



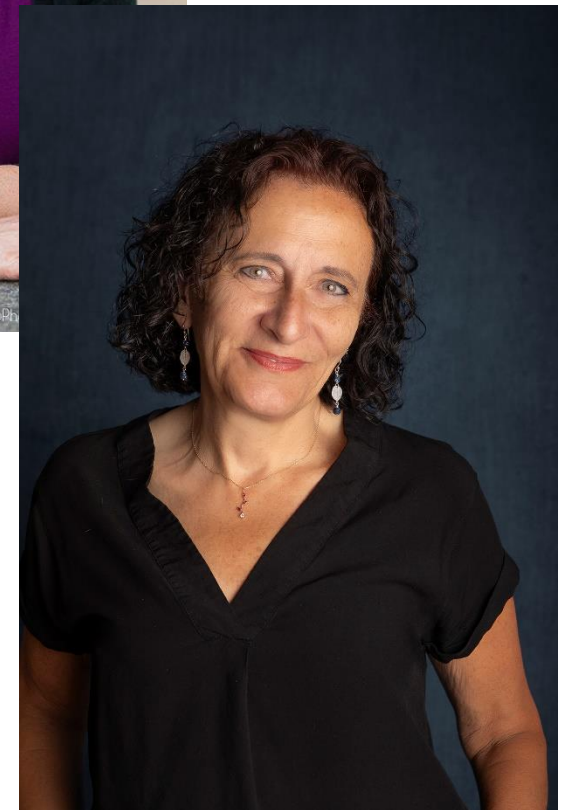
Rural Stakeholder Workshop: Input on 2026-2030 Program Activities

March 17, 2025

Language interpretation: Spanish

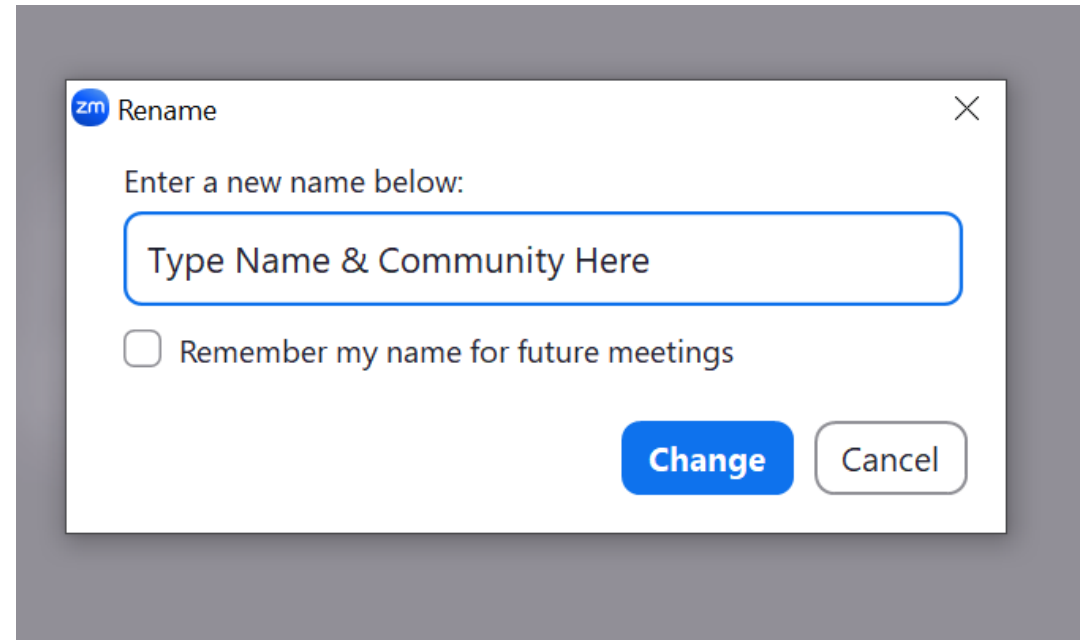
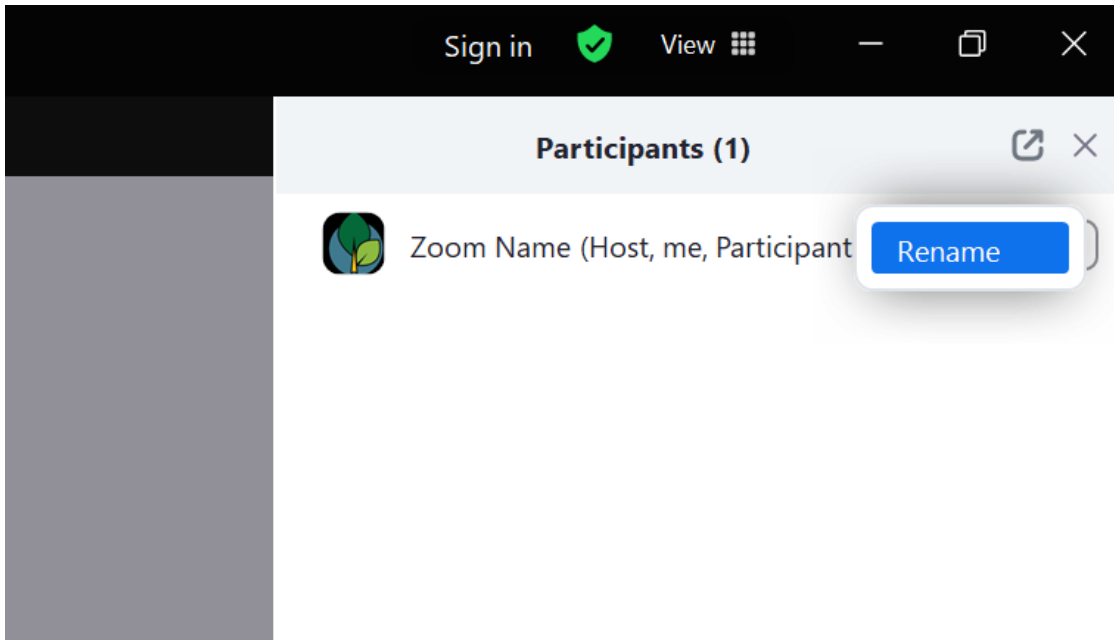
Good morning! Please choose a language by clicking on the globe icon that says "Interpretation" on the bottom of the screen or in the "More" menu (could appear as three little dots). It is important that **EVERYONE** choose a language so that all may hear and participate. Thank you!

¡Buenos días! Por favor, elija un idioma para la presentación haciendo clic en el ícono del mundo que dice «Interpretation/Interpretación», o en el menú de «More/Más» (puede aparecer como tres puntitos) para aparatos móviles. Es importante que **TODOS** seleccionen un idioma para que todos puedan escuchar y participar. ¡Gracias!



Zoom Tips

Change your display name
First Last, Location (pronouns if you like)





Strengthens Rural People, Places, & Economies in the Pacific Northwest



Develop Networks of
Rural Leaders

Revitalize
Rural Economies

Elevate Rural Voices
and Priorities

Improve
Access to Resources

Meet the RDI team



Amy Hause
Deputy Director



Hannah Lewis
Impact & Engagement
Manager



**Ximena
Lemus-Hernandez**
Bilingual Leadership
Trainer/Facilitator



Alison Cassin
Program Coordinator

Hearing from you

- Many opportunities for input
 - Questions for clarity throughout presentation in chat
 - Full group Q&A and opportunity for reflection
 - Polls to gather written input
 - Small group discussions to allow deeper conversation
 - Follow-up survey for additional reflections
- We will do our best to avoid jargon, but please ask if something doesn't make sense!
- Definitions available at energytrust.org/multiyearplan
- We will ask for your feedback on how we did today and how we can continue to share our work throughout 2025



Agenda

- Opening (15 mins)
- Energy Trust vision and customer benefits (10 mins)
- Planning for 2026-2030 (10 mins)
- Energy programs overview (5 mins)
- *Poll and break (9:50 a.m.)*
- Energy programs activities for 2026-2030 (20 mins)
- Small group discussions (60 mins)
- Next steps and future engagements (20 mins)





Previous opportunities to listen for input

- Four workshops focused on customer segments
 - Residential: Feb. 20
 - Industrial and agriculture: Feb. 27
 - Renewable energy: March 6
 - Commercial (includes multifamily): March 13
- Workshops were recorded and posted at energytrust.org/multiyearplan

Appreciation

- Thank you for your time and feedback today
- Stakeholder input will help determine the right strategies to serve customers' needs
- Input will inform draft multiyear plan that will be released in August



Questions to keep in mind

Will these activities benefit your community and rural utility customers?

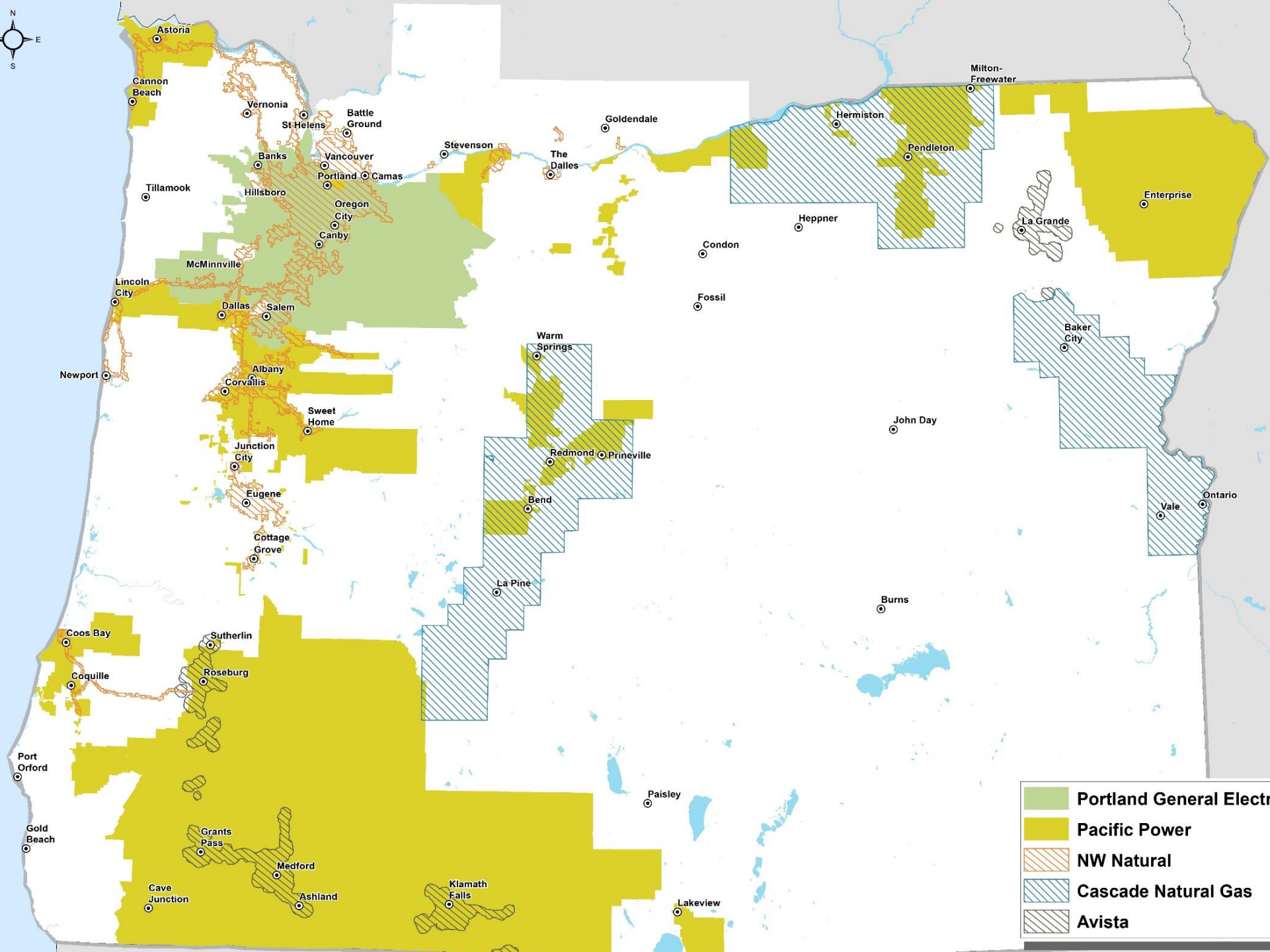
Do these activities support rural economic development and energy resilience?

What gaps do you see in our activities?

How can we work together?



About Energy Trust



Delivering customer benefits



Independent nonprofit



Serving 2.4 million customers of Pacific Power, Portland General Electric, NW Natural, Cascade Natural Gas and Avista



Funding agreement with Oregon Public Utility Commission for delivery of regulated utility programs



Delivering cash incentives, resources for energy efficiency, small scale renewable energy and battery storage



Utility bill savings for customers and avoided costs for utilities that keep rates as low as possible for everyone

Rural customers and Tribal customers

- Working with rural and Tribal customers, Tribal governments are priorities for Energy Trust
- Historically lower participation in Energy Trust programs
- Overall, less resilient economies with lower incomes, higher poverty rates and higher energy burdens
- Customer focus areas include energy affordability, reliability and resilience
- Face geographic and capacity constraints – fewer installers, long travel distance, fewer education and training options



Industry and agriculture customer story

Chad Criss, Criss Farms, Klamath County

Installed a smaller, energy-efficient pump and new irrigation system that saves energy, reduces water use and reduces labor needed to irrigate alfalfa and grain fields

- Cash incentives totaling **\$21,000**
- Savings 84,000 annual kWh and **\$5,900** in estimated annual energy cost



Residential customer story

Kelpie Wilson, Cave Junction

Got support to design and build a highly efficient home with highly insulated walls, high performing windows, heat recovery ventilation, ductless heat pump and an 8.9 kW solar system

- Cash incentives totaling **\$3,100**
- Saving **\$1,900** in estimated annual energy cost



Planning for 2026-2030

Energy Trust Role

MAXIMIZING CLEAN, AFFORDABLE ENERGY ACQUISITION

Supporting customers and communities to reduce energy costs and realize additional benefits

2025-2030 Areas of Focus

Reducing the
cost of
decarbonization

Creating greater
impact for priority
customers

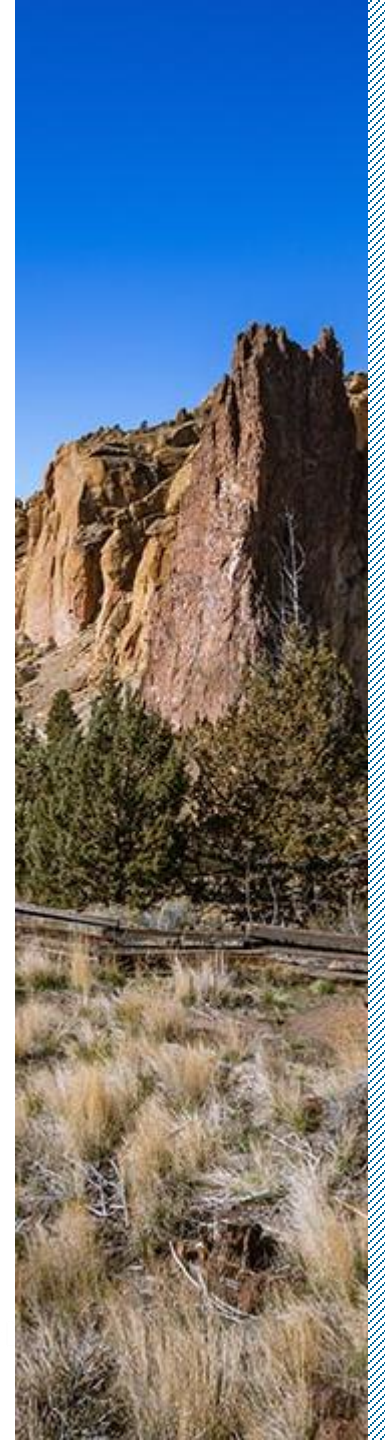
Motivating the next
level of customer
participation

Supporting
community
resilience

Empowering
customers to navigate
more choices

The future we are planning for

- Increasingly unpredictable, extreme weather
- Energy affordability remains a pressing concern
- New opportunities drive education, training needs
- Federal funding/policy, supply and labor shortages are uncertain
- Our role:
 - Reduce customers' costs
 - Support workforce and trades development
 - Help state and utilities achieve clean energy goals
 - Address rural customer needs
 - Deepen relationships and form new ones



2026-2030 planning approach



Provides a roadmap to enacting our 2025-2030 Strategic Plan



Engages utilities and stakeholders more on program implementation and helps to realize internal efficiencies



Enables new, longer-term program approaches that reach customers we have not served



Provides an opportunity to redesign revenue mechanisms in a way that is more transparent and better supports affordability



Includes a regular forecasting approach that increases visibility into program effectiveness and progress towards the multiyear plan targets

Setting energy targets

- Represent the maximum achievable, cost-effective energy efficiency in the next five years
- Includes electric and natural gas savings
- Also includes electric generation and battery storage targets
- In development with utility partners with Oregon Public Utility Commission through spring 2025

Draft 2026-2030 savings and generation targets

Savings targets represent the maximum achievable, cost-effective efficiency, electric generation and battery storage targets

	DRAFT 5-year Savings or Generation Targets	% of 5-year Current Planning Approach*
Electric savings	243.3 aMW	114%
Gas savings	41.3 MMth	117%
Renewable generation	45 aMW	167%

aMW is average megawatt of electricity, MMth is million therms of natural gas

**Current planning approach is annual budget and planning process over previous five years*

Questions and Clarifications

Energy Program Overview and Activities

Energy Trust programs and services



Residential efficiency



Commercial efficiency



Industrial and agricultural efficiency



Renewable energy



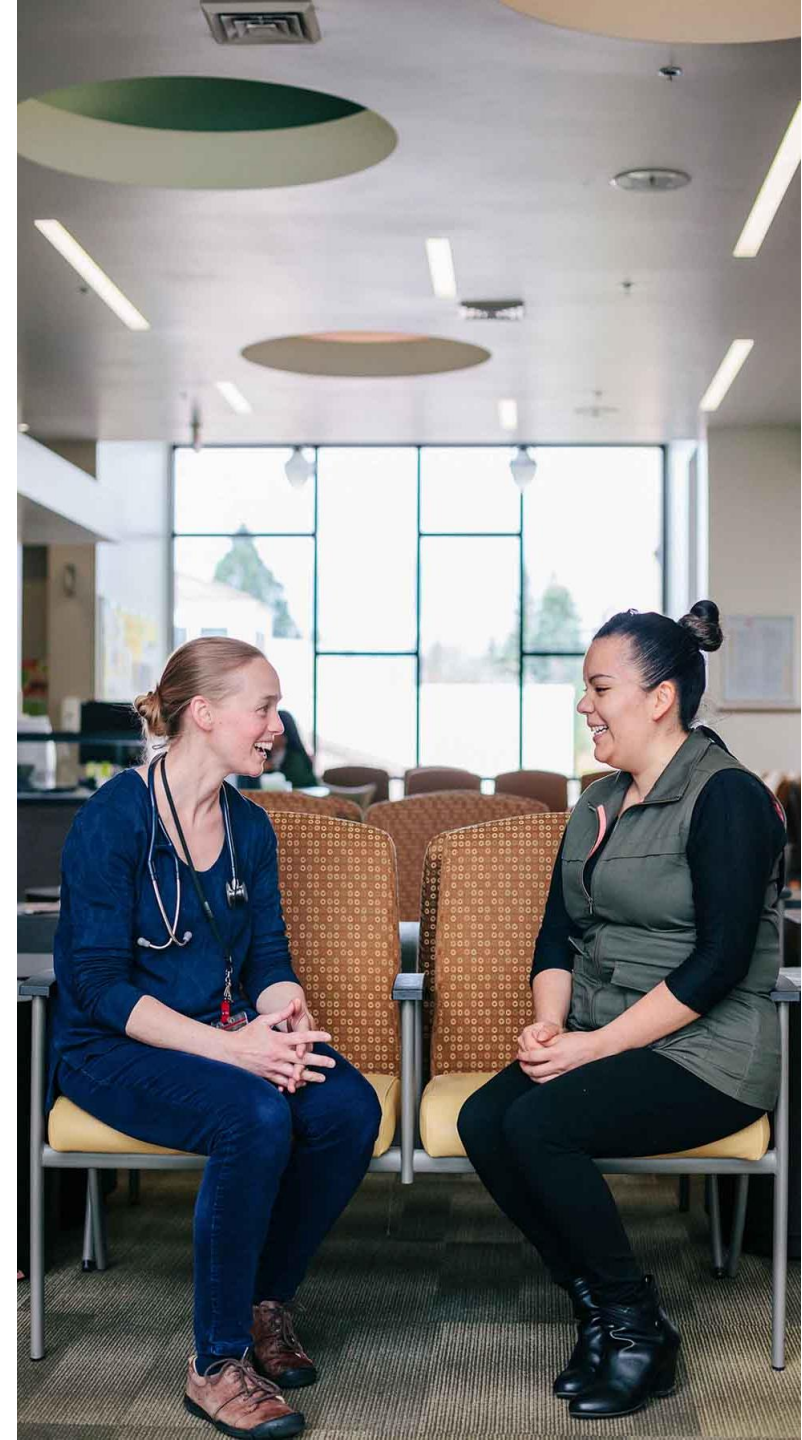
Activities that serve all customers

Poll and break

What are the most critical issues related to energy savings and renewable energy facing your community?

- Access to back-up power/battery storage in case of an outage
- Access to qualified local contractors to install energy related projects
- Incentives to lower the cost of projects
- Access to training programs for qualified local contractors
- Access to education resources for customers to understand options related to energy savings and renewable energy

What other energy issues did we not list that are also important?





Industry and agriculture program

- Industrial and manufacturing facilities
- Ranches, nurseries, dairies and farms
- Water and wastewater treatment facilities

Variety of offers:

Capital upgrades

Operations &
Maintenance

Strategic Energy
Management

Simple equipment
upgrades

Lighting

Future: Non-lighting
“instant discounts”

Industry and agriculture core strategies for 2026-2030

<i>Activity</i>	<i>Strategy</i>
Increase delivery capacity	Outreach to customers, vendors, contractors
	Account management and priority account managers
Boost incentives	Increases in 2023 & 2024, additional increases TBD
Evolve program design	Evolve lighting offers
	Expand “instant discounts”
	Explore new offers for small businesses



Commercial programs

- Multifamily housing properties
- Retail, grocery stores, restaurants, hotels
- Offices, schools, government buildings, hospitals
- Data centers

Variety of offers:

New construction

Standard and
custom upgrades

Strategic Energy
Management

Market
transformation

Lighting

Major remodels

Commercial core strategies for 2026-2030

<i>Activity</i>	<i>Strategy</i>
Existing buildings	Special offers for small businesses
	Rural and localized outreach, coordinating with the agriculture and industrial program
New construction	Collaboration with regional professional organizations
	More in-person events and trainings in rural areas
Multifamily housing	Partnerships with environmental justice communities
	Contracting with community partners

Residential programs

- Single-family homeowners, renters
- Manufactured home-owners
- Builders, subcontractors, verifiers
- Distributors, retailers

Variety of offers:

Heating and cooling

Weatherization

Windows

In-store discounts

New construction

Smart thermostats



Residential core strategies for 2026-2030

<i>Activity</i>	<i>Strategy</i>
Increase customer participation	Regionally-specific offers for residential customers
	Growing network of community-based partners and services that deliver higher incentives
	Scaling up In-Home Energy Services
	Layering complementary funding (ODOE Community Heat Pump program, Avista low-income funds, Inflation Reduction Act programs)



Renewable energy programs

- Homeowners, renters
- Businesses
- Governments, nonprofits, Tribes
- Irrigation district and water facility managers

Variety of offers:

Solar

Battery storage

Community solar

Hydropower

Biopower

Development
assistance

Renewable energy core strategies for 2026-2030

<i>Activity</i>	<i>Strategy</i>
Increase customer participation	<ul style="list-style-type: none">• Targeted campaigns and higher incentives• Opportunities to participate in community solar• Education, training and incentives for local workforce• Safe, competitive solar financing product delivered with local lenders• Higher incentives for hydropower and biopower
Supporting energy resilience	<ul style="list-style-type: none">• Community planning, technical and financial feasibility studies• More funding for resilience projects• Outreach and offers for applicants to Oregon's Community Renewable Energy grant program



Customer and community services

- Nonprofits and community-based organizations
- Municipalities and Tribal Governments
- Contractors, workforce development and trades groups

Variety of offers:

Community energy
planning

Workforce
development

Regional outreach

Targeted campaigns

Microgrid support

Capacity
building/convening

Customer services core strategies for 2026-2030

<i>Activity</i>	<i>Strategy</i>
Community partners	<ul style="list-style-type: none">• Targeted programming• Outreach and awareness• Rural capacity building including small grants
Roles & expertise	<ul style="list-style-type: none">• Regionally-based outreach team• Workgroups and Tribal Government and Stakeholder Relations manager
Community & municipal support	<ul style="list-style-type: none">• Incentives for solar, solar + storage, water and wastewater treatment facilities, disaster recovery• Energy planning and resilience planning
Supporting rural initiatives	<ul style="list-style-type: none">• Targeted campaigns that address grid constraints or meet local needs, bring additional benefits

Questions and Clarifications

Small Group Discussions

BREAKOUT 1

Energy resilience

- What is motivating energy resilience efforts (if any) in your community?
- Who is engaged with the effort(s)?
- How can the activities and strategies proposed today support your community efforts to address energy resilience?
- How else might Energy Trust assist?

BREAKOUT 2

Energy as an economic development driver

- Will the activities and strategies proposed today benefit your rural community?
- If so, which are the most useful?
- What other perspectives can you share regarding the role energy can play in rural development?
- How else might Energy Trust assist?

BREAKOUT 3

Rural capacity and community programs

- What regional offers would your community prefer?
- How would they be best delivered to or installed in residences?
- What can Energy Trust do to support availability of qualified local installers and/or expand effective community-based delivery of our offers?

As we return, please **re-select your language**:
Click on the globe icon that says "Interpretation" on
the bottom of the screen or in the "More" menu
(could appear as three little dots)

BREAKOUT TOPIC FOR ALL ROOMS

Alignment with rural needs and priorities

- Will what you have heard today address rural customer and community energy needs?
- How do our activities and strategies align with the array of rural priorities?
- How might energy become more relevant to and integrated with rural priorities?
- What else do we need to understand about the cross section of rural and energy?

As we return, please **re-select your language**:
Click on the globe icon that says "Interpretation" on
the bottom of the screen or in the "More" menu
(could appear as three little dots)

Wrap Up

Additional feedback

- Thank you again for your time and feedback today
- Your input will be summarized and used to adjust strategies to serve customers' needs
- We will send an email with optional survey to get additional thoughts and feedback on this process and the questions posed today



Next steps and future engagements

Information will be updated all year at energytrust.org/multiyearplan

- Recordings and summaries of past workshops
- Form to provide feedback throughout the year
- Draft plan for comment in August





Thank you

energytrust.org/multiyearplan