

2005 FINAL APPROVED BUDGET



PROGRAM: COMMUNICATIONS AND OUTREACH **SECTOR: ALL**

STRATEGY: Energy Trust Communications & Outreach activities in 2005 support coordination across programs and general Energy Trust outreach. The 2005 budget provides for staff and contracted services necessary to fully achieve this objective

GOALS FOR 2005:

- Review, approve and track of all Energy Trust events, promotions, advertisements, collateral (brochures, fact sheets, special pieces) and media relations activities developed for programs
- Manage Energy Trust media relations and media events on behalf of all programs
- Develop limited general advertising, general information and educational pieces
- Manage, update and ensure accuracy for the 600-page Energy Trust website
- Develop internet-based communications site (“extranet”) for use by Energy Trust and Program Management Contractors
- Produce and disseminate annual report; prepare quarterly reports and other special reports
- Produce participant mailings and acknowledgements
- Host and publicize Energy Trust comment sessions and other statewide outreach
- Participate in community activities and organizations
- Manage services provided by contracted creative and public relations professionals to programs
- Update marketing and communications guidelines to assure consistent look and feel in all Energy Trust material
- Coordinate effectively with Oregon Department of Energy, utilities and other stakeholders on co-branded materials and joint initiatives

BUDGET: 2005 \$1.0 million **2004** \$0.9 million

KEY MILESTONES--TIMELINE *(Cover two-year period, including dates program starts, duration of program, evaluations, etc.)*

Date Milestone Description

Please note that activities in this program occur continuously throughout the calendar year.

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DEPARTMENT: MANAGEMENT AND GENERAL

ALL PROGRAMS

PURPOSE: TO PROVIDE OVERALL MANAGEMENT AND RESOURCES TO ETO OPERATIONS

STRATEGY:

- Create a highly efficient, cost effective internal organization that provides guidance, resources and operational processes to the board and staff of the Energy Trust and related Program Managers and allies.
- Develop both an internal and external reporting process that provides all stakeholders with timely and transparent information relating to the Energy Trust activities.
- Provide a safe, secure and efficient working environment to allow staff to be more productive and reduce turnover.
- Ensure that all financial data and operational systems are operating effectively and producing highly reliable information in a timely manner
- Ensure that all contracts and general operations are conducted in compliance with all applicable laws.

GOALS FOR 2005:

- Achieve a timely and smooth move from the existing two locations to the new building in Jan. 2005.
- Capture the cash flow impact of program decisions on a two year basis by creating a two-year budget process for 2006-2007 to coincide with the two-year action plan.
- Assess and analyze all the internal control processes of the Energy Trust and related Program Managers and report to the Board in 2006 on the assessment of such controls. A new Internal Auditor staff position is being requested in order to achieve this goal.
- Achieve a “clean” audit opinion for the financial statements for 2004 and 2005 from the independent CPA firm and an acceptable “agreed upon procedures” on the internal control report for 2006.
- Address all Management Audit findings and take corrective actions, if required.
- Improve the financial systems to improve reporting and monitoring abilities by staff and Program Manager Contractors to improve efficiency, increase the “pipeline” for the budgeted 2005 increase in savings and bore effectively manage each program.
- Ensure sufficient financial resources by increasing the line of credit to an acceptable, cost effective level and investigate other funding sources such as grants.
- Coordinate inside and outside counsel to support smooth implementation of energy programs and ETO management.

TARGETED OUTCOMES:

2005

Budget \$2.1 million

2004

Budget \$2.0 million

KEY MILESTONES

Date Milestone Description

- Jan 05 -Move to new location

(See budget on reverse side of page)

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DEPARTMENT: PLANNING, EVALUATION, AND INFORMATION TECHNOLOGY

**SECTOR: ALL
PROGRAMS: ALL**

PURPOSE: TO PROVIDE STRATEGIC AND QUANTITATIVE PLANNING , REPORTING, AND EVALUATION FOR EFFICIENCY AND RENEWABLE RESOURCES

STRATEGY: In support of all strategic plan goals

- Support strategic planning, cost-effectiveness analysis, and detailed program planning and savings analysis.
- Integrate new benchmarks into reporting systems and planning processes.
- Make data systems speak clearly and simply to users.
- Increase program participation and reduce transaction cost by helping efficiency program staff and contractors to expand the list of prescriptive measures.
- Enhance value of efficiency and renewable energy programs through working to defer electric utility transmission and distribution investments and better reflecting impact that programs already have on peak loads.
- Provide board with options to encourage large-scale fossil combined heat and power.
- Provide Energy-Trust-wide systems and process to track activity and solve problems more quickly and simply.
- Accelerate programs and reduce incentive costs by making business energy tax credit pass-throughs available prior to sale for prescriptive measures.

GOALS FOR 2005:

- Provide process evaluations for all significant Energy Trust programs. These deliver quick feedback and third party assessment of progress and of opportunities to improve program management and marketing.
- Provide impact evaluations for all significant Energy Trust programs. This provides third-party assessments of energy savings and renewable energy production. Results are used to adjust reported savings through the true-up process.
- Explore community-based marketing options and opportunities to defer transmission and distribution costs through a series of studies and interactions with utilities.
- Develop a reporting framework for IT databases to facilitate ready use for Energy Trust internal and external purposes.
- Review engineering estimates of savings and report adjustments to savings estimates through periodic true-up reports.
- Set up a cooperative mechanism with the Oregon Department of Energy to identify business tax credit pass-through partners who will commit to in advance to taking pass-throughs in exchange for payments to Energy Trust program participants.
- Work with many interested parties and agencies to develop options for combined heat and power acquisition, funding, cost-effectiveness determination, and product solicitation. Present policy and program options to the board in early 2005.
- Stabilize data system operations.
- In order to adequately serve these needs for existing programs and achieve the new objectives described above, and additional FTE (Planning Manager) is required

TARGETED OUTCOMES:

2005

Budget \$3.2 million, which is part of efficiency and Renewable energy programs

2004

Budget \$2.5 million

KEY MILESTONES

Date	Milestone Description
• Spring 2005	--Provide Board with options on large fossil combined heat and power.
• June 2005	--Identify structure for dedicating BETC pass-through in advance to prescriptive measures in Energy Trust programs.
• July 2005	--Complete study of community-based program options.
• 3Q05	--Develop target site for deferring transmission and distribution investment, assess local opportunities, if appropriate, design targeted program for implementation in 2006.

(Budgeted as part of each program)