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Docket No: UM 1622
Docket Name: ENERGY TRUST OF OREGON EXCEPTIONS

As founder and owner of two successful businesses in the home performance industry, I have seen first-hand the powerful effect that program rebates, incentives and credits can have on a) stimulating homeowner attention, b) capturing mindshare and c) helping consumers meet their energy-saving and healthy home goals. More than manufacturer's rebates, program incentives come from an authentic and trusted source; this creates a much wider reach for program campaigns and an immediately interested audience.

We shouldn't minimize the importance of credits and incentives to home performance adoption. Homeowners view these as endorsements of their decision-making process; many have stated that incentives directly influenced their ultimate decision.

Incentives also "get us in the door". We can't communicate the benefits of energy projects without access to the consumer, and incentives provide the first reason to open the door, allowing us to get to the conversation about energy usage, conservation, and lower bills.

We hear a lot of talk about gas prices remaining stable and "low". However, there is some evidence that the future of fracking is **not** certain. States are beginning to pay attention to the results of fracking as it may affect nearby residents. Carcinogenic fracking ingredients find their way into resident's water supplies. To date, six cities in Colorado have voted to ban or place a moratorium on fracking. Other areas of the country where citizens have a history of fighting hard for clean water and clean air are investigating fracking's long-term effects. If fracking is restricted to a large enough degree, gas prices will undoubtedly rise.

Creating a better world, one green home at a time!

The bottom line is that fuel prices, costs of home ownership and environmental concerns will continue to change and fluctuate. Residential energy programs, including the incentives offered by Energy Trust of Oregon, must maintain widespread consumer motivation to an array of measures. Incentivizing this comprehensive set of measures allows more consumer choice and motivates more participation.

Please continue to encourage community interest and participation in a full home energy program that includes ALL incentives currently being offered. Energy Trust of Oregon has been able to influence consumer habits and construction values with the home energy savings message, a message supported by a spectrum of incentives that raise consumer interest to the participation level. We need this spectrum of incentives to keep the momentum we have built, and to thrive as an industry.

Sincerely,

/s/ Berenice Lopez-Dorsey