

Energy Trust of Oregon, Inc.  
851 SW Sixth Avenue, Suite 1200  
Portland, Oregon 97204

Telephone: 1-866-ENTRUST  
Facsimile: 503-546-6862  
[www.energytrust.org](http://www.energytrust.org)



For Immediate Release  
Contact:

## NEWS

Jan Schaeffer  
503-445-7603  
[jan.schaeffer@energytrust.org](mailto:jan.schaeffer@energytrust.org)

Susan Jowaiszas  
503-223-2802  
[susan@irisgrouppr.com](mailto:susan@irisgrouppr.com)

January 25, 2008

### **Energy Trust announces new, updated incentives for 2008** *Increases for commercial buildings and retrofits expected to boost savings gains*

PORTLAND, Ore. — January 25, 2008 — Energy Trust of Oregon, Inc., has added new cash incentives and increased some existing incentives to provide greater opportunity for Oregonians to save energy and money and protect Oregon's environment. Effective January 1, new and larger cash incentives are available for both residential and commercial customers. The largest increase in incentives is in the commercial sector.

"We continually adjust our incentives to encourage the greatest energy savings gains," said Margie Harris, executive director, Energy Trust. "We're seeing increased interest in and awareness of the economic and environment benefits of saving energy in all sectors. We're pleased to be helping homeowners and business owners take positive action to save energy and protect Oregon's environment." According to Harris, potential energy savings in the commercial sector are large and extremely cost-effective to acquire through energy efficiency measures.

#### **Commercial programs increase incentive caps, more**

Energy Trust's New Buildings program has increased the incentive cap for custom track projects from \$200,000 to \$300,000 and for standard track projects from \$50,000 to \$100,000. Incentives for technical assistance have been added. The LEED®-NC track, offered through the U.S. Green Building Council's Leadership in Energy and Environment program, now offers incentives for buildings larger than 100,000 square feet and the incentive cap is increased to \$300,000.

The New Buildings program has also created a program for building commissioning, with overall incentives capped at \$40,000 and three cents per kilowatt hour and 20 cents per therm of natural gas. For more information on incentives for the New Buildings programs, visit [www.energytrust.org/nb](http://www.energytrust.org/nb).

Energy Trust's Existing Buildings program has doubled the maximum incentive per site to \$500,000. Typical measures include lighting, heating, air conditioning, premium efficiency motors, high efficiency gas heating and water heating equipment, and high efficiency equipment for restaurants and lodging. For more information on cash incentives for Existing Buildings, visit [www.energytrust.org/eb](http://www.energytrust.org/eb).

### **Residential customers gain new incentives for high efficiency appliances**

For residential customers, Energy Trust has added an incentive for high efficiency electric water heaters. Marathon water heaters will qualify for a \$75 Energy Trust incentive. Other electric and natural gas conventional, storage tank-style water heaters are also eligible for incentives. PGE and Pacific Power customers are eligible to receive a \$35 incentive for electric water heaters with an Energy Factor of 0.93, or better. In addition, natural gas water heaters with an Energy Factor of 0.62, or better, are eligible for a \$35 incentive.

“Because we want to help promote installation of the new, high efficiency electric water heater model, PGE has teamed with Roto-Rooter in the Portland area to offer a limited-time \$100 installation rebate on top of the Energy Trust incentive,” said Roch Naleway, energy efficiency marketing specialist with Portland General Electric. “With the rebate and the Energy Trust incentive, PGE customers who switch to a Marathon water heater can bring the installed cost to just \$765 – not much more than the cost of a conventional water heater. In addition to the energy savings over the life of the unit, it is warranted not to leak for as long as you own your home.”

Also for the first time, Energy Trust is offering a \$50 incentive on premium efficiency refrigerators that exceed federal energy standards by 20 percent. There are now two levels of incentives for high efficiency ENERGY STAR qualified clothes washers. Clothes washers with a Maximum Efficiency Factor of 2.00 – 2.19 qualify for a \$75 incentive; premium efficiency models with a Maximum Efficiency Factor of 2.2 or greater earn a \$100 incentive. Some models may also qualify for Oregon state energy tax credits. For more information on new residential incentives, visit [www.energytrust.org/residential/promotions](http://www.energytrust.org/residential/promotions).

Energy Trust of Oregon, Inc., is a nonprofit organization dedicated to changing how Oregonians use energy by promoting energy efficiency and clean renewable energy for Oregon customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas. For more information, visit the Energy Trust website, [www.energytrust.org](http://www.energytrust.org), or call 1-866-368-7878.

END