New Buildings

New & Revised Offerings

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EnergyTrust of Oregon

Market Sectors

Why Market Solutions?

- Drive for deeper savings in small commercial projects
- Serve projects seeking efficiency but not large enough to perform energy modeling
- Provide straightforward incentive estimation and show clear impact of adding measures

Large Multifamily Offering

Base Measures

- Reduced lighting power in units and common spaces
- Low-flow plumbing fixtures
- High-efficiency appliances

Electives

- High-efficiency HVAC systems
- High-efficiency appliances
- Additional lighting power reduction
- Efficient domestic hot water systems

Office TI Offering

Base Measures

- Reduced lighting power and automatic lighting controls
- Advanced plug strips at workstations

Electives

- Additional lighting power reduction
- Plug load reduction/high-efficiency appliances
- Server closet measures

Provide best practice recommendations

Data Centers in New Buildings

- Goals
  - Target more market actors
  - Increase emphasis on design
  - Simplify the offering

Data Center Market Strategy

- Distributors
  - Midstream Incentives
- Designers
  - Streamlined, singular pathway
- Owners
  - Target smaller projects
  - Recognize and reward LEED® and ENERGY STAR® projects
- Contractors
  - Conduct one-on-one trainings with local contractors

Data Center Approach

- Created and launched data center offering in 2011
  - Focus on large projects
  - Innovative and efficient paths
  - Additional design assistance
  - Worked with enterprise, colocations, institutional and in-building data centers

Incentive Cap Change

- Clarify incentive allocation for project owners by creating a distinction between technical assistance and equipment incentives and align with custom
  - Early design is $5,000
  - Technical assistance up to $50,000
  - Installation incentives up to $499,999 at $0.20/kWh
- Influence efficient equipment selection by clarifying total incentives for project owners
  - Expect more uptake of new measures
  - Lower rate means funds can go further

Data Center Offering Updates

- New measure development
  - Mini-split HVAC for data closets
  - High efficiency transformers
  - Uninterruptible power supplies (options 1+2)
- Special measures will focus on
  - High efficiency computer room air conditioner
  - Thin or zero clients, virtual desktop infrastructure
  - Using building return air for data center cooling

UPS Considerations

- Option 1: develop a midstream incentive to influence purchasing decisions
  - Streamline incentive approach
  - Engage distributors early in design phase
  - Encourage sustained market demand for highly efficient products
- Option 2: calculated incentive to owner