

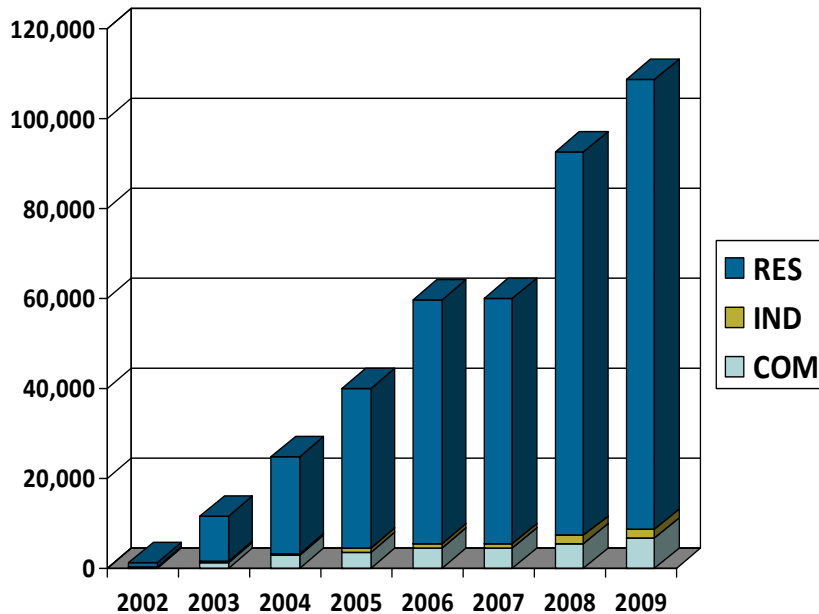


## **That Was Good . . . Now Double and Triple It!**

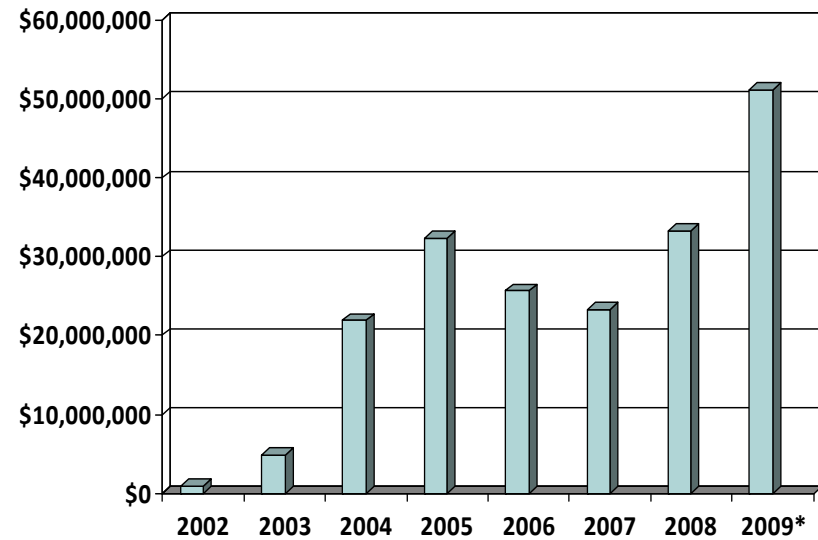
NEET Meeting – October 13, 2009

# Growth in Measures and Incentives

## Measures Installed



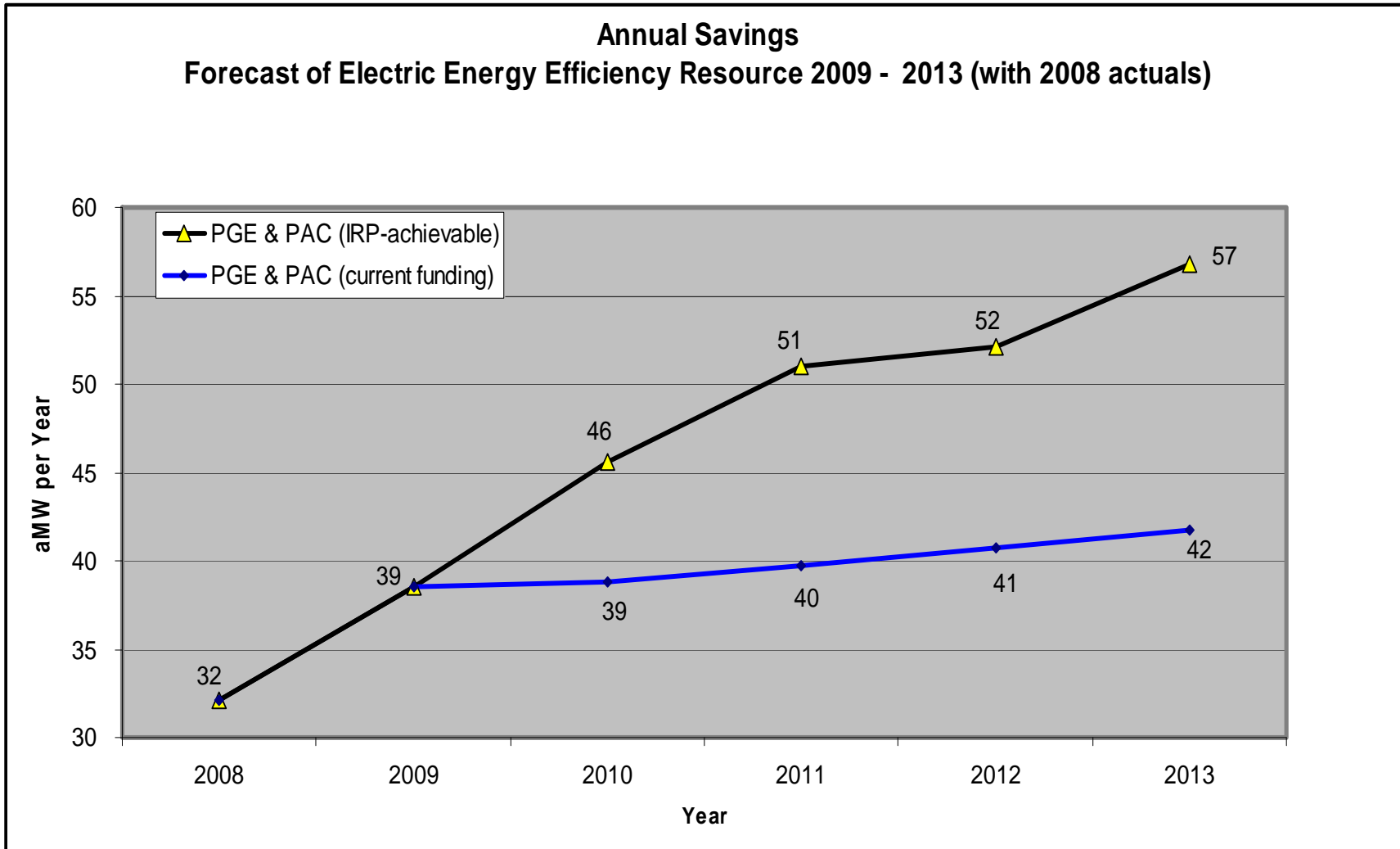
## Incentive Payments



\* 6 months actual  
with 6 month  
forecast



# Five-Year Electric Savings Targets



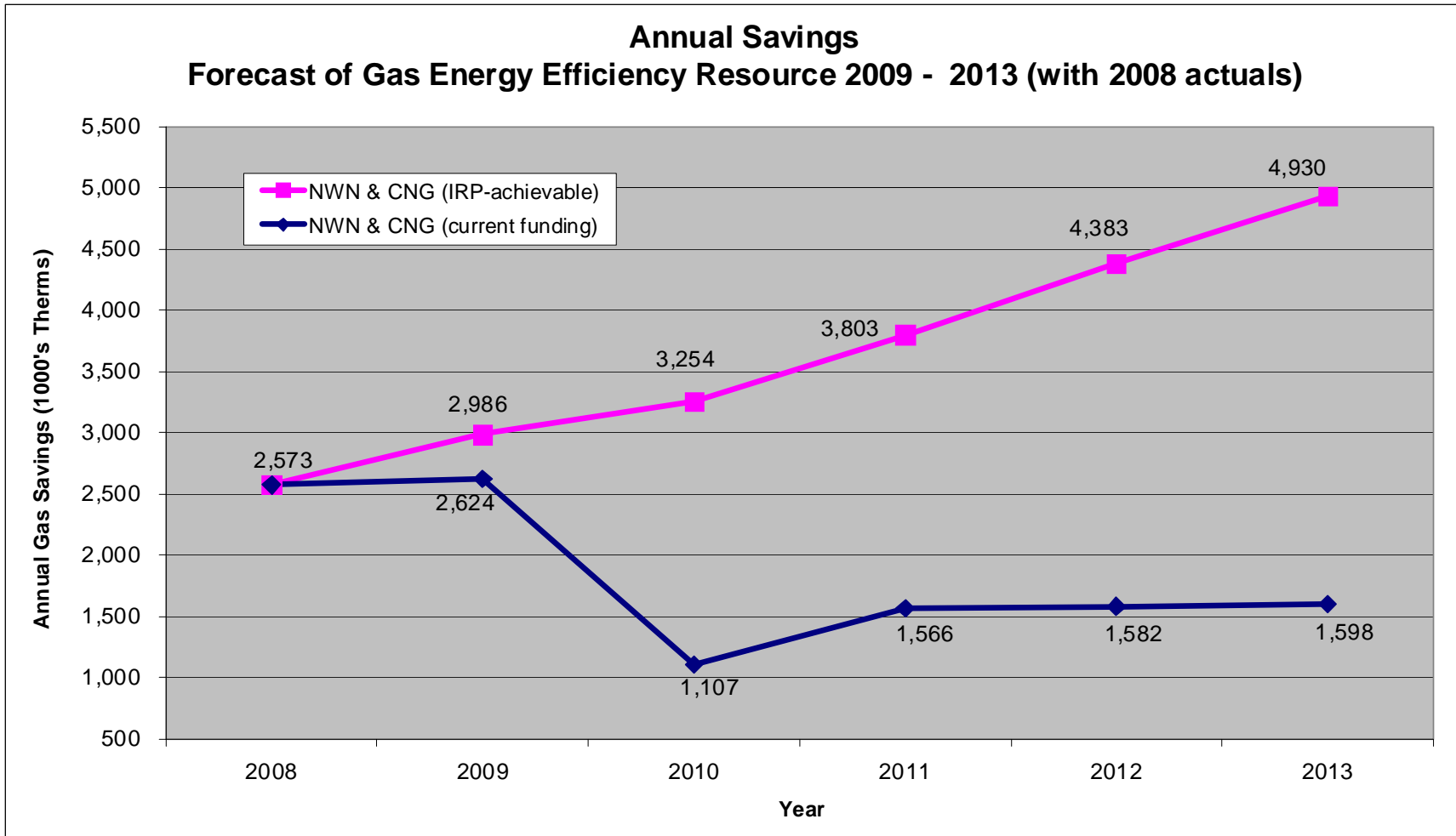


## Electric Efficiency Growth Plan

- Savings forecasted to increase from 32.1 aMWs in 2008 to 56.8 aMWs in 2013
- 77% growth in annual savings during the next 5 years
- Annual Funding requirements would more than double
- Hold levelized costs low and steady at ~2.6 cents/kWh while accelerating



# Five-Year Gas Savings Targets





## Gas Efficiency Growth Plan

- Savings forecasted to increase from 2.6 million therms in 2008 to 4.9 million therms in 2013
- 92% growth in annual savings over the next 5 years
- Annual funding requirements would more than double
- Hold levelized costs low and steady at ~45-50 cents/therm while accelerating



## How to Acquire More, Faster?

*Organization Redesign  
focused on:*

- Increased volume
- Focus on customers
- Improving productivity
- Being nimble





# Strategic Plan Five-Year Activities



1. Acceleration
2. Excellent customer service
3. Innovation
4. Balanced investments
5. Industry infrastructure
6. Communications
7. Efficiency and transparency



## Existing Program Emphases

- *Savings within Reach* and other services for lower income residents
- Home electronics
- Commercial lighting retrofit and refrigerator retirement
- Fully integrated services
  - Industrial gas and electric
  - Solar for homes and businesses
- Net zero commercial buildings
- Retail Initiatives



## New Strategies

- Clean Energy Works Pilots
- Solarize Portland
- Market research and intelligence
- Behavioral approaches
- Energy Performance Score
- “Tiered” classification for trade allies
- Geographic diversity
- Leverage ARRA funds



## New Technologies

- New efficient residential water heaters
- Efficient gas fireplaces/hearths
- Heat pump repair and commissioning
- High efficiency gas hearths
- Programmable thermostat pilot
- Advanced windows
- Commercial roof-top units, economizers
- Waste refrigeration heat recovery



## Leveraging Other Organizations

- Consortium for Energy Efficiency
- Regional Technical Forum
- NW Energy Efficiency Alliance and NEET
- Program Management Contractors and Program Delivery Contractors
- 1200+ Trade Allies
- Cities and Counties – ARRA and EEAST Investments
- State tax credits



# Challenges and Opportunities

- Higher expectations, increased costs and declining revenues – the short or the long view?
- Free Riders?
- Gas market transformation?
- Joint market and technology research opportunities?
- Regional campaigns?
- Sharing best practices?
- Banking relationships?
- Bulk purchases?
- Policy influences?





# Aggregate Electric and Gas Efficiency Utility System Benefits - 2009-2013

Utility System Savings					
Funding Scenario	Cumulative 5 Year Electric Energy Savings	Cumulative 5 Year Gas Energy Savings	Cost of Equivalent Generation	ETO Program Costs	Net \$ Savings
Current Funding	203 aMW	10.4 million therms	\$1.34 billion	\$416 million	\$923 million
IRP Achievable	247 aMW	19 million therms	\$1.69 billion	\$615 million	\$1.075 billion
<b>Difference</b>	<b>44 aMW</b>	<b>8.6 million therms</b>	<b>\$351 million</b>	<b>\$199 million</b>	<b>\$152 million</b>



## Acquiring 200 aMW More by 2019

- **IRP** – Ensure load forecasts include *all* available energy efficiency
- **R&D** – Invest more in late stage R&D to grow efficiency as a long-term resource. A 30% increase in supply would add approximately 100 aMW
- **Direct install** – To accelerate retrofit, pay 80-100% of measure cost instead of 30-50%
- **Change the rules** – Explore new ways to encourage the rate and speed of acquisition





## In Conclusion

We are somewhere between:

*“We stand here  
confronted with  
insurmountable  
opportunities.”*

- Amory Lovins, quoting Pogo

and:

*“Do what needs to be  
done, and check to see  
if it was impossible only  
after you are done.”*

- Paul Hawken

