Residential Sector Strategic Plan 2015-2019

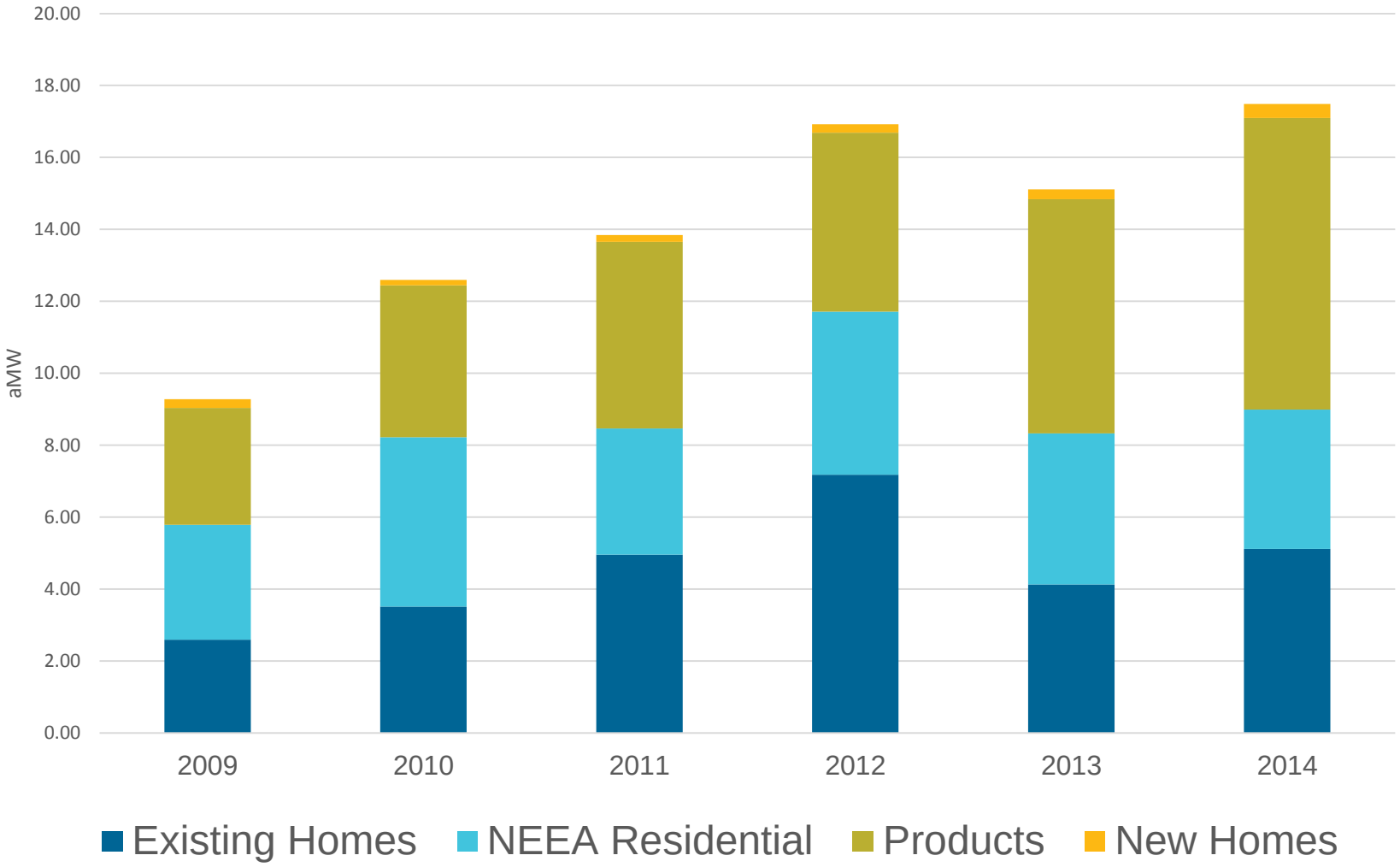
July 15, 2015

Energy Trust of Oregon

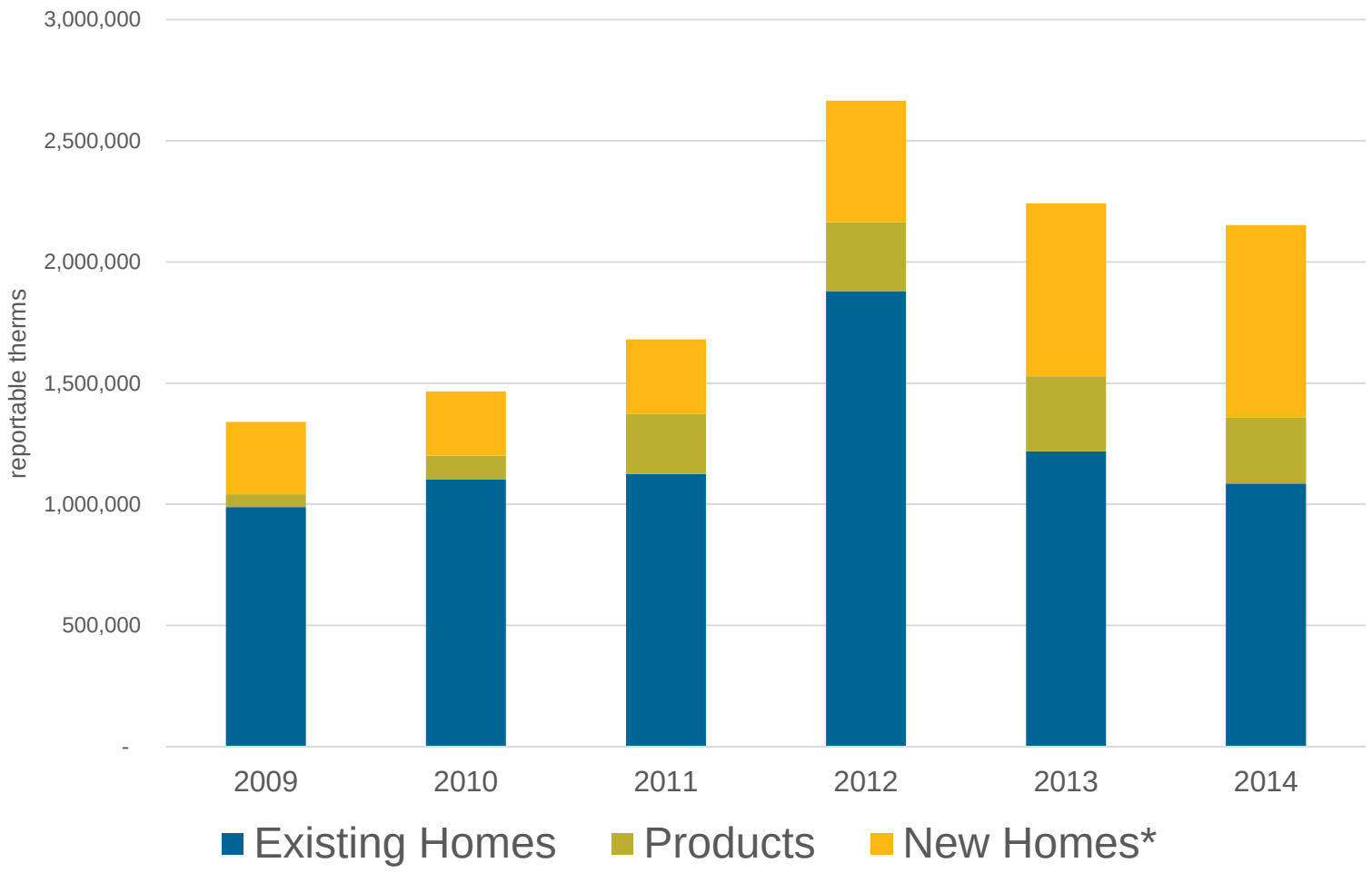
Today's Presentation

- Residential trends and resource potential
- Challenges to our continuing success
- Strategies to maintain success

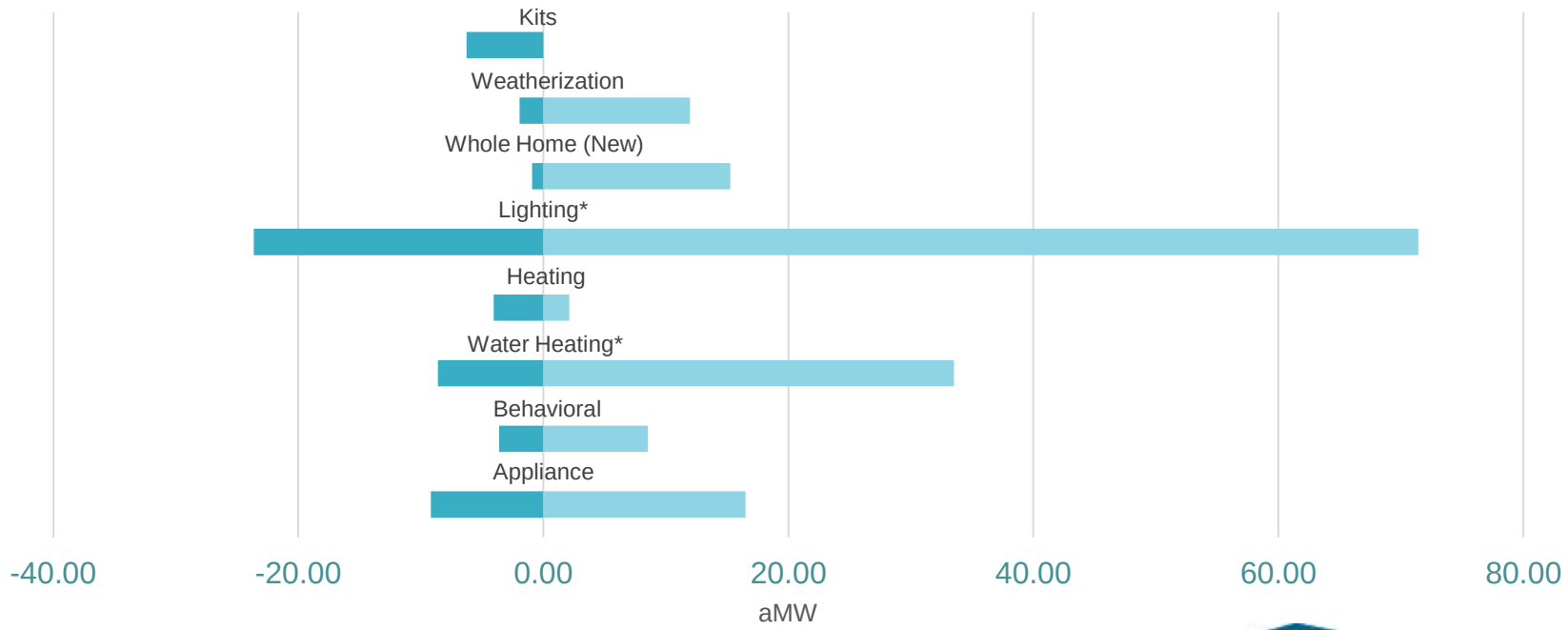
Oregon Electric Savings (2009-2014)



Oregon Gas Savings (2009-2014)



Electric Savings Acquired & Remaining Resource Potential – Single Family

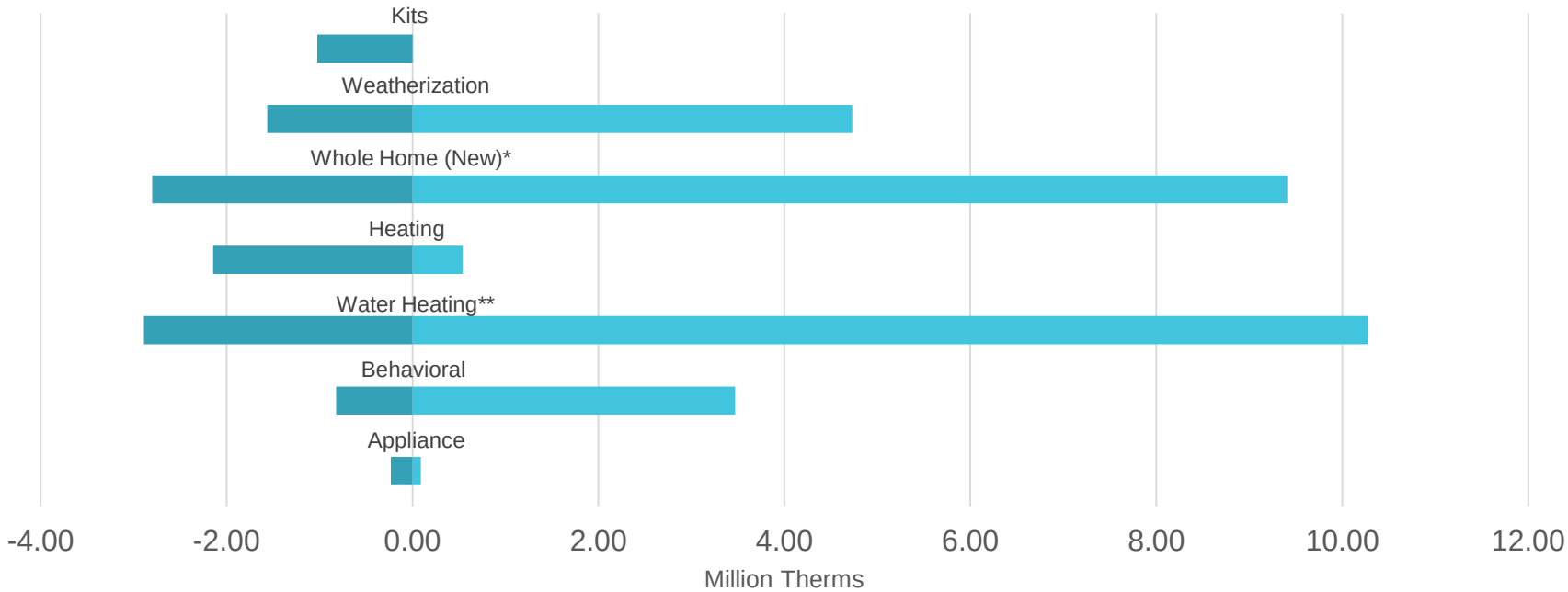


Single Family Electric Savings 2009-2014

2015-2034 CE Achievable Electric Potential

**Kit savings potential is contained in Water Heating bar*

Gas Savings Acquired & Remaining Resource Potential – Single Family



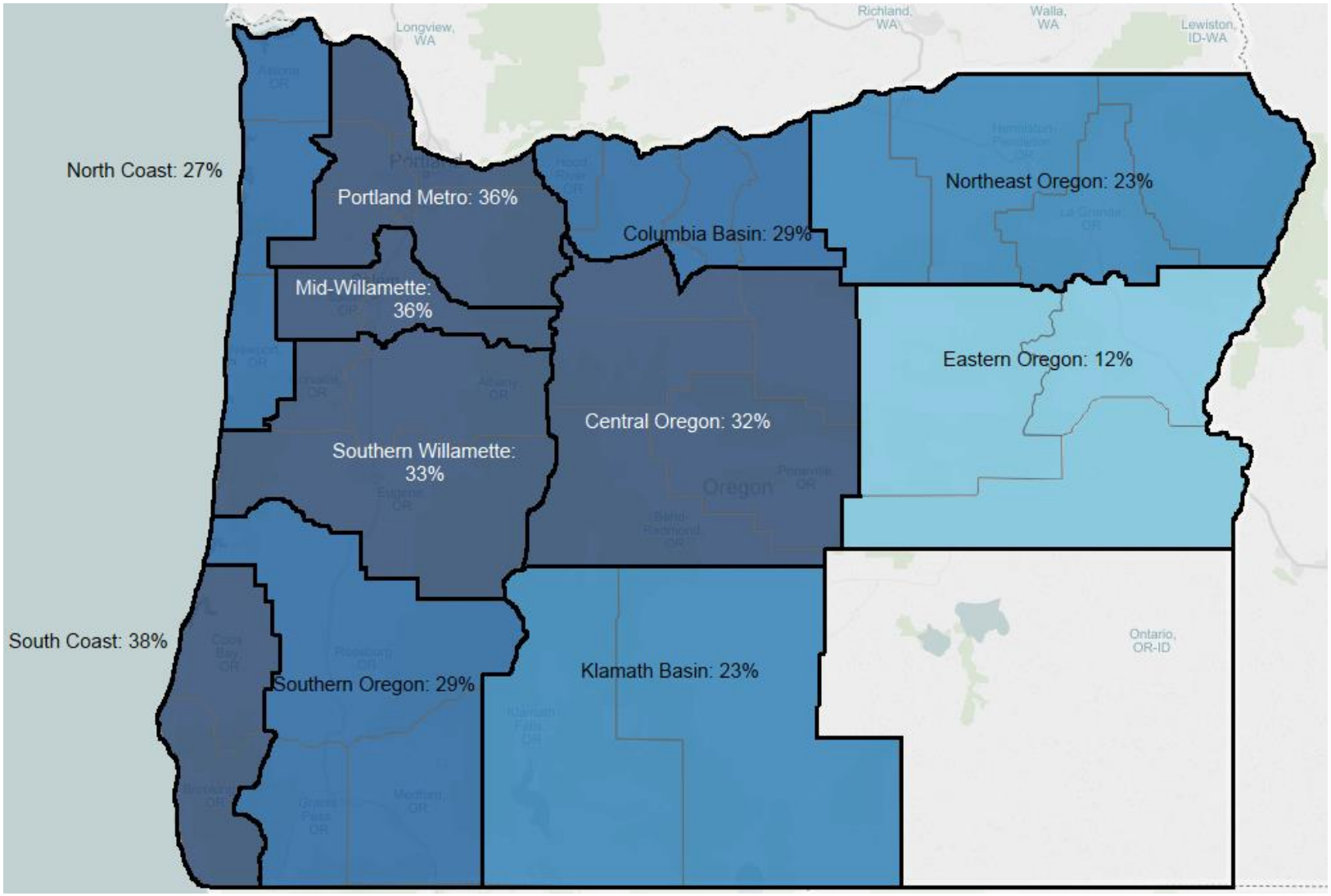
Single Family Gas Savings 2009-2014

2015-2034 CE Achievable Gas Potential

**Includes gas potential for New Homes EPS pathway w/ CE exception*

***Kit savings potential is contained in Water Heating bar*

Customer Engagement



Challenges to our Continuing Success

1

Low avoided costs

2

Measure saturation

3

Expanding participation

Strategies for Continued Success

- Orient program designs around technologies and market channels
- Reduce costs to deliver programs
- New measure development
- Mitigate shrinking savings from traditional conservation strategies
- Expand customer participation

Alignment with Energy Trust Strategic Plan

	Energy Trust Strategy Plan Objectives			
	Continuously improve program designs to provide excellent customer service and support customers with energy solutions	Manage the total cost of efficiency to maximize cost-effective conservation potential	Broaden participation by serving people and businesses we have not yet reached	Replenish energy conservation resource through new technology, strategies, and innovations
Overall Residential Sector				
Regional Outreach Strategies	x		x	x
New Measure Development	x		x	x
New Delivery Strategies	x	x	x	x
Rebid PMC Contracts on regular schedule	x	x	x	
Trade Ally Engagement and Training	x	x	x	
Stakeholder Engagement	x		x	
In Programs				
Expand Upstream Offerings	x	x	x	x
Develop New Incentives	x	x		x
Refine Weatherization	x			x
Expand Home Heating	x	x	x	
Refine EPS	x			x
Refine Data Use in Consumer Targeting		x	x	x
Refine Kit Offering	x	x		
Develop Behavior Based Savings Strategies	x	x	x	x
Develop Consumer Electronic Engagement Strategies	x	x	x	x
Develop Smart Device Strategies	x	x	x	x

Thank You

Thad Roth,

Residential Sector Lead

EnergyTrust of Oregon