

Strategic Planning Meeting Agenda and Packet Table of Contents

- A. Introduction
 1. Goals and accomplishments
 2. Strengths
 3. Weaknesses
 4. Opportunities
 5. Threats

- B. Ongoing or planned management and communication initiatives:
 1. Communicate clearly with participants, stakeholders, the board and others
 2. Effectively and fairly manage budget
 3. Manage programs efficiently, making the best of existing business models:
 4. Remain flexible

- C. Strategic issues
 1. Over the next two years, put highest priority on management, accountability and communications (Section B), and secondary priority on new initiatives

 2. Put more focus on planning for scarcity: how can ET best manage demand that outstrips resources? Where should ET focus limited resources? Should ET seek funds beyond its current mission? Explore additional efforts to reach underserved markets.

 3. Energy efficiency:
 - Should ET explore alternatives to the current business model?
 - Should ET efficiency explore a more active role in crediting energy efficiency in greenhouse gas mitigation markets?
 - Should ET anticipate and begin to adapt to a bigger government role in promoting efficiency?

 4. Renewable energy
 - If Oregon adopts a Renewable Portfolio Standard, how will the Energy Trust's role change?
 - How should the Renewable Energy programs deal with green tag markets?
 - Does Energy Trust require different business model(s) to deliver our utility-scale, mid-scale and PV programs effectively, and meet current renewable energy objectives?

 5. Should ET focus efficiency and renewable projects where they will generate the greatest system economies?

 6. Revisit strategic issue #1.

- D. Summarize outcomes