

## **Executive Director Report**

September 8, 2004

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This report from Margie Harris is for the period from May 27, 2004, through August 25, 2004, and describes those items not otherwise addressed in this board packet.

### **General - placeholders, to be edited and redistributed by Margie**

- Margie initiated a series of 1:1 outreach meetings with program manager contractors, production delivery contractors and trade organization representatives and received constructive feedback helpful for program communication, decision-making and for identifying future opportunities related to the action plan update and budget preparation.
- PGE and staff visited the customer service/call center to coordinate and discuss preparations for anticipated increased referrals and call center volume during the fall heating season
- Staff presented the quarterly report to the OPUC for the first quarter (Q1) and submitted the Q2 report for presentation on September 7

### **Program Planning and Evaluation**

#### *Planning*

- As a follow-up to the board retreat, Energy Trust staff has been refining the analysis used to develop efficiency program scenarios and corresponding savings, working with Aspen Systems and focusing primarily on Building Efficiency costs. Prior projections were approximately \$2 million/average megawatt, based on very limited data on measures committed. The improved analysis is closer to \$1 million/average megawatt. Improved forecasts of Energy Trust costs (as opposed to Program Manager costs and incentives) were also incorporated. The net result is that the “balanced” energy efficiency scenario projection is now at about 280 Average MW, up from about 260 in the previous draft. This demonstrates that: 1) we have not yet established a trend for program cost and savings; projections remain highly imprecise and 3) data will continue to be refined and communicated as it becomes available.

#### *True-up:*

- The last outstanding technical issues for the Home Energy Savings true-up have been addressed. These concerned assumptions about interactions between space heat and cooling with compact fluorescent lamps and also savings reduction and assumptions for electrically commutated motors (efficient motors on gas furnaces. The CFL numbers were close to the estimates used for the presentation at the board retreat. For electrically commutated motors, there will be an additional reduction in savings, resulting in very small impacts on overall program performance.
- Entry of all Home Energy Savings data into Fast Track has now been completed. Staff sampled data entries regarding program cost and savings and compared them to the draft true-up analysis. This will result in some change primarily for the draft adjustments

- for gas savings. Estimates are unlikely to go down, may go up some and will be incorporated into both the Fall true-up report and projections for 2005 and beyond.
- Evaluation staff provided an orientation to staff on the purpose and value of the True Up approach to adjusting savings projections.

*Benchmarks:*

- The PUC has postponed adoption of Energy Trust benchmarks to allow time for further discussion and refinement at an upcoming workshop to be scheduled with interested parties.

*Irrigation:*

- As part of the Production Efficiency program, the Klamath basin irrigation pilot initiative was refined, screened for cost-effectiveness, and transitioned to the Efficiency Program staff for implementation. A series of meetings in the Klamath basin resulted in positive responses and rollout is planned for early 2005.

*Commercial Programs:*

- Staff and contractors have been developing possible efficiency measures for commercial laundries. Data reviewed at the ACEEE summer study calls into question the level of savings because coin-op dryers appear to be controlled by the timer and the coin box, not by the moisture sensor. Most of the savings from efficient washers comes from reduced drying time. We plan to refer this issue to a national or regional efficiency group for further investigation and possible discussion with manufacturers in anticipation of a potential program initiative.

*Residential:*

- Cost-effectiveness analysis was completed for compact fluorescent lighting initiatives through the Home Energy Products program. These include a baseball game giveaway and coupon, and a planned manufacturer coupon program.
- Planning and program staff worked with PECl and the Oregon Department of Energy to finalize the design of the manufactured home portion of the New Home Energy Savings Program.

*Internal*

- To strengthen organizational efficiency and consistency across departments, a number of new internal management tools have been developed. These include a new master schedule of major activities and deliverables, an updated document numbering system and a matrix of program forms. Existing forms are being updated to include consistent wording regarding utility data usage, program evaluation, and site access for all programs.

*Evaluation*

- The small Commercial Market evaluation report draft is complete.

*New Evaluation Efforts*

- Quantum Consulting of Berkeley, California was retained to conduct the Impact Evaluation of the Home Energy Savings Program; the schedule was moved back to Spring 2005 primarily to allow two full heating seasons to be included in the analysis.

## Efficiency Programs

- Andy Saleh started work at the Energy Trust on August 30 filling the vacant position of Commercial and Industrial Program Manager. Andy leaves his consulting business that specialized in independent energy management and operations consulting. He was previously with the Electric Power Research Institute (EPRI), the Director of Engineering for Central and South West's (CSW) startup Energy Services Company, and was Special Projects Director for the Texas Governor's Energy Office. Andy's background includes over 25 years of both public and private sector facilities engineering and administration, with 15 years of those years in facility management, promoting energy management operations, procurement and conservation.
- The Building Efficiency program launched a completely new website, enhancing the program's incentive application and project completion processes to expedite the process.
- The Nexus On-line Home Energy Analyzer is scheduled for public release in October. The site is accessible for staff review now with the automatic usage download feature becoming operational in November. The address is: <http://www.energytrust.org/nexus/>
- Through Efficient Home Products program, the Lights for Learning (LFL) fundraiser pilot is nearing launch. This pilot relies on students to sell compact fluorescent lights (CFL) and to keep a portion of the proceeds for fundraising purposes. The Rachel L. Carson School in Beaverton continues to express interest in the fundraiser and a marketing packet hand delivered to the new principal. The Hillsboro school district is also being solicited for participation in the pilot by one of their elementary or middle schools.
- Efficient Home Products cosponsored a PGE Park promotion on July 4<sup>th</sup> in partnership with GE and Fred Meyer, reaching over 10,000 people. Coupons to redeem free CFLs and \$2 discount coupons were both distributed at the baseball game. Promotion results were 20.2% redemption of the "free CFL" coupons and 3.2% redemption on the \$2 discount coupon, with a total of 998 CFLs redeemed.
- Energy Trust became a member of Northwest Energy Efficiency Council (NEEC). The Northwest Energy Efficiency Council is a non-profit business association of the energy efficiency industry who recently opened an Oregon chapter. NEEC's mission is to promote policies and programs that enhance market opportunities for energy efficiency.

## Renewable Energy

- Energy Trust was recognized by ODOE with a solar pioneer award for our successful efforts to move the market for solar energy forward in Oregon.
- The American Solar Energy Society Solar 2004 national conference occurred in Portland. Energy Trust presented a technical paper on our solar market transformation efforts, participated in a forum presentation of four state solar programs, hosted a tour of solar homes and businesses, and presented to the women's PV installation course at the IBEW training center. At least 250 members of the public visited our exhibit.
- Staff attended the SolWest renewable energy fair in John Day and provided a presentation and exhibit.
- Two of seven solar demonstration projects achieved significant milestones: Mosier Community School ribbon cutting takes place September 2nd and the City of Portland is accepting bids to install PV systems at two fire stations.
- As a by-product of successful Production Efficiency projects, staff is contracting with a production development contractor to help evaluate renewable CHP and biogas projects in southern Oregon.

- Staff continues to work with PGE to finalize selection of the wind project from the PGE RFP. We are now targeting a date of November 1, 2004 to complete all contracting. Construction will be dependent on the reestablishment of the federal production tax credit.
- Staff is scheduling meetings to review the selections in the PacifiCorp RFP with a goal of coming to common agreement with PacifiCorp this Fall.
- Staff re-drafted the application and information materials for the Open Solicitation Program. A marketing plan was also drafted. A new, two-step application process and revised materials will be presented to the Renewable Advisory Committee in October for comment.

## **Communications, Marketing and Outreach**

### *Call Center*

- July's 1,433 call total is the second highest volume to date, second only to the record 1,456 calls in March 2004. The July total is 18% higher than the monthly average for April, May and June.
- In June an extranet feature for the call center was added to the website, providing access for call takers to special, custom information on a password-protected portion of the website.

### *Customer Service*

- All Energy Trust staff and appropriate PMC representatives received training during July in the fundamentals of legendary customer service.
- Tom Beverly, customer service manager, developed a customer complaint resolution and tracking procedure to ensure that all customer concerns are addressed, tracked, and resolved in a timely, accurate, and complete manner.
- Tom, the planning department and program managers collaborated on a draft customer service benchmark report, a step in establishing consistent customer service standards for Energy Trust programs and PMCs.

### *Website*

- The 8,890 website visits in July nearly matched the all-time high of 8,902 in March 2004. This total represents an average 12% increase over the number of visits in April, May and June.
- The website undergoes continuous upgrading and improvement. Since the June board meeting, a new format for program home pages with a look similar to the overall home page has been developed. Program home pages converted to the new format include: renewables, multifamily, building efficiency and corresponding trade allies and solar trade allies. In addition, the Home Energy Savings pages have new text, a consolidated program incentive page has been added to the library section, and web copy for the Efficiency New Homes Bosch dishwasher promotion went up in July.

### *Surveys*

- Reports on the June stakeholder survey and July board attendee survey were developed and included in the July board retreat packet.

*Creative products*

- The 2003 annual report was published and is being distributed to trade allies, stakeholders and Oregon legislators.
- In June, July and August, advertisements were placed in the following business publications: Associated Oregon Industries Business Viewpoint, Sustainable Industries Journal, BOMA (Building Operators and Managers Association) directory 2004-2005, Association of Professional Energy Managers directory 2004-2005, Oregon Business magazine, Oregon Restaurant Association Main Ingredient, Portland Business Journal, Open Spaces magazine, NW Construction magazine and American Institute of Architects newsletter. Ads for consumers were placed in Oregon Home magazine, Bend Living magazine and Chinook Book 2005. Multifamily stories were placed in specialized publications.
- Energy Trust provided editorial content, photography and distribution services for the 2004 Green and Solar Homes Oregon magazine.

*Press releases*

- Energy Trust has sent out 12 press releases since June 7. They include:
  - Multifamily windows campaign (June 7)
  - C&D Lumber Production Efficiency project (Roseburg, June 14)
  - Green LED traffic signals (statewide, June 14)
  - Solar 2004 conference (June 16)
  - Rosewood Alzheimers Center lighting study (July 6)
  - Energy Trust offers Building Operator training scholarships (July 19)
  - NorthWest Crossing (Efficient New Homes) receives award (Bend, July 27)
  - Energy Trust grants for 7 statewide solar energy training centers (Aug. 11)
  - Wenbourne and Sons New Building Efficiency project (Coos Bay, Aug. 16)
  - Bosch dishwasher incentive campaign (Aug. 17)
  - Thermo Pressed Laminates Production Efficiency project (Klamath Falls, Aug. 24)
  - Pioneer Courthouse New Building Efficiency project (Aug. 25)

*Utility co-promotions*

- Energy Trust, PGE, General Electric and Fred Meyer joined to celebrate PGE's 115<sup>th</sup> anniversary and the 125<sup>th</sup> anniversary of the electric light bulb at a Beavers game at PGE Park July 4. The first 2,500 patrons received free CFL coupons.
- Co-branded Energy Trust/NW Natural bill inserts promoting efficient gas appliances and Energy Trust programs were included in July NW Natural residential and commercial bills. These were Energy Trust's first utility bill inserts.
- Energy Trust programs were mentioned in PGE's June, July and August *Update* newsletters, Pacific Power's June *Forecast* newsletter for stakeholders and its July *Voices* newsletter, and PGE's summer *Renewable Report* newsletter for green power customers.

*Events and Sponsorships*

- Energy Trust was a sponsor of Daily Journal of Commerce's Top Projects dinner event (June 14)
- Home Energy Savings staffed a booth at a City of Portland Fix-It Fair (June 19)
- Energy Trust held a solar training in Tangent (June 24)
- Energy Trust exhibited at, served on panels and attended Solar 2004 (July 9-14)

- Margie Harris represented Energy Trust at the dedication of the newly restored Astoria Column, which featured energy efficient lighting improvements and an Energy Trust granite marker (July 10)
- Energy Trust spoke at a media event celebrating installation of solar panels at the Portland NECA IBEW training center (July 14)
- The multifamily program sponsored a hole at the Metro Multifamily Housing Association's golf tournament (July 15)
- Provided an exhibit at Solwest Renewable Energy Fair in John Day (July 23-25)
- Efficient New Homes sponsored a hole at the Homebuilders' Association annual golf tournament (July 30)
- Multifamily program offered a series of seminars for apartment owners with information on incentive offerings and the window promotion

## **Operations, Contracts, Finance and Administration**

### *Finance*

- On August 30th, Michael Laney began as our new Chief Financial Officer, bringing a deep array of talent to the position from his background as CFO for Dacor, Vice President, Operations for Walt Disney's Feature Animation Division and a similar role with Warner Brothers. As a former accounting professor, Mike also brings skills and familiarity with accounting, financial management, information technology and human resources. He brings with him non-profit experience in the education field and a strong commitment to the Energy Trust mission.
- Finance completed recruitment of a new Contracts Administrator and effective July 1, hired, Cheryl Gibson in this capacity. Cheryl has previously worked for a number of organizations in a senior management role, managing contracts, grants and general business operations.
- Finance is also in the process of recruiting for a new Office Manager and for a new Administrative Assistant. Carmen Doi has left the Energy Trust to pursue a consulting venture and has been retained as a contractor to help facilitate portions of the Energy Trust anticipated move to new office space.
- With the assistance of our Great Plains partner, the implementation of the eRec process with Bank of America was completed, allowing a 30-minute automated bank reconciliation process to replace several hours of staff time. In August we are expecting to complete the implementation of "Positive Pay" with the Bank of America designed to afford better protection against fraudulent check activity.
- The effectiveness of internal controls associated with the incentive payment process is being independently verified through consultant interviews, testing and reporting.
- The allocation and reporting processes developed during the first quarter of 2004 continue development to provide further efficiencies and improved processes, procedures and training, including preparations for the 2005 budget.

### *Administration*

- Staff successfully compiled hundreds of requested documents for the management auditor and provided them on CD within one week of request. Auditor Nick Hall expressed that in 26 years of conducting audits, he has never before received such prompt and complete documentation in such a short timeframe. Kudos to Char Rollier and others for their assistance.

**Legal**

- The NW Customer Information Transfer Agreement was completed.
- Contracting for the Energy Trust management audit was completed.
- Preparations to provide the EthicsPoint reporting system were established.