

Energy Trust of Oregon's Situation

- Our business is commercialization of small renewables and ***delivery of cost-effective efficiency.***
- ***Market transformation*** is an accepted strategy for efficiency.
- ***No regulatory incentives*** for success
- Our work is on ***the customer side of the meter*** and excludes demand management.
- We are allowed to take the ***long view*** of cost-effectiveness and consider non-energy benefits as long as we keep delivering annual savings.
- Many of the efficiency measures that have been key to our success in the past are soon subject to federal equipment standards or building energy codes.

Energy Trust of Oregon's Strategy

Future = *More market development and transformation and, gradually, less resource acquisition*

How to transition?

1. *Keep resource acquisition going-* Test program enhancements: financing, targeted services, specialized approaches to specific lagging markets
2. *Clear Transition when codes and standards take effect*
 - Interim support for compliance
 - As you win the market, spend elsewhere
 - Claim credit as appropriate for changes in markets
3. *Test new technology and programmatic approaches,* including behavioral
4. *Policies, oversight, rewards and metrics* must work for market transformation and new product testing