Strategic Plan Comments Received through the Energy Trust Online Form

The following comments were submitted through an online form on Energy Trust of Oregon's website, www.energytrust.org/strategicplan, between July 25 and August 26, 2014.

Dick Wandersheid, Bonneville Environmental Foundation, Portland	
Is the plan in line with your expectations? If not, please indicate why.	I serve as a member of the RAC and was unable to attend the RAC meeting on 7/23 where RAC member input was solicited. The plan for renewables is fine and I agree with all of the proposed language. However, I think the plan needs to empower ETO to embrace and become a proponent of the emerging Community Renewable movement. As the plan stands there is no reason that ETO programs can't help these types of projects with financial assistance but I think there needs to be stronger language like ETO should become a supporter and proponent of helping communities, organizations, and citizens implement community investment models for small scale, local renewable energy projects. Thank you for considering this input as a possible inclusion in the final plan.
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	See comments above.
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	See comments above.
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	See comments above.
Do you have any other comments or suggestions to help Energy Trust be more effective?	See comments above.

Buzz Thielemann, Oregon Energy Green, Medford	
Is the plan in line with your expectations? If not, please indicate why.	I am very proud of the accomplishments of ET over the years, but I would ask the board to consider these inclusions. 1) It is time to look at VAR and power factor. What goes back to the generator is VA and that is what we have to offset if we are claiming carbon reduction. The last NEEA study showing the PF at homes has now dropped to 88% is alarming. However, CFLs that we promoted have a PF as low as 50%, so they are really pulling the same bulb amps of a bulb twice their rated wattage and new electronic meters do not correct this. VAR meters measure it. It is time ET recognizes this. 2) I also feel there is a limit on what can be done with streamlined, especially in rural communities. Even if they are small, they need a personal contact. It may be difficult to financially warrant, but most are paying 5.7% and deserve a personal contact. 3) I do not see customer industrial as an included goal. Some complex projects take years to develop yet yield massive savings.
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	Yes. ET delivers valuable benefits, however reaching that next layer may prove to be more difficult and more expensive. A lot of low hanging fruit has been taken and more expensive outreach may be necessary.
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	I think VA hours should be added to ET goals.
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	Survey ET contractors who have face-to-face relationships with clients to find out to best serve.
Do you have any other comments or suggestions to help Energy Trust be more effective?	Keep up the good work.

Phillip Norman, Weatherization General Contractor, Portland	
Is the plan in line with your expectations? If not, please indicate why.	*No comment provided.*
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	*No comment provided.*
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	*No comment provided.*
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	*No comment provided.*
Do you have any other comments or suggestions to help Energy Trust be more effective?	Listen and respond to public input as in this summary of my views: Be sure to have plans that include those in rental homes. Real up-front financing for all through a new Oregon State Bank. The plan is hurtful to an honest contractor, disadvantaged by dirty money offered to agreeable scamming competitors. The plan is written with foggy numbers that defy proof and understanding. Energy Trust remains content to weatherize only about 2000 homes per year out of a needed half million or so, and is not getting the job done. We need very different plans that include up-front financing for all. We must take lying practitioners of blower door scams out of this. We must get rid of corrupt Clean Energy Works Oregon that hogs public support for 1200 homes per year, burdening foolish home owners with $20,000 debts that will never be repaid in savings.

Steve Hodge, Lincoln County, Newport	
Is the plan in line with your expectations? If not, please indicate why.	Yes
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	Yes
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	Establishing renewable energy resources (generators) along the coast to provide power following a disaster (e.g. earthquake/tsunami). The coast will be cut off from its power source (Bonneville Power) for an extended period of time.
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	Help coastal communities develop feasibility studies to determine what mix of renewable sources are necessary to continue governmental/emergency operations.
Do you have any other comments or suggestions to help Energy Trust be more effective?	*No comment provided.*

Patrick Connor, member of public, Beaverton	
Is the plan in line with your expectations? If not, please indicate why.	No. One of the biggest energy uses of a household is gasoline for driving. Electric cars are now coming to market and are fueled by the electric utilities that fund Energy Trust. I would like to see ET incentivize home charging stations.
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	*No comment provided.*
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	*No comment provided.*
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	*No comment provided.*
Do you have any other comments or suggestions to help Energy Trust be more effective?	*No comment provided.*

John Brenne, Foster Grandparent/Senior Companion Program, Pendleton	
Is the plan in line with your expectations? If not, please indicate why.	Yes—it was well done.
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	Yes, I believe it does.
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	No.
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	Continue to do the good work you are performing.
Do you have any other comments or suggestions to help Energy Trust be more effective?	No.

Diane Henkels, Cleantech Law Partners PC, Portland	
Is the plan in line with your expectations? If not, please indicate why.	While this is a Strategic Plan, and not the nitty-gritty details, it does seem like a bit more information specific to the Energy Trust constituency would be helpful in guiding a strategy, particularly given, for example, the trade allies' role in serving customers and also the high percentage of small businesses in Oregon.
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	Energy Trust might break down the commercial sector into government and small business, even if that seems difficult, to be able to see these sectors more clearly. For this, ETO might get some help from the secretary of state's corporate division, or the Governor's Director of Business Equity.
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	More attention to small business would be good. This would be for two reasons: I participate in small business entities and Energy Trust has several natural allies, such as OAME and BEST, where Energy Trust could not only be more visible, but also do something with the entity.
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	SBUA suggests a cross-sector innovative approach to the (2700?) trade allies, who are also rate-payers.
Do you have any other comments or suggestions to help Energy Trust be more effective?	We think Energy Trust could have a more customer service-based approach. In more than one project where I have been associated within my business, the approach has been that the entity must approach Energy Trust, and then update Energy Trust, without Energy Trust reaching out to check in on a given project, even if that project is enrolled. Some remarks on the information presented, based in part on the text of the plan and also the slides of the webinar's presentation: 1) Growing participation should include a bit more info on the number of commercial entities, small businesses and trade allies 2) Additional 10 aMW from renewable energy projects seems like a small increase for 5 years 3) Separate out residential and commercial in the $1.7 billion saved in energy bills

Holly Meyer, NW Natural, Portland	
Is the plan in line with your expectations? If not, please indicate why.	Yes.
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	Yes. It positions ETO to offer better and more of what they've successfully been doing for over a decade.
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	We have raised the issue before but believe it fits best in this 5-year strategic context. We believe progress towards ETO's vision could be better tracked by assessing progress in the building stock as a whole. Instead of just measuring savings obtained for those who choose high efficiency, as compared to baseline, equipment or the delta in insulation options, look at the penetration of high efficiency equipment and weatherization of the entire building stock and mark progress accordingly. "Market transformation," as used in the ETO context only refers to choices of customers already in a particular market and it dismisses those with inferior housing stock that never come "into the market" for upgrades. We would like to see the building stock advancing as whole and track that. (This ties most closely to the "Expand customer participation" section.)
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	At this point, I'm not suggesting a particular method for expanded delivery, but I am concerned with two market gaps that largely overlap: those who can't afford energy upgrades—and therefore lack access to your incentives—and those who rent. They have little chance of economic payback and the landlords have little incentive to upgrade without providing clear market differentiation. Both groups are paying into the PPC, yet receive little direct benefit. Five years seems like an appropriate time horizon to find a path to further access. This will likely take other market tools and programs, but even that notion harmonizes with the strategic plan as a whole. NWN would like to be an active player in these discussions and strategies. (This also ties most closely to the "Expand customer participation section.)
Do you have any other comments or suggestions to help Energy Trust be more effective?	We appreciate ETO's thoughtfulness to integrate and leverage its expertise with other complementary organizations. It makes sense that this would also include remaining flexible to state and national policy changes that may spur additional activity. NWN is closely involved with the NEEA gas effort and is hopeful this partnership will mine strong market opportunities and savings. We are sending a follow-up "beyond market transformation" concept that ties each of our comments and this integration of state policy/activity. *Note such follow-up communication, titled "Beyond Traditional Market Transformation: Proposal to Transform the Housing Stock by 2030," appears in the full packet of comments received.*

Amy Nagy, Portland Development Commission, Portland	
Is the plan in line with your expectations? If not, please indicate why.	Yes—it seems as those Energy Trust is adhering to its mission, creating goals and strategies to support the organization's initial purpose. However, there are more opportunities to partner with area institutions including the city, PDC, etc…on ways to leverage our networks to reach a greater number of clients and deeper energy savings.
Does the plan position Energy Trust to deliver valuable benefits for you and a range of customers?	*No comment provided.*
Are there additional or different strategies or tactical approaches Energy Trust should consider incorporating to better meet your individual, business or community needs in regard to energy efficiency and renewable energy?	Building owners are frequently frustrated with the existing fragmented landscape of programs and resources that support EE and conservation. One option is for Energy Trust to become a concierge of sorts that works with clients to align their project with financing programs that may be within Energy Trust's charge or available by outside organizations to ensure they achieve the most savings, both in energy and cost, as possible. Energy Trust and PDC could work more closely in order to bring Energy Trust in on re/development projects to advise clients on incentives available—making it more efficient for the client.
Do you have any other comments on how Energy Trust can reach and serve customers in your area?	Energy Trust may consider expanding partnerships with other nonprofit/businesses/city bureaus to pool resources to estimate future needs of building owners. One example that has been proposed but has not moved forward was the development of a retrofit map to help determine when building will be undergoing upgrades/remodels in order to leverage the deepest energy savings. It also opens up the discussion for group/bulk purchasing like we've seen in the Lloyd EcoDistrict. The map would provide a timeline for upgrades that then triggers outreach to customers and potentially align other financial resources for projects such as deep retrofits.
Do you have any other comments or suggestions to help Energy Trust be more effective?	Energy Trust does a great job with its Trade Allies. The program could be expanded to support more early stage/startup companies with new technologies and products to test on projects—making way for the next generation of energy-saving products. Clients could get a rebate/discount if willing to test the product. See PDC's Early Adopter program, funded in part by the Mayor's Innovation Fund.