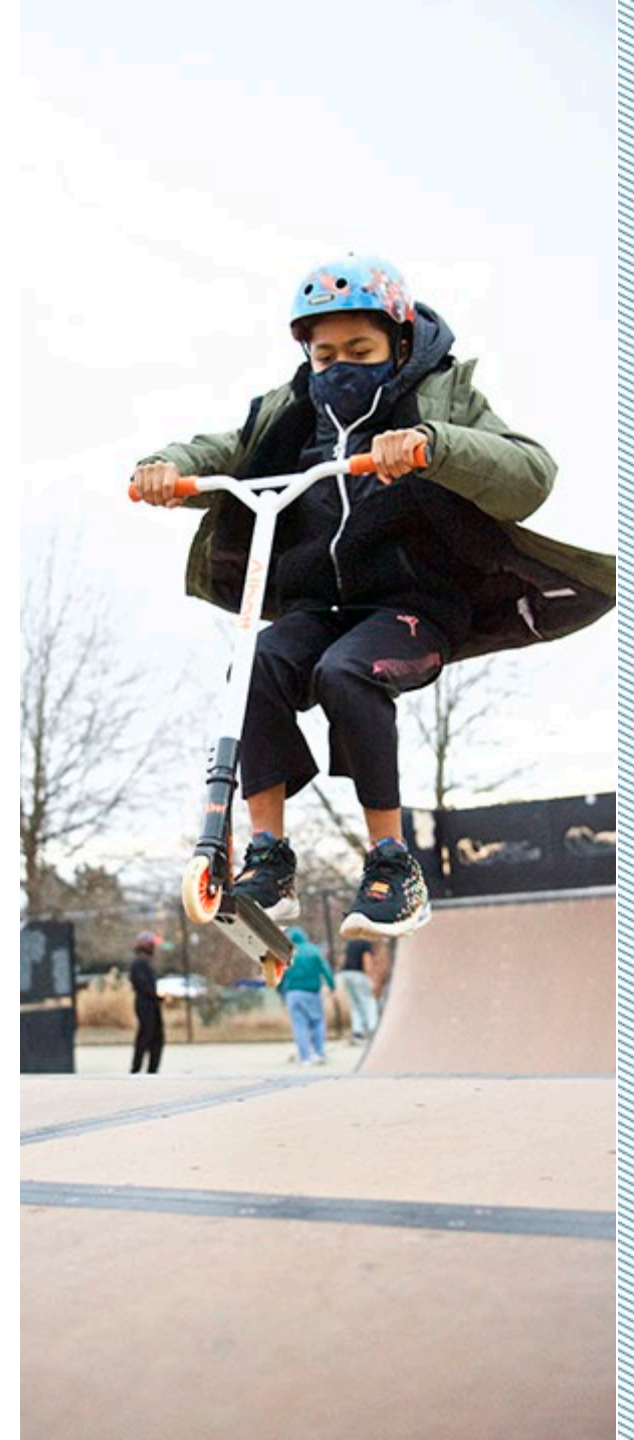
- How effective were the pilots in **identifying low income/energy burdened customers** and reducing energy burden or energy burden impacts?
- What **types of customers and homes** were served by these pilots?
- What was the **customer experience and satisfaction** during various stages of their participation in the pilots?
- What experience did **CBOs and CAAs have in co-designing and implementing the pilots?**
- **How effective was the Program and Pilot staff** in co-designing and implementing the pilots?



Research Strategies

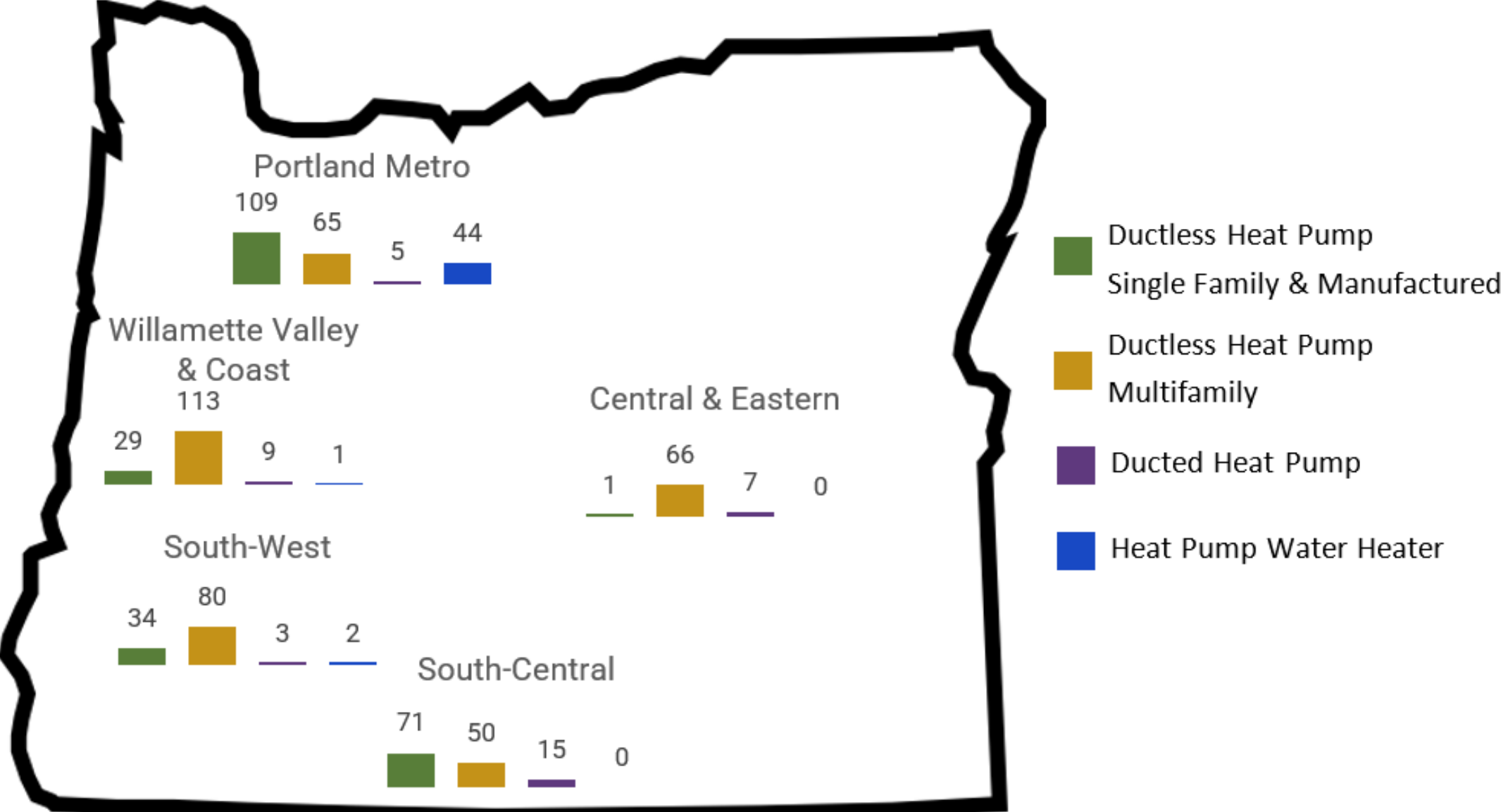
- Program document & data review
- Energy Trust, CLEAResult, & TRC staff interviews
- CBO/CAA interviews

- Still to Come:
 - Customer post-installation survey
 - Billing analysis

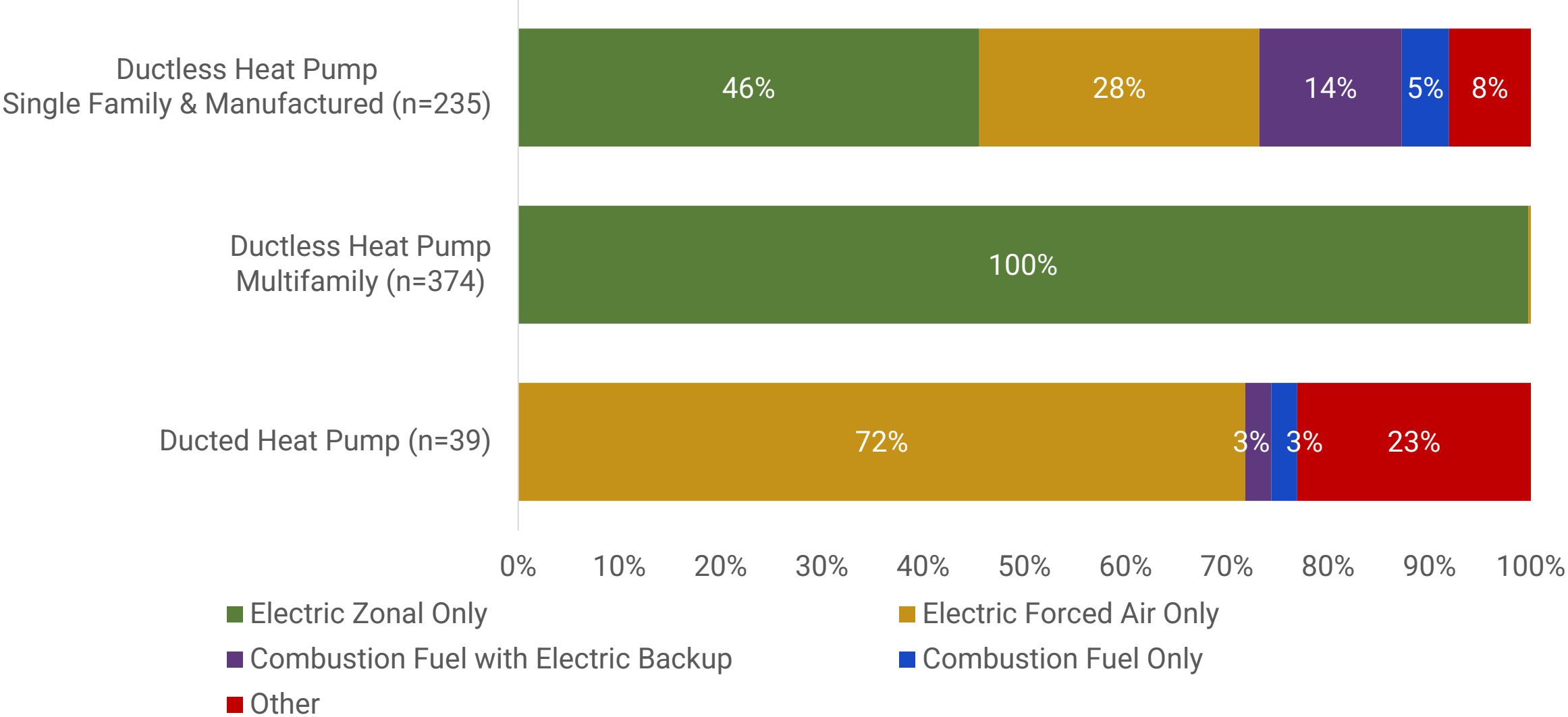


Who is Participating

Geographic Distribution of Pilot Measures

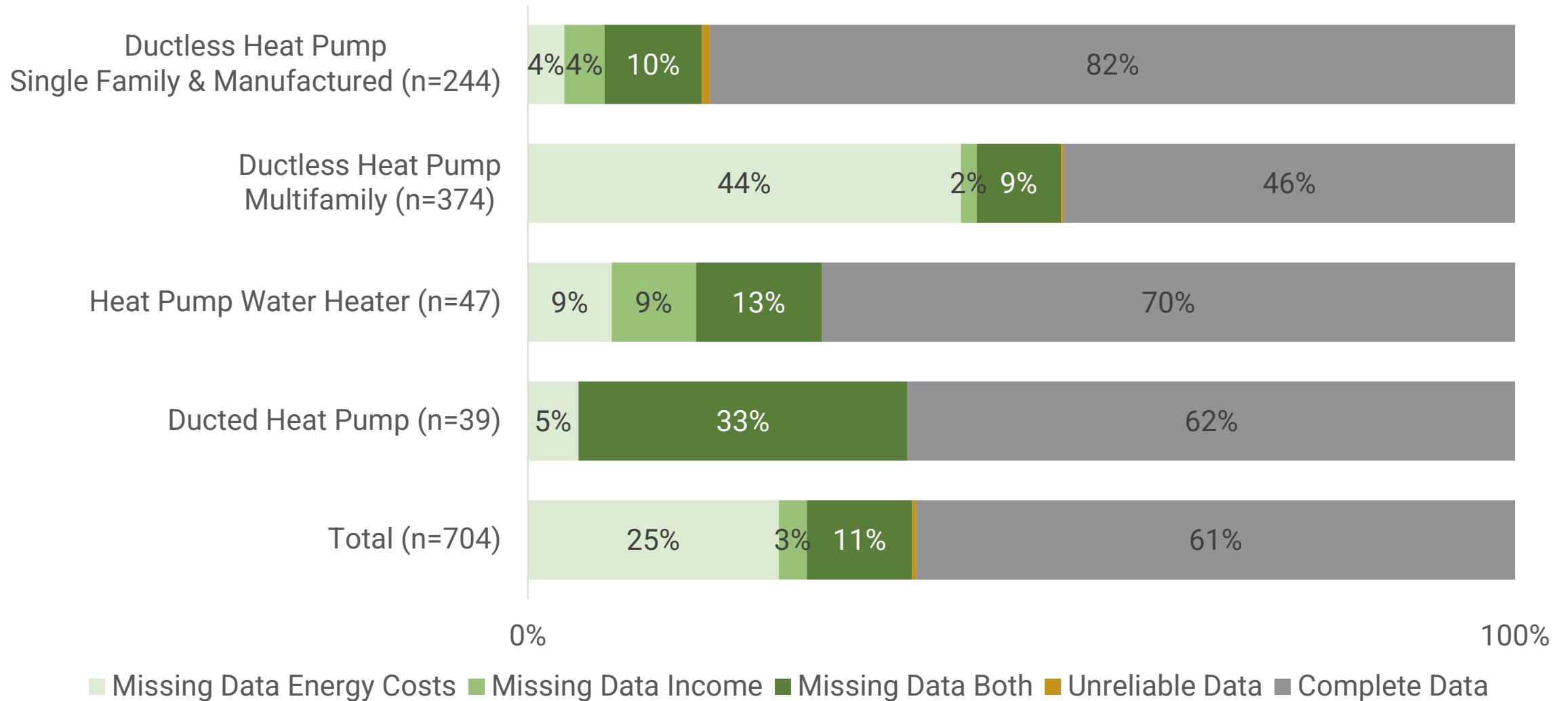


System Replaced

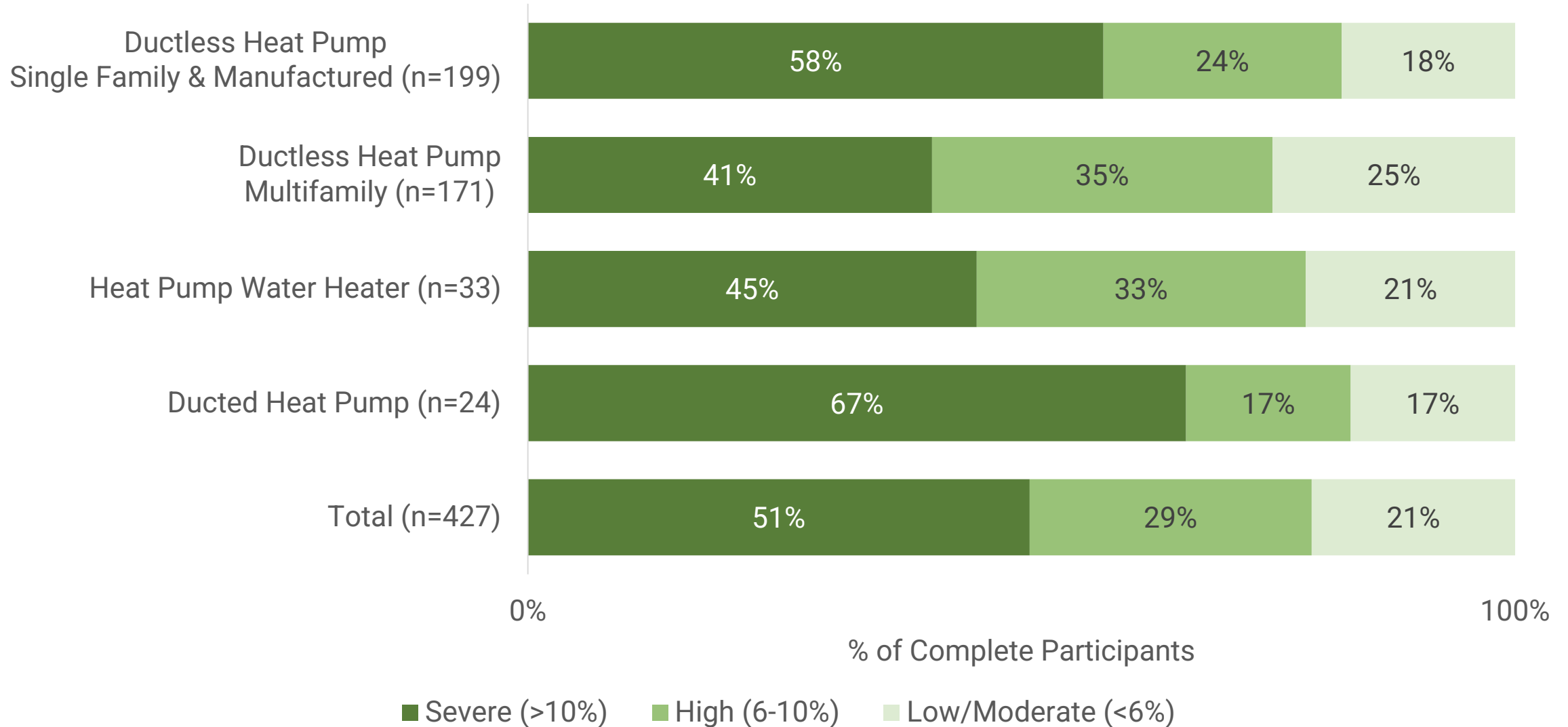


Energy Burden

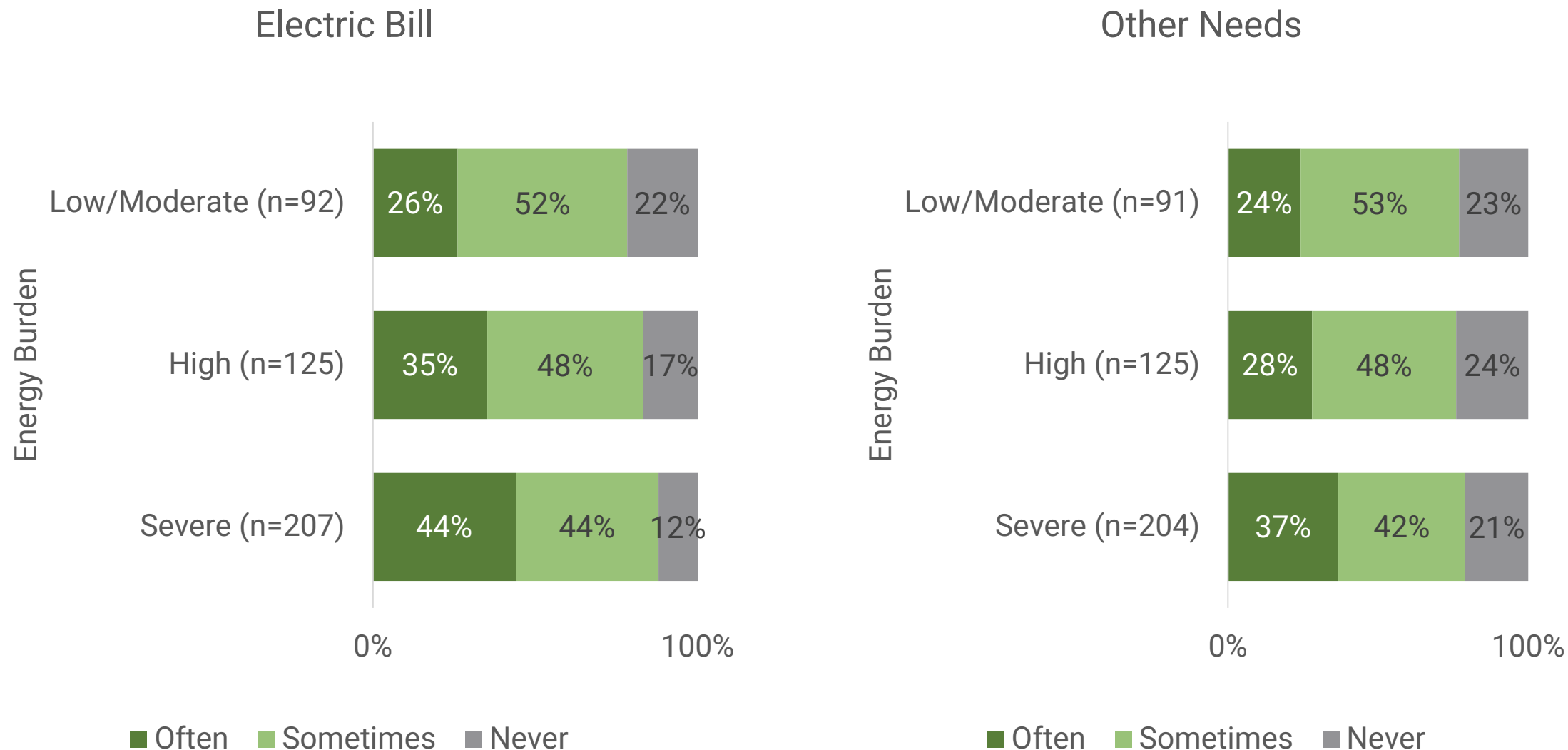
Availability of Data for Energy Burden



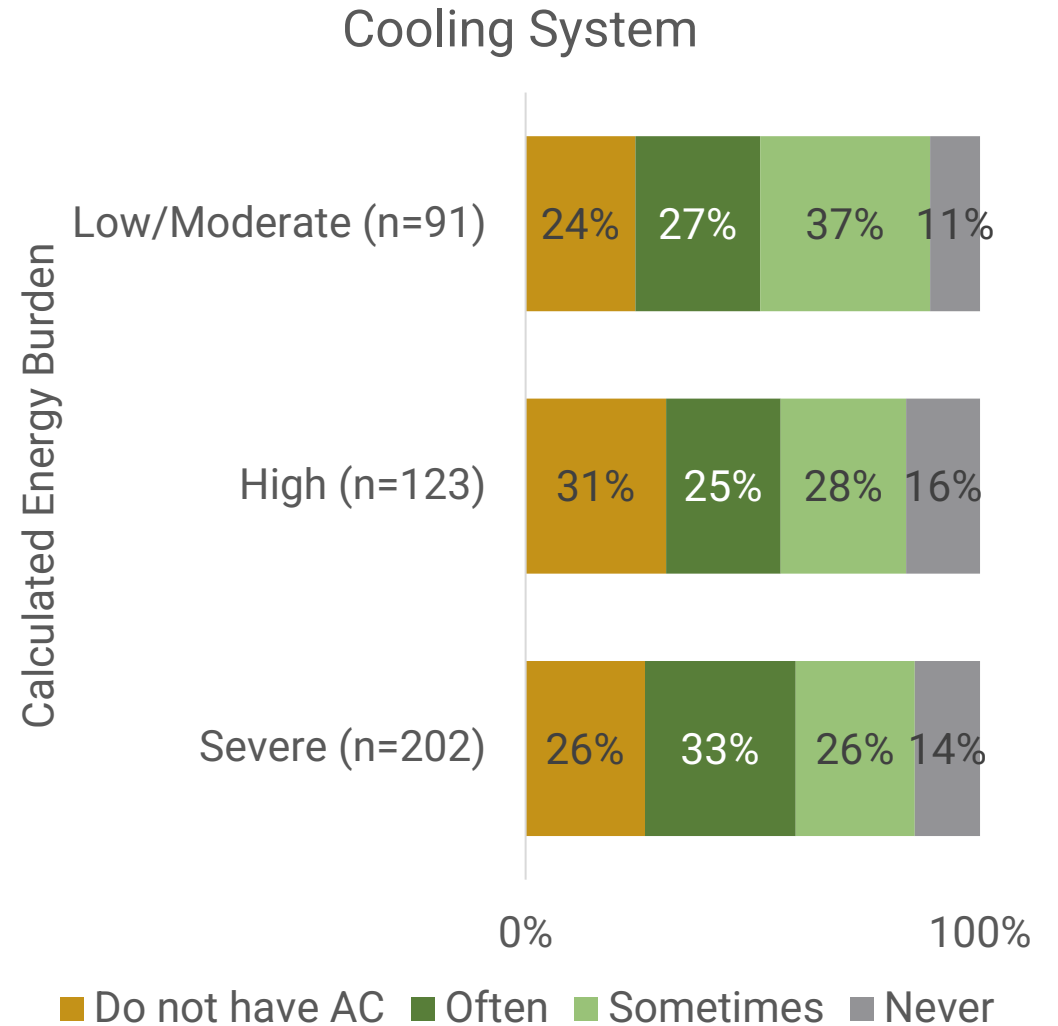
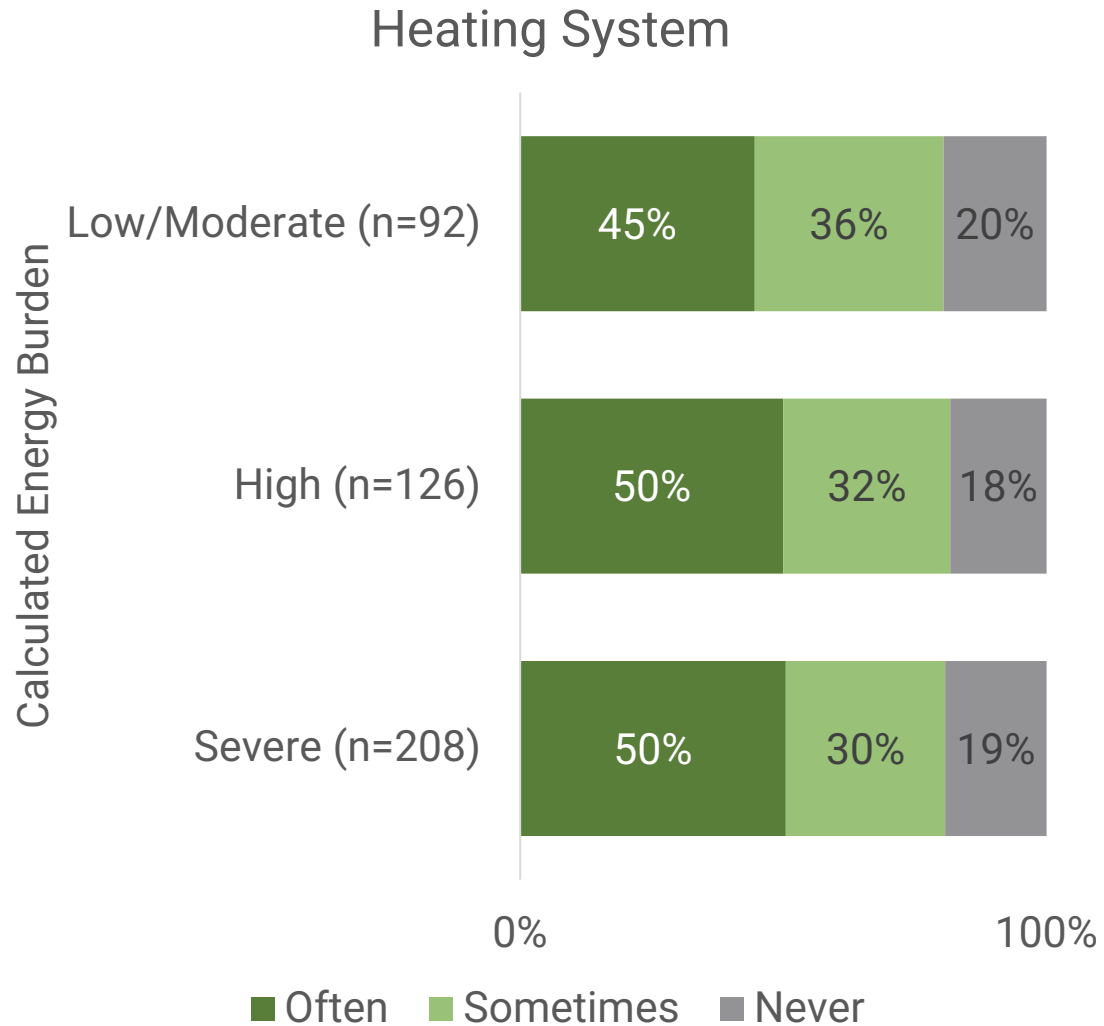
Quantitative Energy Burden: Winter Energy Costs



Qualitative Energy Burden: Struggle to Pay Bills



Qualitative Energy Burden: Turning Conditioning Systems Off/Down



Customer Experience

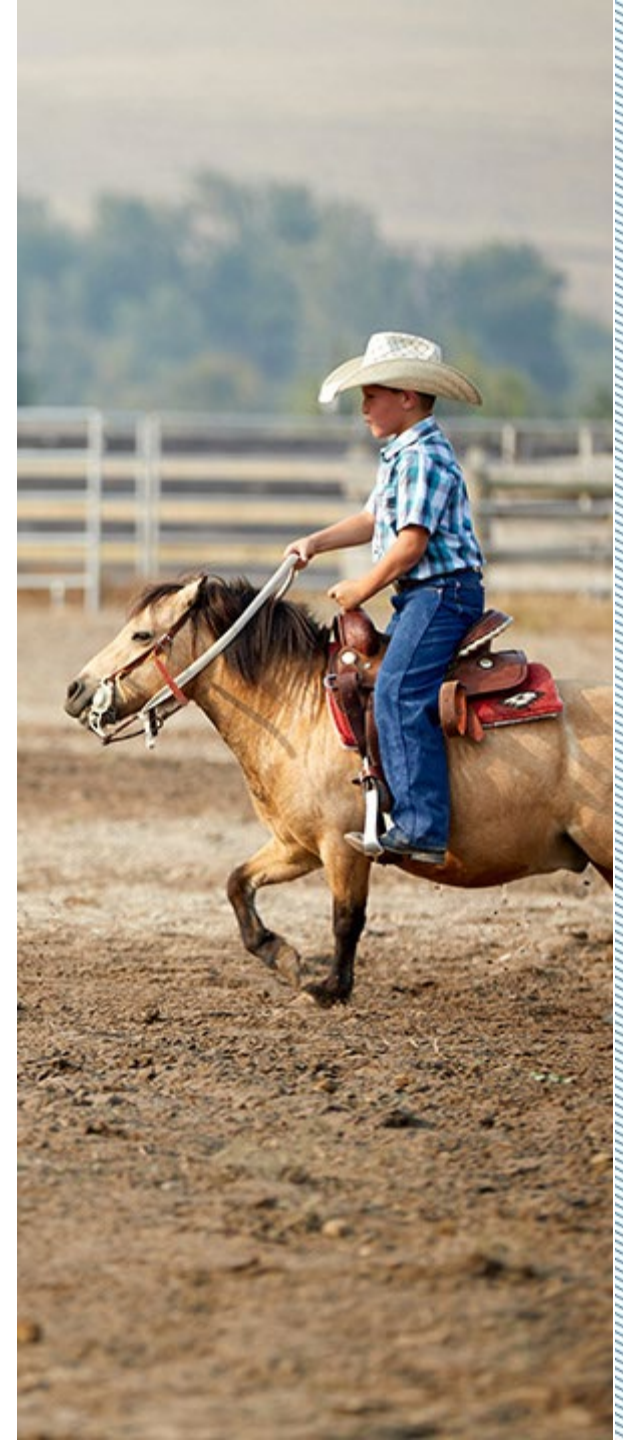
Experiencing Energy & Non-Energy Benefits

- CBOs have heard that customers have experienced:
 - Lower electric bills
 - More reliable heating accessibility
 - Less reliance on non-utility fuels
 - New or more reliable access to cooling
 - Improved safety
 - Improved health or health benefits
 - Quality of life improvements



Experience with Equipment

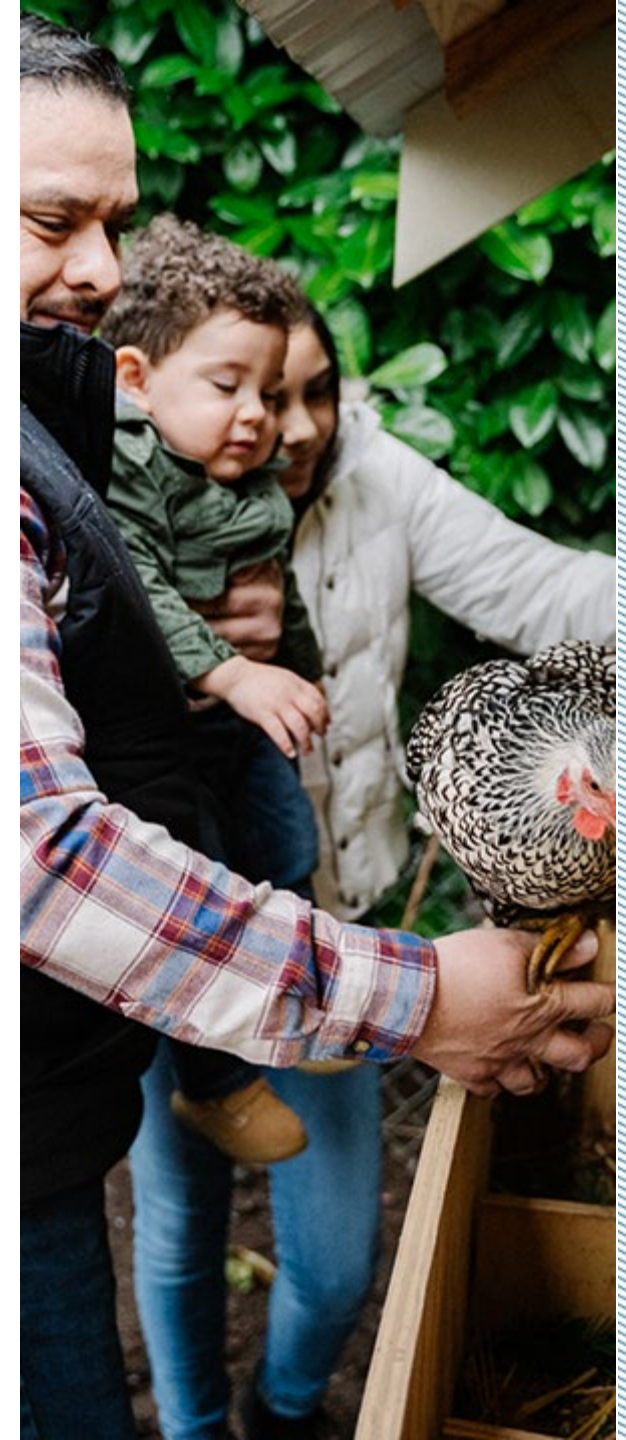
- CBOs have experienced very few concerns at installation or callbacks.
- Participants are often proactively asking for education on how to operate their equipment effectively and what impact it may have on their bills.
- Almost all callbacks have been for a refresh on how to operate their equipment.



CBO/CAA Experience

Pilots Couldn't Serve all Customers that CBOs Want them To

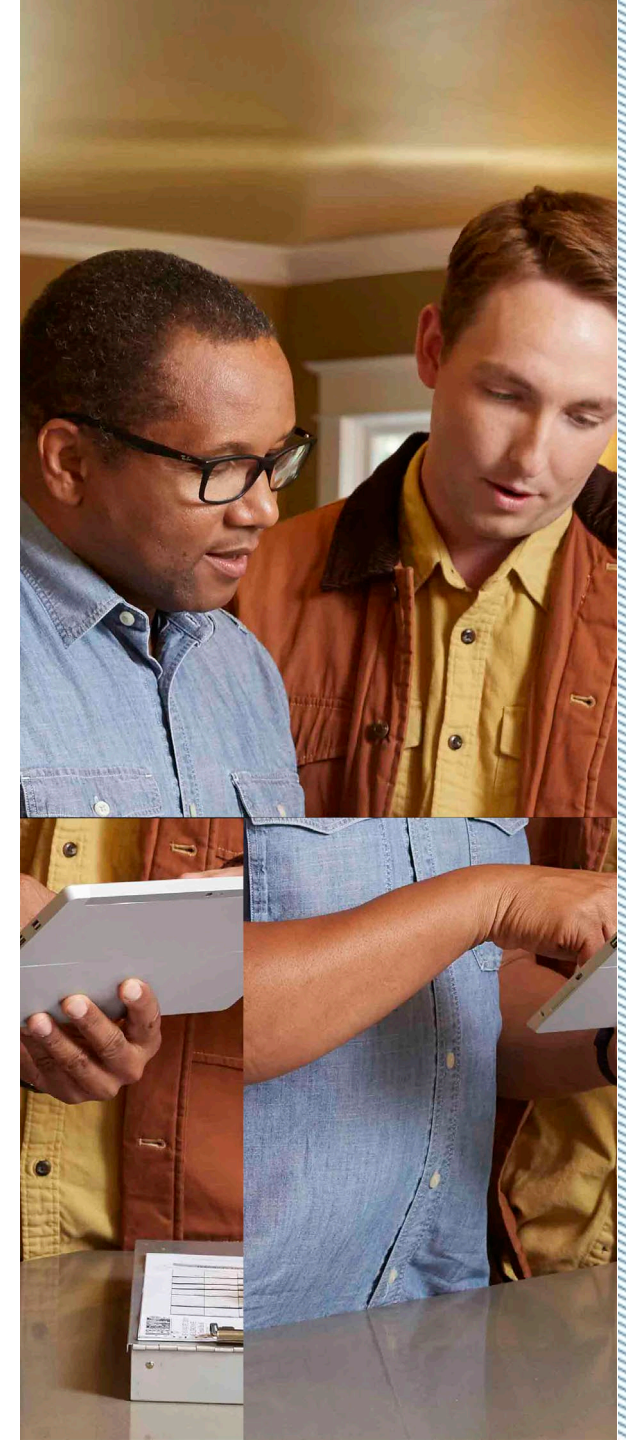
- Most common reasons for program rejection was too high of income or presence of gas heat.
- CBOs shared that some of the participation requirements were restrictive in their ability to serve their communities.
 - Gas heat has been an issue throughout the pilot.
 - Incompatibility between our income criteria and the criteria of other CBO operated programs.
 - Inflexible in serving priority communities who may have their needs expressed in unique ways or that may not trust aid programs.



CBOs Experienced Growth in their Energy Services through Pilot Participation

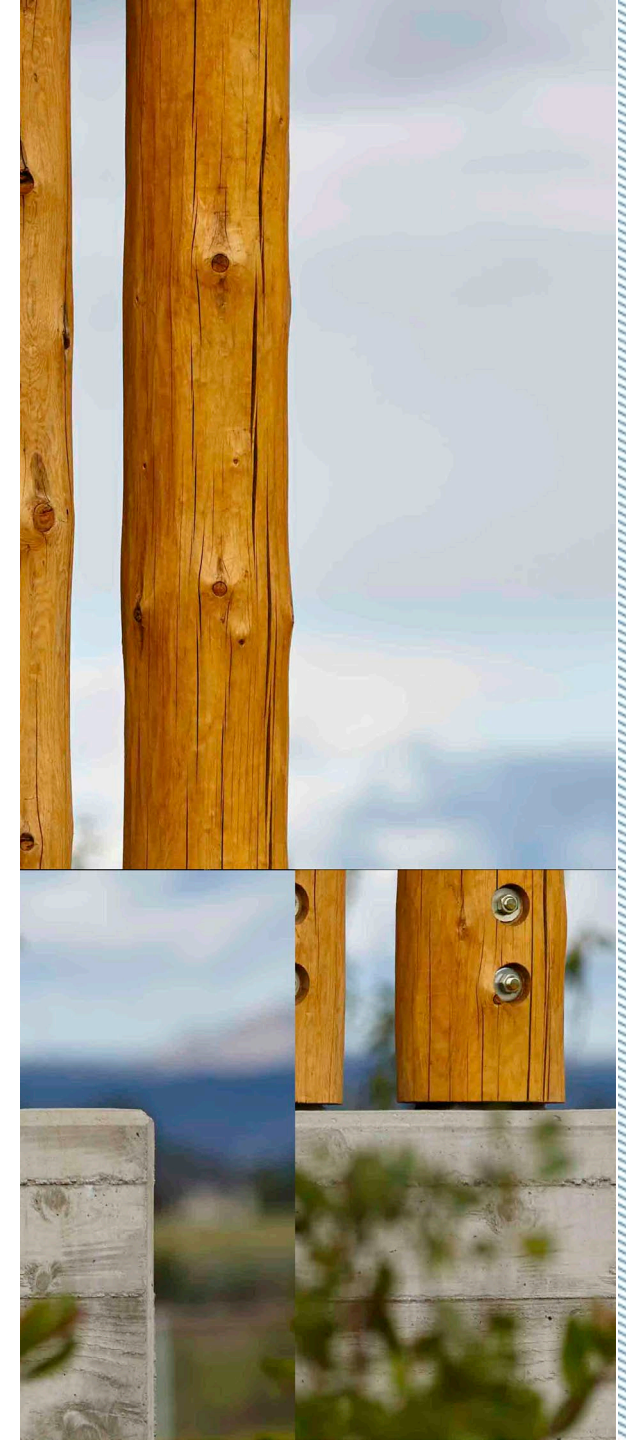
- CBOs had varied prior experience.
- Experienced CBOs valued the increase in volume and ability to focus on energy/energy burden.
- Less experienced CBOs grew dramatically in many ways.
- Growth was not instantaneous; it took 6 months for CBOs to ramp up and establish themselves.

The pilots allowed them to get out in the community, see more homes, and more deeply understand people's needs.



Pilots Enabled Added CBO Staff Capacity

- Most of the CBOs reported that they added staff as a result of the pilots.
- CBOs plan to keep staff onboard after the pilot by using other funding sources and continued work with Energy Trust.
- CBO staff valued the ability to work with PMC and Energy Trust staff to ask questions and work towards one common goal.



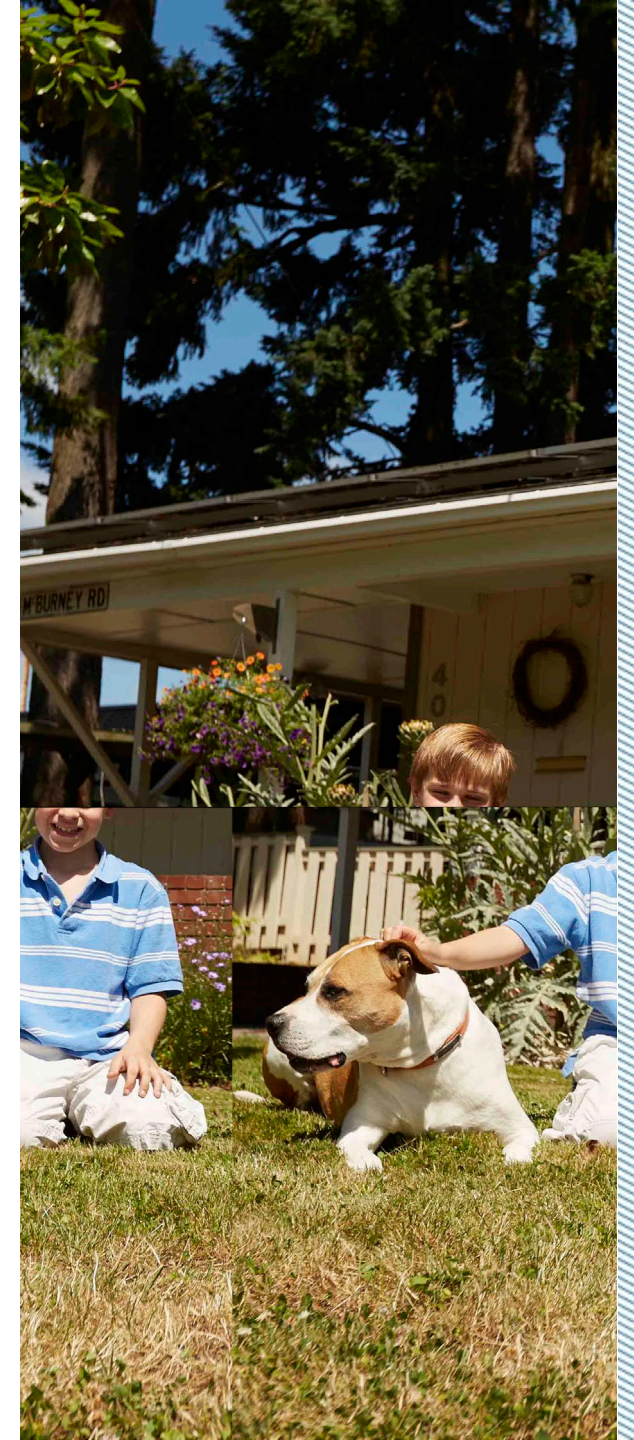
Ability to Leverage Complementary Funding

- A small number of CBOs were able to secure other funding sources, from ODOE or PCEF.
- Some CBOs have entered into partnerships with CAAs who will visit and treat the same home with their funding.
- Many CBOs also qualified customers for other Energy Trust incentives where they could, mainly for weatherization.



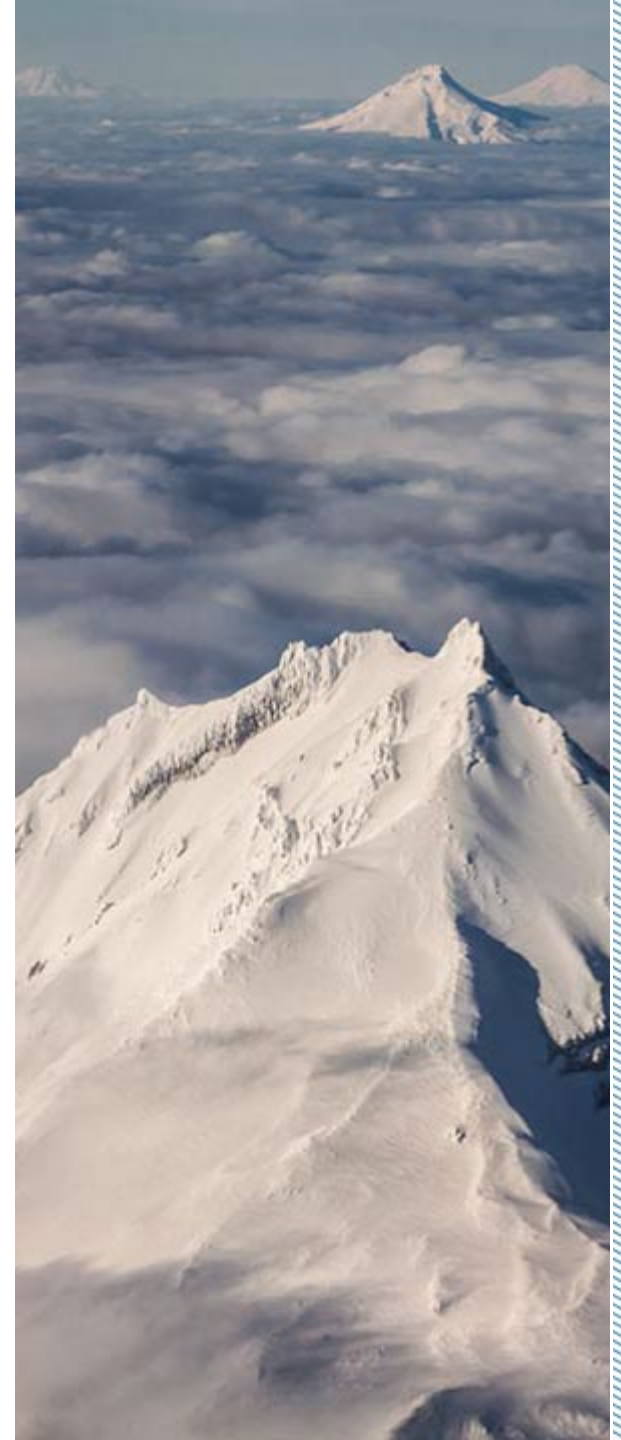
Other Participation Benefits

- Rural CBOs overcame contractor availability barriers by having enough volume to entice them and installing multiple units on one trip.
- CBO staff expressed that administrative tools, program structure and design, and the partnership with Energy Trust & PMCs were helpful in managing the pilots.



Pilot Next Steps

- Additional evaluation activities to come:
 - Full participant data analysis (Q2 2025)
 - Post-participation customer survey (Q4 2024, Q2 2025, Q3 2025)
 - Billing analysis (Q2-3 2026)
- Preliminary findings memo available in the coming weeks.





Questions?

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Anticipated Measure Exceptions for 2025

Ductless Heat Pumps and No-Cost Offers in Residential and Multifamily
Conservation Advisory Council
November 13th, 2024



Agenda

Measure Exception Criteria

Proposed Measure Exception Requests

- Ductless Heat Pump in Single Family & Manufactured Homes
- Ductless Heat Pump in Multifamily
- Ducted Heat Pump in Stacked Multifamily
- No-Cost Heat Pump Water Heater
- No-Cost Ducted Heat Pump in Single Family & Manufactured Homes

Questions or Comments

Measure Exception Criteria

Measure Exception Criteria Allowed in OPUC Agreement

- A. Measure produces significant non-quantifiable non-energy benefits
- B. Inclusion of the measure is expected to lead to reduced cost of the measure
- C. Measure is included for consistency with other DSM programs in the region
- D. Measure helps to increase participation in a cost-effective program
- E. The package of measures cannot be changed frequently, and the measure will be cost effective during the period the program is offered
- F. Pilot or research project, intended for a limited number of customers
- G. The measure is required by law or is consistent with Commission policy
- H. Inclusion of the measure mitigates energy burden



No-Cost Exception Request

Ductless Heat Pump in Single Family & Manufactured Homes

Expires – 3/31/25

Building Type – Single Family & Manufactured Homes

New or Existing – Existing (22-024)

Minor/Major – Major

Potential Exception Criteria – A, C, & G

- To continue to deliver ductless heat pumps to help reduce household energy consumption
- Provide no-cost services as other co-funding channels continue to be developed and implemented. Utilize co-funding options when available

Ductless Heat Pump in Multifamily

Expires – 3/31/25

Building Type – Multifamily: attached residential properties (two or more units) & stacked structures (five or more units)

New or Existing – Existing (22-024)

Minor/Major – Major

Potential Exception Criteria – A & G

- To continue to deliver ductless heat pumps to help reduce household energy consumption
- Provide no-cost services as other co-funding channels continue to be developed and implemented. Utilize co-funding options when available

Ducted Heat Pump in Stacked Multifamily

Expires – N/A

Building Type – Stacked multifamily structures (five or more units)

New or Existing – New

Minor/Major – Major

Potential Exception Criteria – A & G

- To expand our ducted heat pump options to multifamily units who could not utilize current offers
- Provide no-cost services as other co-funding channels continue to be developed and implemented. Utilize co-funding options when available

No-Cost Heat Pump Water Heater

Expires – 3/31/2025

Building Type – Single Family, Manufactured Homes, & Small Multifamily

New or Existing – Existing

Minor/Major – Major

Potential Exception Criteria – G

- Continue to provide no-cost services as other co-funding channels continue to be developed and implemented
- Continue to develop delivery channels and resources for our CBOs

No-Cost Ducted Heat Pump

Expires – 3/31/2025

Building Type – Single Family, Manufactured Homes, & Small Multifamily

New or Existing – Existing

Minor/Major – Major

Potential Exception Criteria – G

- Continue to provide no-cost services as other co-funding channels continue to be developed and implemented
- Continue to develop delivery channels and resources for our CBOs

Questions or Comments



Thank you

Michael Hoch, Measure Development
Manager