

## Portland Residential Roundtable September 11<sup>th</sup> 2008

- Solar Updates from Lizzie Rubado:
  - Planning for the future and budget consideration
  - possible pending expiration federal tax credits: looking into bonus promotion to help if this does happen- way to drive installations
  - Solar energy review pilot: basic site assessments to customer
    - will be getting solar contractors feedback on if this helped business
    - Hopefully will be starting free solar assessments in 2009
  - Ways to address residential cost of solar
    - financing product: still working on, hoping for end of 2009
  - Solar electric program: transitioning online application process in 2009
    - Interaction with inspector would all be online to check status on project
    - help cut down on phone, and make it easier for everyone
  - commercial:
    - funding still available for 2008 and 2009, rumors aren't true
    - incentive rate should stay the same throughout 2008
    - apply now for projects in 2009
- Tom Beverly: updates
  - Energy star appliance program will be the first to have online forms because most simple and chance to work out the problems
  - More online forms to come in 2009
  - putting more links to ODOE's tax credit information on our website
  - website: redesign, had some focus groups to help with recommendations and changes
  - renewing agreements: currently doing existing buildings, October 1<sup>st</sup> will start New Homes renewal, if already renewed with another program the process will be simplified and less paperwork
  - Insider: will improve content, will include more technical columns,
    - Suggestions for newsletter: asking for feedback
- Jennifer Weddle: New Homes
  - 2009 BOP is out
  - creating performance based scale: still being finalized
    - more to come with training
  - 2 postcards coming out: duct sealing, tankless postcard on incentives available, also for furnaces
  - fridge recycling program: \$30 for working fridge, Jahko comes and picks it up and recycles, promote getting out old fridges in garages that aren't being used
- Noelle Saint-Cyr: Home Energy Solutions- existing homes program:
  - technical training program: air sealing and ventilation class on September 24<sup>th</sup>; October 13 starts HP training; HP sales and marketing class September 18; Duct sealing ODOE certification;

- ORACCA trade show, Energy Trust will have a booth and duct training, HP presentation
- Trade allies can't continue to call in about status of customer incentive application; confidentiality issue and customer must be the one to call in
  - best number to call for customer: call center 866-311-1822 for HES program
  - Question: normal time to receive incentive check is 6-8 weeks (if everything is perfect than 2-3 weeks)
- Kevin Tippet: MF- existing
  - September 1- December: lighting promotion
- Trailblazers promotion:
  - Representatives speaking about program put together specifically for the trade allies
  - uptake in fan support, season ticket sales triple from last year
  - radio and hospitality program:
    - consistently throughout season
    - Trailblazers can record radio commercials
    - also receive game tickets: 2 tickets for 3 games
    - 4 team packages available: can pick more than 1
    - Energy Trust offer 40% reimbursement for these packages
- Tom: rate increases and impacts
  - NW Natural 25% increase on November 1<sup>st</sup> and customer see this on bills in December, will be more interested and will drive business
    - 31% in Washington
  - 11-12% with PGE in January
  - 15-20% for Cascade Natural
  - should increase call volume in call center
  - bonus incentives to help customers complete more work especially on gas side
    - Additional \$100 for measures put on after 1<sup>st</sup> measure- specific measures, see website for details
  - packages only for electric, bonuses replaced for gas
  - we will have radio and newspaper ads during fall, pushing people to web
  - good time to take advantage of coop. marketing
  - question: will there be focus on heat pumps:
    - Diane answer: we try not to put a focus or priority on fuel
    - still has a great package for heat pumps
- Diane Ferington updates:
  - Financing: turned out to be more complicated and taking longer than expected
  - We are still working with a bank to create a process
  - goal of Nov. 1<sup>st</sup>

- Ductless Heat Pump Pilot: Jarred Osborne and Brian Simmons, Fluid Market Strategies
  - State tax credit still available with higher incentive
  - looks at savings potential in region, limited project,
  - ETO cap of 300 units, to measure and test validity of pilot project and then could open up to larger numbers
    - Displace not replace current heat- specific requirements
  - contractors must attend technical training for specific manufacturer of product you are installing and attend orientation training for this specific project and parameters around the forms
  - Jarred Osborne will be a trade ally contact
  
- General Discussion
  - Energy rating of homes: BPI is separate, could these be brought together
    - Energy Performance Score: still working on for existing homes
    - Pilot is for new homes and will use the data for existing homes
  
- Break out sessions:
  - Energy Trust Decision Making & Evaluations
  - Understanding Home Energy Reviews & QC
  - Solar