

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



PROGRAM: BUILDING EFFICIENCY PROGRAM **SECTOR: COMMERCIAL**

PURPOSE: Provide technical assistance and attractive financial opportunities to existing commercial facilities that acquire long-term cost-effective energy efficiency electric and gas savings from high-efficiency design and equipment. Contributes to Strategic Plan goals 1, 3, 4, 5.

STRATEGY:

- Continue to deliver program services directly to the target market of existing commercial business owners, institutions and governmental entities.
- Maintain the successful state-wide comprehensive Trade Ally Network of installation and technical assistance contractors to further deliver program services to the public.
- Target decision makers of existing commercial renovation project including owners and installation contractors.
- Utilize the Program Management Contractor to market the program coordination efforts with the Energy Trust.
- Expand service delivery and market penetration in the underserved smaller commercial businesses.
- Deliver specialized outreach & incentives for HVAC and controls and custom lighting projects.
- Incorporate Solar Water Heating (SWH) measures to streamline administrative costs.

2006 OBJECTIVES:

- Expand the efforts in marketing the prescriptive gas incentives (i.e. direct-install dishwasher pre-rinse spray valves effort to food service market sector) resulting in increased gas energy savings and fund expenditures.
- Create community initiatives for high-efficiency commercial rooftop units and gas heating equipment resulting in greater Heating Ventilation and Air Conditioning (HVAC) penetration in smaller commercial businesses.
- Integrate packaged refrigeration measures for convenience and grocery stores in coordination with the Alliance’s program efforts.
- Coordinate and integrate Hospital operation program offerings in coordination with the Alliance’s program efforts.
- Support inclusion of SWH measure in energy studies, and accept trade-ally initiated commercial SWH projects.
- Coordination of efforts with the new Building Tune-Up and Operations program.

TARGETED OUTCOMES:

2006 Proposed Budget		2005 Full-Year Forecast	
Energy Savings Range	1.89-2.52 aMW (16,556-22,075 MWh); \$2.8 Range -2.1 mil/aMW; \$0.026-0.019/kWh, leveled;	Energy Savings	4.26 aMW (37,294 MWh); \$1.48mil/aMW; \$0.014/kWh, leveled
	647,353-863,137 therms; \$2.65-1.99/therm; \$0.26-0.20/therm, leveled		442,453 therms; \$1.94/therm; \$0.19/therm, leveled
Benefit/Cost (utility)	Gas: 2.3-3.0 Electric: 2.3-3.0		
Budget	\$7.0 million	Forecast	\$7.2 million

2007 PLANNED ACTIVITIES:

- Expand services that will be coordinating efforts with the Community Energy process.
- Focus on delivering lower cost savings opportunities to achieve program delivery goals.

2007 PROJECTION:	\$ M	aMW	Therms
	\$5.4	1.61-2.15	386,138-514,851

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



PROGRAM: PRODUCTION EFFICIENCY PROGRAM

SECTOR: INDUSTRIAL

PURPOSE: Acquire cost-effective electric savings through technical assistance and expanded financial incentives for high-efficiency design and equipment in existing and new industrial processes and facilities. (Industrial gas rate customers are ineligible for program services and incentives). Contributes to Strategic Plan goals 1, 3, 4, 5.

STRATEGY:

- Continue to target key decision makers of existing industrial process projects, including owners and Chief Financial Officers.
- Deliver program to owners, plant engineers and design process engineers through the Program Delivery Contractors (PDCs) assigned to key sectors and geographic territories.
- Promote program participation through developing a broad offering of services that include premium lighting and high efficiency motor incentives with a focus toward smaller industrial customers.
- Consider approval of large-scale projects (either a mega-project or CHP) to achieve program value through large-scale savings.
- Continue to coordinate with PacifiCorp, Power Services, Inc., and Conservation Districts to deliver a unified Irrigation Initiative in PacifiCorp service territory in the Klamath Basin.

2006 OBJECTIVES:

- Promote service delivery and market penetration in the following areas:
 - Premium lighting and high efficiency motor prescriptive incentives.
 - Coordinate activities with the new Building Tune-up and Operations program.
- Explore new strategies targeting the underserved smaller industrial market.
- Continue cooperative marketing by both the Energy Trust and the Program Management Contractor (PMC).
- Monitor project commitment level expenditures relative to utility funding territory and adjust PDC marketing to balance revenue project funding. The program is on track with anticipated projects to deliver the 2006 target.
- Achieve majority of expected two-year Irrigation Initiative savings target from Pump Repair/Replacements and Nozzle Exchange.

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings Range	5.69-7.59 aMW (49,866-66,488 MWh); \$2.4-1.8 mil/aMW; \$0.027-0.020/kWh, levelized
Benefit/Cost (utility)	1.9-2.6
Budget	\$13.5 million

2005 Full-Year Forecast

Energy Savings	20.75 aMW (181,809 MWh); \$1.02 mil/aMW; \$0.013/kWh, levelized
Forecast	\$21.2 million

2007 PLANNED ACTIVITIES:

- Expand services that will be coordinating efforts with the Community Energy process.
- Develop additional potential prescriptive measures for compressed air, refrigeration and hydraulic systems.
- Focus on delivering lower cost savings opportunities to achieve program delivery goals.

2007 PROJECTION:

\$ M	aMW
\$12.1	6.35-8.47

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



PROGRAM: NEW BUILDING EFFICIENCY PROGRAM **SECTOR: COMMERCIAL**

PURPOSE: Acquire cost-effective electric and natural gas savings by providing technical assistance and financial incentives for high-efficiency design and equipment in commercial and industrial new construction and major renovation projects. Contributes to Strategic Plan Goals 1, 3, 4, 5

STRATEGY:

- Target decision makers in commercial and industrial new construction projects and major renovations of existing buildings.
- Target architects and engineers by providing tools and resources to assist them in selling their clients on high efficiency design and equipment.
- Deliver program directly to owners and developers by utilizing Program Management Contractors (PMCs) and a statewide comprehensive network of trade allies, leveraging existing market relationships and professional service channels.
- Create outreach program utilizing direct calls and emails, referrals, mass emails, cold calls, news releases, direct mailings, case studies, advertisements in trade publications, program seminars, sponsorships of events and organizations, web site, articles, bill inserts and partnerships with related organizations.
- Incorporate solar water heating measures to streamline administrative costs, relying on delivery support from Energy Trust solar program staff.
- Coordinate with ODOE to package program offerings.

2006 OBJECTIVES:

- Add more equipment to the Standard Track incentive list (e.g. reach-in coolers and refrigerators, appliances, commercial food service equipment).
- Add a commissioning component to the program.
- Add an ENERGY STAR® component to the program.
- Offer technical training for building designers and incentives for developers to include solar water heating systems in new commercial buildings.
- Develop materials for architects and engineers to promote the program to their clients.
- Coordinate with ODOE as they prepare to update the Oregon Non-Residential Energy Code in 2007.
- Continue to align with ODOE programs to minimize differences in program requirements (e.g. BETC, SEED, High-Performance Schools).
- Continue to integrate Green Investment Fund projects with program activities.

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings 1.07 - 1.42 aMW (9,336 - 12,448 MWh);
 Range \$3.6 - 2.7 mil/aMW; \$0.028-0.021/kWh, levelized;
 655,090 - 873,453 therms; \$2.15 -1.61 /therm; \$0.14 - 0.11/therm, levelized
 Benefit/Cost 2.1 - 2.8 Electric
 (utility) 4.4 – 5.8 Gas
 Budget \$5.3 million

2005 Full-Year Forecast

Energy Savings 0.90 aMW (7,867 MWh); \$2.74 mil/aMW; \$0.021/kWh, levelized;
 110,121 therms; \$2.97/therm; \$0.20 therm, levelized
 Forecast \$2.8 million

2007 PLANNED ACTIVITIES:

- Adjust program in anticipation of the 2007 update to the Oregon Non-Residential Energy Code.
- Plan statewide outreach campaign to explain impacts of the code change on the program.

2007 PROJECTION:	\$ M	aMW	Therms
	\$6.6	1.59 - 2.13	245,077 – 326,769

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



MARKET TRANSFORMATION NORTHWEST ENERGY
PROGRAM: EFFICIENCY ALLIANCE (the Alliance) **SECTOR: RESIDENTIAL**

PURPOSE: The Alliance funds regional market transformation initiatives in the Northwest region across commercial, industrial and residential sectors working in coordination with Energy Trust programs. This budget contemplates leveraging the Alliance regional market transformation initiatives in the residential market sector to acquire cost-effective savings while creating sustainable and efficient purchasing patterns among consumers. Contribute to Strategic Plan goals 1, 4, 5.

STRATEGY:

- Leverage Energy Trust and Alliance programs to increase delivery support and program incentive offerings.
- Coordinate marketing efforts in areas where there are complimentary Alliance and Energy Trust initiatives, in particular, ENERGY STAR New Homes, high efficiency clothes washers, and compact fluorescent lighting.
- Continue the expansion of the market share of ENERGY STAR Northwest Homes, while exploring possibilities for more advanced efficient homes.
- Over the first six months of 2006, develop the residential strategy for the next 3-5 years and attain board approval for that strategy.

2006 OBJECTIVES:

- Run regional promotions of ENERGY STAR New Homes, ENERGY STAR Lighting and better-than-ENERGY STAR washers, in coordination with utility and public purpose provider (including Energy Trust) rebates.
- Demonstrations for advanced technologies in new homes.
- Additional or modified activities may result from the effort through June to redesign and reauthorize the Residential Sector Initiative at the Alliance.
- Collect baseline data to begin evaluating new homes program regionally (Energy Trust will piggyback their evaluation on this effort)
- Coordinate Energy Trust program operations with Alliance regional initiatives to maximize overall program effectiveness.
- Participate in exploration of possibilities to either broaden the mission for the Alliance or create another regional coordination mechanism to address opportunities beyond the Alliance’s scope or budget (e.g. heat pump water heaters).

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings 2.75-3.67 aMW (24,112 - 32,149 MWh);
 Range \$0.4-0.3 mil/aMW; \$0.007-0.005/kWh,
 levelized
 Benefit/Cost 7.7-10.3
 (Utility)
 Budget \$1.2 million

2005 Full-Year Forecast

Energy Savings 3.10 aMW (27,131 MWh); \$0.29
 mil/aMW; \$0.005/kWh, levelized
 Forecast \$0.9 million

2007 PLANNED ACTIVITIES:

- To be determined based on redesign of the Residential Sector Initiative in early 2006.

2007 PROJECTION:

\$ M aMW
 \$1.2 2.6-3.5

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



MARKET TRANSFORMATION NORTHWEST ENERGY		SECTOR: INDUSTRIAL																
PROGRAM: EFFICIENCY ALLIANCE (the Alliance)																		
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<p>STRATEGY:</p> <ul style="list-style-type: none"> • Create and refine the business case for investment in energy efficiency as a profit center for food processing and pulp and paper firms. Market them to executive management thru peer consultants. • Support with technical initiatives to train plant personnel on improved operations and efficient capital investment. • Train vendors to provide efficient services and equipment, focusing on the targeted markets described above. • Leverage Energy Trust and Alliance programs with to increase delivery support and program incentive offerings. • Demonstrate savings from voltage regulation on utility systems. 																		
<p>2006 OBJECTIVES:</p> <ul style="list-style-type: none"> • Capitalize on the NW Alliance’s partnership with the Northwest Food Processing association to provide executive and technical training through conferences, websites, and on-site services. • Develop an active partnership to establish efficiency as a business profit center with two or more multi-site regional pulp and paper firms. • Train equipment suppliers and process designers to provide efficient services and equipment and profit from doing so. • Coordinate Alliance contact regarding business practices with Energy Trust technical studies and incentives, to help tie sound thinking to action. • Participate in exploration of possibilities to either broaden the mission for the Alliance or create another regional coordination mechanism to address opportunities beyond the Alliance’s scope or budget (e.g. other industries) 																		
<p>TARGETED OUTCOMES:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="border-right: 1px solid black;">2006 Proposed Budget</td> <td colspan="2">2005 Full-Year Forecast</td> </tr> <tr> <td style="border-right: 1px solid black;">Energy Savings Range</td> <td style="border-right: 1px solid black;">0.39 - 0.52 aMW (3,443 – 4,590 MWh); \$2.2-1.6 mil/aMW; \$0.029-0.022/kWh, levelized</td> <td style="border-right: 1px solid black;">Energy Savings</td> <td>0.35 aMW (3,109 MWh); \$2.57 mil/aMW; \$0.034 kWh, levelized</td> </tr> <tr> <td style="border-right: 1px solid black;">Benefit/Cost (utility)</td> <td style="border-right: 1px solid black;">2.1-2.8</td> <td style="border-right: 1px solid black;">Forecast</td> <td>\$0.9 million</td> </tr> <tr> <td style="border-right: 1px solid black;">Budget</td> <td style="border-right: 1px solid black;">\$0.9 million</td> <td></td> <td></td> </tr> </table>			2006 Proposed Budget		2005 Full-Year Forecast		Energy Savings Range	0.39 - 0.52 aMW (3,443 – 4,590 MWh); \$2.2-1.6 mil/aMW; \$0.029-0.022/kWh, levelized	Energy Savings	0.35 aMW (3,109 MWh); \$2.57 mil/aMW; \$0.034 kWh, levelized	Benefit/Cost (utility)	2.1-2.8	Forecast	\$0.9 million	Budget	\$0.9 million		
2006 Proposed Budget		2005 Full-Year Forecast																
Energy Savings Range	0.39 - 0.52 aMW (3,443 – 4,590 MWh); \$2.2-1.6 mil/aMW; \$0.029-0.022/kWh, levelized	Energy Savings	0.35 aMW (3,109 MWh); \$2.57 mil/aMW; \$0.034 kWh, levelized															
Benefit/Cost (utility)	2.1-2.8	Forecast	\$0.9 million															
Budget	\$0.9 million																	
<p>2007 PROJECTION:</p> <ul style="list-style-type: none"> • The Alliance industrial initiative is a multiyear venture. Over time we can expect more firms to participate and the participants to evolve from study, to test cases, to incorporating new practices and actions into their organizational structure and directives. 																		
2007 PROJECTION:		\$ M	aMW															
		\$0.9	0.47-0.63															

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ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



MARKET TRANSFORMATION NORTHWEST ENERGY
PROGRAM: EFFICIENCY ALLIANCE (the Alliance) **SECTOR: COMMERCIAL**

PURPOSE: The Alliance funds regional market transformation initiatives in the Northwest region across commercial, industrial and residential sectors working in coordination with Energy Trust programs. This budget contemplates leveraging the Alliance regional market transformation initiatives in the commercial market sector to acquire cost-effective savings while creating sustainable and efficient purchasing patterns among consumers. Contributes to Strategic Plan goals 1, 4, 5.

STRATEGY:

- Create and refine business cases for investment in energy efficiency as a profit center for vertically integrated real estate firms, hospitals, and grocery chains. Market to executive management through peer consultants.
- Support with technical initiatives to enhance new building construction and building operations and maintenance services.
- Train vendors to provide efficient services and equipment, focusing on the targeted markets described above.
- Support code enhancements based on these successes.
- Leverage Energy Trust and Alliance programs with to increase delivery support and program incentive offerings.
- Coordinate marketing efforts with the Alliance for energy efficiency opportunities that are currently a focus of Energy Trust programs (e.g. high efficiency computer power supplies).
- Establish the viability of high efficiency building design, operations and maintenance services, and sales of efficient equipment as profitable businesses for vendors through intensive “firm focused” technical support..

2006 OBJECTIVES:

- Capitalize on the 2005 progress in hospitals (\$60M Providence bond for efficiency) to create on-the-ground case studies and accelerate efficiency business planning at other large hospital chains and through the associations.
- Cement and capitalize on the first partnerships for business planning among groceries.
- Establish the infrastructure for working with vertically integrated real estate and develop initial partnerships with firms.
- Develop a coordinated Alliance/Energy Trust strategy for supporting advanced technologies in Energy Trust service territory, including daylighting and low-energy ventilation.
- Coordinate services to 30 or more buildings in Energy Trust service territory to maximize savings and customer service.
- Participate in exploration of possibilities either broaden the mission for the Alliance or create another regional coordination mechanism to address opportunities beyond the Alliance’s scope or budget (e.g. power conversion devices).
- Contract for building tune-up and retro-commissioning services in 6-10 buildings in Energy Trust service territory, with both Energy Trust and Alliance support.
- Re-establish the Portland and Eugene daylighting laboratories as integrated design laboratories, to support the efforts of building designers and developers.
- Continue to develop indirect evaporative coolers for unitary HVAC or other advanced technologies

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings 0.28 - 0.37 aMW (2,431 - 3,241 MWh);
 Range \$5.4- 4.0 mil/aMW; \$0.051-0.038/kWh,
 levelized
 Benefit/Cost 1.1-1.5
 (Utility)
 Budget \$1.5 million

2005 Updated Forecast

Energy Savings 0.24 aMW (2,120 MWh);
 \$5.89 mil/aMW; \$0.056/kWh,
 levelized
 Forecast \$1.4 million

2007 PLANNED ACTIVITIES:

- The Alliance commercial initiative is a multiyear venture. Over time we can expect more firms to participate and the participants to evolve from study, to test cases, to incorporating new practices and actions into their organizational structure and directives.

2007 PROJECTION:

\$ M aMW
 \$1.5 0.35-0.46

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



PROGRAM: HOME ENERGY SAVINGS

SECTOR: RESIDENTIAL

PURPOSE: Acquire cost-effective electric and gas savings by providing energy efficiency services and incentives for existing single-family, multifamily and manufactured homes. Contributes to Strategic Plan goals 1, 3, 4, 5.

STRATEGY:

- Offer incentives for a wide variety of efficiency measures for each category of dwelling.
- Offer Nexus online home energy analyzer through Energy Trust and each utility website.
- Conduct neighborhood or small town (5,000 population) blitzes to take advantage of word of mouth and presence in the community to stimulate greater awareness and participation.
- Work with each utility to create promotions targeted to their customers.
- Incorporate Solar Water Heating measures to streamline administrative costs.
- Coordinate with ODOE to reward participants in the State Home Weatherization Program (SHOW) from Energy Trust service territories with compact fluorescent light bulbs.
- Implement the Home Performance with ENERGY STAR® Program, incorporating a comprehensive, whole-house approach to single family residential energy efficiency into the program.
- Offer low-interest financing as an option for program customers.

2006 OBJECTIVES:

- Add add'l high performance heat pump incentive to encourage transition from resistance furnace or baseboard heating.
- Add a new incentive to ensure quality heat pump installations by participating HVAC contractors.
- Develop and conduct training for trade allies becoming certified and accredited Home Performance contractors.
- Schedule two neighborhood/small town blitzes per month, utilize minivans with HES logos.
- Effectively leverage utility promotional activities.
- Accept trade ally-initiated residential solar water heating projects that conform to Bright Way standards.
- Sponsor Oregon Remodeling Association tour of remodeled homes and Oregon home makeover reality television show.
- Conduct marketing campaign for Home Performance with ENERGY STAR including a mini media tour by Steve Thomas, the Home Performance spokesperson.
- Replace the existing cooperative marketing program with a production-based/performance-based cooperative marketing program that rewards contractors who contribute to energy savings goals.
- Provide 2,500 CFLs to State Home Oil Weatherization (SHOW) customers.
- Add new program coordinator to assist manager with this program as well as the Efficient Home Products Program and Efficient New Homes Program.

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings Range 1.13-1.51 aMW (9,921-13,228 MWh); \$4.4-3.3 mil/aMW; \$0.026-0.019/kWh, levelized;
 therms 785,093-1,046,790 therms; \$7.35-5.51/therm; \$0.38-0.29/therm, levelized

Benefit/Cost (utility) 1.8-2.4 electric 2.1-2.8 gas
 Budget \$10.8 million

2005 Updated Forecast

Energy Savings 2.04 aMW (17,867 MWh); \$3.58 mil/aMW; \$0.021/kWh, levelized;
 785,094 therms: \$4.14/therm \$0.20/therm, levelized

Forecast \$10.5 million

2007 PLANNED ACTIVITIES:

- In 2007 Home Performance with ENERGY STAR® will be fully implemented and diagnostic audits will be available in the market.
- In 2007 the program funding level is expected to remain similar to 2006.

2007 PROJECTION:

\$ M	aMW	Therms
\$9.9	1.33 - 1.77	670,937-894,583

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



PROGRAM: EFFICIENT NEW HOMES

SECTOR: RESIDENTIAL

PURPOSE: Provide the residential new home market with services and expanded incentives to achieve electric and gas savings with focus on EPA ENERGY STAR® regional specifications, reaching home buyers, builders, multifamily developers, and manufactured home manufacturers. Contributes to Strategic Plan goals 1, 3, 4, 5.

STRATEGY:

- Increase demand for efficient new homes that meet ENERGY STAR Northwest specifications by creating top-of-mind consumer awareness of “ENERGY STAR” rated home benefits.
- Build delivery support by encouraging participation of builders, developers, contractors, realtors and industry associations.
- Engage greater manufacturer participation to increase availability of products in the market at competitive prices (e.g. lighting, window, insulation, heating ventilation and air conditioning (HVAC) equipment manufacturers).
- Coordinate efforts with the Alliance to complement program approaches and activities.
- Incorporate Solar Water Heating measures to streamline administrative costs.
- Coordinate efforts with Earth Advantage to create consistent messaging for ENERGY STAR and energy efficient homes.

2006 OBJECTIVES:

- Develop additional cost-effective builder incentives to attract initial participation such as:
 - Add incentives for advanced framing.
 - Add incentives for ducts inside the thermal envelope.
 - Add incentives for integrated heat and hot water systems.
- Promote and offer incentives to manufacturers of Northwest Energy Efficient Manufactured Homes (NEEM).
- Provide performance testing and duct sealing training and incentives for HVAC installers.
- Offer technical training and incentives to home builders that add SWH systems to ENERGY STAR homes.
- Offer equipment incentives to performance testers to provide them with the diagnostic tools necessary to participate.
- Provide on-site training in building diagnostics and proper equipment installation to participating builders.
- Leverage the model home support provided through the Alliance ENERGY STAR Homes Northwest project.
- Develop a builder award recognition process to highlight champion builders including hosting “builder breakfasts.”
- Train realtors on ENERGY STAR home benefits.
- Establish a multifamily Builder Option Package (BOP) for low-rise (<4 floors) multifamily buildings.

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings 0.61-0.81 aMW (5,354-7,139 MWh); \$4.6-3.5 mil/aMW; \$0.037-0.028/kWh, levelized;

therms 228,509-304,679 therms; \$10.01-7.51/therm; \$0.56-0.42/therm, levelized

Benefit/Cost 1.8 – 2.4 electric 1.4 – 1.9 gas
(utility)

Budget \$5.1 million

2005 Updated Forecast

Energy Savings 0.13 aMW (1,101 MWh); \$12.91 mil/aMW; \$0.073/kWh, levelized;

92,311 therms: \$11.80/therm \$0.70/therm, levelized

Forecast \$2.7 million

2007 PLANNED ACTIVITIES:

- Builder verification will transition to using market based verifiers
- Increased focus on alternative strategies toward achieving net zero homes
- Increase installations of solar thermal systems or solar ready homes

2007 PROJECTION:

\$ M	aMW	Therms
\$5.8	0.59 - 0.79	390,958 - 521,278

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



PROGRAM: EFFICIENT HOME PRODUCTS

SECTOR: RESIDENTIAL

PURPOSE: Overcome market barriers to the purchase of energy efficient products and achieve electric and gas savings through product incentives, consumer awareness and education, focusing on Environmental Protection Agency (EPA), ENERGY STAR® label and corresponding benefits of products and services that display it. Contribute to Strategic Plan goals 1, 3, 4, 5.

STRATEGY:

- Achieve long-term viability for efficient home products in the residential sector.
- Drive overall ENERGY STAR brand messaging to sustain and increase market penetration of qualified products and consumer awareness of the ENERGY STAR label.
- Provide marketing, education, sales training and tools that fortify ENERGY STAR brand awareness among consumers and program allies.
- Offer cooperative marketing dollars to retail trade allies, including appliance and lighting retailers, to reinforce and increase participation in Energy Trust sponsored incentive promotions.
- Leverage ENERGY STAR marketing dollars through cooperation with the NW Alliance's Consumer Products Initiative.

2006 OBJECTIVES:

- Provide a tiered clothes washer incentive promoting ultra-high efficiency models with separate incentives for 1.8-1.99 Modified Energy Factor (MEF) machines and 2.0+ MEF machines.
- Expand Lights for Learning school fundraisers by including an additional five schools in the program.
- Support retail trade ally efforts to promote efficient home products to their customers.
- Provide free box of four compact fluorescent bulbs to each consumer completing the on-line home energy analyzer.
- Promote compact fluorescent light bulb sales in conjunction with the Northwest regional buy-down program.
- Establish a year-round incentive promoting ENERGY STAR labeled light fixtures.

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings 1.88-2.51 aMW (16,491-21,988 MWh); \$1.7-
 Range 1.3 mil/aMW; \$0.024-0.018/kWh, levelized;

 therms 110,306-147,075 therms; \$7.29-
 \$5.47/therm; \$0.60-0.45/therm, levelized
 Benefit/Cost 2.6 -3.4 electric
 (utility) 1.3-1.5 gas
 Budget \$4.0 million

2005 Updated Forecast

Energy Savings 1.51 aMW (13,203 MWh); \$1.55
 mil/aMW; \$0.021/kWh, levelized;

 103,977 therms; \$5.59/therm
 \$0.47/therm, levelized

 Forecast \$2.9 million

2007 PLANNED ACTIVITIES:

- In 2007 there will be a decrease in CFL promotional efforts at retail because market transformation will be achieved in this product category.
- Clothes washer promotion will move to only incenting 2.0+ Modified Energy Factor (MEF) machines.

2007 PROJECTION:

\$ M	aMW	Therms
\$2.4	0.31-0.41	101,955-135,940

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)

ENERGY EFFICIENCY 2006 FINAL ACTION PLAN/BUDGET



PROGRAM: BUILDING TUNE-UP AND OPERATIONS **SECTOR: COMMERCIAL**

- **PURPOSE:** Acquire cost-effective electric and gas savings by creating initiatives for participants to integrate energy efficiency into their daily business operations. Contributes to Strategic Plan goals 1, 3, 4, 5.

STRATEGY:

- Offer incentives to acquire gas savings through three-year service for Boiler Tune-ups.
- Offer incentives for measure implementation and persistence strategies to augment the Alliance’s market activities for Building Tune-ups and Retrocommissioning. Offer incentives for screening, scoping, diagnostics, implementation, and persistence for parallel retrocommissioning track.
- Provide O&M training to facility operators utilizing Building Operator Certification process.
- Utilize Energy Star portfolio manager or similar facility benchmarking tool to prioritize customers to maximize energy savings. This software tool allows users to compare their facility’s energy usage to a regional average for that type of building.
- Work with Building Efficiency and Home Energy Savings programs to help commercial building owners to adopt the best efficiency applications for their particular building.
- Collaborate with NW Natural, boiler industry engineers/consultants, ODOE, and Building Efficiency Program to fine-tune program and marketing.

2006 OBJECTIVES:

- Work with Northwest Energy Efficiency Alliance programs to tune-up 3 commercial facilities.
- Retrocommission 4 commercial facilities.
- Enlist 40 commercial boilers for three-year service contracts for boiler tune-ups.
- Provide funding for up to 50 Building Operator Certification scholarships.
- Integrate Energy Star and LEED-EB (Existing Buildings) certifications into program infrastructure.
- Review cost-effectiveness of boiler tune-ups and research mechanism to increase value, possibly by targeting larger boilers.
- Analyze tune-up and retrocommissioning program results and tweak program to maximize value to participants and Energy Trust.

TARGETED OUTCOMES:

2006 Proposed Budget

Energy Savings Range	Electric: 0.44 - 0.59 aMW (3,876 – 5,168 MWh); \$1.5 - \$1.1 mil/aMW; \$0.041 - \$0.031 /kWh, leveled;
	therms: 130,862-174,482 therms; \$1.97-\$1.48 /therm; \$0.67 - \$0.51 /therm, leveled
Benefit/Cost (utility) Budget	Electric: 1.3-1.8 Gas: 1.0 – 1.3 \$0.9 million

2005 Full-Year Forecast

Energy Savings	Electric: 0.0 aMW (0 MWh); \$0 mil/aMW; \$0.0 /kWh, leveled;
	therms: 14,000 therms; \$3.75/therm \$.92/therm, leveled
Forecast	\$0.23 million

2007 PLANNED ACTIVITIES:

- Review first full year of program activity from boiler tune-ups and refine delivery strategy.
- Develop new methods to penetrate O&M market and increase the value of tuneups and retrocommissioning.

2007 PROJECTION:	\$ M	aMW	Therms
	\$1.0	0.52-0.69	219,528-292,704

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)