Briefing Paper
Energy Trust Presence Statewide

July 27, 2007

At the June 2007 board strategic planning workshop, a spontaneous discussion arose about whether Energy Trust is overly Portland-centric.

Staff pulled together some materials to examine this question. On the next several pages you will find:

1. Incentive spending per capita
2. Trade allies by region
3. ENERGY STAR products and manufactured home retailers by community
4. Advertising placements 2007
5. News release distribution 2006-2007
6. News clippings by community 2004-2007

Taken together, the information shows Energy Trust reaches every part of our service territory with incentives, service, advertising and communications. We do not appear disproportionally to favor Portland.