



Energy Trust of Oregon

A hybrid approach to ratepayer-funded energy efficiency

April 19, 2012



Fertile Ground for Energy Efficiency



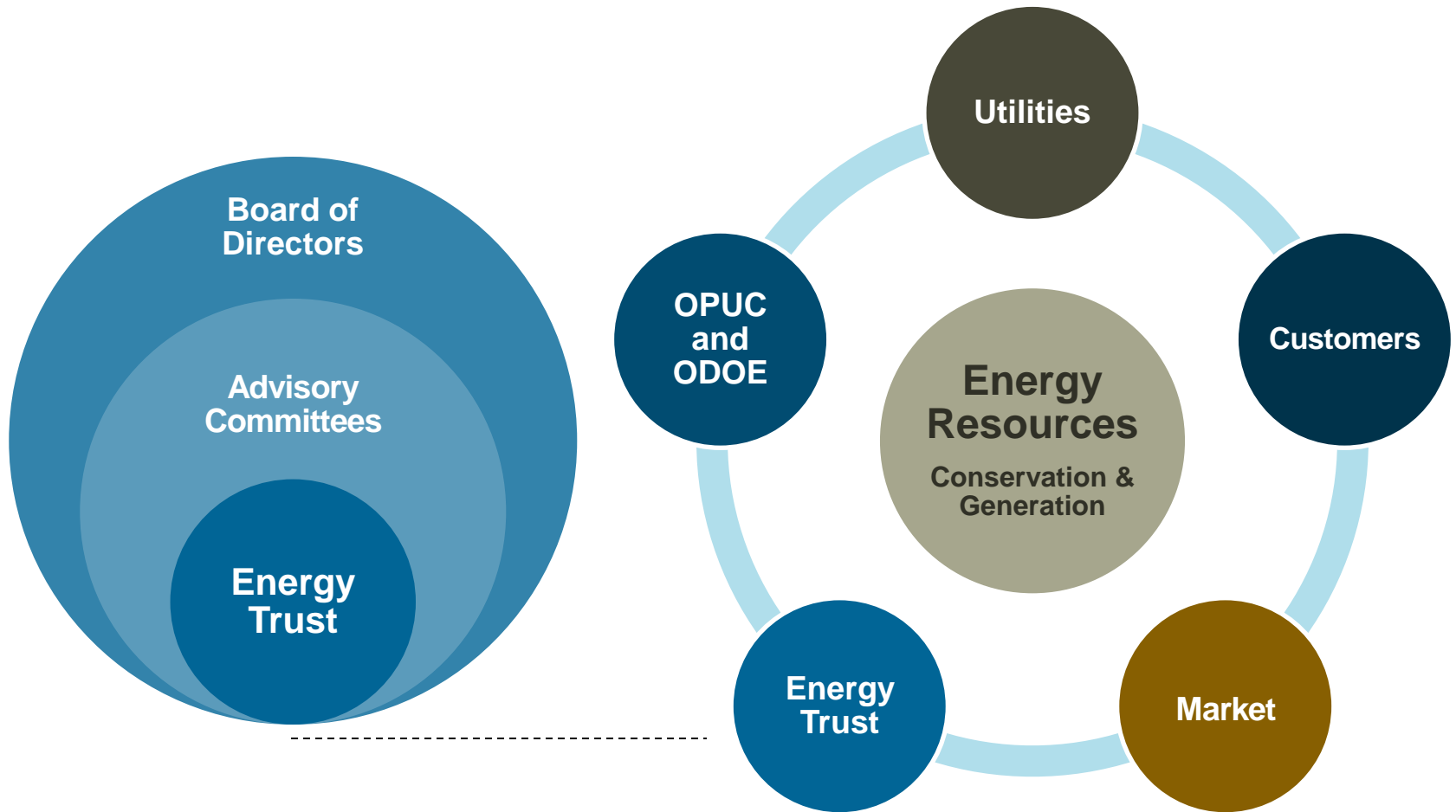
- More than 30 years of investment in energy efficiency policy and achievements
- 3 main elements:
 1. 1970s - Progressive Oregon legislation
 2. 1980 NW Power Planning and Conservation Act
 3. Regional collaboration



"Sometimes I think the collaborative process would work better without you."



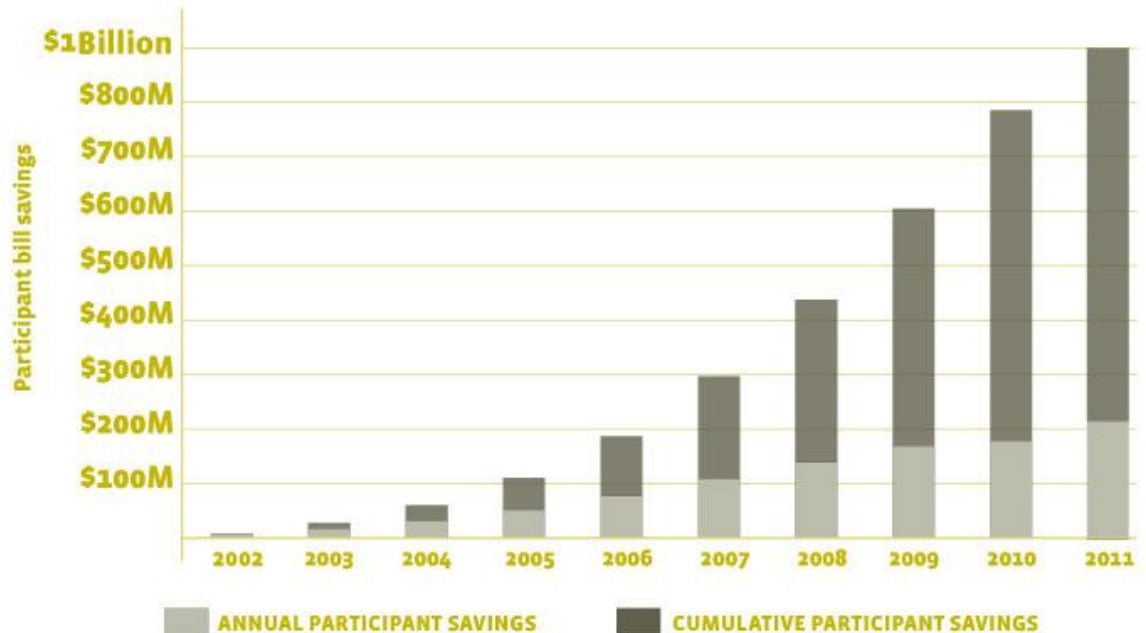
A Single Purpose Organization





Results Exceed Expectations

- 426 average megawatts saved and generated – more than a coal plant
- 23.3 million annual therms saved
- Enough energy to power 320,000 homes and heat 45,700 homes
- **\$1 billion saved on participant's energy bills**
- Offset \$2.16 *billion* in fuel and infrastructure investment





Top 10 Strengths of the ETO Model

1. Mission driven
2. Stable funding
3. Comprehensive services
4. Objectivity
5. Evaluation
6. Leverage
7. Low administrative costs
8. Transparency
9. Accountability
10. Sharing lessons learned





Ingredients for Success for *Any* Model



1. Innovation
2. Flexibility
3. Streamlining
4. A balanced portfolio
5. Engagement



Outside the Efficiency Box

- Beyond cost-effectiveness
 - Economic development
 - Job creation
 - Sustainability
 - Energy independence
- Scalability
 - Community
 - Private sector leverage
 - R&D
 - Policy shifts





Creating a New Future

“Opportunity is missed by most because it is dressed in overalls and looks like work.”

- Thomas Alva Edison





Thank You!



***THIS WAY TO
BIG SAVINGS &
GENERATION***

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