

# NEWS

June 26, 2019

For Immediate Release  
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## **Energy Trust invites public input on draft 2020-2024 Strategic Plan** *Board of directors will consider comments submitted by August 2*

PORTLAND, Ore. — June 26, 2019 — Energy Trust of Oregon welcomes public comment to inform its draft 2020-2024 Strategic Plan. The strategic plan builds on the organization's successful 17-year history serving Oregon residents and businesses with clean energy solutions. Once adopted, the strategic plan will help Energy Trust achieve its goals and deliver benefits to all Oregon customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista and Southwest Washington customers of NW Natural.

Public comments are invited through August 2. After that time, Energy Trust staff and board of directors will consider the comments and propose changes if needed in the final draft, which will be presented for consideration at the organization's October 16 board meeting.

"This is an exciting time for Energy Trust as we define the roadmap for our next five years," said Michael Colgrove, executive director. "We anticipate the next five years to be full of changes in markets, policies, energy consumption and demands, and demographics. With these changes in mind, our plan features five focus areas that we believe will enable Energy Trust to maximize the value we can deliver to all eligible utility customers through new program designs and customer services."

The five focus areas of the strategic plan include:

- **Providing programs, information and services for all utility customers Energy Trust serves, with particular attention to underserved customers.** This includes more services and tailored programs and offers to effectively serve people with lower incomes, communities of color and rural communities. Helping customers benefit from saving energy and generating renewable power is Energy Trust's core work and is the priority focus area.
- **Delivering additional value to customers by linking energy efficiency and renewable energy to the approaches that utilities are using to meet changing energy needs.** For example, Energy Trust will coordinate with utilities to boost customer adoption of energy-saving and solar technologies in specific locations where utilities are seeking additional load management and flexibility.
- **Providing objective information and analyses to support development and implementation of energy-related policies.** Energy Trust will continue to be a

resource to the state and can share program and industry expertise to support emerging and new energy policies at the city, county or state level.

- **Maximizing public purpose charge investments by leveraging additional funding to accomplish clean energy projects that offer multiple public benefits.** A current example is [irrigation modernization projects](#), which leverage a blend of funding from Energy Trust incentives, state and federal government, grants and more to achieve energy savings and generation, as well as other important benefits such as water conservation and economic development for rural communities.
- **Enhancing the organization's ability to quickly and effectively respond to changes, needs and new opportunities.** In a rapidly changing landscape, Energy Trust must be able to identify promising new ideas and actively pursue innovation to continue delivering value to utility customers. Intentionally cultivating diversity in the board of directors, advisory councils, staff and contractors will help Energy Trust be successful.

### How to get involved

1. Download the current strategic plan draft at [www.energytrust.org/strategicplan](http://www.energytrust.org/strategicplan).
2. Watch a [15-minute on-demand webinar](#) featuring Executive Director Michael Colgrove presenting highlights of the draft plan.
3. **Submit comments by August 2 via email to [info@energytrust.org](mailto:info@energytrust.org) or by mail to Energy Trust of Oregon, Attention: Strategic Plan, 421 SW Oak St., Suite 300, Portland, OR 97204.**

### About Energy Trust's strategic planning process

The [current strategic plan draft](#) is a product of more than a year's worth of work by Energy Trust staff and board. Recently, [the board held a public workshop](#) to discuss a working draft of the plan and the five proposed focus areas. Energy Trust also has solicited input from its advisory councils, the Oregon Public Utility Commission, utility partners Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista, and other community stakeholders. This open process ensures that the board benefits from the input and perspectives of communities, partners and the public in shaping the organization's direction.

Every five years, Energy Trust engages in a strategic planning process to define its goals, strategies and priorities for the coming years. The plan is required by a grant agreement with the OPUC.

A final version of the plan will be posted on Energy Trust's website in October.

Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and generating renewable power. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista save \$3.4 billion on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future. Learn more at [www.energytrust.org](http://www.energytrust.org) or call 1-866-368-7878.

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