Energy Trust Draft Strategic Plan

August 20, 2009

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Background

- Current plan reflects 2012 sunset for public purpose charge, does not reflect supplemental efficiency funding or 20 MW limit on renewable energy
- Draft plan:
  - Long-term vision, mission, goals: to 2026
  - Five-year, quantitative goals
  - Five-year goals and activities account for potentially higher funding for efficiency, 20 MW renewable energy limit
- Draft open for discussion, comment through October 16

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Long Term Vision and Purpose

Vision:

Energy Trust envisions a high quality of life, a vibrant economy and a healthy environment and climate for generations to come, built with renewable energy, efficient energy use and conservation

Purpose:

Energy Trust provides comprehensive, sustainable energy efficiency, conservation and renewable energy solutions to those we serve

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Long-Term Goals

- Goal 1:

  Help utilities and ratepayers acquire all cost-effective energy efficiency

- Goal 2:

  Accelerate new renewable energy generation to help achieve Oregon's 2025 goal of meeting at least 8 percent of retail electrical load from small-scale renewable energy projects

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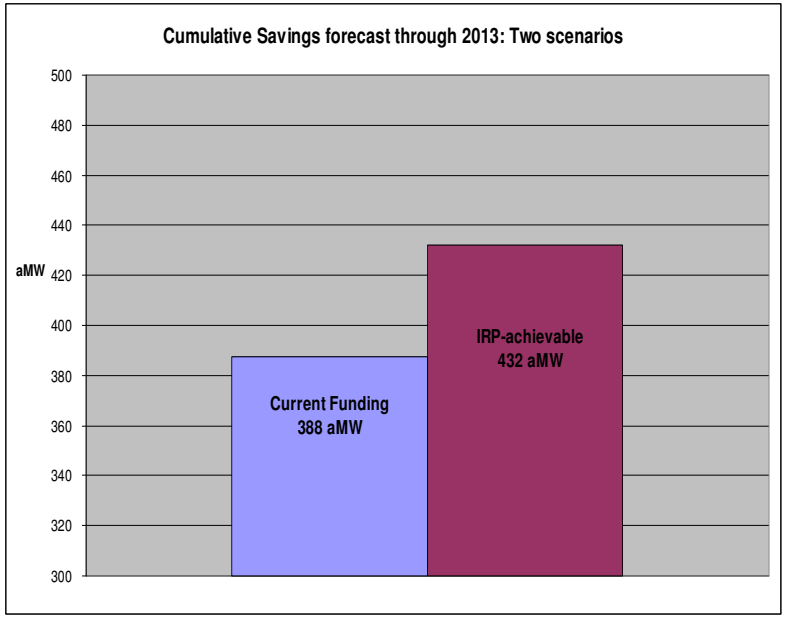
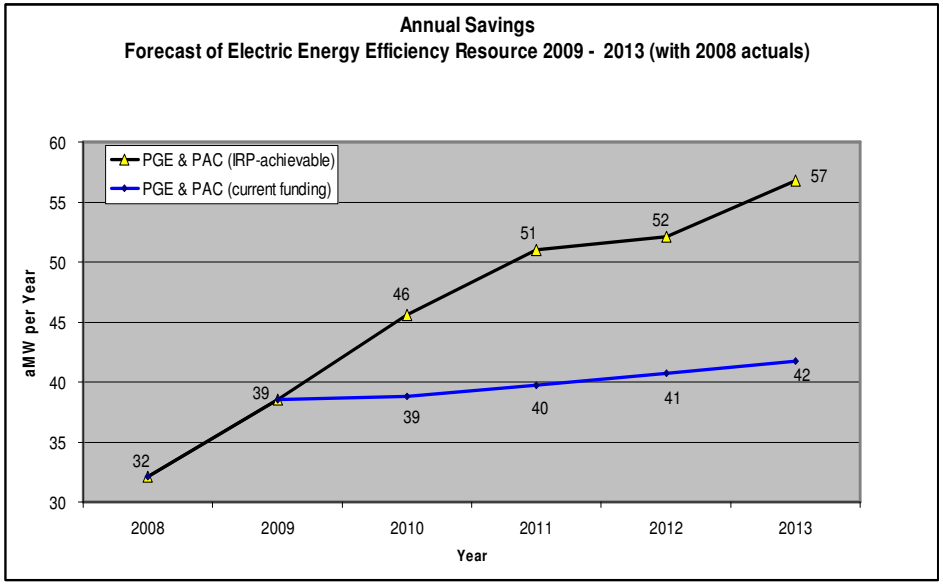
Five-Year Electric Efficiency Goal: 200-244 aMW

Cumulative





Year-by-Year

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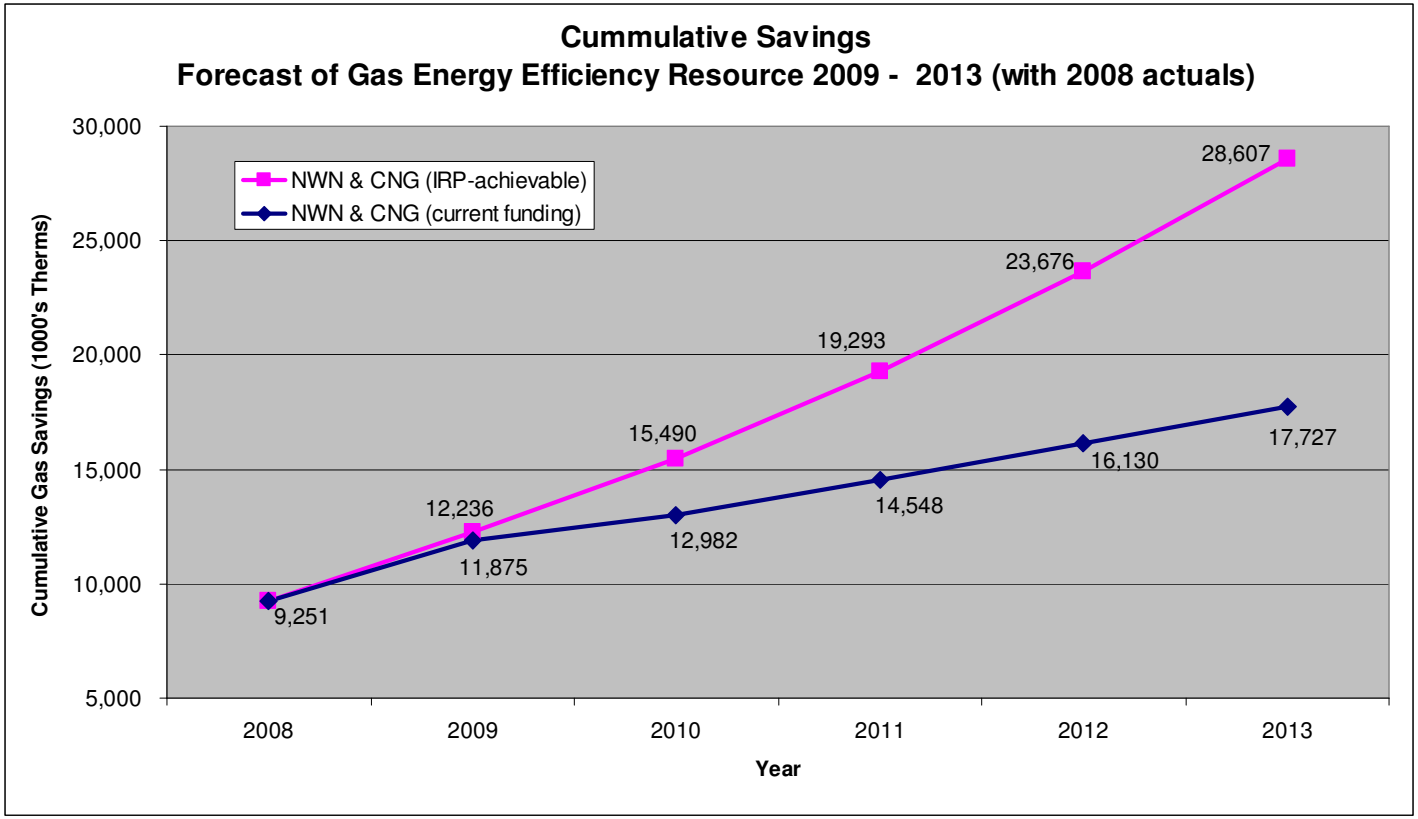
Five-Year Gas Efficiency Goal: 8.5-19.4 Million Annual Therms



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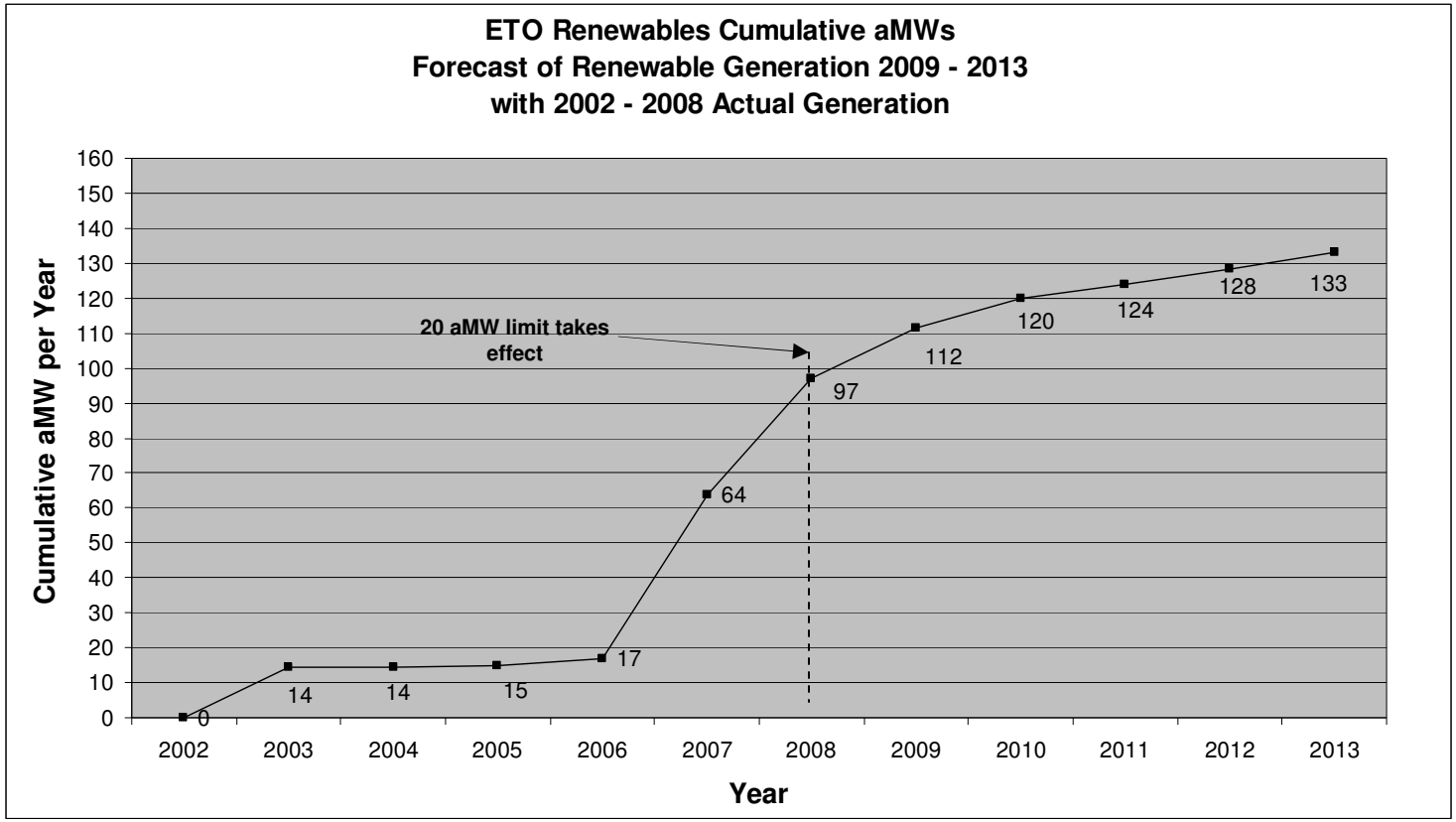
Five-Year Renewable Energy Goal: 36 aMW



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Five-Year Activities

1. **Accelerate activity**
   - More standard efficiency measures
   - More work with supply chains
   - More behavioral measures
   - Increase measures-per-customer
   - Link activities to larger-scale initiatives

   (Degree of acceleration depends on funding)

2. **Provide excellent customer service:**
   - Better market intelligence, targeted messaging
   - Innovative program delivery: simplify customer experience, automate forms, offer financing tools, etc.
   - Offer efficiency and renewable measures in an integrated way

3. **Encourage innovation**
   - Leverage NEEA, ACEEE, others
   - Develop metrics to guide technology development
   - Criteria for technology development

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Five-Year Activities (cont'd)

4. **Balance investments in budgets and action plans**
   - Sectors/geographies
   - Long-term/short-term
   - Upstream/downstream
5. **Support businesses and industry**
   - Infrastructure: contractors and trade allies
   - Market transformation
   - Help integrate efficiency and renewables in business plans
   - Explore incremental investments with deep energy benefits (e.g., net zero)
6. **Communicate the value of efficiency and renewables**
7. **Be efficient and transparent**
   - Evaluate effectiveness compared to others
   - Open meetings
   - Core mission/competence guide and limit expansion

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Five-Year Renewables Activities

Because demand for smaller renewable energy projects is projected to outstrip Energy Trust funding by 2011, Energy Trust will need to reassess its investment strategy, and may re-focus funding on fewer renewable technologies and/or program areas.

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Five-Year Renewable Activities

Given current funding:

- Continue standard PV and small wind programs
- Target medium-to-large (<20 MW) custom renewable projects
- If funding and/or tariff mechanisms allow, integrate PV into leading-edge construction projects to demonstrate innovative applications and/or in connection with initiatives such as Path to Net Zero

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