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March 30, 2004

MEMORANDUM

TO: Council Members

FROM: Dick Watson

SUBJECT: Presentations on the Northwest Energy Efficiency Alliance and the Energy Trust of Oregon

The Council's plan relies on the actions of others for implementation. Nowhere is this truer than in conservation. Typically, utilities are the implementing agencies. However, there are two other important conservation implementers in the region. One is the Northwest Energy Efficiency Alliance (NEEA). NEEA is focused on what is termed "market transformation" – taking actions to effect permanent changes in the markets for energy efficiency products and services. The Northwest Energy Efficiency Alliance is a non-profit group of electric utilities, state governments, public interest groups and efficiency industry representatives. Under this partnership, these entities support regional programs that make affordable, energy efficient products and services available in the marketplace. Its current funding is approximately \$20 million per year. The Council was instrumental in the formation of NEEA and its executive director, Margie Gardner, is a former Council conservation staffer.

The other entity is the Energy Trust of Oregon (ETO). The ETO was formed as a result of the restructuring of the investor-owned electricity industry in Oregon which created a 3% public purpose charge. An independent non-profit organization, the Energy Trust is the single largest manager of public purpose funds in the state, investing approximately \$50 million a year in energy efficiency, conservation and renewable energy to benefit Pacific Power and Portland General Electric ratepayers. Under a separate arrangement, the Energy Trust also manages energy efficiency programs for NW Natural commercial and residential customers. The Energy Trust is governed by a volunteer board of directors and adheres to the provisions of a grant agreement with the Oregon Public Utilities Commission. Its executive director is Margie Harris.

Ms. Gardner and Ms. Harris will brief the Council on the activities of their respective organizations and the links to the Council's planning.

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