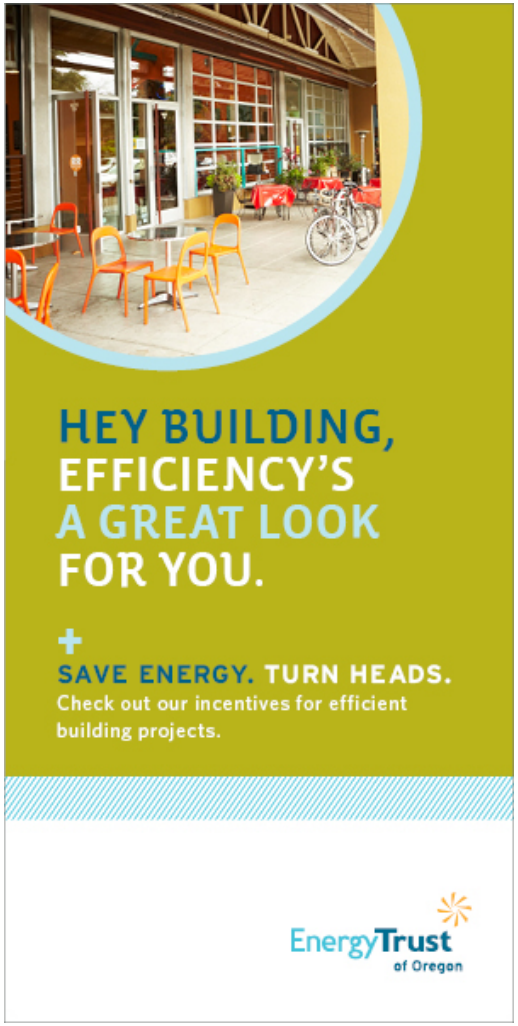
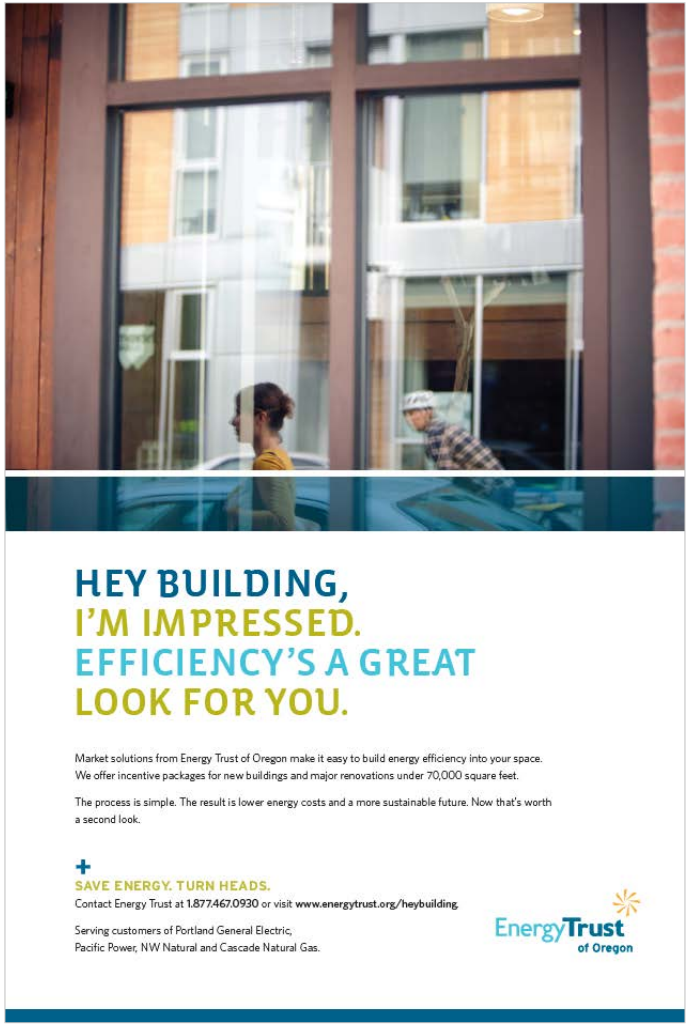
Update on Market Solutions – Uptake, Program Design and Marketing Strategy

February 2016

EnergyTrust of Oregon

“Hey Building” creative





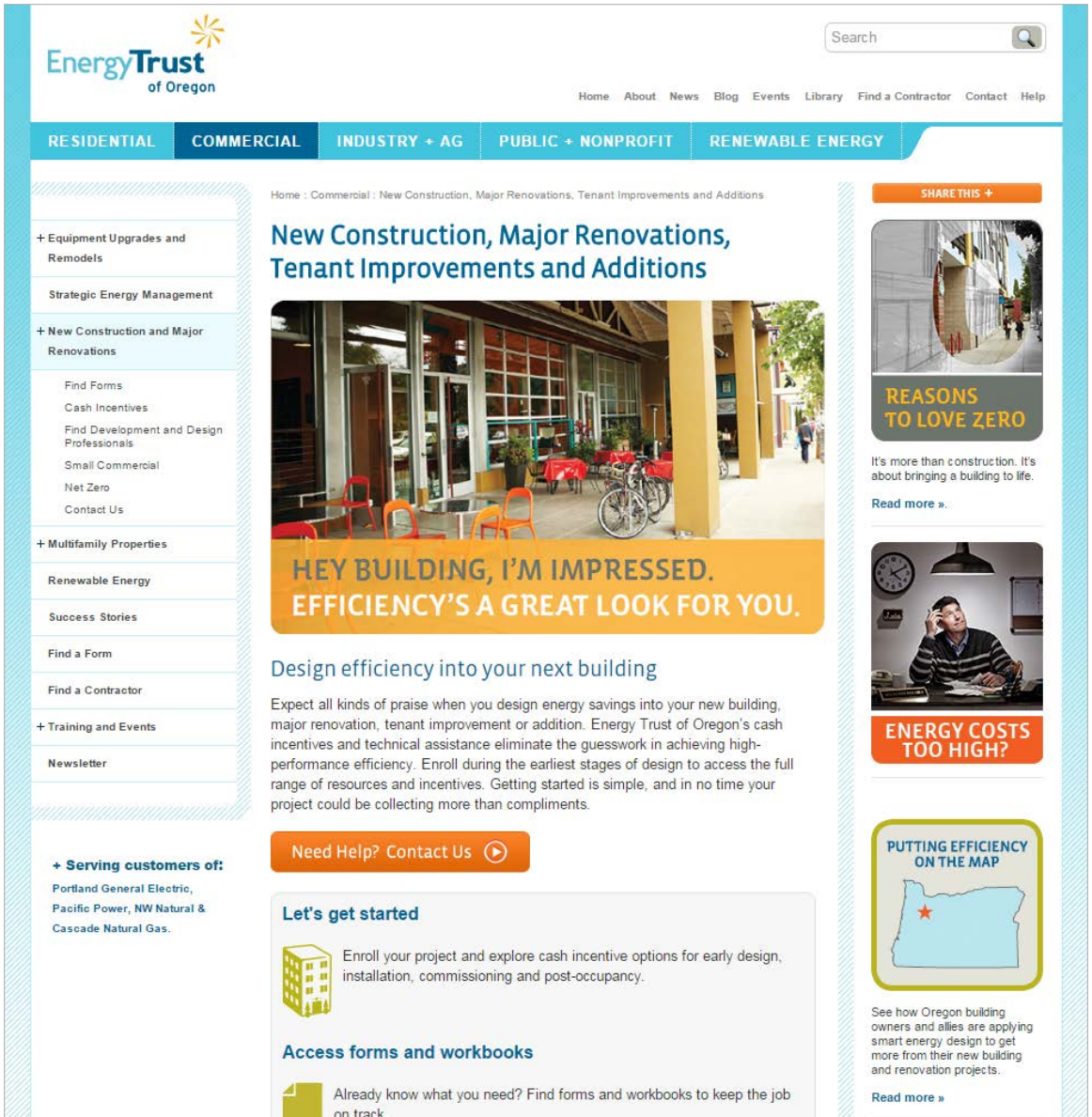
Recent media successes

Total page visits

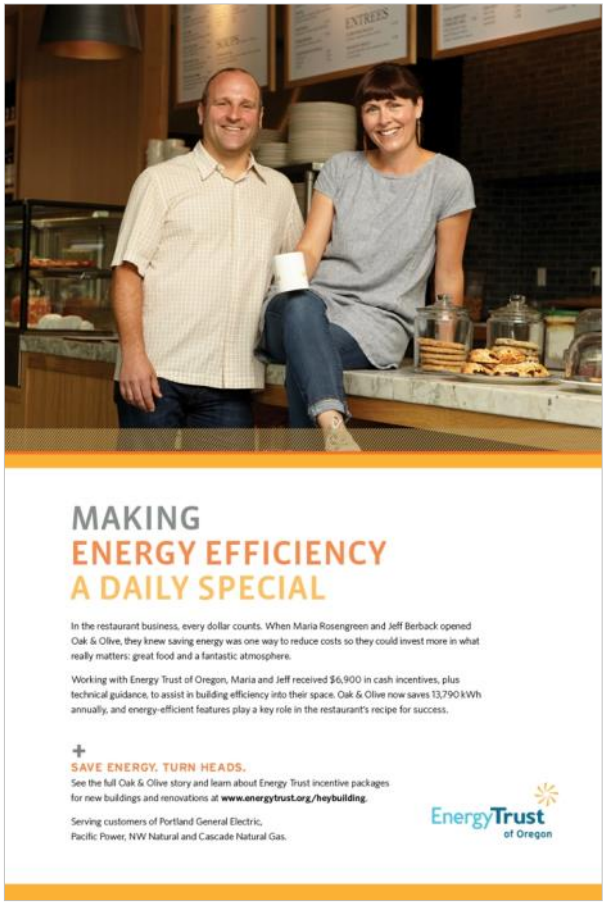
1,969

Avg. session duration

1:30



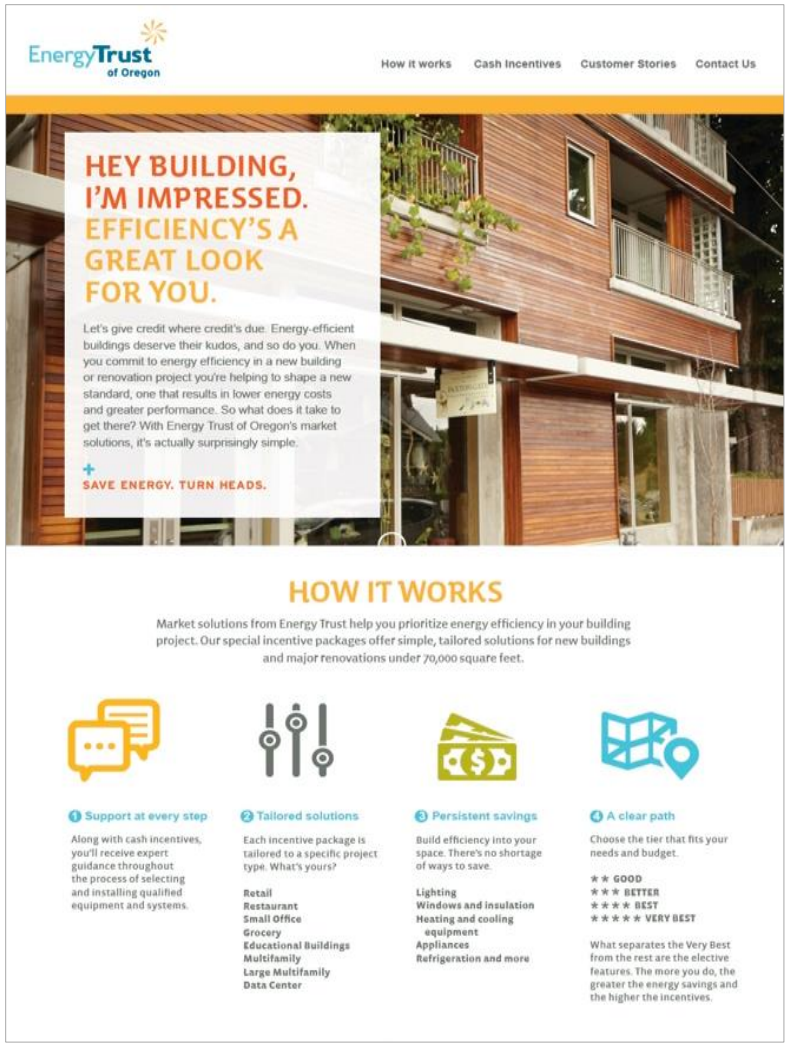
New “Hey Building” testimonials

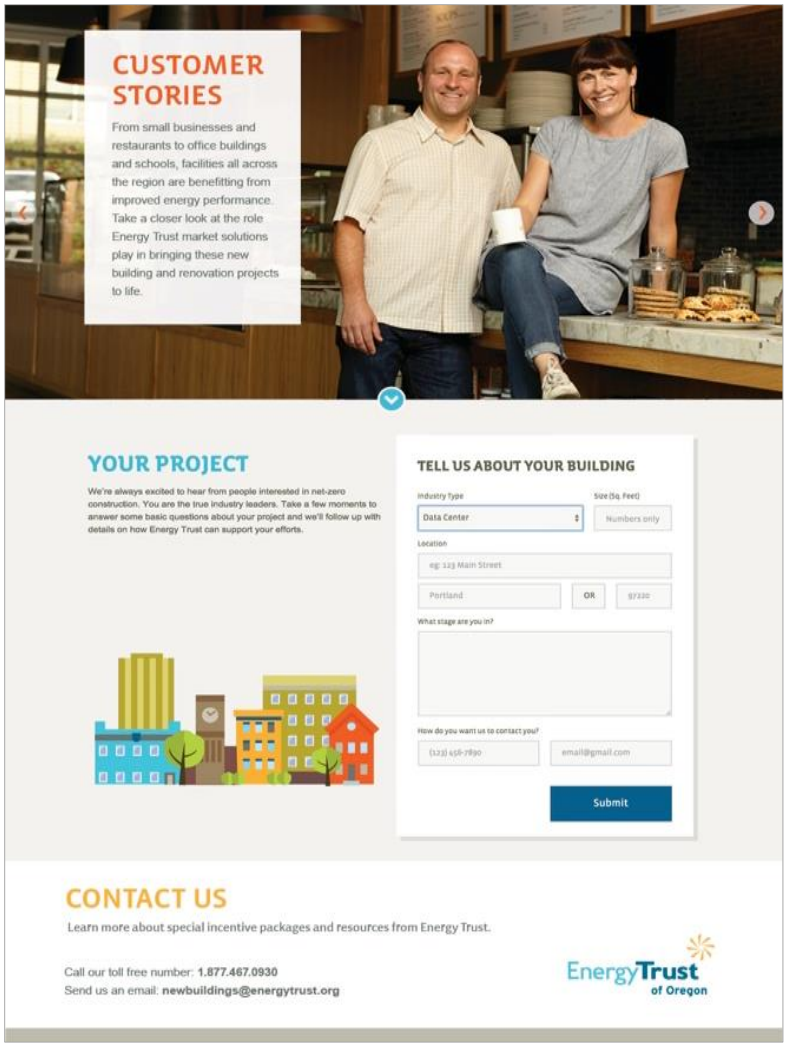


Print ad

Rotating digital ad

Coming soon: microsite launch





Outreach

Small commercial market solutions

Projects served:

- New construction
- Major renovation
- Tenant build-out
- Additions or expansions

Incentives & resources

Design Solutions	Installation Incentives

• Early design assistance
• Energy modeling
• Commissioning
	• System-by-system options:
	  • Standard equipment
	  • Lighting & HVAC calculators
	  • Special measures
	• Whole-building approaches:
	  • Modeled savings
	  • LEED®
	  • Market solutions

Multifamily incentives & requirements

	REQUIREMENT	INCENTIVE
BEST	"Good" requirements + at least five additional electives	$0.40/sq ft
BETTER	"Good" requirements + three or four additional electives	$0.30/sq ft
GOOD	Achieve 15% reduction in lighting power density in common areas below current code requirements • Use ENERGY STAR products for 80% of the lighting fixtures installed in living spaces • Install low-flow fixtures on kitchen sink (1.5 GPM), bathroom sink (.5 GPM) and shower (2 GPM) • Provide ENERGY STAR refrigerators and clothes washers	$0.20/sq ft

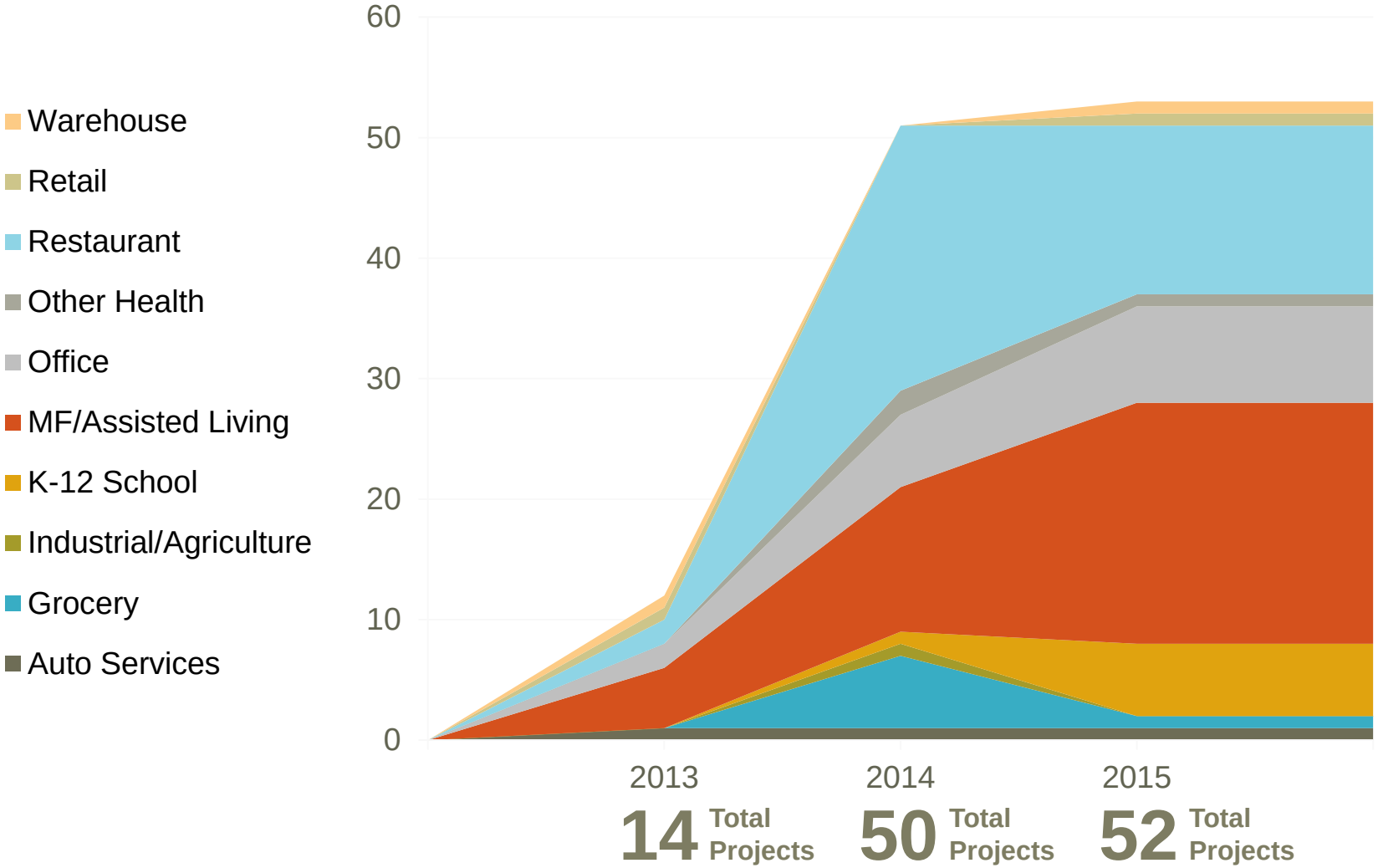
Multifamily electives include:

- Exterior lighting
- Bi-level lighting in corridors
- ENERGY STAR bathroom fans
- Roof insulation
- HVAC
- Domestic hot water
- Premium electives*
- Special measures**

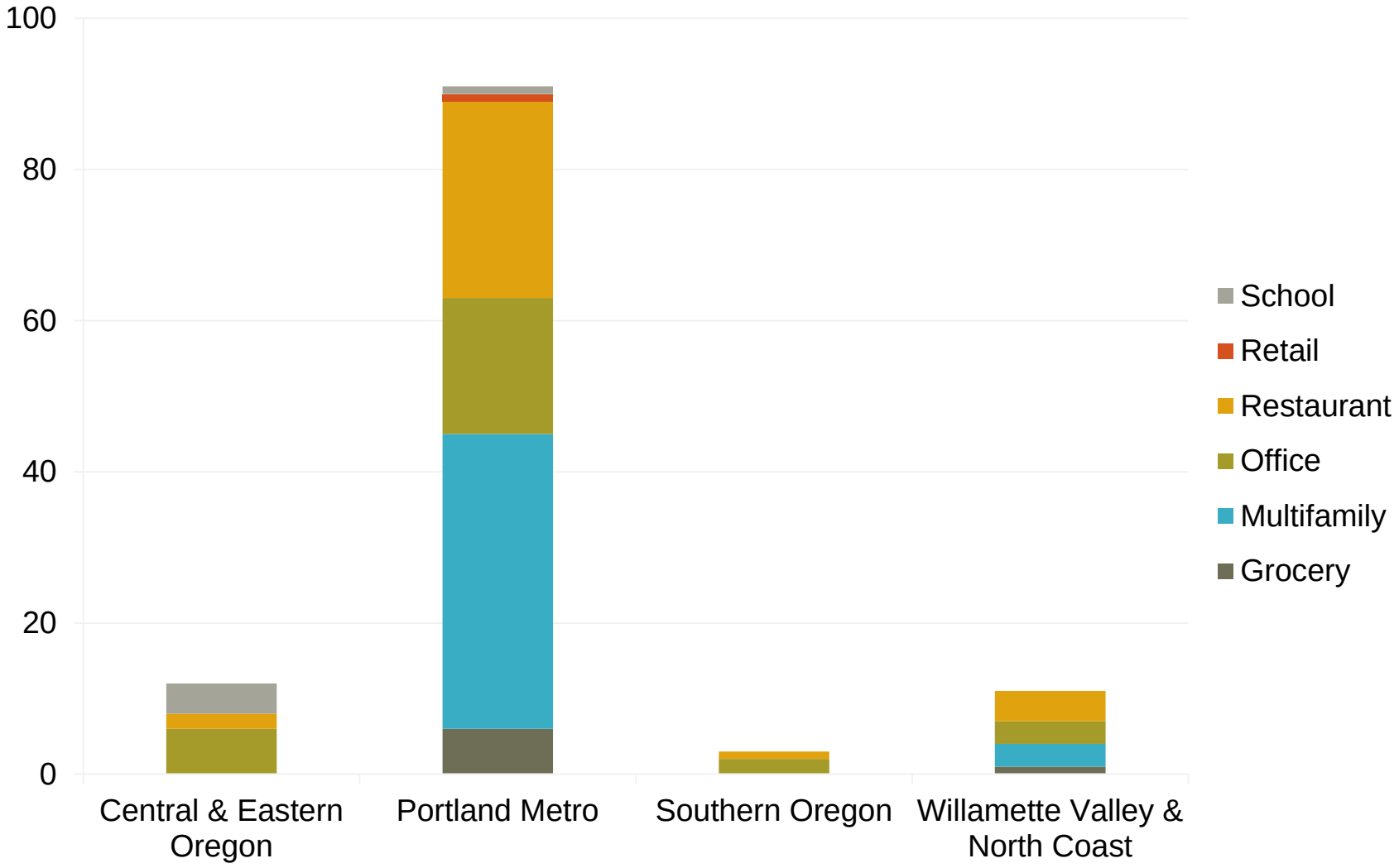
*Visit our website for a full list of premium incentives
**Special measures refer to design features that are not specified here but may qualify for incentives

How’s it working?

YOY Growth by Sector



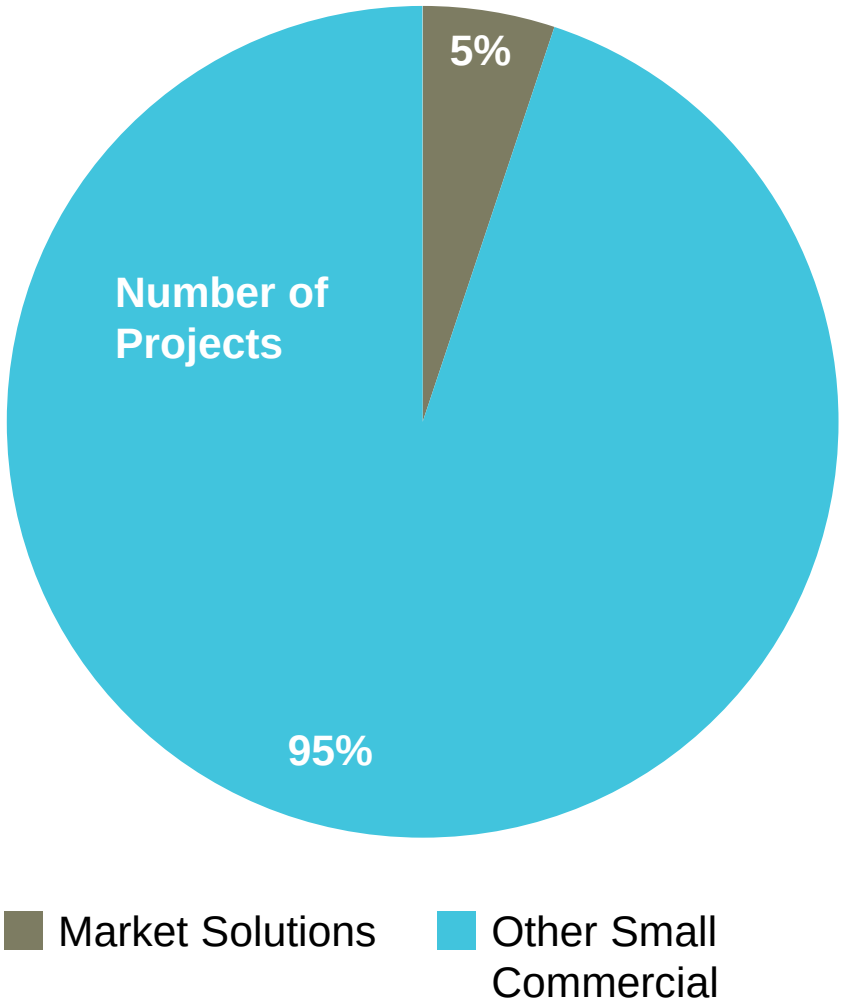
Market Solutions' Geographic Diversity

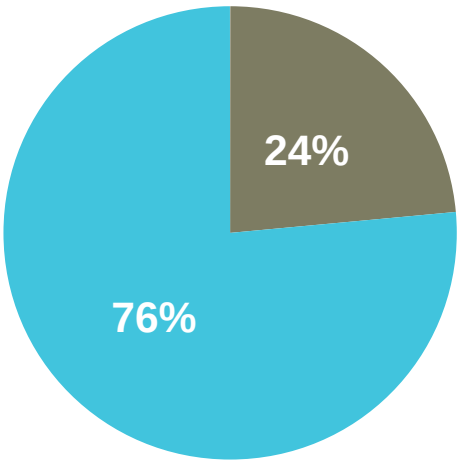


Program Results

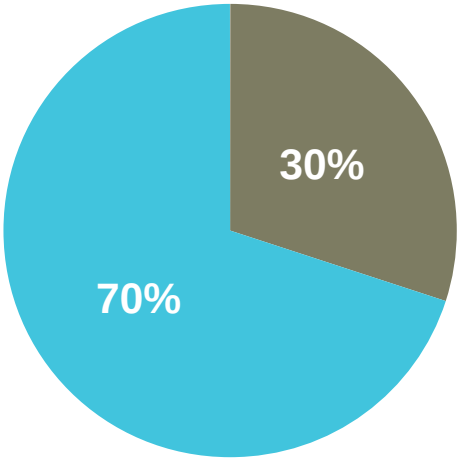
- Enrolled over 160 projects with over 8 million square feet
- Closed 117 projects
- Achieved deeper savings, with 64% of owners pursuing “better” or “best”

The efficiency of Market Solutions



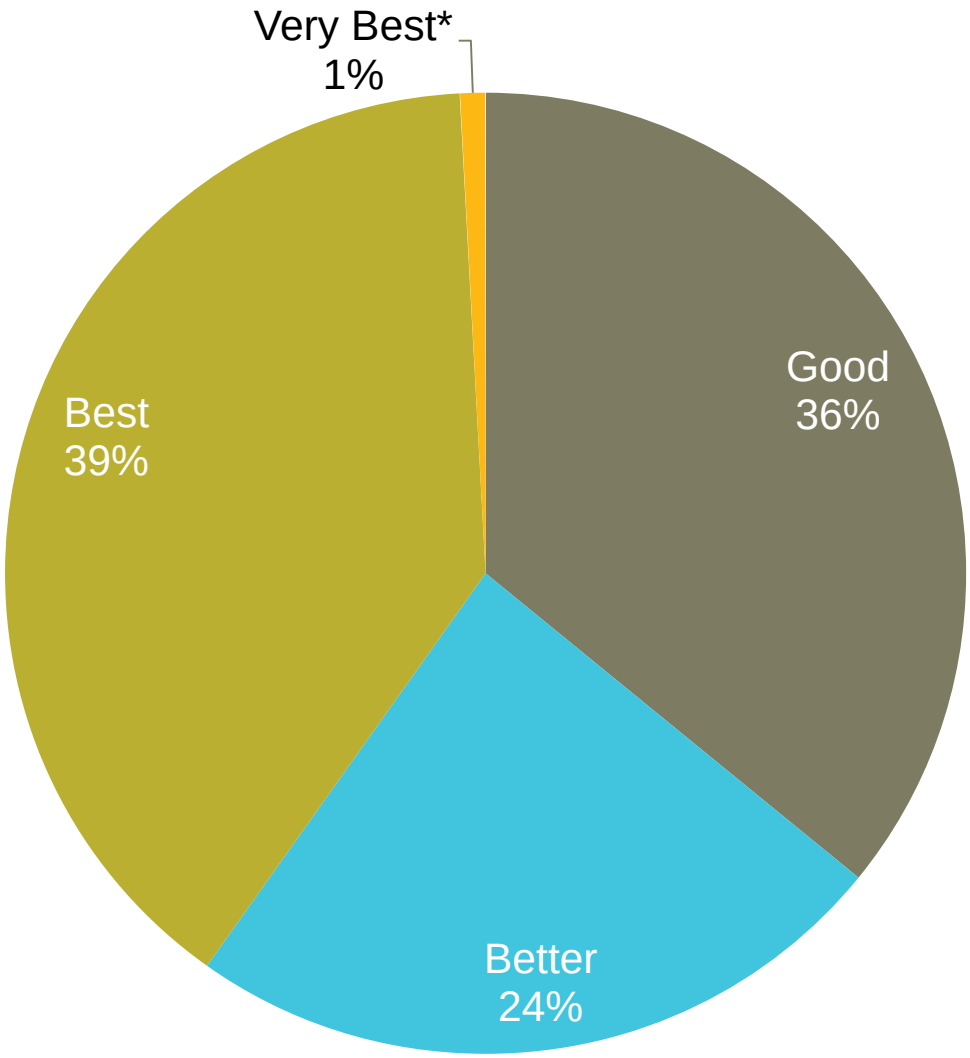


kWh Savings



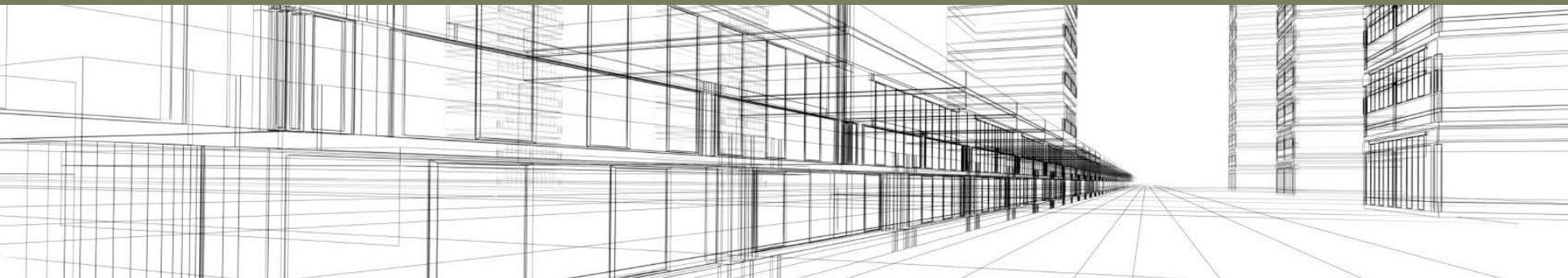
Therm Savings

Creating benchmarks for success



Moving Forward

- Updating all offerings due to changes in code and avoided costs
- Launching new offering for Large Multifamily
- Revising office and retail offerings to better serve tenant improvement projects
- Adding new measures



Thank You

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EnergyTrust of Oregon