



Our Vision:
Clean, affordable energy
for everyone



Who we serve

Customers of:

Portland General Electric (including Portland)

Pacific Power (including Portland)

NW Natural (including Portland)

Cascade Natural Gas

Avista

Examples of clean energy funding opportunities

Support for organizations

- [PGE Strong communities grants](#)
- [PGE Renewable Development Fund](#)
- [Pacific Power Blue Sky grants](#)
- [Nonprofit Association of Oregon's grant directory](#)

Support for individuals

- [NW Natural low-income energy assistance](#)
- [Mult. County Department of County Human Services](#)
- [Oregon Housing and Community Services](#)

*These are a sampling of additional resources you could consider and not comprehensive of all opportunities for leveraging funds

Energy Trust of Oregon

Programs
to
Serve



Residential Customers

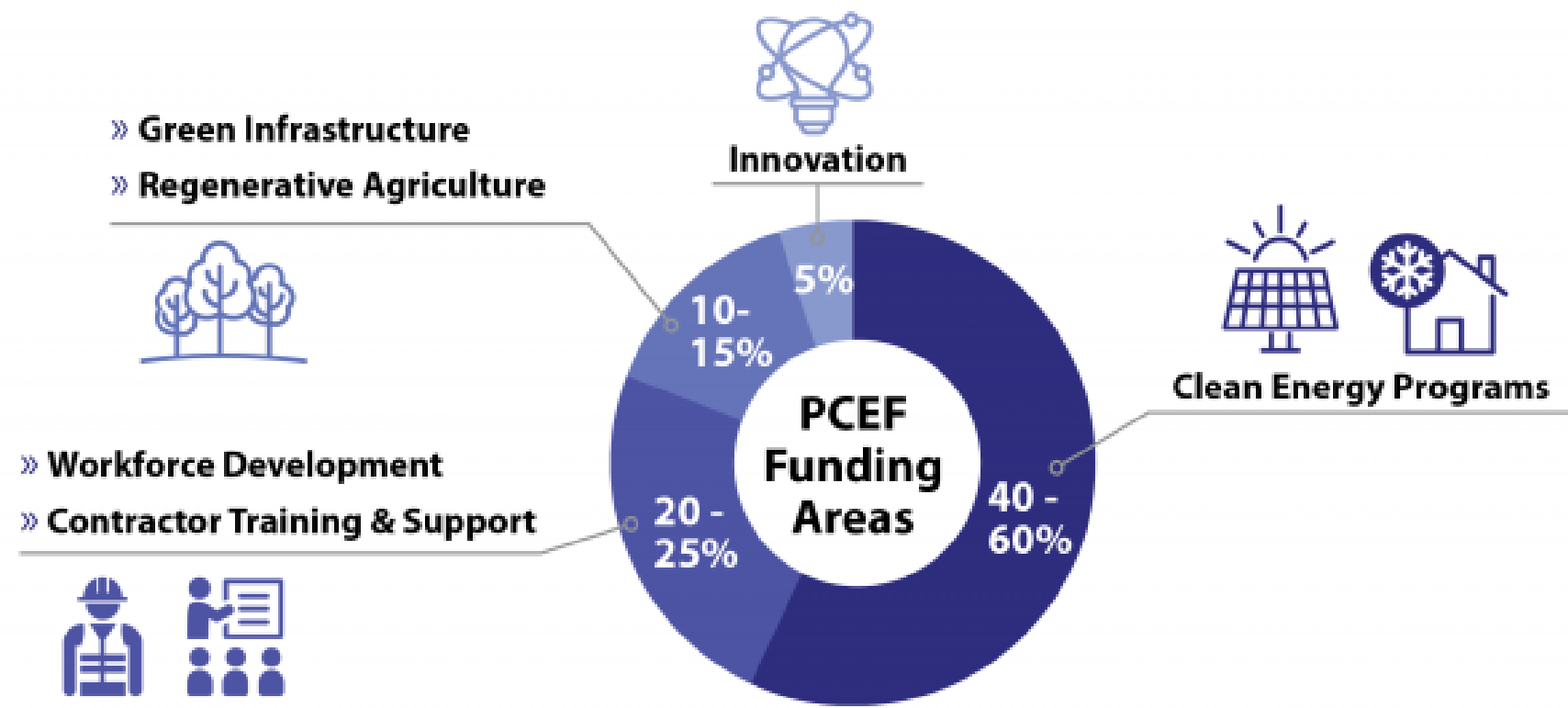


Commercial Customers



Industrial Customers

Portland Clean Energy Community Benefits Fund: Investment in 4 key areas



Energy Trust Resource Spotlight

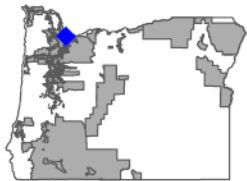
Energy and Demographics Reports

Energy Trust reports



ENERGY TRUST OF OREGON CITY REPORT: PORTLAND

Created June 15, 2020



Energy Trust of Oregon is an independent nonprofit organization serving Oregon customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista (the gray areas on the map above). Energy Trust is funded by and serves the customers of investor-owned utilities; we do not serve customers of consumer-owned utilities.

We provide information, financial incentives and connections to contractors to help people, businesses and communities save energy and generate renewable power.

In Portland, we serve the customers of Portland General Electric, Pacific Power and NW Natural. This report provides demographic, energy and Energy Trust participation data for this location. Unless otherwise noted, Energy Trust participation data are from 2002 through 2019. The end of this report provides more information about all data sources used.

Fuels and Utilities in Portland Served by Energy Trust

Note that if sites with a particular fuel type account for less than 5% of total sites, that fuel type is removed.



Electric Utilities:
PGE
Pacific Power



Gas Utilities:
NW Natural

Demographics

| Variable | Portland | Portland Percent | Oregon | Oregon Percent |
|-------------------------------------|----------|------------------|-----------|----------------|
| Population | 719,814 | 100% | 4,081,843 | 100% |
| White | 558,487 | 77.6% | 3,445,933 | 84.4% |
| Black/African American | 39,091 | 5.4% | 77,789 | 1.9% |
| American Indian or Alaska Native | 5,319 | 0.7% | 46,961 | 1.2% |
| Asian | 57,525 | 8.0% | 174,510 | 4.3% |
| Native Hawaiian or Pacific Islander | 4,600 | 0.6% | 10,000 | 0.4% |
| Other Race | 15,887 | 2.2% | 127,084 | 3.1% |
| Two or More Races | 39,045 | 5.4% | 193,960 | 4.7% |
| Hispanic | 71,549 | 9.94% | 523,956 | 12.8% |
| Households | 295,347 | 100% | 1,591,835 | 100% |
| Households Linguistically Isolated | 11,459 | 3.88% | 41,346 | 2.60% |
| Spanish | 3,262 | 1.10% | 22,310 | 1.40% |
| Other Indo-European | 2,105 | 0.71% | 5,072 | 0.32% |
| Asian and Pacific Island | 4,975 | 1.68% | 11,947 | 0.75% |
| Other | 1,117 | 0.38% | 2,017 | 0.13% |
| Households with Public Assistance | 11,210 | 3.80% | 59,351 | 3.73% |
| Median Household Income (\$) | 73,205 | 100% | 62,193 | 100% |

Note: Hispanic is a separate category from race because it is considered an ethnicity in the Census. Respondents can identify both as any given race and as Hispanic.

Unit Occupancy

| Variable | Portland | Oregon |
|-----------------------|----------|--------|
| Renter Occupied Units | 45.5% | 38.1% |
| Owner Occupied Units | 54.5% | 61.9% |

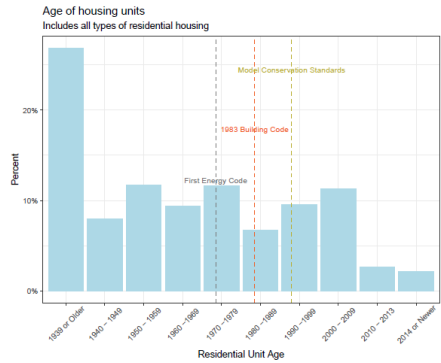
Heating Fuel Types

| Variable | Portland | Oregon |
|---------------|----------|--------|
| Electric Heat | 41.8% | 50.7% |
| Natural Gas | | |
| Wood | | |
| Other | | |

Median Home Value

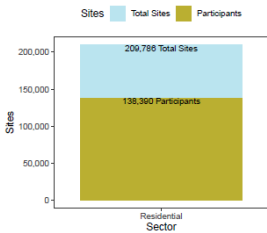


Census Tract Residential Buildings by Age and Median Value

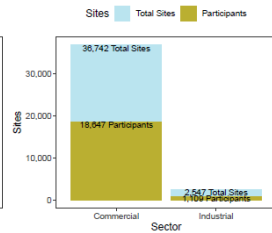


| Year Built | Count | Percent |
|----------------|--------|---------|
| 1939 and Older | 84,506 | 28.88% |
| 1940 to 1949 | 25,080 | 7.99% |
| 1950 to 1959 | 26,540 | 11.73% |
| 1960 to 1969 | 29,550 | 9.4% |
| 1970 to 1979 | 36,656 | 11.66% |
| 1980 to 1989 | 21,064 | 6.71% |
| 1990 to 1999 | 30,654 | 9.66% |
| 2000 to 2009 | 35,411 | 11.28% |
| 2010 to 2013 | 8,319 | 2.64% |
| 2014 and Newer | 8,824 | 2.17% |

Residential Participants



Commercial & Industrial Participants



*Industrial sites and participants include agricultural sites and participants

Commercial Participants in Major Markets

| Market | Participants | Percent |
|-----------------|--------------|---------|
| Multifamily | 4,710 | 25% |
| Food Service | 927 | 5% |
| Non-Residential | 917 | 5% |
| Office | 664 | 4% |
| Retail | 558 | 3% |
| Other | 10,871 | 58% |

storage

[illegible]

Energy Trust Resource Spotlight

Support for Nonprofits Applying to PCEF

Examples of how we could be helpful as you prepare your application

- Information on energy efficiency and solar technologies
- Data on past participation in our programs
- Information on our incentives for utility customers, including amounts and project requirements (possible helpful if referencing our incentives as part of your proposal funding approach)
- Budgeting and forecasting support for clean energy projects or delivery approaches
- Referrals to peer organizations or potential partners
- Letters of support
- Possibly co-market a funded project
- Review proposal designs, implementation approaches, evaluation frameworks

Fine print

- You're a nonprofit or an organization partnered with one
- You're wanting to support communities of color and low-income Portlanders with your project
- You're considering applying for the PCEF "Clean Energy" or "Workforce Development" grant categories

Where to from here?

Fill out an inquiry form with Energy Trust

Support and Tools for Nonprofits Considering the Portland Clean Energy Community Benefits Fund

Is your organization considering applying for PCEF funding? Energy Trust is another resource for you.

About Energy Trust

We are an independent nonprofit that helps Portlanders and Oregonians save energy and generate renewable power. Our programs are for the utility customers of PGE, Pacific Power and NW Natural (Portland's electric and natural gas utilities), as well as Cascade Natural Gas and Avista.

[Sign Up For Support](#)

What customers receive:

- Information on why and how to save energy or go solar
- Technical assistance on what efficient equipment or solar system to select for a home, apartment complex or building
- Cash (called incentives) and other financing options when certain equipment is installed or building construction practices are followed
- A network of contractors and installers they can turn to

It is our responsibility to ensure that all customers can directly benefit from these services, including communities of color and people with low and moderate incomes. We are committed to developing inclusive and diverse partnerships with nonprofits to better serve these communities.

How We Can Support Nonprofits Applying to PCEF

Energy Trust is not an official partner or contractor to the PCEF program. Because our work and mission to deliver clean energy benefits to Portlanders overlaps in ways with the PCEF program, our incentives for utility customers, information and support could be helpful to grant applicants.

If your nonprofit is considering applying for grants from PCEF to bring clean energy programs to communities of color and low-income Portlanders, or you want to know more about energy efficiency and renewable power, we're here to help.

We can provide:

- Information on energy efficiency and solar technologies, benefits and investments by Energy Trust to date
- Information on our incentive amounts and requirements (depending on the type of project, incentives are delivered to the resident or business customer or the installation contractor)
- Potential examples of similar projects, case studies or Energy Trust partnership agreements
- Referrals to peers or other organizations
- Other - let's talk

Contact Us to Get Started

To get started, tell us about your organization, what you want to do and what help you need.

[Sign Up](#)

Or call us at 1.888.777.0693.

PCEF

The Portland Clean Energy Community Benefits Fund (PCEF) was created by a ballot measure passed in 2018 by Portland voters to implement climate actions that center on equity and serve traditionally underrepresented populations.

The program launches this year, and grants will be awarded to eligible nonprofits that support local clean energy projects, innovation and job creation. Visit the [PCEF website](#) for details on what nonprofits can apply for funding, and applications, scoring materials and deadlines.

trust/portland-clean-energy-fund-intake-form-pcef/

ENERGY TRUST HOME CONTACT US ABOUT

EnergyTrust of Oregon EXPLORE PUBLIC MEETINGS PLANS + REPORTS + FINANCIALS LEADERSHIP

Contact Us

Sign Up Form For Nonprofits Applying to PCEF

Step 1 of 3

33%

Tell us about you

Name *

First Last

Organization *

How many people work at your organization?

What services does your organization provide?

Is your organization an Oregon nonprofit? *

☐ Yes ☐ No

[Next](#) [Save and Continue Later](#)



Energy Trust sign up form for nonprofits:
www.energytrust.org/PCEFsupport

or Energy Trust email
PCEFsupport@energytrust.org

For questions about the PCEF program and grant
details, email PCEF staff at
CleanEnergyFund@portlandoregon.gov