



BECC 2016

Energy Trust of Oregon

Karen Chase

October 22, 2016



Collaborating with Progressive Initiatives in Rural Oregon: Merging

- Community self-directed energy initiatives
 - Right Timing: keeping up, saving, proactive
 - Climate change; Green & Solar Tours
 - Addressing energy seems “doable”
- Energy Trust of Oregon
 - Regional Outreach Managers
 - Pilot with Americorp RARE
 - Diversity Initiative
- Sustainable NW rural energy program outreach for community workshops



The “Perfect Storm” for Community Energy Initiatives

Rural Community Characteristics

- Non-ubiquitous
- Conservative
- Older, and aging faster
- Less racially diverse
- Less formal education
- Lower income/spending
- Greater poverty

Sustainable Northwest

Our vision for community energy:

- A clean energy economy
- Stable and affordable power
- Renewable and energy efficient
- Secure living wage jobs

Making Energy Work for Rural Oregon
A series of workshops to help Oregon communities implement renewable energy and energy efficiency projects.

Energy Program



Competition!



About

- Independent nonprofit
- Serving 1.5 million customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas
- Helping utility customers:
 - Save energy
 - Invest in renewable energy resources
- Building a stronger Oregon and SW Washington

14 Years of Affordable Energy

From Energy Trust's investment of \$1.3 billion in utility customer funds:



Nearly 600,000 sites transformed into energy efficient, healthy, comfortable and productive homes and businesses

9,200 clean energy systems generating renewable power from the sun, wind, water, geothermal heat and biopower



\$5.6 billion in savings over time on participant utility bills from their energy-efficiency and solar investments

17.4 million tons of carbon dioxide emissions kept out of our air, equal to removing 3 million cars from our roads for a year



Workshops: Making Energy Work for Rural Oregon

They have: momentum, interest, ideas, commitment
They need: a plan and someone to carry it out



AmeriCorps RARE

Resource Assistance for Rural Environments

- Univ of Oregon's program placing graduate-level members in Oregon's rural communities
- Add capacity to improve social, economic, and environmental conditions while gaining community building and leadership skills



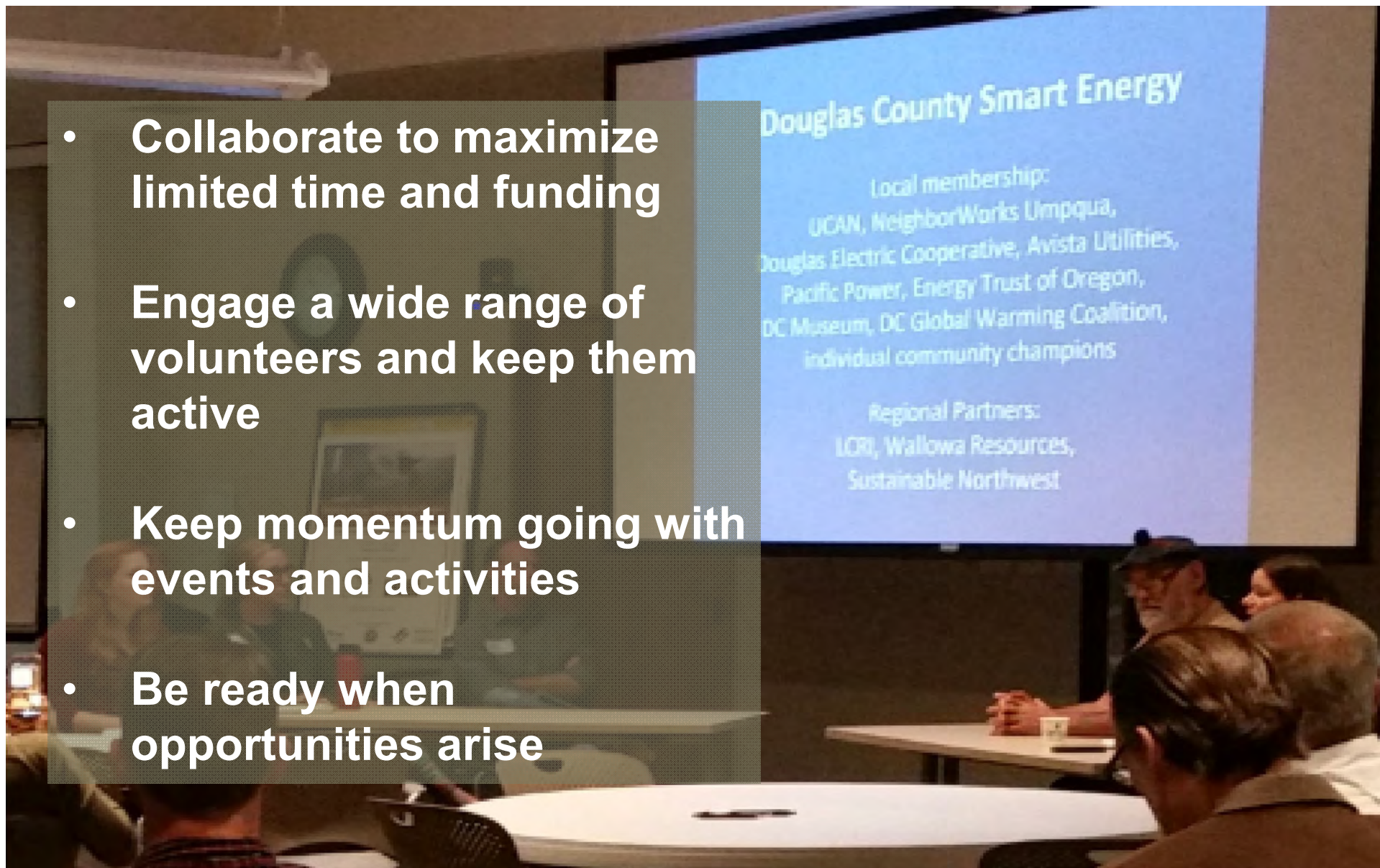
Fall Symposium: Sharing Lessons Learned

- Collaborate to maximize limited time and funding
- Engage a wide range of volunteers and keep them active
- Keep momentum going with events and activities
- Be ready when opportunities arise

Douglas County Smart Energy

Local membership:
UCAN, NeighborWorks Umpqua,
Douglas Electric Cooperative, Avista Utilities,
Pacific Power, Energy Trust of Oregon,
DC Museum, DC Global Warming Coalition,
individual community champions

Regional Partners:
LCRI, Wallowa Resources,
Sustainable Northwest



“There are typically not a lot of rural voices when the policy discussions are happening and policy decisions are being made.”



Working Collaboratively with Rural Communities and Partners

Leverage: SNW
and community
efforts

Engage:
Application for
workshop

Inform/Educate
: Community
Workshop

Build Capacity:
AmeriCorps
RARE

Share: Lessons
Learned; Vision

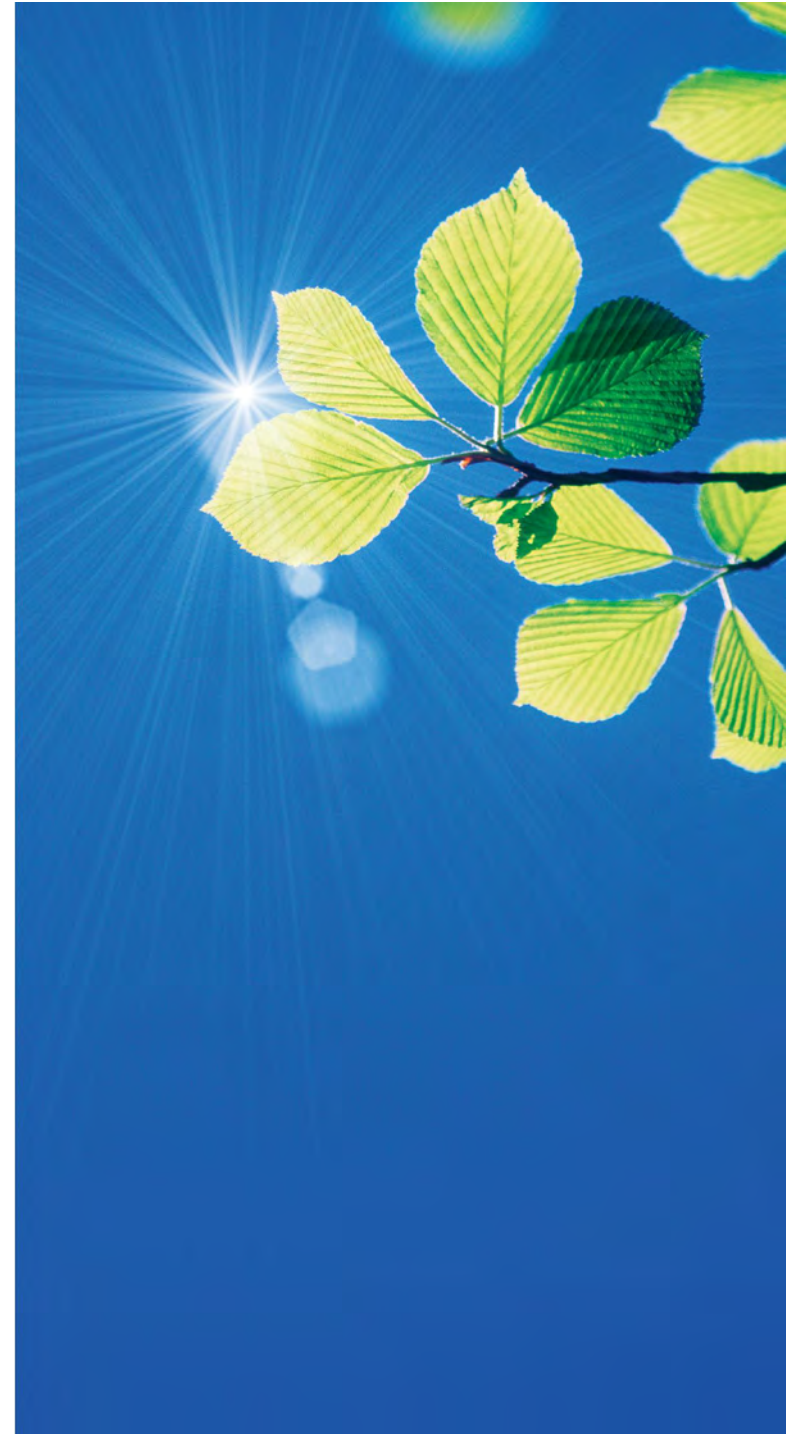
Evolve:
Projects;
Plans; Savings

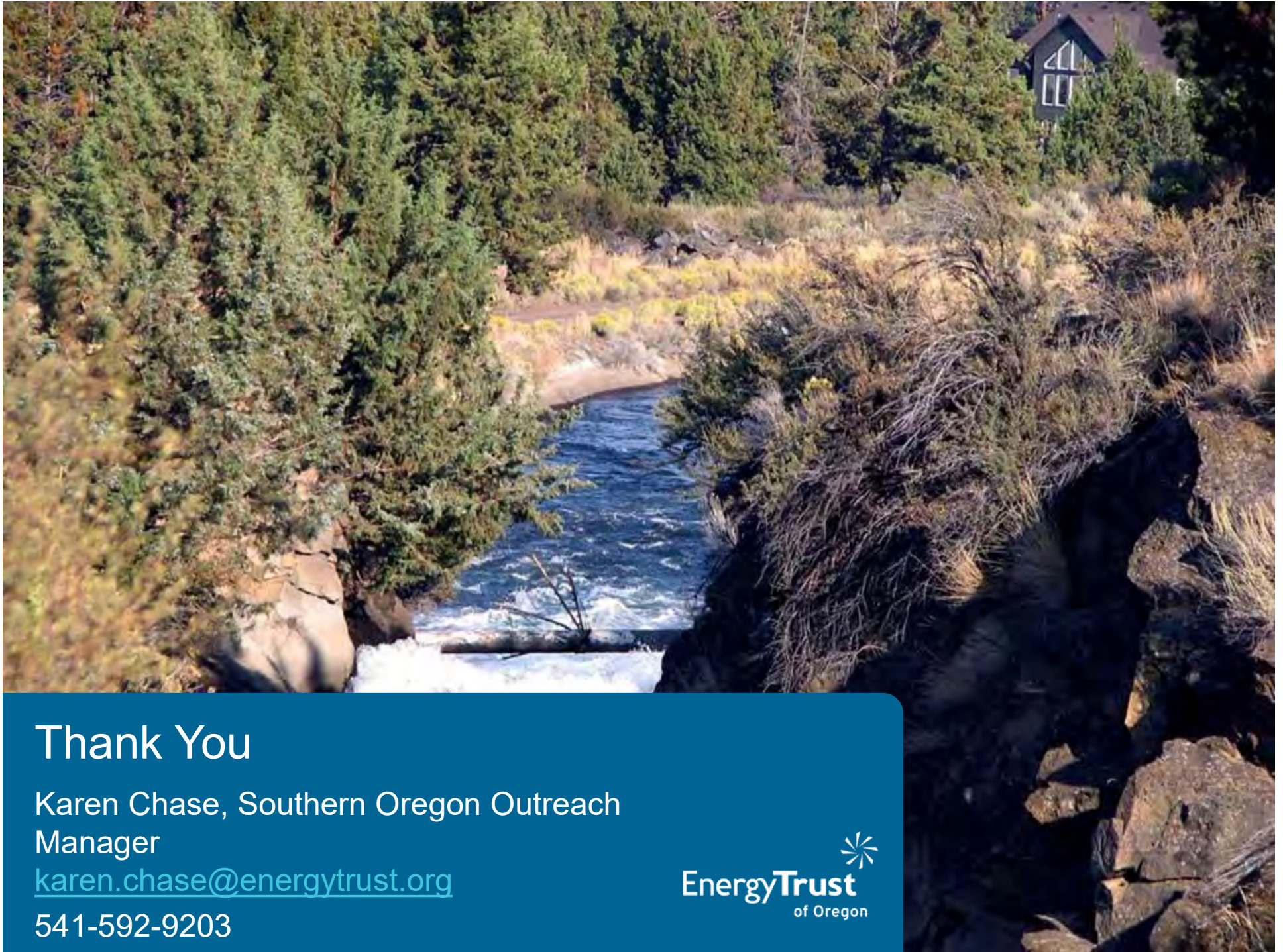
Collaborating with Progressive Initiatives in Rural Oregon

- Rural - Urban
- Capacity issues often key
- “Everyone knows everyone”
- It’s always about people
- Support what is already underway
- Nurture and grow partnerships
- Be patient; Do the work to gain trust
- Expect results in the longer term

What's Next

- Deeper efforts within current communities
- Extend to new communities
- Expanded engagement to underutilizing customers, populations, communities
- Ongoing refinement of strategies
- Continued collaborative approach





Thank You

Karen Chase, Southern Oregon Outreach
Manager

karen.chase@energytrust.org

541-592-9203



