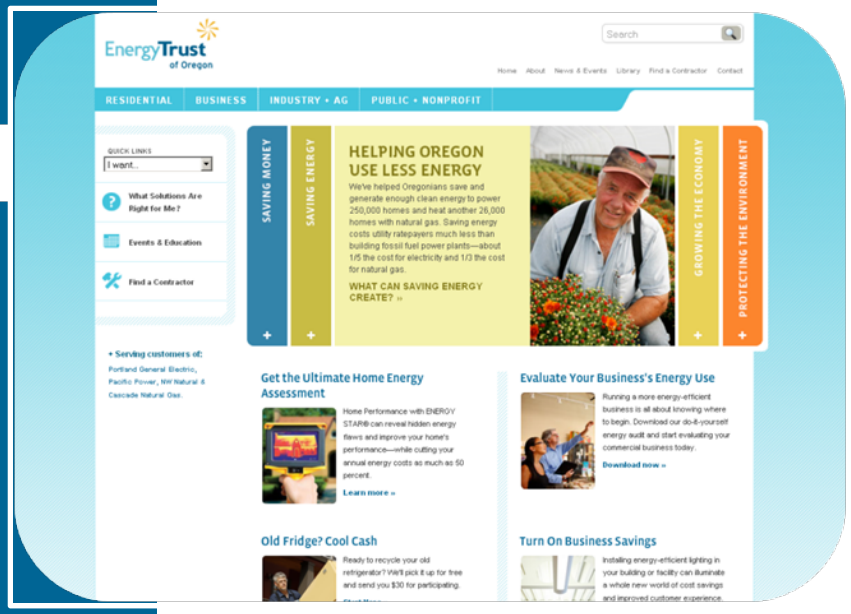


EnergyTrust.org

Website Redevelopment

EnergyTrust of Oregon

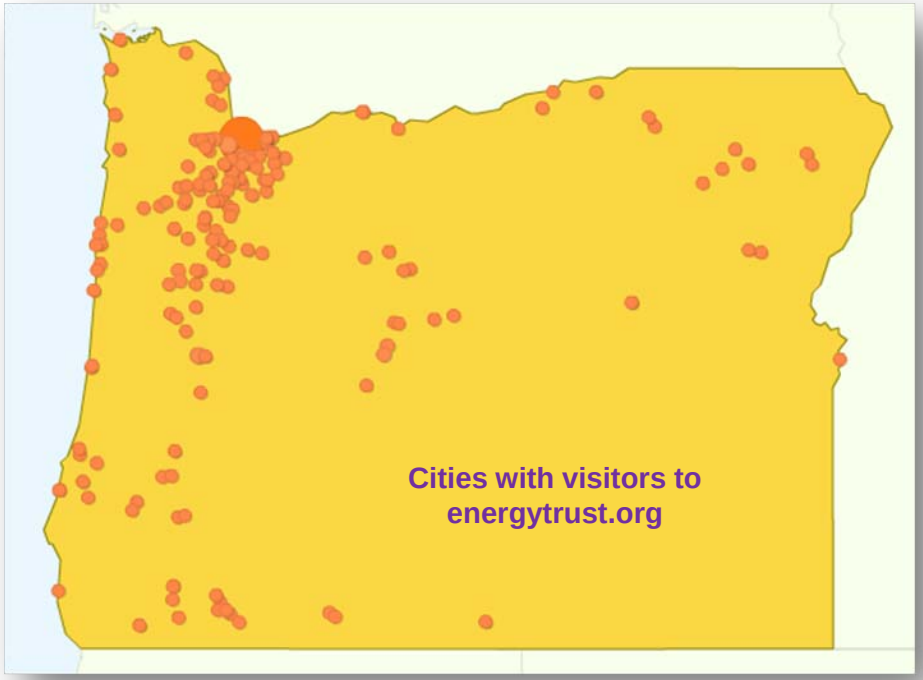
Overview

- Highlight outcomes of 2009 redevelopment work
- Highlight features and continued redevelopment included in 2010 work scope
- Preview 2011 RFP schedule and work scope

EnergyTrust of Oregon

Energytrust.org at a Glance

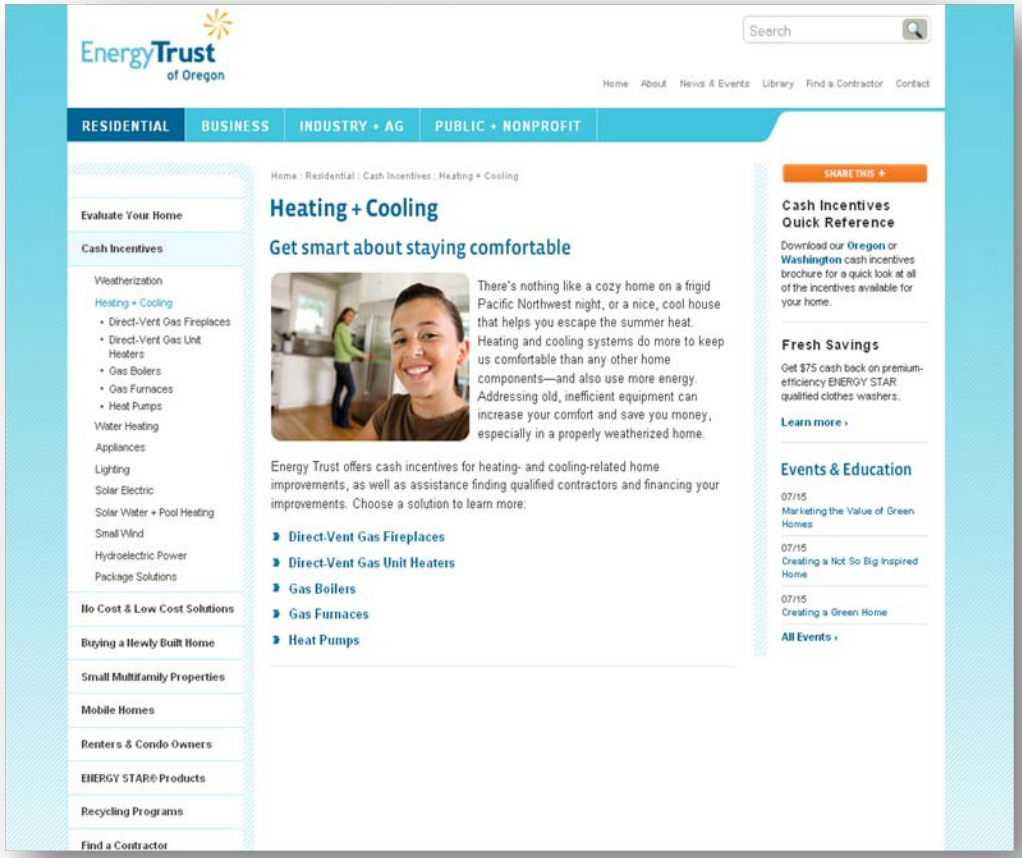
- Available 24 hours a day to any internet/mobile user in the state
- 2,473 pages of content and 1,300 trade ally listings
- 1,077 downloadable documents
- 1,000 unique visitors a day and 2.6 million page views in 2009
- Core delivery mechanism for public records and transparency



- In-house content management; contracted development (Pollinate)

EnergyTrust of Oregon

Background – 2009 Redevelopment



- 2008 Usability Study uncovered significant barriers to customer navigation and engagement
- Gain efficiency for programs by creating a solid platform for investment in web forms and interactive tools
- Increase in-house control over content
- Actualize customer focus priority of organization redesign

EnergyTrust of Oregon

Website Redevelopment 09-10

2009

- New front end design
- New site organization/architecture
- Rewrite all customer facing content
- Custom, in-house content management system
- Pollinate acts as webmaster to host, provide maintenance, troubleshoot functionality
- Pollinate acts as back-up to Energy Trust staff in support of program needs

Contract Cost: $300,000

2010

- Update audiences to align with organizational redesign
- Enhancements to trade ally search
- Streamline processes – Web forms, calculators, reporting tools
- Scope the creation of an online user account system
- Pollinate provides webmaster support to host, maintain, troubleshoot functionality
- Support program needs for new content

Contract Cost: $285,000

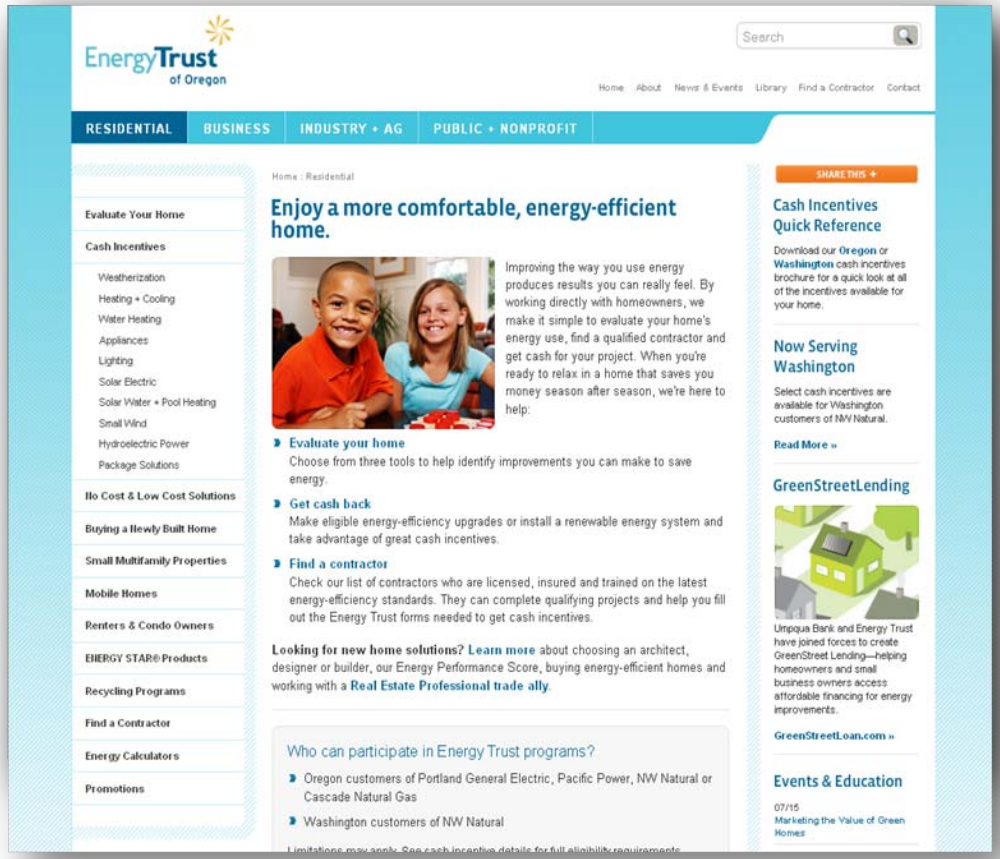
EnergyTrust of Oregon

2010 Work Scope

Implement organizational redesign
Enhance interactive tools
Support program initiatives and goals

Audience Updates

Shift to a customer focus and implement redesign



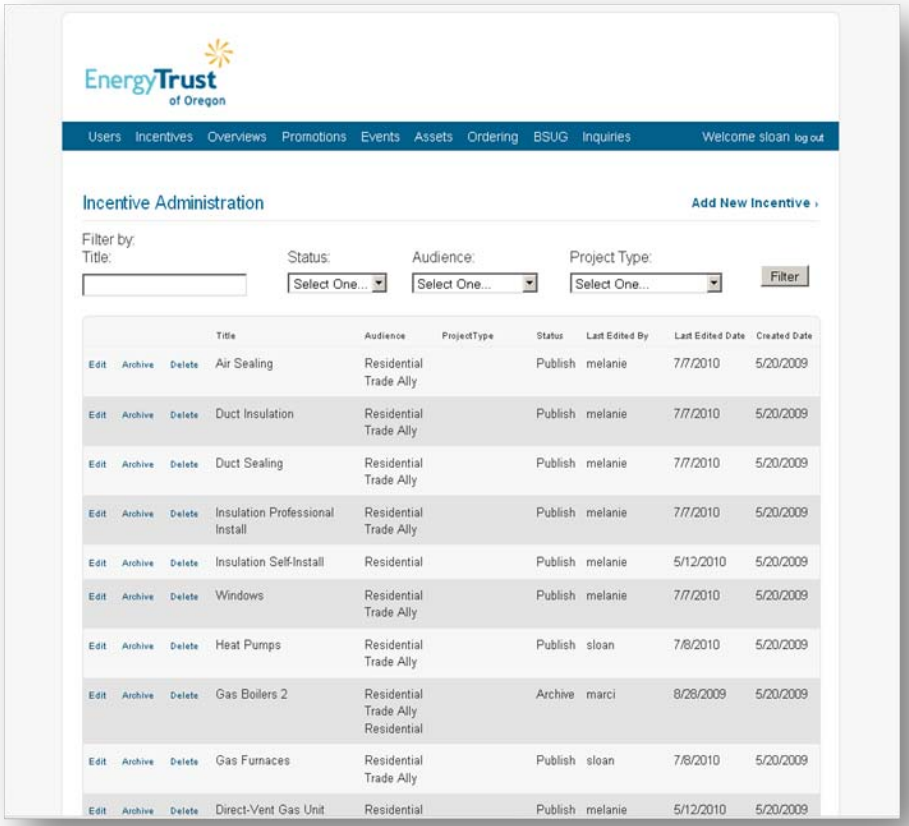
- Expand architecture to four primary audiences to include Industry + Ag
- Special accommodation for renewable offerings within each audience
- Incorporate special sub-audiences, such as mobile homes and small multifamily
- Organize business offerings using marketplace language

EnergyTrust of Oregon

Content Management System

Increases in-house efficiency

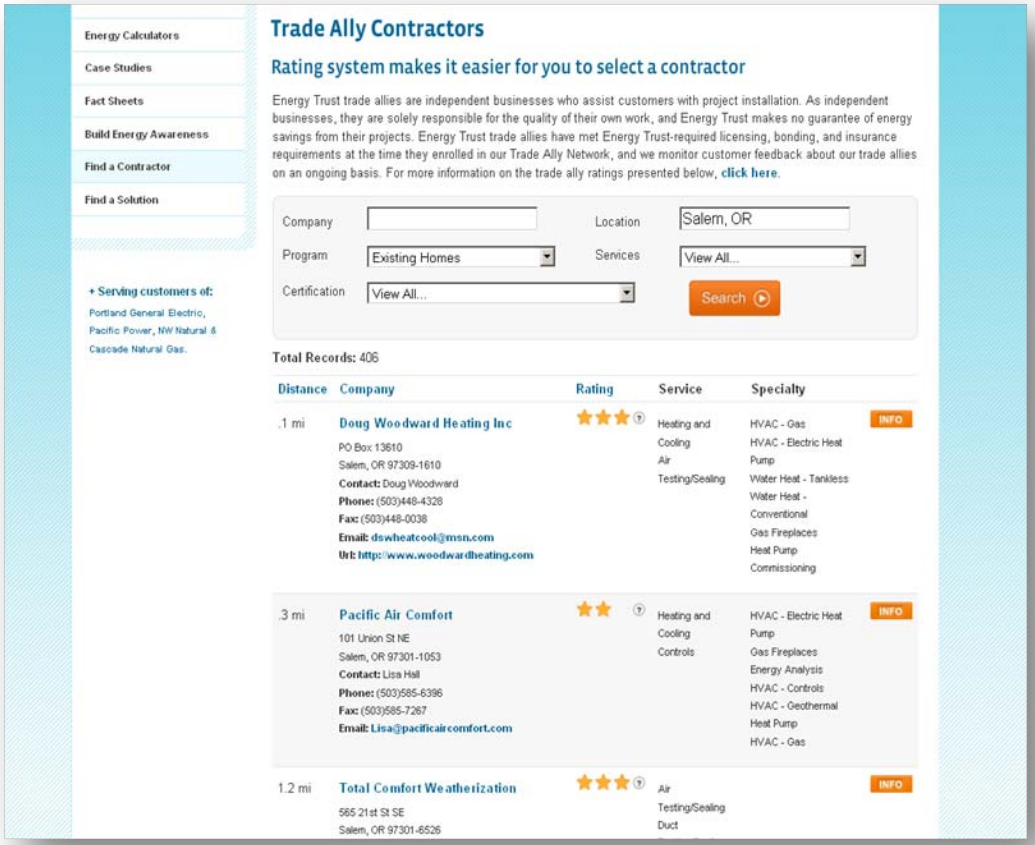
- 80% of site content controlled in real time by in-house staff
- Increased efficiency in managing volume of nearly 2,000 annual change requests
- All incentive information and assets (events, reports, etc) tied to audiences
- Restricted role access for PMCs and administrative staff to control event postings, download form submissions, upload documents



EnergyTrust of Oregon

Trade Ally Search Enhancements

Customer access to a growing contractor network



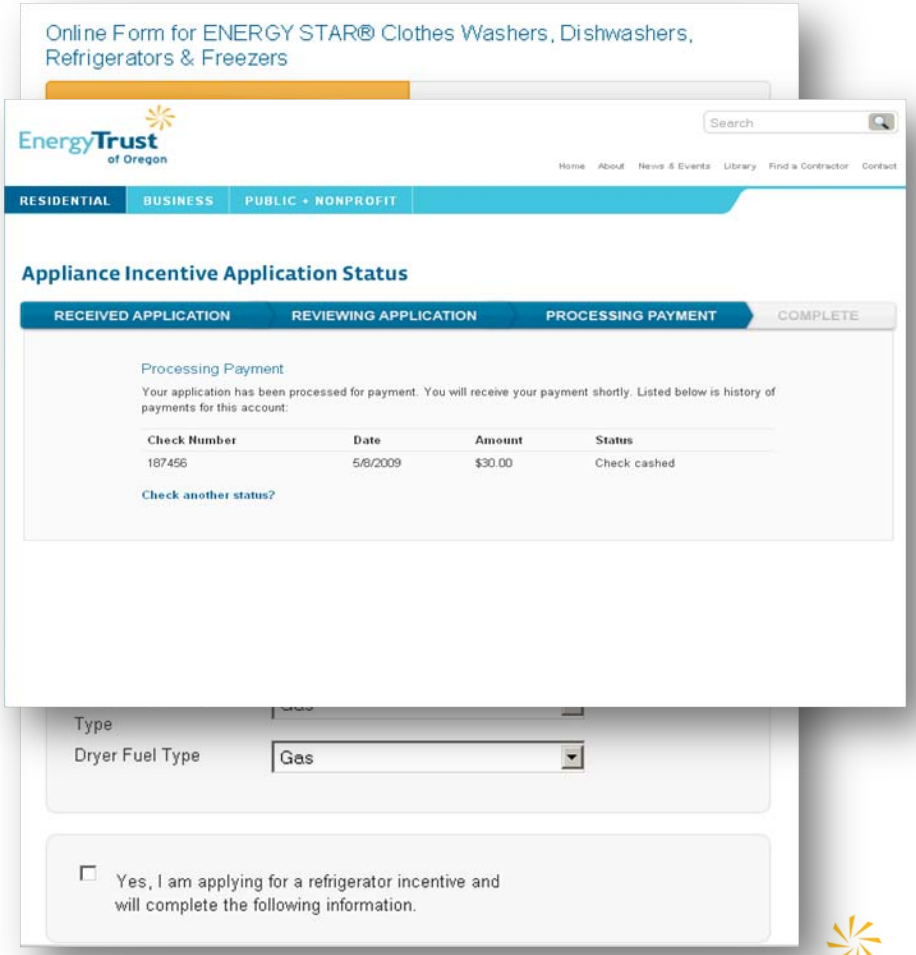
- Search results sorted by distance to customer as a default
- Three-star rating within the Existing Homes network
- Distance and rating work together, allowing customers to see highest ranked contractors closest to them

EnergyTrust of Oregon

Web Forms

Streamline the customer experience + gain efficiencies

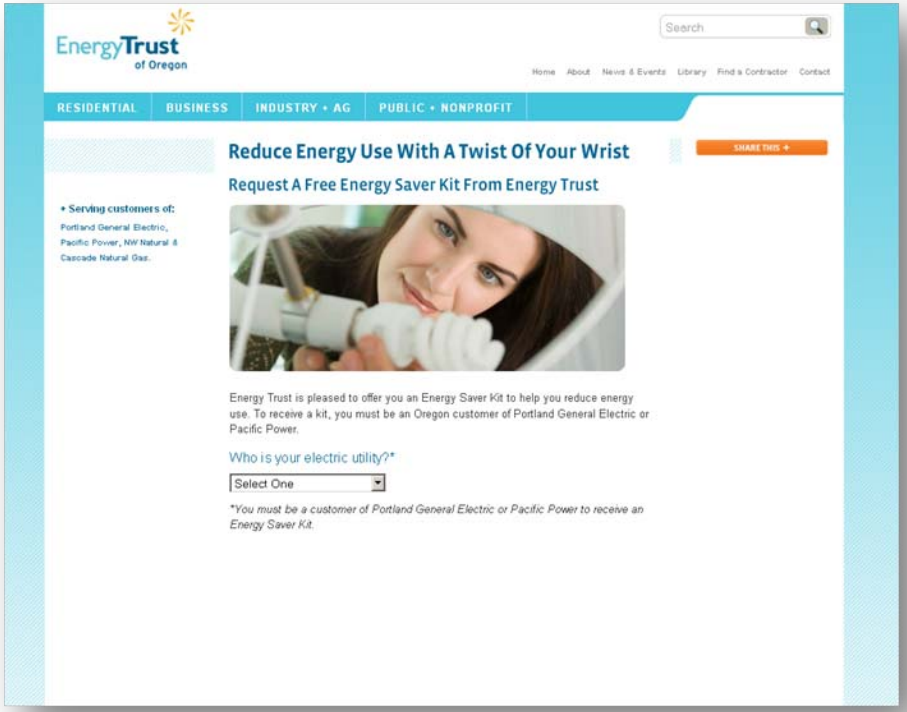
- Coordinate with IT to support active web forms that create incentive payments
- Support new program initiatives with new fulfillment and informational forms
- Enable programs to decrease processing times and increase intake of new applications
- Extend “Check your application status” form to work with new web forms



EnergyTrust of Oregon

Ongoing Program and Org. Support

Support new initiatives; maintain + update core content



Examples include:

- Develop search capabilities for new categories of allies (architects, engineers, etc)
- Incorporate online training tools for trade allies
- Support program campaigns and fulfillment (i.e. E-Saver Kits)
- Educate public about our work with Annual Report and other research content

EnergyTrust of Oregon

2011 Work Scope

- RFP scheduled for Fall 2010
- Adapt web tools to new ISP system
- Develop a “recommendation engine” for existing homes
- Account management system for customer/trade ally profiles
- Coordination with Clean Energy Works Oregon and/or Homestar
- Ongoing Program Support

EnergyTrust of Oregon