

Portland Clean Energy Fund

500-home energy efficiency pilot

[Temporary site: www.portlandonline.com/bps/cleanenergy]

Derek Smith

Bureau of Planning and Sustainability, City of Portland

Green For All Community of Practice call

May 19, 2009



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

General facts

- Joint project of City of Portland and Multnomah County, in collaboration with Energy Trust of Oregon and local utilities
- 500 homes, primarily single-family, some owner-occupied small multi-family
- Audits and installations to begin June 2009 with ramp-up toward 500 homes by Spring 2010
- Testing variety of approaches to overcoming typical barriers to widespread adoption of energy efficiency
- Will use initial capitalization of \$2.5 million provided by American Recovery and Reinvestment Act (EECBG)



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

Who's involved

- Lead
 - City of Portland and Multnomah County
- Service delivery
 - Energy Trust of Oregon (and CSG)
- On-bill repayment
 - NW Natural, Pacific Power, Portland General Electric
- Fund management
 - Shorebank Enterprise Cascadia
- Workforce development
 - Work Systems, Inc. (workforce intermediary)



Simplified financing

No upfront costs

At or below market interest rates

Long amortization periods (e.g., 10-20 years)

Savings generally cover costs

Repayment on heating bill

Equitable access for all levels of income and credit quality

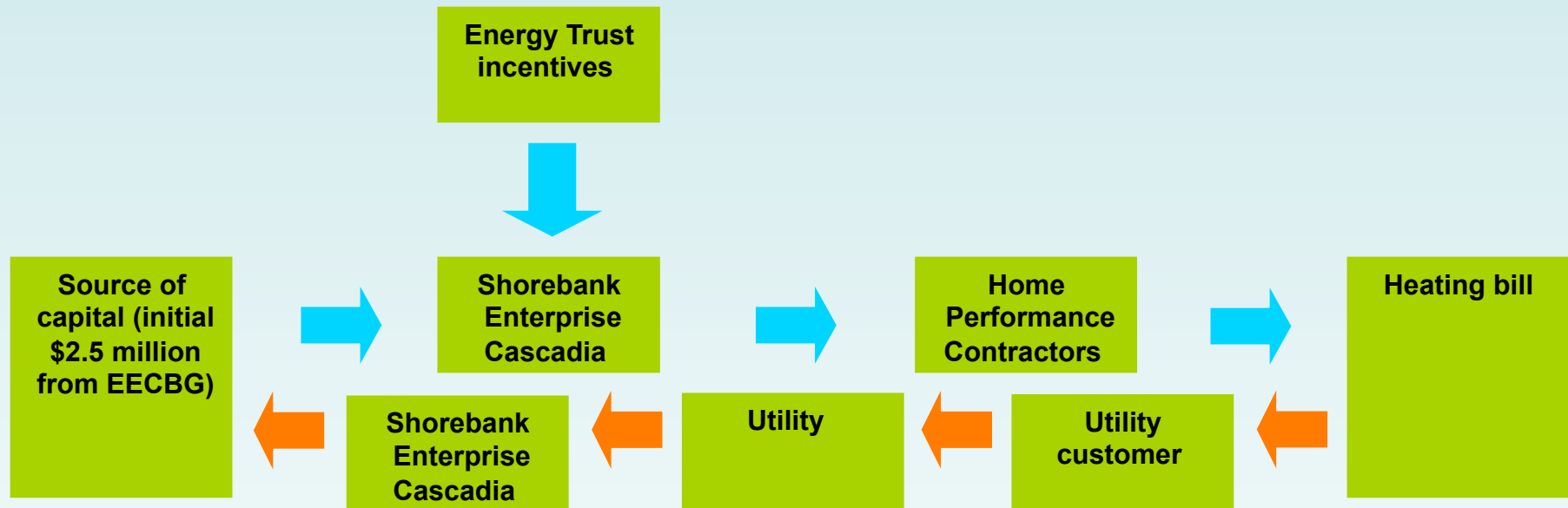
Deeper the measure, lower the rate



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

Basic flow of money



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

Enhanced customer experience

Microsite (placeholder: portlandcleanenergy.org) provides overview/FAQs, enables registration and alerts if qualified

Energy Trust arranges Energy Advocate and Home Performance with Energy Star contractor to help homeowner during Home Energy Assessment

Home Performance contractor performs audit and schedules subcontractors to perform work

Energy Advocate walks homeowner through recommended measures and financing options, and inputs test-in (and test-out) data

Building Performance Institute (BPI) certification held by customer-facing contractors



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

Good green jobs

Quality career jobs; pathways out of poverty

In discussions with Laborers/Change to Win

Apprentice opportunities for underserved communities

Dialogues underway between labor, community groups and employers -

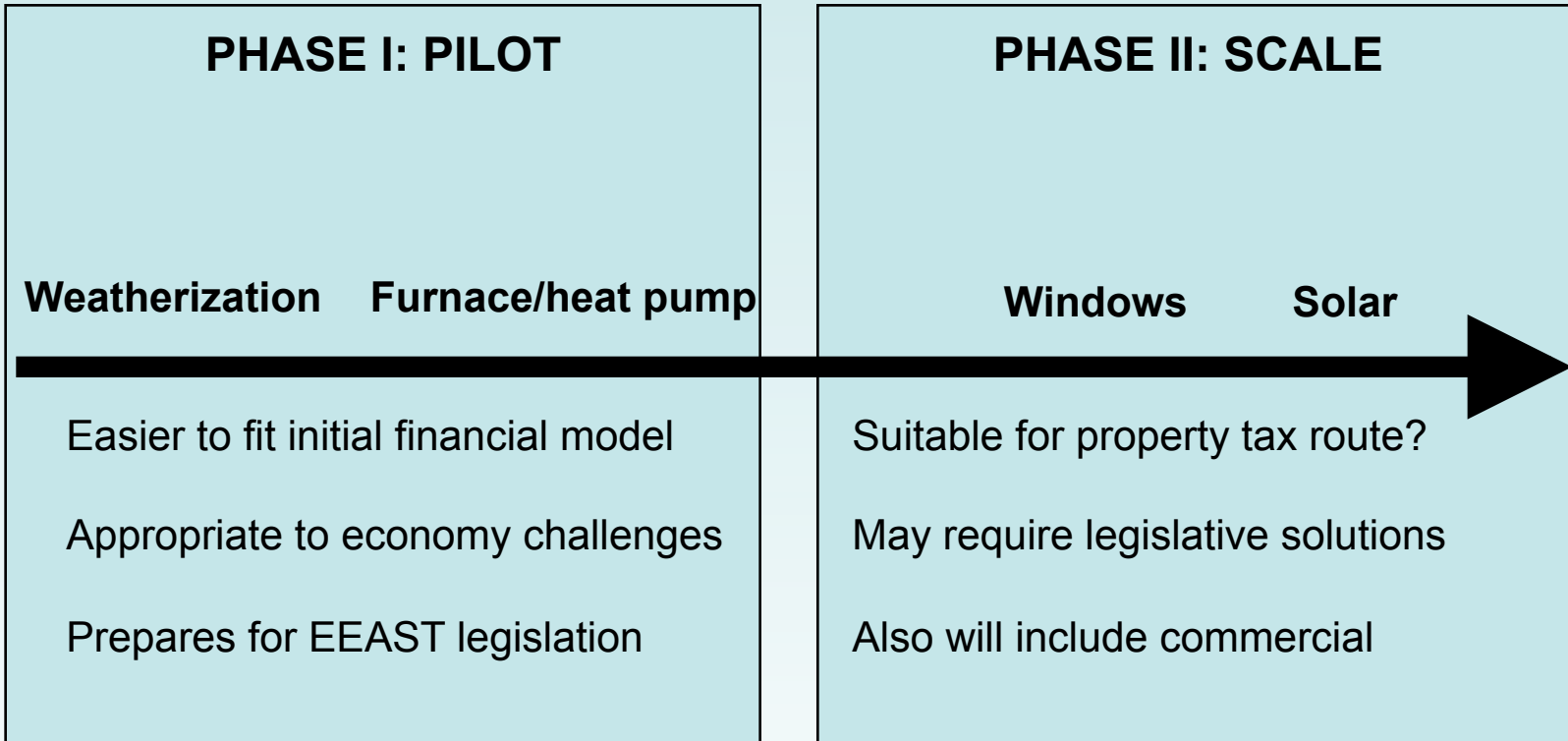
Objective is to create shared community benefit agreements for those jobs that are created beyond the pilot



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

Measures



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

Outreach

Recruits: Initial prospects from Home Performance contractors and Energy Trust HER list

Interested parties: Can sign up on microsite;
Qualified based on home's weatherization opportunity

Representation from each utility service area and variety of income/credit levels

Messaging and materials currently in development



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director

Timeline

6/1 – Brand created

6/8 – Microsite launched

6/12 – All agreements in place

6/17 – First homes audited

June/July/Aug. – Soft launch, 30 homes completed

Sept. – Campaign toward heating season

Jan. – Neighborhood outreach experiment

Mar. 2010 – 500 homes completed; scale begins



City of Portland Bureau of
Planning and Sustainability

Sam Adams, Mayor | Susan Anderson, Director