

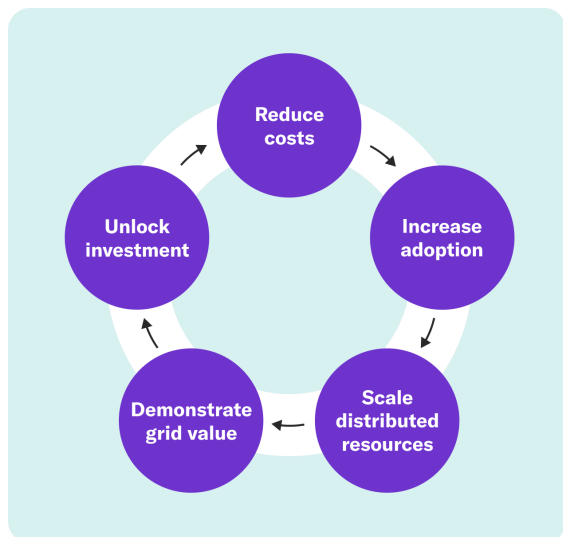
Unlocking energy affordability in Oregon

By treating households as energy infrastructure, Oregon can make whole-home electrification, rooftop solar, and battery storage affordable for **784,700 additional households** — unlocking **\$29,400 in average lifetime savings** per household and **\$23.1 billion statewide**.¹ This means a more efficient, resilient energy system that can meet growing demand without driving up costs.

Why this matters now

Oregon is facing a growing energy affordability challenge. As electricity demand grows and the grid ages, utilities are ramping up spending on new generation and transmission — costs that will ultimately be passed on to ratepayers.

Yet even as spending accelerates, the system is underinvesting in the lowest-cost ways to reduce bills and meet energy needs: efficient electric appliances, rooftop solar, and battery storage.



In *Homegrown Energy: A policy blueprint for energy affordability*, we outline a set of interlocking policies that correct this imbalance by directing a meaningful share of energy system investment toward homes. Together, these policies create a self-reinforcing cycle that drives down costs and scales adoption over time.

The result is a more affordable, flexible, and resilient energy system — one that delivers immediate benefits to families while reducing long-term costs for all ratepayers.

¹ Affordability is defined as a household's ability to adopt home energy upgrades at the same or lower total cost — accounting for both upfront and operating costs — than replacing existing equipment with new like-for-like systems. Lifetime savings reflect average household savings over 15 years.

How Oregon unlocks energy affordability

Today's baseline:

Only **53,500** households in Oregon can afford home energy upgrades under current market conditions²

Policy interventions

Reduce soft costs:

+ 216,200 more households could afford home energy upgrades
Cut red tape to lower project costs and increase the impact of every other policy

Align system incentives and investment:³

Data centers pay

Require AI data centers to invest in distributed energy resources and household upgrades

+ 380,500
households

Non-pipeline alternatives

Redirect gas infrastructure spending toward electrification, avoiding costly pipeline investments

+ 377,700
households

Inclusive utility investment

Enable utilities to fund the upfront cost of upgrades and recover those costs through energy bill savings

+ 353,200
households

Electrification-friendly rate design

Align electricity pricing with system costs to lower operating costs for electrified homes

+ 23,500
households⁴

Ensure households are paid for the value they provide:

Households where home energy upgrades are affordable can join **virtual power plants**, becoming grid assets and earning compensation

If Oregon invests in households as an energy solution:

838,100

Households could afford home energy upgrades — lowering system costs while building a more flexible and resilient grid⁵

² "Home energy upgrades" includes whole-home electrification, solar, and storage.

³ Values shown reflect the additional number of households for which home energy upgrades become affordable under each policy, assuming soft cost reductions have already been applied.

⁴ Rate design impacts reflect whole-home electrification alone (excluding solar and storage) and modeled reductions in heating costs as one pathway to lower bills. The specific rate structures that achieve these savings will vary by region based on system conditions.

⁵ The total impact is not the sum of individual policy impacts, as these policies interact and their effects partially overlap.