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February 7, 2013

Chair Bailey and Members of the House Energy & Environment Committee
Oregon State Capitol
900 Court St. NE, Salem, Oregon 97301

Testimony of John C. Morris in support of HB 2220: The creation of the energy conservation and efficiency innovation laboratory

Before the House Energy & Environmental Committee February 7, 2013

Chair Bailey and Member of the House Energy & Environment Committee:

For the record my name is John Morris with Fluid Market Strategies, I am the Director of Client Services and Energy Policy. Thank you for the opportunity to testify today. Fluid Market Strategies is an energy efficiency consulting firm. We implement energy efficiency programs for Bonneville Power Administration, the Northwest Energy Efficiency Alliance and Energy Trust of Oregon. We are based in Portland, Oregon and have employees in Washington, Idaho and Montana. We have over 110 employees having hired 40 in the past three months.

Fluid is a member of the **Northwest Energy Efficiency Council (NEEC)** a business association of the energy efficiency industry. NEEC's mission is to promote policies and programs that enhance market opportunities for energy efficiency.

Fluid supports HB 2220 the creation of the energy conservation and efficiency innovation laboratory and we thank the Governor's office and this committee for its work on this bill.

Specifically, we believe the following three points in HB 2220 are critically important:

- The identification of energy conservation and efficiency retrofits that may be undertaken in each building or group of buildings.
- Increase energy savings by at least 20 percent more than the baselines specified in paragraph (a) of this paragraph during a period of 10 years.
- The creation of funding models to finance energy conservation and efficiency audits, energy conservation and efficiency retrofits and the work of the energy conservation and efficiency innovation laboratory. The models must include a description of methods to reduce financial risk to the state.

Oregon has been and can continue to be a national leader in building energy efficiency. To maintain that leadership, Oregon must innovate. The opportunity to make Oregon's built environment efficient, productive, and healthy brings with it more high quality jobs and an economy built on energy affordable homes, productive businesses, and competitive industries.

Thanks again for the opportunity to speak and I am happy to answer any questions you might have.

Sincerely,

John C. Morris
Director of Client Services & Energy Policy
Fluid Market Strategies, LLC