



For Businesses



For Homes



Renewable Energy



For Trade Allies



About Us

# EnergyTrust of Oregon

## NARUC Summer Meeting Big Energy Efficiency Roll-out

### July 22, 2008



# Introduction to Energy Trust

- 1999 Oregon Legislation – Public Purpose Fund
  - Acquire cost-effective electric efficiency/conservation savings
  - Pay renewable energy project above market costs
- 2003 - Added natural gas customers
- 2008 – Increased electric efficiency funding
- Current annual budget over \$100 million
- Service to ~1.5 million Oregon consumers

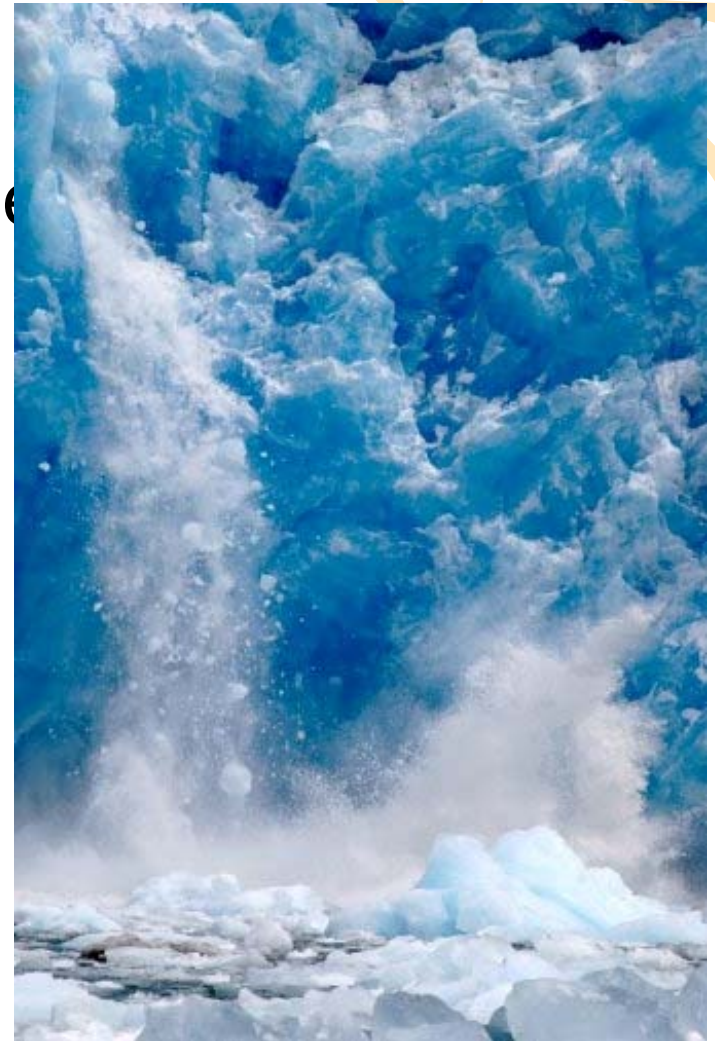
# Services and Results

- Comprehensive programs
- Expertise
- Dollars
- Cumulative savings of 160 aMW and 6.7 million annual therms
- Added 275 aMW of clean energy to the grid



# Clean Energy Drivers

- Dramatic energy cost increases
- Climate change as a driver
- Green, sustainable “buzz”
- Energy efficiency and renewable energy as major solutions



**EnergyTrust**  
of Oregon, Inc.

# Efficiency is the Solution

- Cheapest resource
  - Half the cost of traditional resources
  - No fuel costs
- Available
- Reliable
- Carbon free
- Customers want it

# A Paradigm Shift

Distributed generation  
for the mass market - ?!

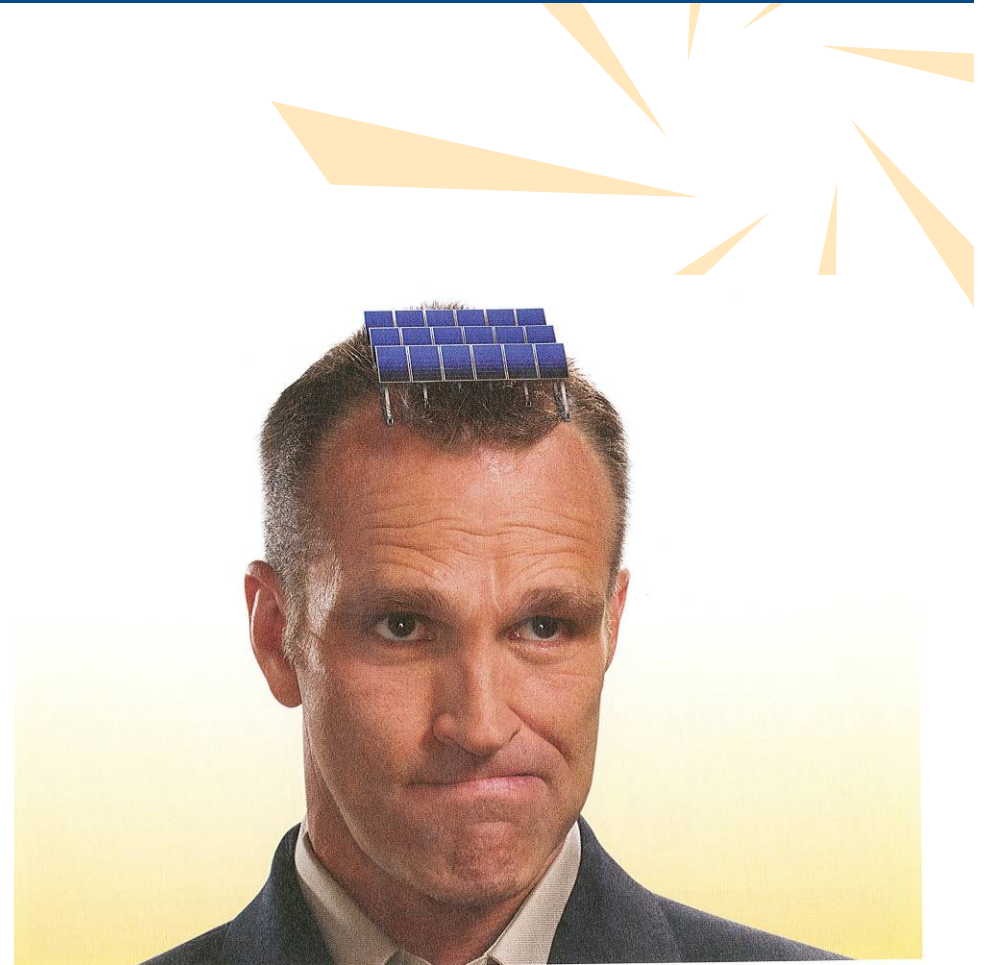
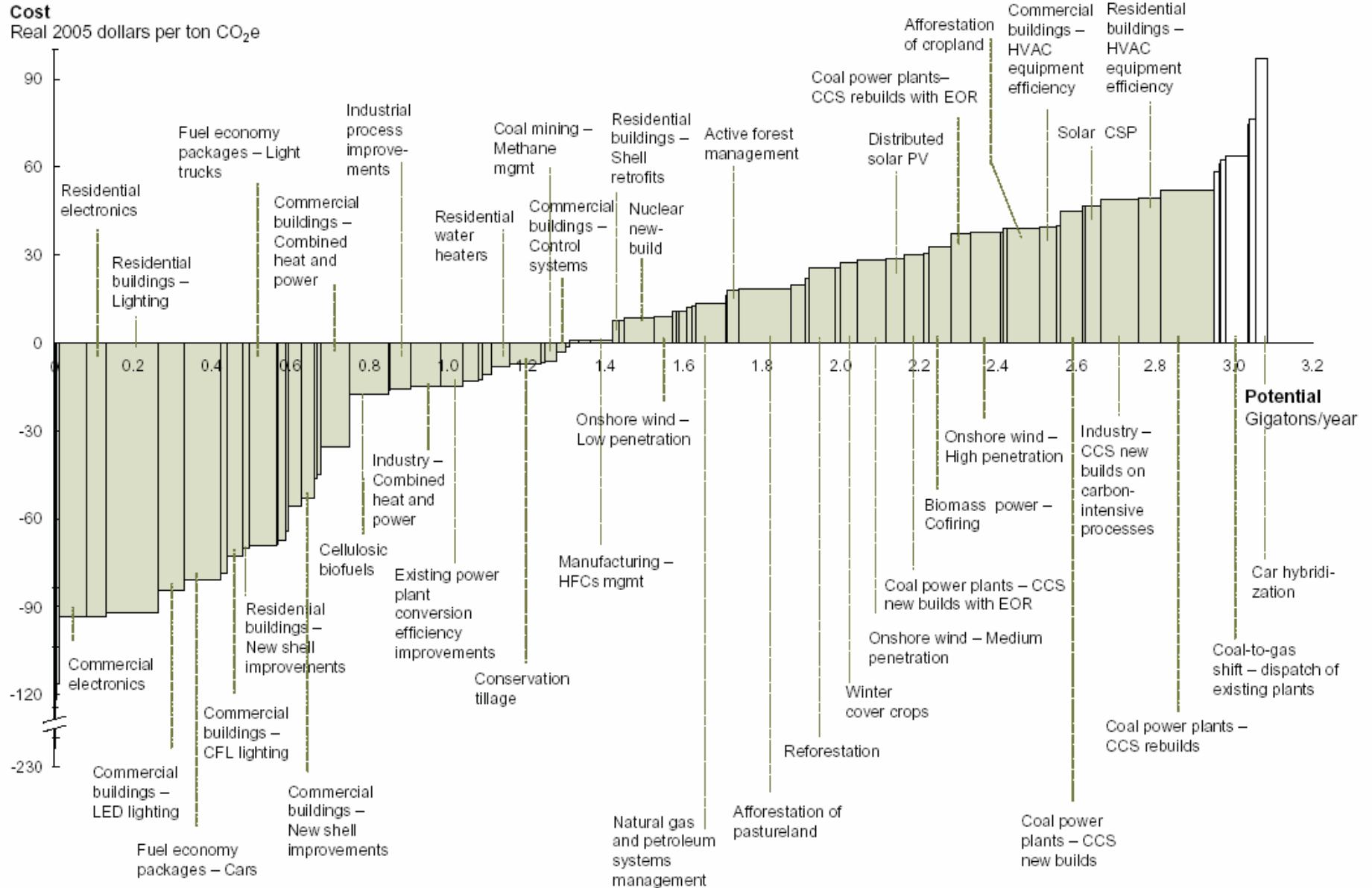


Exhibit 11

# U.S. MID-RANGE ABATEMENT CURVE – 2030



Source: McKinsey analysis

# 3 Ingredients for Scaling Up

1. Policy boosts
2. Clearing the path
3. The next generation of opportunities

# 1. Policy Boosts

- Tax credits
- Codes and standards
- Utility regulator roles:
  - Rate recovery
  - Third-party delivery
  - Integrated (least cost) resource plans
- Include all fuels
- Include both public and private utilities
- Provide for low income customers

## 2. Clearing the Path

- Financing
- Simplicity
- Targeted custom strategies
- Market intelligence
- Behavior change
- Definition of cost effectiveness
  - Avoided costs
  - Inclusion of future program *and* technology development
- Workforce development

# 3. The Next Generation of Opportunities

- Deeper commercial building savings
- Build markets to support appliance and home products standards
- Focus industrial programs on process efficiency improvements
- Move more natural gas technologies to market
- Explore smart grid
- Plan well now for the future
  - Time of sale disclosures, “feebates” and financing
  - Zero net energy commercial and residential buildings

# The Challenge Before Us

“Switching away from fossil energy requires an economic and social transformation at least as great as the Industrial Revolution.”

- Bauerlein and Jeffery

