

## Conservation Advisory Council Agenda

### Virtual meeting

Wednesday, September 14, 2022

1:30 – 4:30 p.m.; please note the half hour extension to the meeting

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To join the Zoom meeting, register here for your meeting link:

<https://us06web.zoom.us/meeting/register/tZ0ld-mrqD4oHN0d8t4uULH5hudkMaTBqjt2>

#### 1:30 Welcome and Announcements

- Agenda review
- Introductions
- Working Together Grants funding opportunity

#### 1:35 Field Report: Direct-install Lighting in Cave Junction *(inform)*

Cave Junction recently completed a community-led direct install lighting campaign with Energy Trust. Staff will provide an overview of the effort, the community's role and results so far. The approach informed a second recently launched effort in Coos County.

Presenter: Southern Oregon Senior Outreach Manager Karen Chase

#### 1:55 Update on New Buildings Program Code Alignment *(input/discussion)*

The New Buildings program continues to operate with a cost-effectiveness exception for the Total Resource Cost (TRC) test for whole-building projects. Staff will provide an update on interim market research findings, share the proposed program design enhancements and summarize feedback from an early September meeting with industry stakeholders. CAC input is sought on the proposed program design enhancements.

Presenters: New Buildings Program Manager Shelly Carlton, Senior Measure Development Manager Alex Novie

#### 2:20 Break

#### 2:25 Upcoming Key Dates in 2023 Budget Development *(inform)*

Staff will review upcoming meetings and input opportunities for the Energy Trust 2023 Budget and 2023-2024 Action Plan.

Presenter: CAC Facilitator Hannah Cruz

#### 2:30 Energy Savings Year-end Forecast (Q&A)

Forecasted achievement to year-end savings goals is one input into next year planning and budgets. Now that the [Quarter 2 report to the OPUC and Board of Directors](#) has been published, staff will highlight progress and challenges to achieving the 2022 annual energy efficiency goals.

Presenter: Director of Energy Programs Tracy Scott

#### 2:40 2023 Measure Updates and Proposed Cost-effectiveness Exception Requests *(input/discussion)*

Staff will provide an overview of measures updates for 2023 with final incentives being set later in the fall and communicated to the market. Staff will then review proposed cost-effectiveness exceptions requests being prepared for three measures: residential

and small multifamily windows, residential and small multifamily insulation, and heat pumps receiving enhanced incentives in manufactured homes. CAC input and discussion will be taken on the measure exceptions requests in alignment with the OPUC's major measure exceptions process.

Presenter: Senior Measure Development Manager Alex Novie

**3:10 Break**

**3:15 CAC Engagement on New Concepts in Development with Utilities for the 2023 Energy Trust-Utility Action Plans** *(input/discussion)*

Energy Trust and each partner utility PGE, Pacific Power, NW Natural, Cascade Natural Gas and Avista are seeking CAC member input on in-progress individual utility action plans that will supplement the Energy Trust 2023 Budget and 2023-2024 Action Plan. This is the first year that utility specific action plans are being created and this is in alignment with Energy Trust's HB 3141 requirements to *"jointly develop public utility-specific budgets, action plans and agreements that detail the entity's public utility-specific planned activities, resources and technologies pursuant to ORS 757.054 and 757.612 (3)(b)(B), including coordinated activities that require joint investment and deployment."*

After short overviews of joint concepts under discussion between each utility and Energy Trust, we are looking for CAC feedback in general and to key questions that will be shared during the presentation.

Presenters: Director of Energy Programs Tracy Scott and individual utility representatives

**4:15 Results of Program Management Contract Re-bids** *(inform)*

Energy Trust recently completed two separate requests for proposals processes for the program management of the Industry and Agriculture program and the Residential program. Staff will review the results and summarize 2023 major changes and priorities for the contractors.

Presenters: Industry and Agriculture Program Manager Adam Bartini, Residential Program Manager Marshall Johnson

**4:25 Public comment**

**4:30 Adjourn**

**Meeting materials** (agendas, presentations and notes) are available [online](#).

**Next meeting** is Friday, October 21, 2022, and will be a combined meeting with the Renewable Energy Advisory Council and Diversity Advisory Council. This meeting will be hybrid, with options of virtual attendance and in-person attendance at Energy Trust's Portland office: 421 SW Oak St, Suite 300, Portland, Oregon.

**Conservation Advisory Council Meeting Notes**  
June 29, 2022

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**Attending from the council:**

Jeff Bissonnette, NW Energy Coalition  
Jake Wise, Portland General Electric  
Kari Greer, Pacific Power  
Monica Cowlshaw, Cascade Natural Gas  
Roger Kainu, Oregon Department of Energy  
Lisa McGarity, Avista  
Tina Jayaweera, Northwest Power and  
Conservation Council

Anna Kim, Oregon Public Utility  
Commission  
Becky Walker, Northwest Energy Efficiency  
Alliance  
Laney Ralph, NW Natural  
Kerry Meade, NEEC  
Dave Murphy, BPA  
Brent Coleman, Davison VanCleve

**Attending from Energy Trust:**

Hannah Cruz  
Elizabeth Fox  
Elaine Dado  
Austin Zeng  
Alex Novie  
Steve Lacey  
Tom Beverly  
Fred Gordon  
Kate Wellington  
Tracy Scott  
Amanda Potter  
Adam Bartini  
Amber Cole  
Mark Wyman  
Michael Colgrove  
Emma Clark  
Spencer Moersfelder  
Greg Stokes  
Kirstin Pinit  
Alina Lambert

Scott Leonard  
Fabian Guerrero  
Marshall Johnson  
Melanie Bissonnette  
Thad Roth  
Amanda Thompson  
Wendy Gibson  
Cheryle Easton  
Karen Chase  
Sue Fletcher  
Caryn Appler  
Jackie Goss  
Jay Ward  
Ryan Crews  
Shelly Carlton  
Dave Moldal  
Oliver Kesting  
Huong Tran  
Paul Fredrickson  
Sletsy Dlamini

**Others attending:**

Cynthia Kinney, Cascade Energy  
Cheryl LaCombe, TRC  
Ciera Milkewicz, CLEAResult  
Shannon Todd, TRC  
Eric Wilson, Evergreen Consulting  
Henry Lorenzen, Energy Trust Board of Directors  
Brooke Landon, CLEAResult  
Guillermo Castillo, Small Business Utility Advocates  
Alder Miller, CLEAResult  
Brian Lynch, AESC

## **1. Welcome and announcements**

Hannah Cruz, senior stakeholder relations and policy manager, convened the meeting at 1:30 p.m. via Zoom. The agenda, notes and presentation materials are available at [www.energytrust.org/about/public-meetings/conservation-advisory-council-meetings](http://www.energytrust.org/about/public-meetings/conservation-advisory-council-meetings).

Hannah opened with a summary of the agenda and led a round of introductions. Hannah also discussed recruiting for additional Conservation Advisory Council members and asked current members to reach out to people they know who may be interested. Application closes on July 11.

## **2. Update on supporting wildfire recovery**

### *Topic summary*

Scott Leonard and Karen Chase discussed efforts around wildfire recovery. Scott recognized Program Management Contractor staff members Cheryl Lacombe, Kyle Kent, Angalee O'Connor who are working directly with customers and helping design the offers. Offers have been developed and launched.

The 2020 Labor Day fires were an unprecedented concurrence of conditions. More than 5,100 structures were affected, and more than 4,000 homes were destroyed. Incentives were based on outreach and community input.

The Building Codes Division (BCD) allowed rebuilding homes to older code, allowing more room for incentives for rebuilding. Incentives increase based on how far the home goes beyond code. This also created bonuses for wildfire resilience features.

Manufactured Home Replacement was moved from a pilot to a program. Some manufactured home parks are rebuilding while others are doing something different or are undecided. Production timelines, site availability and new community requirements pose barriers. One project has been completed, but 15 are in the pipeline and eight more are showing interest.

New Buildings provides more value by getting involved early in the process. Bonuses have been added for early design assistance and technical assistance. Coordination with other organizations is key. The Oregon Department of Energy is offering incentives which can be paired up with Energy Trust. BCD received grants to make homes more fire resilient and the funding can also be paired with Energy Trust incentives.

This is a small part of a solution to a big problem. Rebuilding and new offer development takes a long time. Approachable support and programs, Spanish materials and interpretation are needed. Energy efficiency and renewable energy are not always considered. Resilience is now part of the conversation. Survivors benefit from central points-of-contact and coordination.

### *Discussion*

Council members noted that communities have recognized that there are opportunities to build back better. Funding will only go so far if there are continued one-off events.

Council members asked if the ability to claim energy savings from previous code is in law, or if it is a one-off. Staff noted that it's in statute but is time-limited and calls out the specific disaster.

Council members asked if there are efforts at the state level to do a debrief and discuss lessons learned. Staff responded that there are some efforts to align building codes with wildfire prone areas. Efforts are in place to try to avoid putting barriers in front of people to rebuild, but to also recognize the risk areas.



The council discussed what the potential volumes of these kinds of events are and if there is any thinking around this for budgeting purposes. In addition, it discussed in situations with a high risk overlapping with Energy Trust areas if there is a reserve and a way to quickly trigger it.

Council members asked if staff have talked to California or other places that have faced similar challenges. Staff explained that in New Construction, Energy Trust worked with TRC, the firm that runs programs in California, and that has benefitted from their experience. Requests have been received from other organizations and the media. This is still new, so the more that can be shared, the better. The American Council for an Energy-Efficient Economy best practices might be helpful. There is a lot of exchange between organizations aimed at recovery, but an organized effort in the West Coast has not yet occurred.

#### *Next Steps*

Energy Trust will continue bringing updates annually. Once the two-year planned funding runs out, there may be some changes to offers.

### **3. Deep dive planning workshop**

#### *Topic Summary*

Deep Dive Workshop to help inform the 2023-2024 Budget and Action Plan. This was the second of three engagements with the Conservation Advisory Council planned as staff develop 2023-2024 energy efficiency services and incentives. The first engagement occurred in April where staff gathered the council's thoughts on market trends, customer needs and emerging opportunities in energy efficiency.

During this second session, council members explored three topics on ways to better reach and serve rural customers; ways to identify and serve the different types of small businesses; and thoughts on how staff should evaluate and prioritize the relative value of standardized market-wide offers versus enhanced offers focused on specific customer segments.

Council feedback was collected through small group breakout sessions. Overall themes included:

- How are rural customers defined?
  - Lack of access to a lot of things available in the cities. An hour outside of a major town will be a barrier to obtaining supplies and services (contractors)
  - Poverty levels
- Determine what organizations communicate with customers and connect with them
- Understand city management who know the community-based organizations, who to listen to and who may not be as helpful. Energy Trust should reach out to city managers
- Word of mouth is important in rural communities
- Low-cost and no-cost measures for helping engage customers
- Group customers by geography to better serve them. Broadly consider all the benefits
- Partnerships could help – examples include Office Depot accounts, banks and insurance companies
- Using community gathering places like stores, rec centers and restaurants to reach communities
- Small businesses may be more different from each other than similar
- Amount of staff time and resources to spend with Energy Trust
- Financing is challenging. Should consider lending opportunities
- Instant incentives for some equipment could reduce barriers

#### *Discussion*

Specific points captured on the online Mural board. Some feedback from the council:

- Seek to define "rural" more consistently

- Overlay customers with federal poverty data and what customers are getting assistance to understand where there are areas to target
- There is a need to understand the challenges rural customers face individually, like access, distance, remoteness and the lack of available contractors
- Partner with community-based organization who have gained the trust of communities and understand best communication modes to reach individuals
- Reach out to city managers, county managers, economic development agents
- Find energy champions that can speak on the benefits of energy efficiency
- Balancing standardized market-wide offers versus enhanced offers focused on specific customer segments
- Cost effectiveness is main priority, but staff need to also focus on equity
- More tools to balance cost effectiveness with other goals
- Thinking about other non-energy benefits or economic factors, like the value of getting a contractor into a rural area
- Standard cost offers are helpful for making things affordable
- Small businesses
  - What are their needs?
  - Small businesses tend to have fewer resources (staff, time, etc.)
  - Barriers for small businesses include inflation and supply chain disruptions. These are difficult for small businesses to overcome
  - Home-based businesses may need different messaging
  - How to reach them?
    - Outreach to vendors that would normally be used for improvements
    - Overcoming first cost barrier - maybe instant incentives for certain types of equipment
    - Payback period may be smaller, or turnover may negate the opportunity
    - Partner with utilities to promote available tools to help businesses manage energy use
    - Personalized outreach through Resource Assistance for Rural Environments Program members or community colleges
    - Increase language accessibility in forms/services
  - Suggestions on meaningful ways to categories to better serve
    - Look at energy usage patterns to identify energy intensive businesses
    - Look at number of employees, yearly revenue, ownership structure, possibly insurance type

#### *Next steps*

Energy Trust will prepare a written summary of the ideas gathered. There will be transparency across all advisory councils. Staff will work on budgets and action plans over the next two months and re-engage with advisory councils in September or October, possibly in a joint council meeting.

#### **4. Public comment**

There was no additional public comment.

#### **5. Adjournment**

The meeting adjourned at 4:30 p.m. Meeting materials are available [online](#). The next meeting will take place September 14. Staff are determining details, including whether it will be a joint meeting with other advisory councils.

# Appendix A: Deep Dive Workshop Summary

The following is a summary of the Conservation Advisory Council 'deep dive' planning session and discussion topics highly relevant to action planning for 2023-2024. Energy Trust staff are now reviewing the comments, perspectives and suggestions for consideration as action plans are developed.

## Topic #1 – Serving Rural Customers

### ***How does Energy Trust find rural customers and effectively engage with them?***

- Need to define "rural". How does the community see themselves?
- Rural is defined differently in different situations - cohesive definition would be helpful
- Quantitative and qualitative measures to understand rural areas
- Overlay customers with federal poverty data, what customers are getting assistance, look at where there are areas to target
- Don't have to be directly embedded in the community but need to understand the challenges they face individually
  - Access, distance, remoteness
  - Availability of contractors in rural areas is a barrier
    - What are the steps and how to help get them resources?
- Partner with community-based organization who have trust in communities and understand best communication modes to reach individuals:
  - recruitment
  - facilitate
  - analyze and synthesize

### ***What information, data or systems could be leveraged to learn more about rural customers?***

- The upcoming [Residential Building Stock Assessment](#) (RBSA) data will include urban/rural strata. Previous versions would need to approximate it issuing zip code and city.
- Different categories of ratepayers
- [American Community Survey](#) (ACS) data is helpful but doesn't explain how to communicate with people in small ways.
- Ranking counties on poverty level- added layers for urban, rural and frontier and conduct outreach

### ***How can Energy Trust better engage with and integrate into rural communities, including rural municipalities, main street businesses and workers in the agricultural sector?***

- Customers are community-oriented in rural areas - word of mouth.
  - Word of mouth does a lot of good in rural communities
- Reach out to community-based organizations for suggestions on how to reach rural communities
- Reach out to city managers, county managers, economic development agents
- Find energy champions that can speak on the benefits of energy efficiency
- Meet people at food banks or grocery stores with free energy saver kits & discuss energy efficiency
- Meeting people at events or pop up at the grocery store, etc.
- Being in the community and taking the time to listen to the concerns
- Understanding of the varied service areas and resources available

***How should Energy Trust design and deliver programs, incentives and marketing strategies tailored to rural customers?***

- Low-cost/No-cost to engage customers
- Keep Energy Saver Kits available to aid accessibility
- Maintain measures accessible for residential customers
- Accessible programs for all types of utilities
- Preserve residential measures (kits, low-cost measures)
- Leverage other infrastructure already in place that Energy Trust could dovetail with
  - E.g., woodstove changeout

***Other insights***

- Klamath, Lake and Lane counties top of “low-income” list
- How can Energy Trust meet their need and if not, can they be referred?
- Isolation in larger communities creates the experience of being in a rural community

**Topic #2 – Balancing standard and enhanced offers**

***How does the Residential program evaluate and prioritize the relative value of standardized market-wide offers versus enhanced offers focused on specific customer segments?***

- Cost effectiveness is main priority
- Acknowledge cost effectiveness, but also focus on equity
- Whether or not savings goals are achieved at a cost-effective rate
- Identify areas that are hard to reach and share with Oregon Public Utility Commission
- Where is the market going to catch up eventually? Where are the areas that will not catch up to focus on?
- More tools to balance cost effectiveness with other goals
- Are there other non-energy benefits or economic factors that should be considered?
- Efforts should depend on how many people Energy Trust has been unable to reach
- Exclusivity and participation by trade allies should be considered
  - Are trade allies incentivized to promote standard vs. enhanced offers?
- Acknowledge if thinking differently about reach, may not always be cost effective
- Some situations where cost effectiveness can be reconsidered
- Leverage exceptions

***What is the right balance between standard approaches and enhanced offerings?***

- Balancing act between *acquiring savings* and *reaching customers* (as a framework)
- Balancing act to acquire savings and create access to all customers.
- Goal: spend enough money to create action.
- How is equity balanced? Can this be factored in with cost effectiveness goals?
- Much harder to achieve services to harder to reach customers without enhanced offers
- Standard cost offers are helpful for making things affordable

***What factors should be taken into consideration when assessing the relative value of standard and custom offerings?***

- Could a community benefit from having more advanced infrastructure installed?
- Consider non-energy benefits like value of getting a contractor into a rural area
  - Rural customers often pay more to get contractors

- Reduction on energy burden since there will be less bill discount needed if energy efficiency has been done
- Factors: Are you able to reach customer segments that you were previously unable to reach?
- How to define/measure 'hard to reach' customers?

***What would indicate we are out of balance?***

- If participation among contractor starts to decrease – that's a sign it's out of balance
- Complexity in offerings. Keep it simple.
- Contractors are part of the solution, balancing.

***Other insights?***

- Self-attestation on the rebate form
  - Do customers need to sign income attestation in areas known to have lower income?
- Consider paperwork barriers - removing them allows more customers to be served
- Availability of trained contractors is a hurdle - Sales Performance Incentive Funds (spiffs) and ways to engage contractors?
- Deploy resources from elsewhere. Cover travel costs or offer spiffs for covering rural areas.
- Training like the Home Depot does on how to install items
- Might be a program that is not cost effective because population targeted is hard to reach and accommodations are needing to be made
- If advanced metering is installed, there is faster response to outages and better data available
- How does building density impact microgrids for resiliency?

**Topic #3 – Serving Small Business Customers**

**What do you think are the meaningful ways of categorizing small businesses for the purpose of offering relevant and accessible energy efficiency and renewable energy offerings?**

- [Energy usage] Focus on businesses that are energy intensive. Target those with high energy costs and help them reduce.
  - Opportunity to look at business types with usage patterns
- Need to understand differing definitions of small and medium businesses - based on number of employees, yearly revenue.
  - "Small commercial" has multiple meanings – it doesn't mean one specific thing
- "Small business" customers are a challenging group to reach as they may be more different than the same
- Power Council recommends building out an Energy Use Intensity database to help identify high users
- Size – number of employees, annual revenue
- Technology vs. ownership for segmenting businesses
  - Can they be categorized by technology (e.g. using refrigeration vs. not)?
- What's the ownership (person vs. corporation)?
- Most small businesses have insurance. The insurance type may help identify the businesses type.

- Banks catering to small businesses may help with identification.

***Where do small business customers needs most clearly converge and diverge, that program staff should consider when designing programs?***

- Different perspective: Who needs help and how can Energy Trust provide resources?
- Small businesses tend to have fewer resources (staff, time, etc.). How to reach them?
- Barriers for small businesses: Inflation, supply chain disruptions. Difficult for small businesses to overcome
- Different incentives for owners vs. tenants
- Outreach to vendors that they would normally use for improvements
- Are there constraints on availability of contractors to do the work?
- Overcoming first cost barrier - maybe instant incentives for certain types of equipment.
- Payback period may be smaller, or turnover may negate the opportunity

**How might Energy Trust develop offers to meet emerging customer needs?**

- Financing available to these customers? How to address cost barrier?
- Work with building owners with tenants to improve shell & HVAC
- Home based businesses - served through Residential - may need different messaging financing available to these customers? How to address cost barrier.
- Time and effort they can spend on forms is small

**How can Energy Trust help small business customers learn about and access these offerings?**

- Partner with utilities to promote available tools to help businesses manage energy use
- Personalized outreach through Resource Assistance for Rural Environments Program members or community colleges
- Additional outreach to customers for updated information re: financing preferences
- Increase language accessibility in forms/services
- Meet and share information with businesses owners.
  - E.g., accounts with banks, insurance, Home Depot, Office Depot, etc.
- Be aware, where are the community gathering points?
  - Local chains may be a good place to focus (Burgerville, Dutch Bros)
  - Work with whole business chains/franchises.
- What businesses mainly serve rural customers? (e.g., Wilco, Coastal, Ace Hardware)
  - Find out where the community centers are - Thriftway, restaurants, others
    - Thriftway in Forks, WA is a focal point/hub for the community (bulletin boards and engagement)
- Bring resources together - what resources do they need? Coaching on bookkeeping, marketing planning, etc. to help businesses grow

# **A COMPREHENSIVE COMMUNITY PARTNERSHIP APPROACH FOR MULTIPLE, MUTUAL BENEFITS**

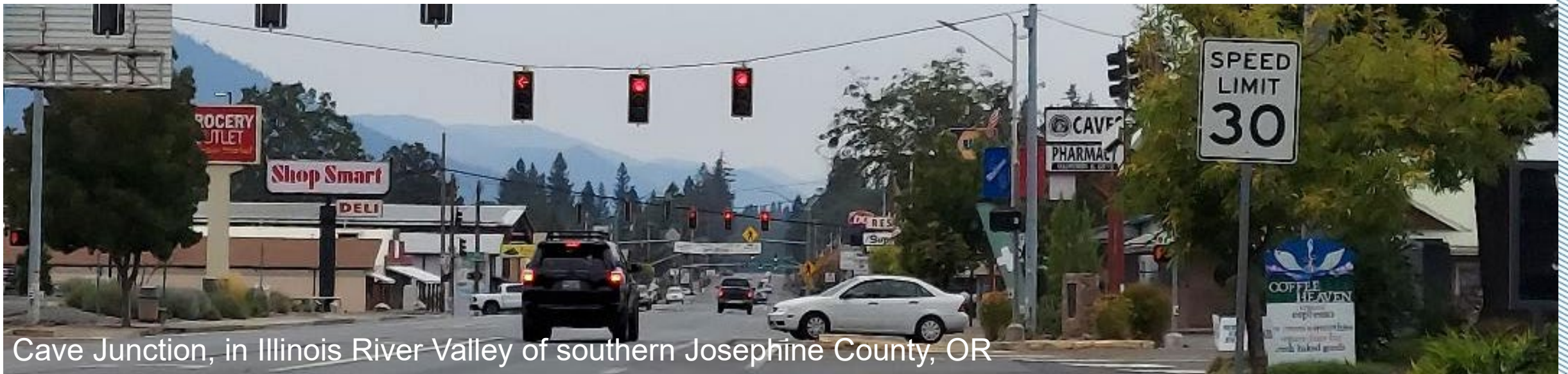
Direct-Install Commercial Lighting with  
Small Business Offers & Expertise

**TARGET COMMUNITY:** Low-income, Rural,  
Economically Stressed; in SW Oregon

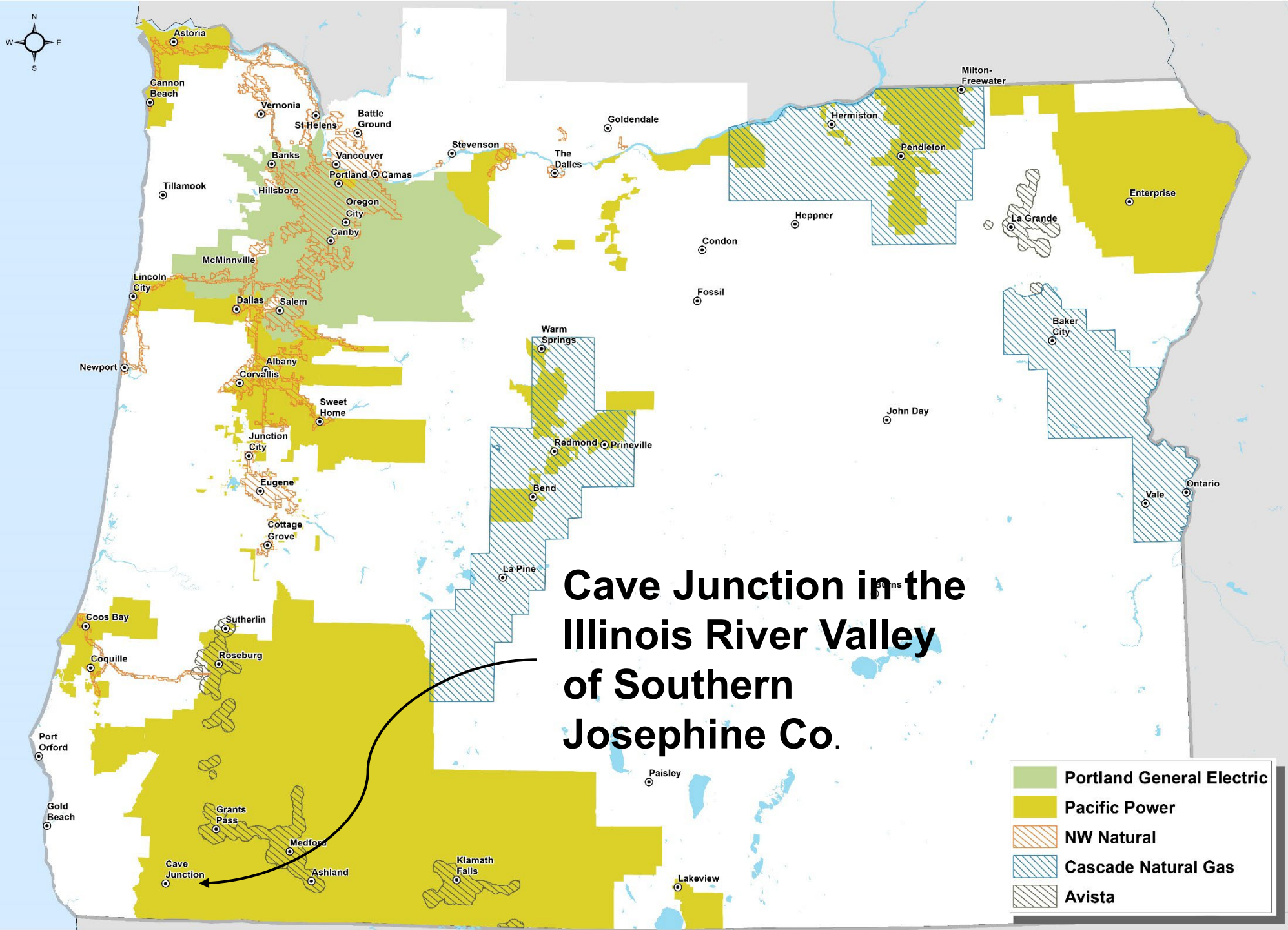


# Presentation Overview

- Community location and characteristics
- Partnership(s) – background and development
- Project co-development
- Project (pilot) roll-out
- Outcomes
- Takeaways







**Cave Junction in the  
Illinois River Valley  
of Southern  
Josephine Co.**









# 2020 Demographic data, approximated Cave Junction (vs Oregon)

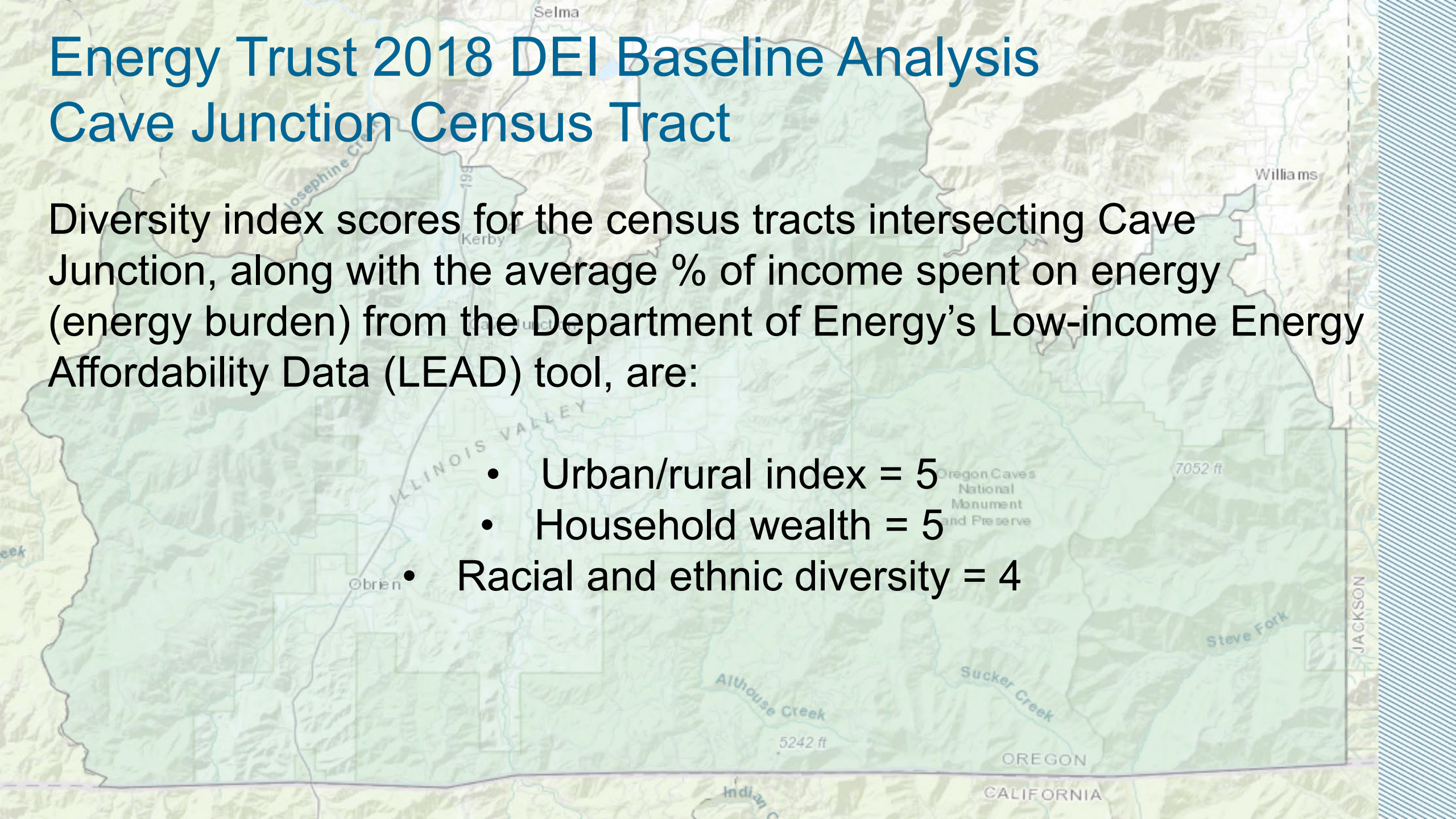
- **White** (Non Latino/Hispanic): +/- 85% Latino/Hispanic: +/- 10%
  - American Indian, Black, African American, Asian, Other: +/- 5%
- **Older** than 65 years of age: 27.8% vs 17.6% for Oregon
- **< 18** years of age: 26.7% 20.8%
- **Veterans**: 14.3% 8.3%
- Living w **Disability**: 24.0% 14.3%
- **Employment** rate: 31.7%, declining 59.1%
- Median household **income**: \$29,744 \$65,667
- **Education** - Bachelor's degree/+: 9.5% 34.4%
- Living in **poverty**: 32.9% vs 12.4% for Oregon

# Energy Trust 2018 DEI Baseline Analysis

## Cave Junction Census Tract

Diversity index scores for the census tracts intersecting Cave Junction, along with the average % of income spent on energy (energy burden) from the Department of Energy's Low-income Energy Affordability Data (LEAD) tool, are:

- Urban/rural index = 5
- Household wealth = 5
- Racial and ethnic diversity = 4





# Business & Industry in Cave Junction and Illinois Valley

- History of resource-based extraction
  - Gold Rush; cave “discovered”
  - Timber and wood products; agriculture
- Tourism and recreation
  - Gateway to the Oregon Caves National Monument & Preserve
  - No tourist-suitable lodging available in Cave Junction
- Declining self-generated economic and community wealth since 1980s
  - Closure of all remaining wood products mills
  - Few services; loss of municipal facilities; no police/public safety
  - Little commercial building investment
- Non-recovery from 2008 recession
- Illinois Valley Chamber - 65 members (2022)



Timber West Journal, 2009





# Ongoing Challenges and Setbacks

- Midday, Sept 9, 2020: Slater/Devil (Happy Camp) Fire
- Pandemic and related closures





# Community Collaboration Considerations

- Mutual benefit
  - Meaningful benefit for the community and partners
  - Community status and priorities
  - Offer suitability and overall “fit”
- Partner needs and **capacity**
- Timing
- Energy Trust staffing
- Availability of trade ally services
- Other considerations unique to each community



# Commercial Program Participation 2002-2021

- 299 estimated commercial customer sites in Cave Junction and Illinois Valley areas
- 16% (47) customers have participated in an Energy Trust program resulting in energy savings or generation

## Commercial Participants in Major Markets

Market	Participants	Percent
Multifamily	9	19%
School	4	9%
Food Service	3	6%
Other	31	66%
Total	47	100%

*Note:*

Other includes unknown, gas station, meeting/convention center/hall or community center, office, place of worship, retail, convenience store, food processing, grocery, healthcare, manufactured home, non-residential, warehousing and storage





# An Excellent Offer

- Direct-install, no-cost commercial LED lighting upgrade
- Pacific Power (only) service area
- Community partners:
  - Illinois Valley Community Development Organization (IVCDO)
  - City – Mayor, City Council (all volunteer)
  - Chamber of Commerce
- Challenges
  - Awareness: Energy Trust name recognition, reputation, purpose
  - Virtual engagement: introductions, planning, organization, and coordination
  - Lack of local and regional and available Trade Allies to install
  - Other community characteristics

Right tools.  
Local advice.  
Right here.



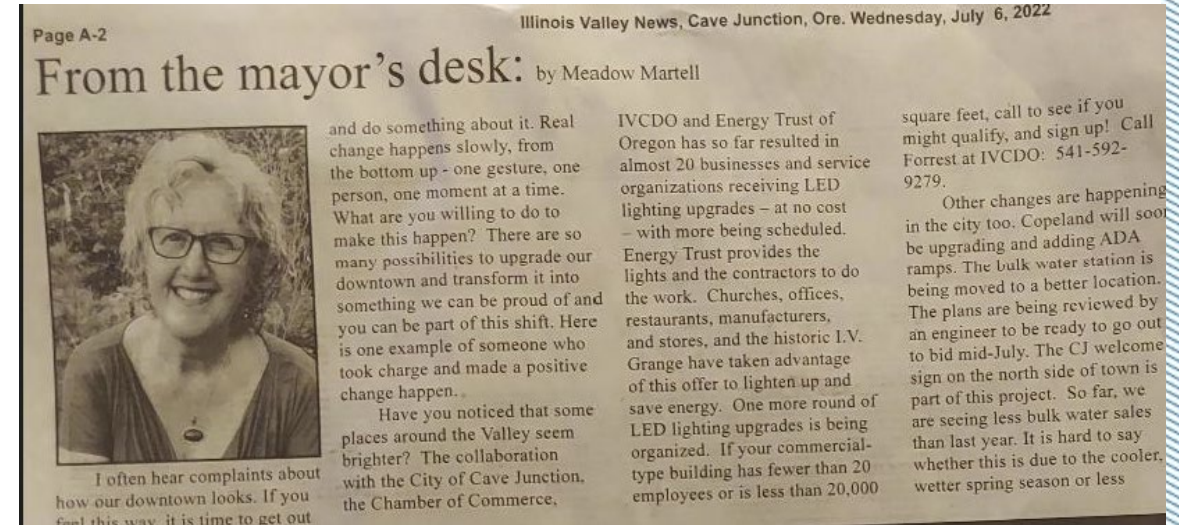
# Project Co-development

- Energy Trust's picture
  - Facilitates access to customers
  - Efficient generation of leads, enrollments and savings
  - Follow-on opportunities
  - Relationship-building for future engagements and offers
- Community partners' picture
  - Initial hurdles; the "why"
  - Provide benefit to constituents
  - Supports critical businesses
  - Integrates with and supports related community efforts
  - Gets credit, gains appreciation, builds reputation with community
- Mutual drawing together
  - The roles and the ultimate project design
  - Realistic assessment of required resources and planning
  - Roles and responsibilities, expectations, time commitments, coordination
  - Adjustments, modifications, clarifications, communication



# Pilot Process and Rollout

- Identified community and partners
- Assisted with community approval processes
- Internal logistics underway
  - Trade allies
- Hosted virtual all-hands meetings
- Developed promotional materials
- Contracted for on-the-ground community support
  - Coordinated with field staff to generate interest and get sign-ups
- Scheduled customer site visits
  - Lighting field staff and community partners, accompanied by commercial program staff
- Ongoing status tracking; communications; report-outs
- Conducted a second round of customer outreach and site visits





# Summary & Results

- Three days of Energy Trust field work; 53 hours of community staff support
- 40 customers enrolled and lighting assessments conducted
- 25 installations completed (as of 9/7); 15 scheduled
- Total incentives for 40 sites: \$75,000
  - Aggregated annual bill savings (@ 0.07/kWh): \$19,000
  - Simple payback: 4.1 years





# Results Comparison (approximate)

	2002-2021	Direct-install lighting (2022 only)
Total commercial incentives	\$201,000	\$75,000
Total commercial sites served	28	40







# Multiple Benefits for Community Partners

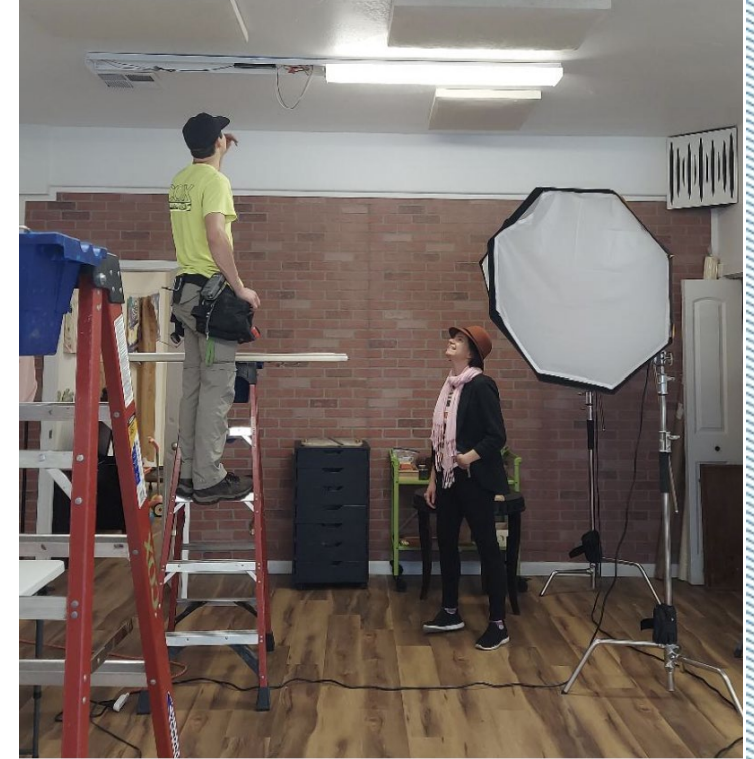
- Furthering their missions by bringing useful improvements to the community
- Opportunities for media attention
- Helps build their community network and reputation
- Providing adequate staff remuneration and support helps grow capacity
- Can help them leverage other initiatives
- Creates a pathway for additional collaboration with Energy Trust



Energy Trust  
of Oregon

# Multiple Benefits for Energy Trust

- New Trade Ally Network participants
- Efficient, facilitated access to customers
- Increased regional customer enrollments
  - Can lead to significant savings
  - Requires anticipation, scaling, phasing
- Potential for regional (entry-level) job creation
  - Can support trade allies; trades; training institutions
  - Job growth in economically distressed, low-employment areas
  - Helps alleviate recognized deficiencies in rural areas
  - Opportunities to leverage and collaborate with others in this space
- Energy Trust program design and delivery improvements
- Increased brand awareness (recognition, role, reputation, trust)
- Builds relationships through directly helping service communities







## Takeaways

- Worth it! Start with good offer
- Community knowledge and relationships are key
- Match community priorities, interests, capacity
- Ask for, expect and use community partner input
- Begin with one Energy Trust point person
- Ensure follow through (secure trade ally installers early)
- Provide resources to support community partners
- Attribute “wins” to the community’s effort
- Presume progression and plan for it
- Build on newly created relationships and project experiences (replicability, customization)







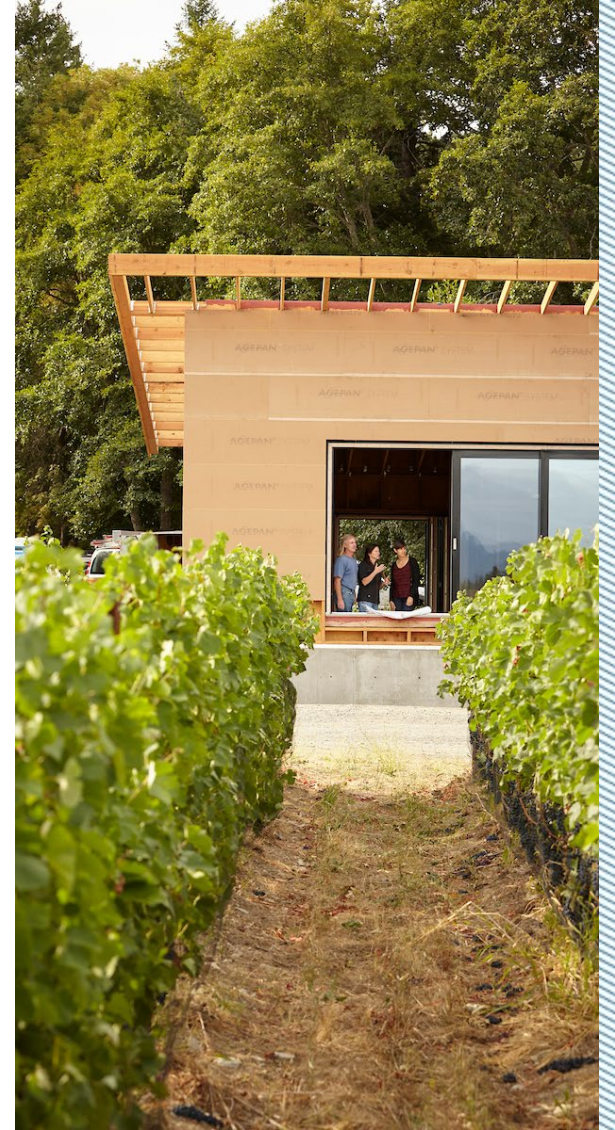
# Thank you

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- Karen Chase
- Senior Outreach Manager
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# New Buildings Program Code Alignment Update

Conservation Advisory Council (CAC)

September 14, 2022



# Plans for Today

## **Goal:**

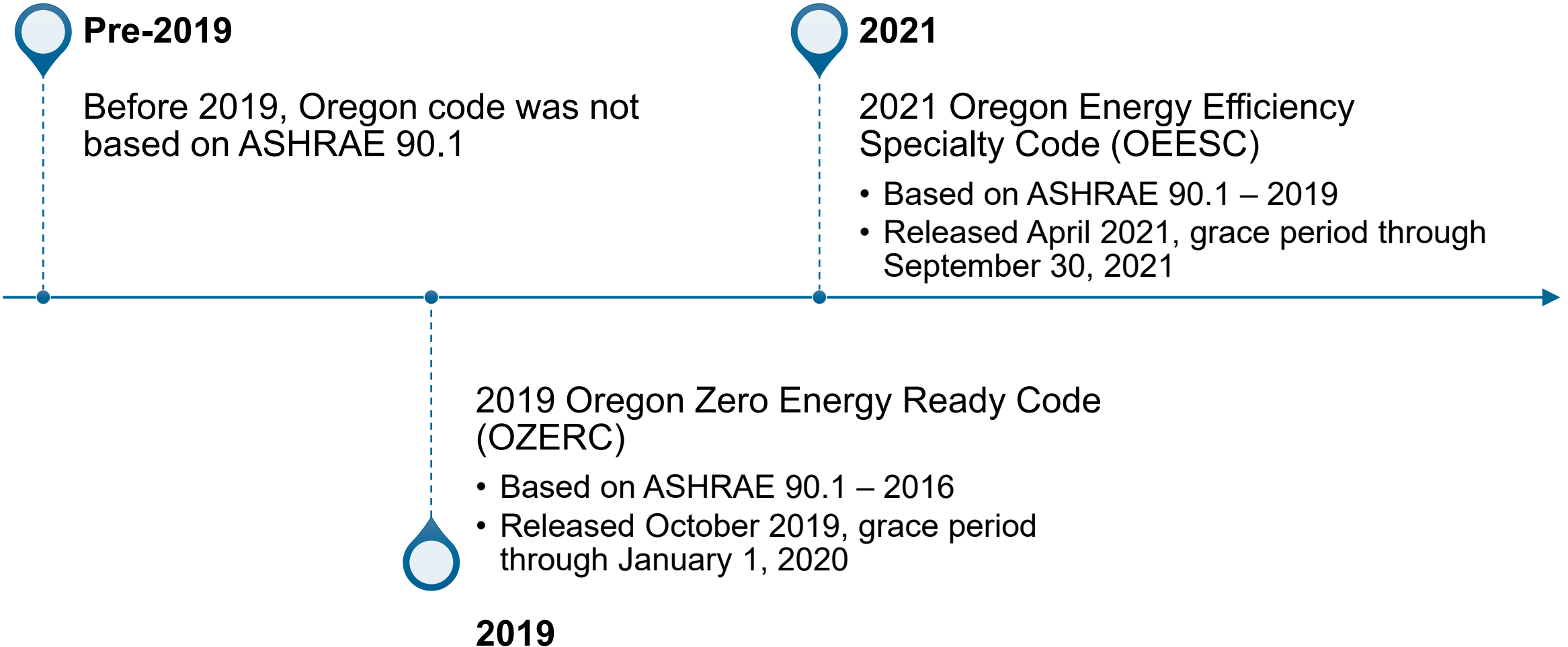
- Provide an update on work to advance program design
- Recap stakeholder meeting from September 7th (NEEA, ODOE, OPUC)

## **Outcomes:**

- Input on program design and guardrails
- Discussion on proposed approach and potential collaboration

Context

# Recap of Oregon commercial energy code: Journey to ASHRAE



# Program services before ASHRAE code



Prescriptive incentives

Simplified widgets



Whole building incentives

Custom Whole Building  
Path to Net Zero



Energy design and modeling  
services

Early Design Assistance  
Energy Modeling Assistance

# A brief history of TRC cost-effectiveness exception for whole building projects

## 2019

- Code changes made it impractical to identify incremental costs in whole building projects

## 2019-2020

- OPUC cost effectiveness exception to Total Resource Cost (TRC) test for whole building projects

## 2020-2021

- Exhausted all options for measure level approach to TRC cost effectiveness for whole building projects
- TRC exception extension through March 2024

## 2022-2023

- Expand program offers for whole building designs
- Conduct market research
- Continue to influence projects beyond code



# Code alignment highlights

Convened an internal team with range of expertise and perspectives

Explored ways to cost whole building compared to code baseline

Moved to ASRHAE-based whole building models for savings analysis beyond code

Launched updated Market Solutions for Multifamily

Convened this stakeholder group

Continued to engage national experts

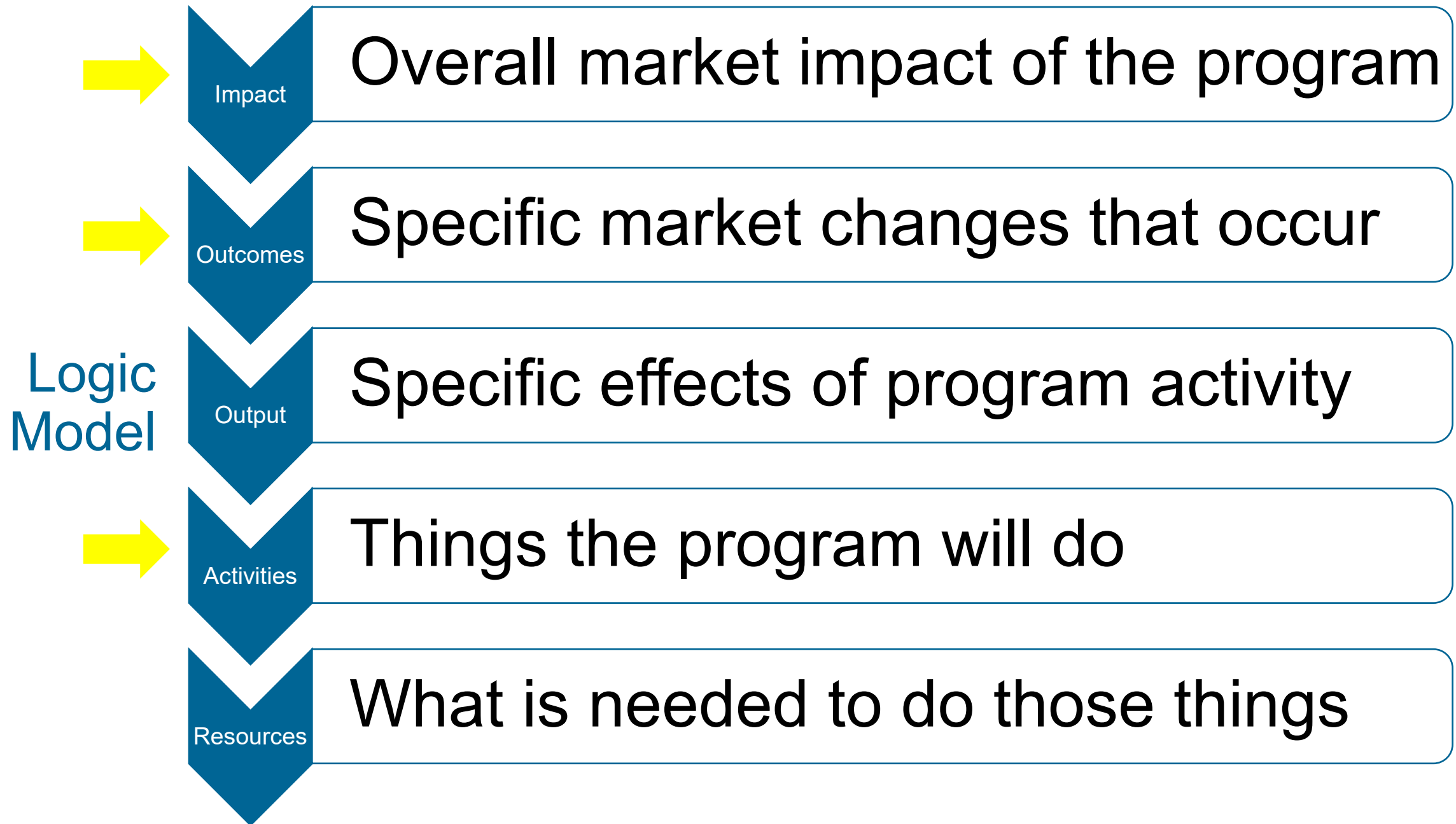
# Opportunity & Program Design

## Our opportunity



Support market  
transition toward higher-  
performing buildings  
with increased focus on  
whole building designs

Improve customer  
satisfaction and program  
access while ensuring  
that customers make  
cost-informed decisions



## Impact

Most of Oregon's new buildings are built beyond code or net zero, resilient, comfortable and accessible to all Oregonians

## Outcomes

- More beyond-code energy savings
- More project teams use integrated design
- Customers are clearly making cost-informed decisions
- Greater benefits are going to historically underserved communities
- Lower operating costs for building occupants

## Activities

- Build and strengthen training partnerships
- Integrate cost information into training and resources
- Focus content on whole building design strategies
- Increase access to early design assistance and energy modeling services and resources through outreach and professional energy modelers
- Set incentives to motivate deeper savings (within UCT)
- Expand reach, eligibility and promotion of Fellowship
- Track emerging technologies and design strategies
- Coordinate with NEEA/ODOE on training

# Highlights of 2022 Work in Progress



# Market research interim findings

Compared last three years of projects (2019 – 2021) to previous three years (2016-2018)

- Most projects completed during this time were pre-ASHRAE code

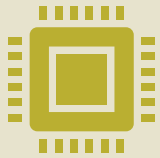
Maintained or expanded market share overall

- The number of projects supported increased by 50% from 2016 to 2021
- Increased number of multifamily participants but overall market share dipped slightly due to construction boom

Focus on participants in whole building tracks with at least one project with the new ASHRAE-based code

- Mostly owners interviewed so far, still need A&E/designers
- Very familiar with program services
- Early Design Assistance helped lead to positive outcomes for projects
- Most owners not aware of the energy code

# Expanding whole building offers to more customers



## Customers and projects

Customers who have not been served by program or only have done widgets

Projects that could benefit from whole building designs may not require a detailed Custom model or be seeking the highest performance targets like Path to Net Zero



## Methodology for simplified whole building models

Simplified Performance Rating Method (S-PRM) developed by PNNL

Testing with energy modeling experts

Focus on schools, office, retail projects that fit criteria

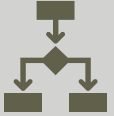
# Training with cost & decision-making focus

- Two case studies and panel discussions - Midtown Place and Oregon Treasury Building
- What we did differently
  - Multiple panelist prep sessions to tease out critical themes
  - Questions focused on cost and decision making and code compliance pathways
- 91% of people who attended said they were very likely or somewhat likely to apply the knowledge
- There was a 30% increase in training participation from 2021 to 2022





# Feedback from industry stakeholder workgroup



NEEA, ODOE, OPUC, Energy Trust



Consensus on Energy Trust's shift to whole building focus (NEEA, ODOE)



Continued collaboration with NEEA and ODOE is in place and working



OPUC support for proposed program designs and approach to cost-effectiveness for whole building projects

# Recap & Discussion

# The program vision for whole building projects



Training, education, and grants that support whole building and integrated designs and make cost-informed decisions



Project-based information that helps customers design high performance buildings



Additional support, resources and tools for project teams that may not have experience or capacity for design and modeling



Incentives for driving deeper savings



Support market alignment with beyond code designs using whole building framework (Appendix G)

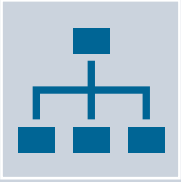


## To deliver on the opportunity, Energy Trust will:

- Expand our relationships with more A&E and design firms
- Launch and test more offers to expand whole building approach to more customers
- Provide clarity to market on future program designs and direction
- Continue to work with OPUC on approach to whole building cost effectiveness



# Questions for CAC



1. Does the shift to whole building feel like the correct move?



2. Are the proposed program changes addressing market needs?



3. Any other questions on the context or program designs?





## Questions?

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# 2023 Budget Development Schedule

## Conservation Advisory Council

September 14, 2022

# 2023 Budget Outreach Schedule

## October & November

- Draft budget online and public comment period open, Oct. 5
- **Board budget workshop, Oct. 12**
- Public comments due, Oct. 19
- **Combined advisory council meeting, Oct. 21**
- OPUC public meeting, Nov. 3

## December

- Final proposed budget online, Dec. 8
- Board action on final proposed budget, Dec. 16

[www.energytrust.org/budget](http://www.energytrust.org/budget)





# Thank You

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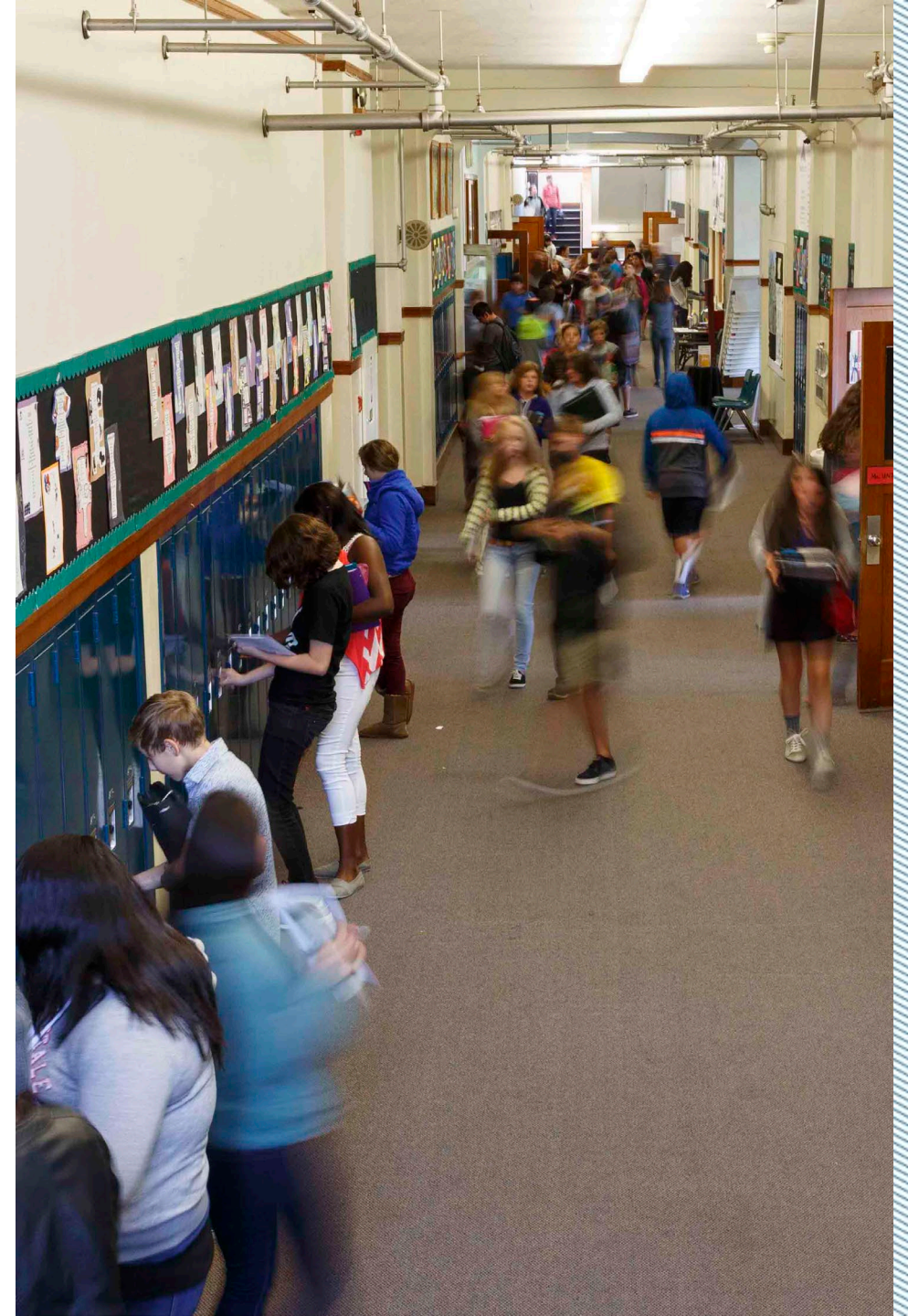


2022 Year-End Savings Forecast  
Conservation Advisory Council  
September 14, 2022



# 2022 Year-End Forecast

- As of July 1, staff anticipates achieving
  - 94% of the electric savings goal
  - 84% of the natural gas savings goal
- Forecasts reflect market challenges
  - Equipment and labor shortages
  - Inflation and high fuel prices
  - Building 2023 pipeline
- Read more in Q2 report
  - [www.energytrust.org/reports](http://www.energytrust.org/reports)



# Energy Efficiency Forecast by Utility

	2022 Budget Savings Goal (aMW or MMTh)	Q2 Forecast Savings (aMW or MMTh)	Variance	2022 Budget Incentives (\$ Million)	Q2 Forecast Incentives (\$ Million)	Variance
<b>PGE (Efficiency)</b>	29.0	29.9	3%	48.5	40.9	-16%
<b>Pacific Power (Efficiency)</b>	21.5	17.8	-17%	32.2	24.4	-24%
<b>NW Natural (OR)</b>	5.9	5.0	-14%	18.6	15.4	-17%
<b>NW Natural (WA)</b>	0.32	0.43	36%	1.6	1.8	14%
<b>Cascade Natural Gas</b>	0.75	0.62	-17%	2.6	2.0	-23%
<b>Avista</b>	0.66	0.46	-30%	2.5	1.4	-41%

*A negative budget variance indicates the budgeted figure is larger than the forecasted figure.*





# Thank You

Tracy Scott

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Proposed Measure Cost-Effectiveness Exceptions for 2023 Program Year  
Conservation Advisory Council Discussion  
September 14<sup>th</sup>, 2022



# Agenda

1. Brief recap of measure changes for 2023 program year
2. Highlighting incentive changes for 2023
3. Overview and discussion of proposed major cost-effectiveness exception requests for 2023 program year



## Big picture context for measure updates and exception requests

Unprecedented inflation pressures on project costs in 2022

Complementary funding may improve cost-effectiveness

Maintaining market presence to support customers historically underserved by Energy Trust's programs

# Measure changes highlights for 2023 program year

## Expanded measure applications

- Residential and small multifamily insulation
- Heat pumps in residential and small commercial
- Grocery direct install measures

## New measures

- Retrofit windows delivered through community partners
- Energy recovery ventilation (ERV) calculator (new and existing commercial)
- Efficient elevators calculator (new commercial)

## Sunsetting measures

- Residential LED lighting at retail
- Residential spa covers and commercial pool pumps
- Industrial green motor rewind



# Notable incentive increases for 2023 program year

## Residential and small multifamily

- Wall and floor insulation to \$0.75/sq ft
- Residential heat pump water heater incentives
- Residential grow lights

## Commercial and industrial

- Business Lighting incentives
- Gas incentives for Existing Buildings

# Proposed Measure Exceptions for 2023 Program Year

# Cost-effectiveness tests: Benefit cost ratios (BCRs)

Test	Total Resource Cost (TRC) Test	Utility Cost Test (UCT)
Purpose	To determine if we can offer a measure or approve project	To determine range of incentives for a measure
Benefits	Avoiding the use of more expensive energy Quantified non-energy benefits	Avoiding the use of more expensive energy
Costs	Incremental cost of measure compared to baseline	Incentives
Measure passes if ...	$\frac{\text{Benefits}}{\text{Costs}} \geq 1$	$\frac{\text{Benefits}}{\text{Costs}} \geq 1$



# Types of measure exceptions: Minor and major

	Minor Exception	Major Exception
Volume	Less than 5% of program's fuel savings and incentives	More than 5% of program's fuel savings or incentives
TRC BCR	>0.8	≤0.8
Oregon PUC Decision Process	<ul style="list-style-type: none"><li>• PUC staff asks questions and makes suggestions about Energy Trust's request</li><li>• PUC staff provides written response to Energy Trust, granting exception and noting any limitations or requirements</li></ul>	<ul style="list-style-type: none"><li>• PUC staff reviews Energy Trust's request</li><li>• PUC staff summarizes request, makes recommendation to the commission</li><li>• Commission discusses at public meeting</li><li>• Public feedback period</li><li>• Commission discussion at public meeting</li><li>• Commission issues ruling in form of an order</li></ul>

## Exception Criteria Allowed in UM-551

- A. Measure produces significant non-quantifiable non-energy benefits
- B. Inclusion of the measure is expected to lead to reduced cost of the measure
- C. Measure is included for consistency with other DSM programs in the region
- D. Measure helps to increase participation in a cost effective program
- E. The package of measures cannot be changed frequently and the measure will be cost effective during the period the program is offered
- F. Pilot or research project, intended for a limited number of customers
- G. The measure is required by law or is consistent with Commission policy

# Proposed measure exceptions for 2023 program year

Lead Program	Measure Name	Major or Minor Exception	Proposed Criteria (UM-551)	New or Existing Exception
Residential	Extended capacity heat pumps (ducted)	Minor	A	New
Existing Buildings	Large multifamily windows	Minor	A, C, D	New
Residential and Existing Buildings	Residential and small multifamily insulation	Major	A, C, D	Existing
Residential	Enhanced incentives for ducted heat pumps in existing manufactured homes	Major	B, D, E	New
Residential and Existing Buildings	Residential and small multifamily windows	Major	A, C, D	New

*All proposed exceptions are for the Total Resource Cost (TRC) test*



## Insulation in existing residential, small multifamily, and manufactured homes: Major exception request



### **Single-family and small multifamily homes with electric heated**

- Wall and Floor insulation (from R0 – R11) do not pass TRC
- Attic insulation passes TRC for all single-family and small multifamily applications



### **Existing manufactured homes insulation**

- Added measure applications for PY2023
- Floor and attic insulation for both fuels do not pass TRC



### **Very low percentage of program incentives and savings**

- Approx. 1% of program savings for both Residential and Existing Multifamily
- Major exception request due to some TRC BCRs < 0.8

# Enhanced incentives for ducted heat pump conversions in manufactured homes: Major exception request



## Enhanced incentives to install heat pumps in existing manufactured homes

- 61% of offer participants have annual household income below \$50k; 38% below \$30k
- 39% of offer participants at least 65 years of age; 80% at least 55 (*2021 Fast Feedback survey*)



## Contractors agree to price caps and installation best practices Now declining to participate

- Approx. 20% lower project costs for fixed-price heat pump offers (vs. non-fixed price offers for same housing types)



## Propose increase in project cost cap for 2023 program year

- Proposing project cap at TRC BCR = 0.8 (previous cap at TRC BCR = 1.0)
- Major exception request due to 5% of Residential Sector savings

# Window upgrades in existing residential and small multifamily homes:

## Major exception request



### **Influencing customers actively in the market for new windows**

- Compares high efficiency windows to other windows products on the market (market baseline)



### **Lower savings, higher costs**

- Major exception due to TRC BCRs between 0.3 – 0.6
- Decreasing percentage of program savings (1%) and incentives (3%)



### **Establish “best” class of high efficiency windows in the market**

- Plan to remove lowest efficiency tier from previous version
- Lower all incentives within UCT



## Proposed updates to window upgrade incentives

Current (2022) U-Value Bins	Current Incentive (Per Sq. Foot)	Proposed 2023 U-Value Bins	Proposed Incentive (Per Sq. Foot)
0.28-0.30	\$1.75	Remove	Remove
0.27-0.25	\$4.00	0.27-0.23	\$1.00
0.24 or less	\$6.00	0.22 or less	\$1.60



## Questions?

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# 2023 Utility Action Plans

September 14, 2022



# Agenda

- Overview of utility action planning
- Cascade Natural Gas action plan
  - Monica Cowlshaw, Cascade Natural Gas
- Avista action plan
  - Lisa McGarity, Avista
- NW Natural action plan
  - Laney Ralph, NW Natural
- PGE action plan
  - Jake Wise, PGE
- Pacific Power action plan
  - Kari Greer, Pacific Power



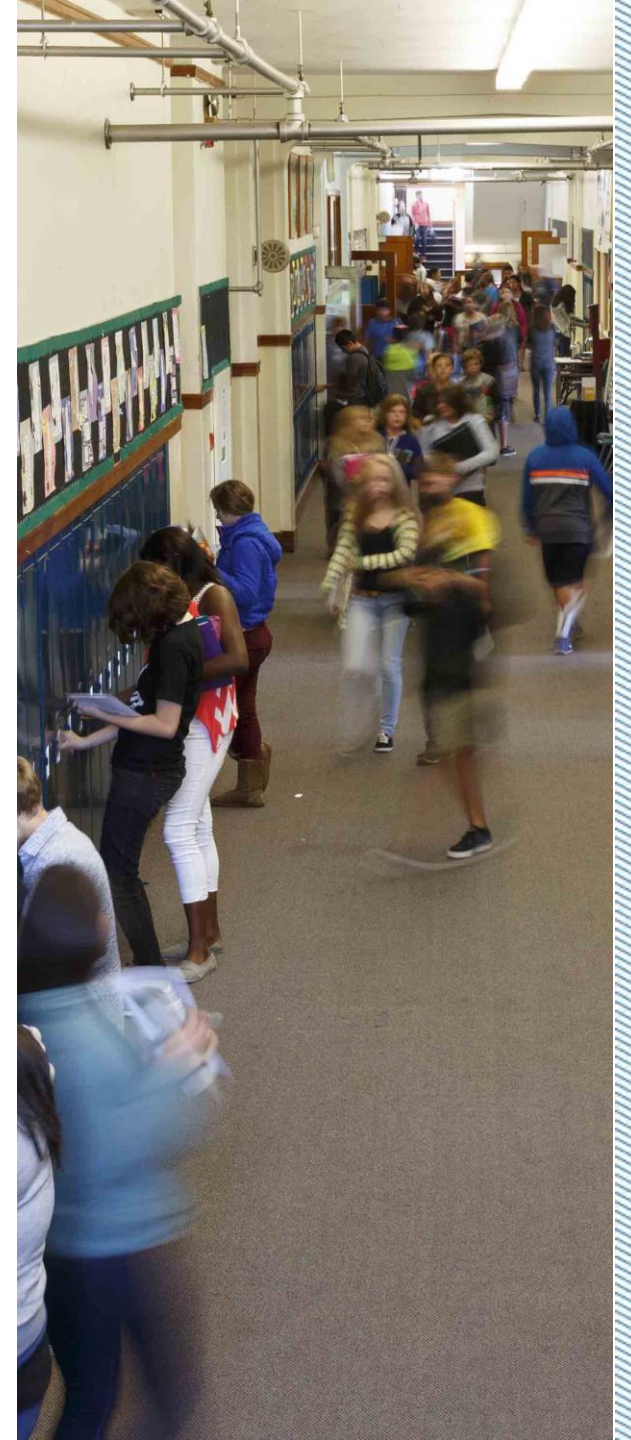
# Cascade Natural Gas Action Plan

- Ongoing coordination
- New and expanded program offers
  - Explore a new hybrid HVAC pilot
  - Develop a mechanism to serve gas transport customers
  - Support efficiency measures for new construction and major renovations (gas-fired furnaces and high-efficiency roof-top units)
  - Explore natural gas heat pump incentives in 2023
- Marketing, outreach and community engagement
  - Expand rural outreach presence through community-led efforts
  - Develop regional offers and market interventions
- Identify and implement a Targeted Load Management project



# Avista Action Plan

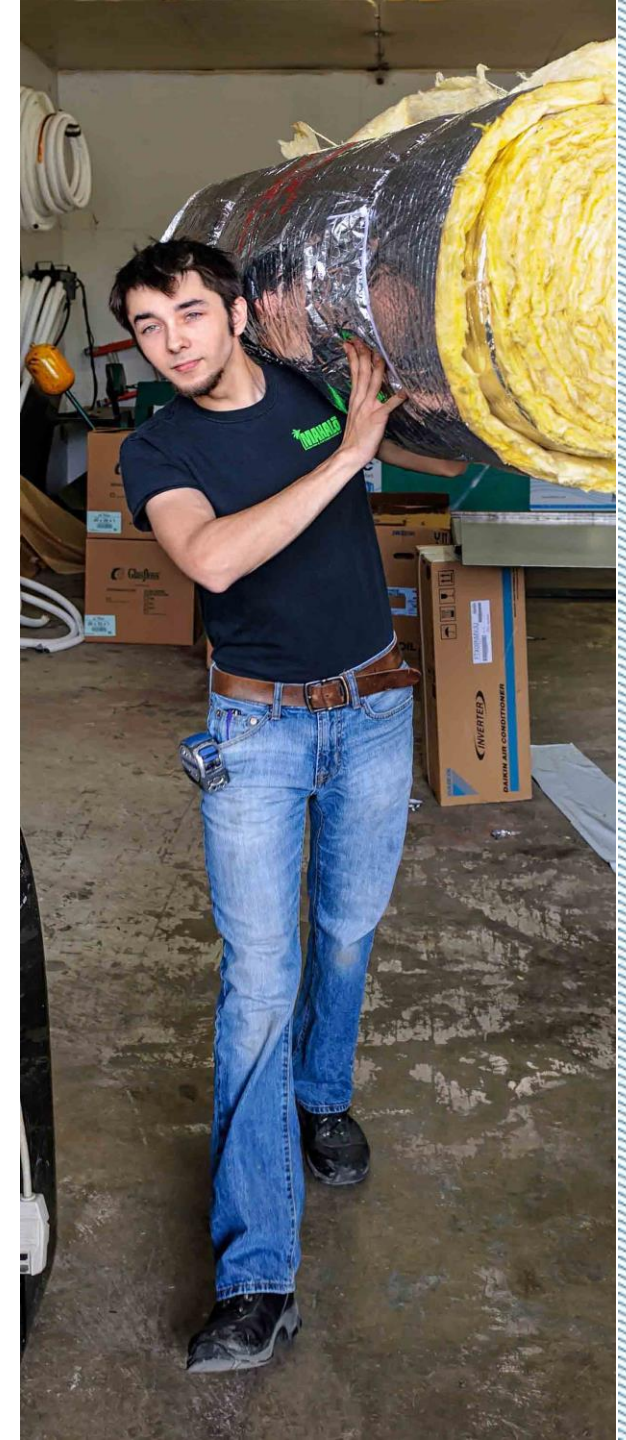
- Ongoing coordination
- New and expanded program offers
  - Explore a new hybrid heating pilot
  - Develop a mechanism to serve gas transport customers
  - Support efficiency measures for new construction and major renovations
  - Explore natural gas heat pump incentives in 2023
  - Continue offering higher incentives for energy modeling of new construction in fire-affected communities
  - **Coordinate on strategies to serve customers with high energy burdens**
- Marketing, outreach and community engagement
  - Expand rural outreach presence through community-led efforts
  - Develop regional offers and market interventions
- Identify and implement a Targeted Load Management project





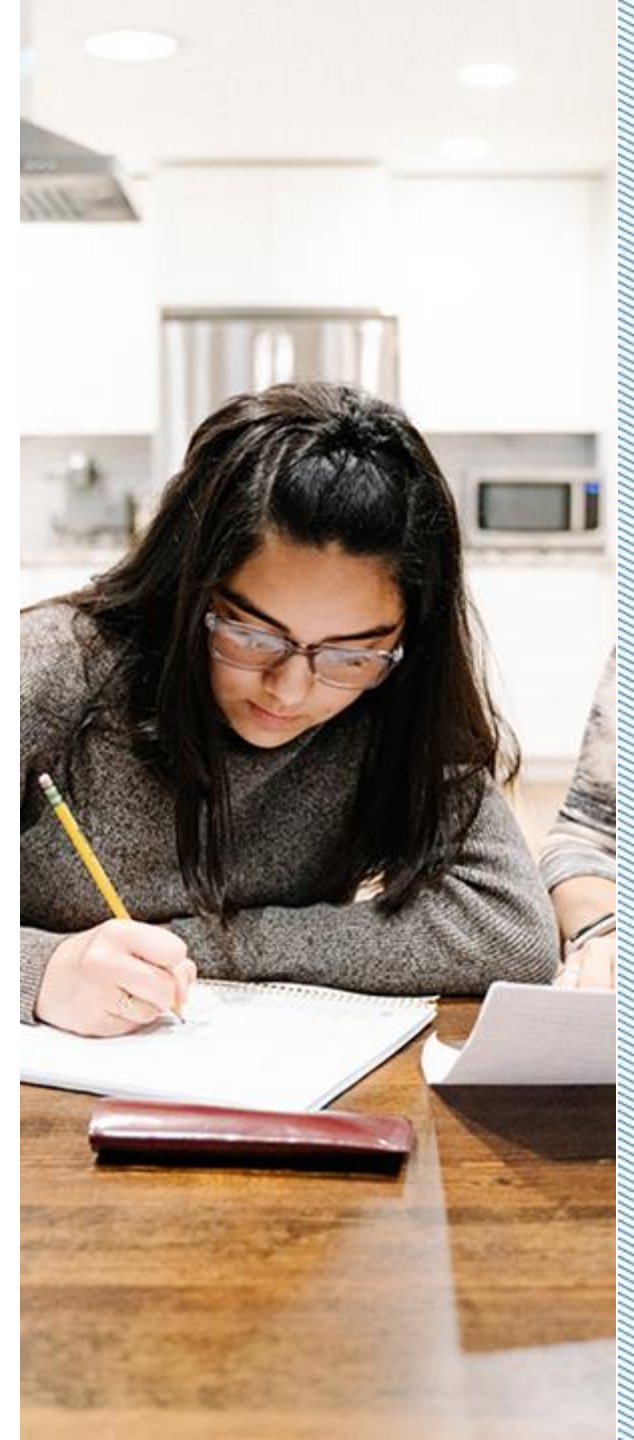
# NW Natural Action Plan

- Ongoing coordination
- New and expanded program offers
  - Explore a new hybrid heating pilot
  - Develop a mechanism to serve gas transport customers
  - Support efficiency measures for new construction and major renovations (gas-fired furnaces and high-efficiency roof-top units)
  - Explore natural gas heat pump in 2023 for 2024 launch
- Marketing, outreach and community engagement
  - Ensure full-service territory participation in programs
  - Expand outreach presence through community-led efforts
- **Explore ways to support Destination Zero**
- Identify and implement a Targeted Load Management project



# PGE Action Plan

- Ongoing coordination
- New and expanded program offers
  - Test additional smart thermostat models
  - Increase coordination to support heat pump technology
  - Explore grid-interactive technologies and design for new commercial construction and major renovations
  - Support for PGE demand response programs
- Distribution system planning
- Marketing, outreach and community engagement
- Pilot affordable multifamily retrofits of high-efficiency heat pumps replacing existing electric resistance heat







# Pacific Power Action Plan

- Ongoing coordination
- New and expanded program offers
  - Test additional smart thermostat models
  - Increase coordination to support heat pump technology
  - Explore grid-interactive technologies and design for new commercial construction
  - **Support delivery of home energy reports**
  - Continue offering higher incentives for fire-affected communities
  - **Explore offers for energy burdened customers**
  - Support for Pacific Power demand response programs
- Distribution system planning
- Marketing, outreach and community engagement
  - Expand rural outreach presence through community-led efforts
  - Develop regional offers and market interventions
- Pilot affordable multifamily retrofits of high-efficiency heat pumps



Questions and Feedback



# Thank you

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