Renewable Energy Sector Strategic Plan

July 28, 2010

EnergyTrust of Oregon

Renewable Sector Strategic Planning

-Support a range of resources
-Go further upstream
-Expand market opportunities
-Optimize limited funds

-Biopower
-Geothermal
-Hydro
-Solar
-Wind

Resource Strategies

Renewable Sector Themes

Energy Trust Strategic Plan

2 Main Goals:
- Accelerate EE & RE

8 Activities to Achieve Goals

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RE Vision: Oregonians invest in clean energy project development because they value the environmental and long term economic benefits derived from small scale renewable power production and energy savings.

RE Mission: To catalyze development of small scale renewable energy systems that utilize Oregon's diverse and abundant resources.

RE Leadership Position: Energy Trust is a trusted and valued partner for Oregonians by providing assistance and funding that helps to build technology markets and install renewable energy projects.

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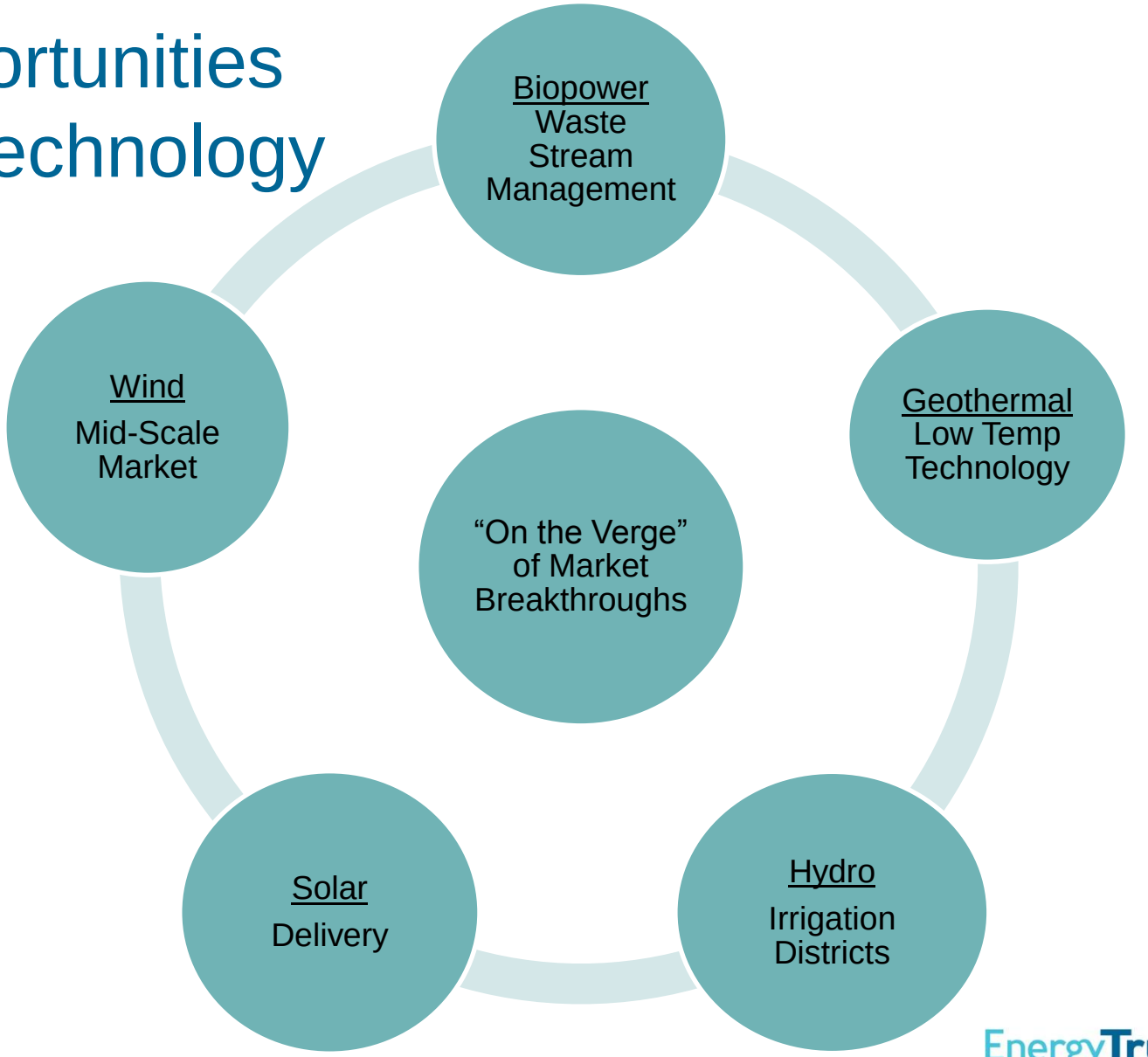
Opportunities by Technology



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Renewable Energy Sector Wide Highlights

Significant Technical Potential

- Finding economically viable projects and providing support and motivation for project champions to develop them is our challenge

Opportunity vs. Funding Imbalance

- Rural regions support a range of technology
  - More demand than $ PAC
  - Carryover of PGE
  - Larger incentives in PGE territory
- Current internal policy of no more than ~50% to any one technology – revisit?

Renewable Energy Sector Wide Highlights

Cross Selling with Efficiency

- Solar staff integrated in Business and Homes sectors
- WWTP energy management training, use of efficient pumps and fans, customer referrals

Adapt Policies to Evolving Markets

- REC compliance vs. voluntary market (RPS, RECs, WREGIS all post ETO creation and green tag policy)
- Solar FiT, QF avoided cost methodology, interconnection procedures (AR521)
- Stay engaged in understanding customer and ratepayer perspectives to guide programs

Renewable Energy Sector Wide Highlights

Strength in development of early stage markets and project assistance

- Expand development services further
- Add “soft” goals to reporting
  - Ability to leverage other funds
  - Assistance with regulatory barriers
  - Impact on availability of equipment
  - Identification of potential leading to projects with no AMC
  - Others?

Renewable Energy Sector Wide Highlights

External influences impact basic program assumptions

- Short term
  - Remain steady, stable, market development force
  - Optimize leveraging while possible

- Energy Trust budget cannot sustainably cover large increases to AMC
  - Plan to present two budgets this fall
  - May need to revise goals downward
  - May need to make choices, can we continue to support all technology types?
  - What are the market segments we're best suited to impact?