



Passive



Green



Solar



Community

2007 Oregon Green and Solar Tours Report

Living the Solar Revolution in Oregon

Written by

**Tania Parks
Statewide Tour Coordinator
Solar Oregon**

SOLAR  **OREGON**

 **PACIFIC POWER**
Sustainability 
it's in our nature.

Table of Contents

Note: To go directly to a specific page, use the hyperlink closest to that page rather than scrolling through the report.

<u>Introduction</u>	3
<u>Statewide Summary/Statistics</u>	4
<u>Willamette Valley:</u>	5
<u>Portland: Build It Green! Tour of Homes</u>	5
<u>Corvallis Solar Tour</u>	6
<u>Salem Green + Solar Home Tour</u>	6
<u>Newberg Chehalem Mountain Green & Solar Home Tour</u>	7
<u>West Linn Solar & Sustainable Tour</u>	8
<u>Southern Oregon:</u>	9
<u>Klamath Falls Solar Tour</u>	9
<u>Ashland Solar Tour</u>	9
<u>Rogue Valley Tours (Phoenix/Talent & Shady Cove/Upper Rogue)</u>	11
<u>Roseburg Solar Tour</u>	12
<u>Eastern Oregon:</u>	13
John Day Solar Tour	
<u>Columbia Gorge:</u>	14
Hood River Enviro House Tour	
<u>Central Oregon:</u>	15
Bend/Redmond/Sisters/Prineville/Crooked River Ranch	
<u>Coast:</u>	16
Coos Bay Green and Solar Tours	
<u>Non-Active Tours:</u>	17
La Grande	
Newport	
Grants Pass	
Eugene	

Introduction

The Oregon Green and Solar Tours experienced a phenomenal year in 2007 with increased attendance and the development of a statewide tours presence. Over 4,000 people visited 126 green and solar sites in 13 communities across Oregon. Attendance continues to grow on average by 35%, in 2007 the tours experienced a 33% increase statewide, and several smaller communities such as Klamath Falls and John Day reported record attendance.

Behind the scenes, Solar Oregon with input from the Local Leads developed a statewide sponsorship package, an Oregon Green and Solar Tours brochure and web page, and branded the tours with a common look which was used in all statewide print and web materials. Energy Trust of Oregon once again provided media support through Susan Jowaiszas at Iris Group PR. Together Susan and the Statewide Tour Coordinator developed messaging for the tours, which was then applied as the backbone for the new statewide and local press release templates. 3EStrategies graciously provided the tours with a 3 page spread in the *Green + Solar Building Oregon* magazine which included the history of Oregon's tours plus a comprehensive listing of the contact info for each community tour. And the Oregon Department of Energy once again provided conference calls for Local Lead support and networking.

In 2007, the Oregon Green and Solar Tours expanded with three new communities including Salem, Rogue Valley in Southern Oregon, and Coos Bay at the coast. All had excellent Local Leads coordinating the tour effort resulting in great success for first year tours. The statewide effort also lost three communities in Eugene, Newport, and La Grande. For 2008, the Oregon Green and Solar Tours have already gained three new tours, bringing the total up to 16, these include an early spring Goal Net Zero Tour in Portland and two fall tours including Applegate Valley in Southern Oregon and Wallowa County in Eastern Oregon.

Highlights from the 2007 tours include:

- **Statewide Media Coverage:** Media efforts coordinated by Iris Group PR and Local Leads blanketed the state with press releases, front page articles, radio and TV interviews, plus pieces in magazines and journals. Media highlights for 2007 include: interviews with the KPOJ morning show, Good Day Oregon on KPTV, and a CBS TV affiliate; articles in the *Oregonian* and *Bend Bulletin*; and tour site coverage in *Green + Solar Building Oregon*, *HomeLife*, and *Homepower* magazines.
- **Portland:** The 2007 Build It Green Tour had more stops with multiple families at the same site. This shows an increased interest in building inner city communities with higher density per lot.
- **Ashland:** This tour had a great success story involving a solar access issue with a neighbor of a tour site. All was resolved in an amiable and mutually beneficial manner, and since resolution the neighbor has actually installed both a solar electric and solar hot water system.
- **Southern Oregon & Coos Bay:** Local Leads in each tour community collaborated on the production of a green and solar video. In Southern Oregon, Local Leads in Rogue Valley and Ashland put together a DVD, *Oregon Green Homes*, which can be viewed and purchased at www.OregonGreenHomes.net. In Coos Bay, a local school teacher and Tom Beverly with Energy Trust of Oregon are producing a video on their tours that they expect to complete by February or March 2008.
- **Hood River:** An interesting tour idea was developed and put into action here in 2007. The Gorge Rebuildit Center conducted an energy audit for 2 homes, one each in Oregon and Washington, prior to the tour. Homeowners received suggestions to improve the efficiency of their homes, and retrofits were in process on the tour date so tour attendees were able to see improvements and suggestions first hand. The homeowners greatly appreciated the energy audits and the information was well received by tour attendees.

Thank you to all the volunteers, home and business owners, Local Leads, 3EStrategies, Energy Trust of Oregon and Iris Group PR, Oregon Department of Energy, Solar Oregon and the American Solar Energy Society for all your efforts that helped make the 2007 Oregon Green and Solar Tours a huge success!

2007 Oregon Green and Solar Tours

Statewide Summary/Statistics

Total Statewide Attendance: 4000+

Total Tour Communities: 13

Total Tour Sites: 126

- Residential: 110
- Commercial: 8 (including solar brewery in Klamath Falls)
- Multi-Use: 3
- Government/Civic: 2
- Triplex: 1
- Community Farm/Organic Garden: 2

Total Pre-Tour Workshops: Approx 15

- Topics include: PV, SHW, Wind, Passive Solar, Energy Efficiency, Incentives, Water Efficiency, and presentations on site features

Total Pre-Tour Workshop Attendance: Approx 800

Total Post-Tour Workshops: 8 – Similar topics

Total Post-Tour Workshop Attendance: Approx 220

Total Post-Tour Reception/Fairs: 2

Total Post-Tour Reception/Fair Attendance: Approx 450

Total 2007 Tour Videos Produced: 2

- Rogue Valley Tours: *Oregon Green Homes* – www.oregongreenhomes.net
- Coos Bay Green & Solar Tours: Expected to be completed by February 2008

Oregon Sites nominated for Discovery Channel’s Green Planet feature “World’s Greenest Homes”: 3 – including Pringle Creek Cottage, Salem; Gregory Flick home, Elkton; and Tom Carsten home in Applegate Valley.

Statewide Media Coverage – This is not a complete list, reported by Leads.

Total Newspapers: 9

- *Oregonian*: Homes & Gardens; SW Section
- *Upper Rogue Independent*
- *Mail Tribune*
- *Hood River News*
- *West Linn Tidings*
- *Bend Bulletin*
- *The Dalles Chronicle*
- *Blue Mountain Eagle*
- *Portland Tribune*

Total Magazine/Journals: 7

- *Green + Solar Building Oregon*
- *HomeLife*
- *Green Living Journal*
- *Rediviva*
- *ReDirect Guide*
- *Daily Journal of Commerce*
- *Homepower*

Total TV: 3

- KPTV Good Day Oregon
- Public Access Independent Producers Show
- CBS

Total Radio: 3

- KJDY
- KPOJ
- KIHR

Willamette Valley

Portland: Build It Green! Tour of Homes

Date: Saturday, September 15th

Location: Self guided Tour (11 AM - 5 PM) and free Information Fair at Environmental Building Supplies (4:30 PM - 7 PM)

Registration: \$15 per Adult, \$10 Adults with no car, \$10 students & seniors

Free for children under 14

Tickets: Available August 15th at Environmental Building Supplies and online at www.portlandonline.com/osd

Contact: City of Portland Office of Sustainable Development (503) 823-7222, www.portlandonline.com/osd; or Solar Oregon (503) 231-5662, info@solaroregon.org, www.solaroregon.org/resources_education/solar-home-tours.

Attendance: 1300+

Info Fair Attendance: 300+

Attendee City/State: Portland Metro area, Eugene, Vernonia, Seattle, southern OR

Number Buildings: 18 residential (including 1 cohousing & 1 floating home), 2 multi-use (high rise condos w/ retail), 1 triplex

Tour Description

Twenty homes in the Portland metro area demonstrate the latest in green and solar building practices, from creative use of environmentally friendly materials to rainwater harvesting, energy efficiency and solar systems. Homeowners, builders and architects greet tour goers with expert advice on the design and construction of a healthy, comfortable 'green' home.

A post-tour reception and Information Fair will be held from 4:30-7 PM at Environmental Building Supplies, 819 SE Taylor, in Portland. Contractors, designers, non-profit organizations, and product/service vendors will be on hand to talk about their projects and answer questions about materials, costs, successes and challenges.

Tour Results

Media: Stories in The Oregonian Homes and Gardens, Portland Tribune, Daily Journal of Commerce, and a handful of smaller publications. On the airwaves, OSD's Mike O'Brien appeared on KPTV's Good Day Oregon and on AM 620 KPOJ's morning radio show, and OSD's Alisa Kane promoted the Tour and other OSD programs in the Independent Producers Show on public access TV.

Quotes: "Great tour – we're learning a lot!!!"

"The houseboat was awesome. I plan to follow up on solar and water conservation."

"Fun to do by bike!"

"I love it. I want to live in a house like this when I grow up."

"Thanks so much. Great ideas and volunteers."

Tour highlights & successes: The 2007 BIG Tour more sites with multiple families on the same lot, which shows interest in building community and higher density per lot. This is also the first year that the Office of Sustainable Development (OSD) had a reliable way to track ticket sales. The tour provided an opportunity to engage other community partners to promote green building practices and strategies. OSD helped homeowners display product info on the green and solar features in home. This makes the technology more accessible to attendees while spreading the word regarding manufacturers, distributors and product. OSD is considering rescheduling the time of the Information Fair to coincide with the tour so people can buy tickets and visit the fair at same time to ensure that new people are exposed to green and solar strategies.

Contractors & Installers: Most homeowners invite builders and solar contractors to help explain technical details during the tour yet sometimes the homeowners are also the builders. One homeowner had product vendor, eco/green driveway material & Info Fair - Ecotare?

Corvallis Solar Tour

Date: Saturday, October 6, 10:00 am – 4:00 pm

Location: Self guided tour

Registration: \$5 suggested donation pick up map at first tour stop

Contact: Christopher Dymond (503) 540-3326

Attendance: 100

Number Buildings: 9 residential

Post Tour Workshop: Solar Power - A global economic engine revolution presented by Christopher Dymond

Workshop Attendance: 30

Tour Description

Day Event: An open-house tour of solar and green homes from 11 AM until 4 PM. Homes will be staffed by Solar CREEK volunteers.

Evening: Equipment displays by local vendors and a featured presentation "Solar Power - A global economic engine revolution" by Christopher Dymond of the Oregon Department of Energy. 7-9 PM at the.

How to: Pick up a map at one of the sponsoring locations (\$5 suggested donation).

Salem Green + Solar Home Tour

Date: Saturday, October 6, 11:00 am – 4:00 pm, Tour Reception 4:00 pm at Pringle Creek Community

Location: Meet at Pringle Creek Community, 2110 Strong Road SE, Salem 97305

Contact: Pringle Creek Community (503) 763-1770 or www.pringlecreek.com

Registration: before Oct 2nd, \$10 per car. Day-of \$15 per car. Carpooling encouraged. Bicyclists free.

Attendance: 350

Attendee City/State: Salem, Silverton, Portland – Oregon

Number Buildings: 9 residential, 1 commercial, 1 multi-use

Post-Tour Reception Attendance: 150

Tour Description

Salem is a new addition to the list of Oregon cities hosting Green + Solar Home Tours, but has been home to a high level of green and solar expertise for many years. Oregon Department of Energy is a national leader in research and development, local architect Nathan Good is nationally recognized for award-winning green and solar design, and Kettle Foods has one of the largest solar arrays in the state. Oregon's first LEED-H Platinum home is also in Salem, at Pringle Creek Community, which was recently awarded the 2007 National Association of Home Builders "Green Land Development Project of the Year."

Several new and newly-remodeled homes in the Salem area will open their doors to demonstrate a wide variety of green design, materials and technologies. Join us for a self-guided tour of Salem's best green and solar homes, and for the opportunity to meet homeowners, builders, contractors and architects. The tour will be followed by a reception at Pringle Creek Community at 4pm. Check out the images of some of the homes on the tour at <http://www.pringlecreek.com/solartour.htm>.

The Straub Environmental Learning Center is hosting Green Building expert Andrew Shepard from Earth Advantage to provide a primer to the Tour of Green + Solar Homes on Tuesday, October 2nd from 7:00 to 8:30 pm at the Straub ELC (1320 A Street NE, next to Olinger Pool, near North Salem High School). Andrew will talk about the economic and health benefits, as well as the costs and future, of green building. The lecture cost is \$5, which can be applied to the cost of the \$15 admission to the tour of Green + Solar Homes.

Thank you to the Salem Green + Solar Home Tour Sponsors: DeSantis Landscaping, Energy Trust of Oregon, Marion County Environmental Services, City of Salem, Friends of Straub Environmental Learning Center, Wild Pear, Salem

AIA, Pringle Creek Community, Salem Audubon Society, Taylor Metal Products, Bilyeu Homes, Black's Construction, Environmental Building Supplies, Glen Rea Company, Neil Kelly Company, ShelterWorks, Spectra Construction, Nathan Good Architect PC, Willamette Valley Vineyards, Solar Oregon, BAM Agency.

Tour Results

Building Owner Quotes:

“What I enjoyed most about the day was interacting with countless absolutely delightful people. I just wanted to keep them all as neighbors. Very enjoyable day in every way.”

“Just wanted to thank you for inviting us to participate. We were very busy, I think we saw everyone! It is testimony to everyone who put the tour together, it was well organized and the tour'ees seemed very happy, lots of positive comments.”

“People are willing to pay for this level of information/experience in Salem (pleasant surprise to me) and the roster of sponsors was impressive.”

Building Owner & Volunteer Tour Suggestions:

1. Student volunteers are more likely to be available nearer the end of school terms than the beginning. If the classes have not yet "gelled," the volunteers will not be available - except for Kimberlee Chambers's fantastic class at WU!
2. Someone should take photos (and videos) of the next Tour. It will help recruit/promote participants and sponsors.
3. Each site should have a sign-in sheet for visitors' names and comments - addresses, etc should be optional. This will help track visitors' interests and visitation patterns.
4. Participants were very pleased to receive the cleaning check and were delighted with the lunches!
5. More info at each site - prominently displayed - summarizing the site's features and benefits.
6. Involve participants more in planning process. Plan with more lead time.
7. Having a vendor or contractor at a customer's site would be a plus for both. We saw a lot of the results of the projects, but not a lot of the providers who made them happen.
8. Have student-made displays (a contest!) illustrating features at that site.
9. Engage kids in tour (ie scavenger hunt at each home site, or collect stickers at each site) and designate kid-friendly sites
10. Include more facts on costs and benefits of green features. Have college students research data on cost/benefits of green features, provide facts at each homesite (ie by using bamboo flooring, save x number of trees). Homeowners show power bills.
11. Do a dry-run tour the week before so homeowners and volunteers can see the other homes on the tour too.
12. Hand out flyers at home & garden events
13. Include commercial buildings in tour - Let's do the same thing for commercial buildings! Chamber of Commerce, OR DAS, City of Salem, Salem Keizer and surrounding school districts would be primary targets.
14. More thorough volunteer training
15. Encourage businesses the opportunity to purchase tickets to give to employees as perks
16. How to reach other groups of people? Get local schools like JGEMS involved, Latino Chamber of Commerce, banner over Liberty st., advertise in Oregon Home magazine, put flyer in PGE bill
17. Have a booth with ODOE tax credit information
18. Allow ticket sales earlier in the morning, so people can be at their first homesite by 11am
19. Have two registration tables selling tickets (line was too long)
20. Put registration table in the back of the building, so that people have to go through all the booths in order to by their tickets
21. Have workshops on green building and solar energy, and/or film series, as a “lead up” to the event

Newberg Chehalem Mountain Green & Solar Home Tour

Date: Saturday & Sunday, October 6th & 7th, 10am to 5pm

Location: Abundant Renewable Energy, 22700 NE Mountain Top Road, Newberg, OR 97123

Registration: Free, pre-registration is recommended

Contact: Abundant Renewable Energy, Becky McEnulty, (503) 538-8298, info@abundantre.com, info@AbundantRE.com, & www.abundantre.com.

Attendance: 50

Attendee City/State: Portland (NW Solar Expo), McMinnville, Newberg, 1 person from Washington State

Number Buildings: 2 residential, 1 commercial

Tour Workshops: 45 min & 15 min Workshops at tour sites as needed on wind, solar, and renewable energy

Workshop Attendance: approx 50

Tour Description

Discover how to trim your energy bills by harnessing the power of the sun and the wind. The ASES 12th Annual National Solar & Green Home Tour presents solar powered and energy efficient buildings across the United States with tours in our communities. Attend the local Newberg Chehalem Mountain - Green & Solar Home Tour. Doors will open for public tours as early as 10:00 A.M., Saturday & Sunday, October 6th & 7th. Tours will remain open throughout the day.

Abundant Renewable Energy of Newberg will be providing 45-minute talks on the hour covering; wind and solar energy basics, as well as energy conservation. Information will be available on how to choose a solar dealer and installer. Talks will be followed by an open house tour of solar homes. Additional speakers will be giving shorter, 15-minute talks, at two additional locations.

Maps and information on the two other homes in the tour will be provided at Abundant Renewable Energy. Visit www.AbundantRE.com or call 503-535-8298 with questions and for free pre-registration. Drop-in visitors will also be welcome. Feel free to bring a sack lunch. Restaurants are a bit of a drive from the tour.

Tour Results

The 2007 Newberg Chehalem Mountain Tour was coordinated in conjunction with Art Harvest Fest Tour that took place in McMinnville and Washington Counties. Abundant Renewable Energy hopes to work more closely with the festival in 2008. A lesson learned is to schedule tour logistics sooner so they can be posted at their website sooner. The NW Solar Expo brings lots of interest to the Newberg tour since it happens the weekend before. The 2007 tour had lower attendance due to transition a in staff coordinating the tour, bad weather, and small business. Bruce Barney, net metering expert at PGE, was available during the tour for questions and discussion regarding net metering and interfacing with the utility.

West Linn Solar & Sustainable Tour

Date: Saturday, October 6th, 10 am to 4pm

Location: West Linn City Hall

Organizers: West Linn Sustainable Task Force

Contact: Glenn Friedman, (503) 699-1363

Attendance: 20

Attendee City/State: West Linn, Lake Oswego, Oregon City

Number Buildings: 3 residential

Pre-Tour Workshops: 2 – Water Efficiency presented by Kim Swan, South Fork Water Bureau; and Basics of Solar Energy in Oregon presented by Christopher Morgan, 30 kW Solar Electric system owner

Workshop Attendance: 20

Tour Description

The tour and seminars will take place on Saturday, Oct. 6th. Sign in for the day opens at 10am. The seminars will start the day at 10:30am at West Linn's City Hall. Starting the day at 10:30 am Chris Morgan, Solar Advocate and homeowner of a 'Carbon negative' home generating all power on site, plus extra power for cars in the future, will discuss Solar

Power for Homeowners. At 11:15 am Kim Swan, the Water Resource Manager, and Kristine Hollenbeck, the Conservation Program Coordinator, for the Clackamas River Water Providers will begin their talk by providing some back ground on the newly created Clackamas River Water Provider group. The presentation will cover the expanded conservation efforts of the group, some background on where our drinking water comes from, why conservation is important in our area, and will conclude with tips and ideas on how to save water in and around the home. Also there will be Water Conservation kits available.

The Green/Solar Home Tour will follow the seminars and start at 12:30pm. The local tour is part of the American Solar Energy Society's National Solar Buildings Tour and will include several local West Linn homes that utilize solar hot water systems, green building techniques, daylighting, and grid connected solar electric (PV) systems. The tour is free and maps of the homes can be picked up at the sign in table between 10 am-12: 30pm.

Tour Results

Overall the tour and workshops went well. For those who showed, they got lots of good information. The projects on the tour were high quality and the feedback was very positive. We got a fair amount of press in the West Linn Tidings and the Southwest section of the Oregonian.

Despite the great educational opportunity and good media coverage the West Linn tour's attendance was down this year, and the West Linn Sustainable Task Force is discussing how to best serve the community needs for a green and solar tour. They are discussing a few options including expanding the tour to include Lake Oswego and Oregon City, as well as conducting the tour every few years as opposed to an annual tour.

Southern Oregon

Klamath Falls Solar Tour

Date: Saturday, October 6th, 9:00am

Location: Meet at Klamath County Government Center, 305 Main Street, Klamath Falls

Registration: Free

Contact: Scott McMahon (541) 882-9923

Attendance: 50+

Number Buildings: 2 residential, 1 commercial (solar brewery)

Tour Results

Klamath Falls had the largest turn out ever at over 50 people for the tour. First house is a grid connected home with solar electric and solar hot water systems. The second house is off grid with solar and wind electric systems plus solar hot water. The last site was a brewery that uses solar hot water to make their beer. The tour was followed by a post tour gathering over pizza.

Ashland Solar Tour

Date: Saturday, October 13, 9:00 am

Starting Location: Ashland Civic Center, 1175 East Main Street

Registration: \$ 6 at <http://activenet3.active.com/ashlandparks/> or North Mountain Park Nature Center.

Participation is limited to 100 people over age 12.

Contact: City of Ashland Conservation Division at (541) 552-2065

Attendance: 100

Attendee City/State: mostly Southern OR, also California (area codes 510 & 760), and Pennsylvania (area code 267)

Number Buildings: 6 residential, 2 public sites (Ashland Civic Center & Nature Center)

Tour Workshops: Introduction to Renewable & Solar Energy and Energy Efficiency – presented by Karen Chase; 6 (1hr) workshops - 1 at each home describing the green & solar features of the site, all were presented by an architect, builder, or a solar installer

Workshop Attendance: 100
Green/Solar Professionals onsite:

Tour Description

Find out how solar energy can be used to power and heat your home and water, and how homes can be more energy efficient, healthier and better for the environment. Participants will visit homes with solar electric, solar hot water, solar swimming pool heat, solar space heat, increased energy efficiency, healthier indoor air, and reduced environmental impacts. Learn about current technologies, and financial incentive programs to implement them. The tour will begin at 9:00 AM at the Ashland Civic Center 1175 East Main St., and travel by buses to four home sites with a bring-your-own lunch stop along the way.

October is Energy Awareness Month. The Ashland tour is one of hundreds of events planned throughout the state and across the country to raise awareness about energy conservation and clean, renewable energy. The City of Ashland and Home Power Magazine sponsor the tour, for more information call the City of Ashland Conservation Division at 552-2065.

Tour Results

Background: Twenty years ago Sunergy, a southern Oregon chapter of the Solar Energy Association of Oregon, coordinated the first Southern Oregon tours under the leadership of Larry Giardina and Fred Gant. The tour in Ashland continued with support from the City of Ashland and coordination by Larry Giardina. Now in 2007, there are 3 Southern Oregon Tours including Ashland and Rogue Valley (Phoenix/Talent & Shady Cove/Upper Rogue).

The Ashland tour had full registration and filled up both buses, once again registration was accomplished through the Ashland Parks Department. A video has been produced on the Southern Oregon tours by Don McCoy with Exit Realty Group, a copy will be sent to Solar Oregon once it is completed. The DVD, *Oregon Green Homes*, can be purchased and a 30 minute preview can be viewed at www.OregonGreenHomes.net.

The Ashland tour experienced an interesting success, there was a solar access conflict with the neighbors of one of the tour sites yet it was all resolved in an amiable and mutually beneficial manner. This was a great example for tour attendees on how solar access issues can be resolved with compromise and respect on all ends. The issue at hand was the neighbor's trees were blocking the site's solar access, yet the neighbors worked together and decided the best solution was to move the trees. The neighbor has since added both a solar hot water and solar electric system to their home since the resolution was reached. This all raised awareness of the City of Ashland's solar ordinance and its importance and legal aspects within the community.

Lessons learned:

1. Need to anticipate the full cost of the tour buses in terms of rising fuel costs, the 2007 tour tickets sold did not cover the fuel costs this year.
2. Make the tour stops more efficient by having more sites per stop such as neighboring homes, this will decrease fuel costs and time spent transporting attendees between sites.
3. Statewide insurance for the tours would be helpful for the smaller tours that do not have an organization directly affiliated and coordinating the tour. Perhaps have the statewide insurance be held by Solar Oregon since they are the Statewide Tour Coordinator.
4. Green + Solar Magazine tour coverage, as more tours are added to the statewide effort might be good idea to have the tours article in the Magazine be a "How to Coordinate a Community Tour" article.

Rogue Valley Tours (Phoenix/Talent & Shady Cove/Upper Rogue)

Dates:

Saturday, October 20th – Phoenix-Talent Tour Green and Solar Tour:

9:00AM at Phoenix Organics (4543 S. Pacific Hwy, Phoenix, OR)

Plan to stay for a fun Tour Party afterwards, around 3:30PM

Sunday, October 21st – Shady Cove-Upper Rogue Green and Solar Tour:

11:00AM at Shady Cove Park parking lot.

Also bus pick-ups:

10:00AM at Fred Meyers in north Medford and

10:30AM at Ray's in Eagle Point.

Registration: Advance registration required. \$10 per person, per tour, space is limited. For ages 15 and over. Bring a brown bag lunch. Tour is by bus.

Contact: Suzanne Frey, Tour Coordinator, sfrey@mind.net, (541) 552-0598

Attendance: Phoenix/Talent: 67

Shady Cove/Upper Rogue: 44

Attendee City/State: Southern OR, Oregon Coast

Number Buildings: Phoenix/Talent: 4 residential

Shady Cove/Upper Rogue: 3 residential

Tour Description

A Variety of Features: Both tours will include homes with a variety of energy efficient, green & solar features that can be incorporated into new home construction and remodels, including: passive solar design for space heating and cooling, solar water heating, photovoltaic solar electricity, green building materials, straw bale construction, use of thermal mass, and more...

A Variety of Lifestyles: Green and solar features can be incorporated into any home or lifestyle, whether conventional or alternative, modest or luxury, large or small.

Talk With the Homeowners: Our homeowners will be on hand to share their personal experiences purchasing, installing and living with green and solar features in their homes.

Earth Advantage & Energy Star Homes: Tours include some Earth Advantage and Energy Star Homes, with an Earth Advantage certification demonstration.

Bio Fuels: The Shady Cove-Upper Rogue tour will include a demonstration of waste veggie oil diesel vehicles. The Phoenix-Talent tour will include information on local bio-fuels and green building products.

Tour Results

Our mission: “To inspire and motivate increased use of green and solar features in our lives in order to conserve energy and reduce our impact on the environment.”

The Rogue Valley Tours generated a lot of interest in green and solar technologies within both communities served by these tours. The tour Local Leads are currently discussing how to best promote the tours in 2008. There is some interest from Earth Advantage and the local Cascadia Green Building Council chapter to collaborate on the 2008 Rogue Valley Tours.

A video has been produced on the Southern Oregon tours by Don McCoy with Exit Realty Group, a copy will be sent to Solar Oregon once it is completed. The DVD, *Oregon Green Homes*, can be purchased and a 30 minute preview can be viewed at www.OregonGreenHomes.net.

Background: The City of Ashland has sponsored an annual Green and Solar Home Tour that has not been able to keep up with increasing demand. 1970s-1980s former Sunergi members Fred Gant and Suzanne Frey agreed to work together to start a new tour. In mid-July they met with the "Global Advocacy Group" formed by Caren Caldwell at the Methodist church in Medford. This group included Melonie and Rich Jorgensen from Trail, and its' members became the heart of the volunteer effort. Several individuals who were forming a local chapter of the Green Building Council contributed their valuable time and resources to the tours as well.

Sponsorship: As the Southern Oregon representative of Earth Advantage and Energy Star Homes, Fred Gant enlisted the sponsorship of Earth Advantage when it became apparent that we would need a non-profit umbrella agency and liability coverage for this event and our volunteers. They additionally assisted with transportation costs and their support was much appreciated.

Media: Many members of the local media generously ran stories and public service announcements. This included a beautiful feature story on the Jorgensen's straw bale home in October's "HomeLife" magazine. Some who were particularly generous include Linda & Daniel Pinkham of "Green Living Journal," Nancy Leonard of the "Upper Rogue Independent", Tania Parks of "Solar Oregon", Larry Giardina of the Ashland Solar Tour, radio show host & EcoBroker Don McCoy, "Mail Tribune"& "HomeLife" staff David Smigelski, Kristine DeVries, Susie Wenaus, and columnist John Darling.

Participant Survey Results: Seldom, another former Sunergi member, designed and conducted a survey that was distributed at the end of each tour. Out of 111 tour participants, 79 completed the survey, and feedback was generally very positive. Combined highlights are as follows:

- How did you learn about the tours? 20-friend, 18-Mail Tribune, 7-Green Living Journal, 5-United Methodist Church, 5-Phoenix Organics, 4-Solar Oregon, 3-Ashland Solar Tour, 3- Ashland Tidings, 3-HomeLife, 2- Build Green RV, 1-Home Expo, 1-Cascadia, and 1-Flow Stone.
- Why did you take the tour?. 28 said they were planning to build a new solar home, 18 said they were planning on remodeling an existing home, and 14 said they were just curious. Additional "other responses" are listed in the full report.
- Was the bus ride generally satisfactory? 78-yes, 1-no.
- Were the home tours satisfactory in general? 77-yes, 1-no.

Participants provided additional comments and suggestions which are contained in the full reports. These were reviewed by the group on Nov 12th and will be used for future planning.

Roseburg Solar Tour

Date: Saturday, October 13th, 9:00-11:30 am workshop, 12:00 – 5:00 pm for the self-guided tour of homes

Registration: \$12, register by October 1 at Umpqua Community College, Community Education at (541) 440-7744.

Contact: Scott McKain, 541-679-5597, ssmckain@charter.net

Workshop: 9:00 – 11:30, Timber Room, Campus Center at Umpqua Community College, 1140 Umpqua College Rd, Roseburg OR 97470. Instructors: Tom Beverly, Energy Trust of Oregon- tax credits for alternate energy. Al Walker, Energy Independence - solar, conservation, and green technologies to be seen on the tour

Attendance: 30

Attendee City/State: Roseburg, Camas Valley, Glide, Port Orford, Sutherlin, Winchester – Oregon; Livingston, TX

Number Buildings: 6 residential, 1 commercial (apartment building), 1 communal farm

Pre-Tour Workshop: "Incentives for Alternate Energy" presented by Tom Beverly, Energy Trust of Oregon

Pre-Tour Workshop Attendance: 30

Post-Tour Workshop: 2 - "Overview of Solar Energy: Passive, Active, and PV" presented by Al Walker, Energy Independence Company

Post-Tour Workshop Attendance: 12

Tour Description

In the morning, a workshop at Umpqua Community College will overview technologies, contractors and financial incentives for homeowners, and introduce the self-guided tour of homes.

The afternoon is scheduled for the tour of homes in urban, suburban and rural settings in the Roseburg area. A booklet describing each home and a map to the location will be provided at the morning workshop.

Tour Results

The workshops were held at Umpqua Community College as Community Education classes. Press releases were given to eight local news outlets. The local CBS television affiliate shot a news spot at one of the homes and aired it three times. They chose Gregory Flick's home in Elkton (approx 30 minutes from Roseburg) for the CBS spot because it the best representation of green and solar features in combination. The Flick home is a small home that was renovated from an old mobile home to include quality green materials and passive and active solar. The solar electric system had been operating all summer with no electrical loads since the Flick's moved in right before the Roseburg Green and Solar Tour.

The largest newspaper (The News-Review) chose not to do a feature on the tour as they have done in the past. This reduced our attendance significantly compared to previous years.

Contractors that were available during the tour included Art of Construction from Bend, Oregon who had a display at the pre-tour workshop at Umpqua Community College. Also Al Walker with Energy Independence Company presented the pre-tour workshop and was available during the tour. Pacific Power & Light was invite yet did not make out to the workshop with their Blue Sky program information.

The local Homeowners and Green Building Associations in Roseburg are considering including green homes in their spring Home Tour and Home Show. The Roseburg Green and Solar Tour Local Leads are considering collaborating on the spring tour. The Leads are a little concerned about the difference in philosophies between the spring and fall tours yet they are moving forward with the discussions regardless for now.

The homeowners that participated in the tour were very enthusiastic with tour attendees, and fulfilled the role of educators to the public very well. All the homes were good quality and great examples of green and solar technologies. The main comment from the homeowners was regarding the low attendance.

Eastern Oregon

John Day Solar Tour

Date: Saturday, October 6

Location: Grant County Fairgrounds followed by guided Tour

Contact: Jennifer Barker, EORenew – (541) 575-3633, info@solwest.org , www.solwest.org

Attendance: 22

Attendee City/State: John Day, Prairie City, & Canyon City - Oregon

Number Buildings: 3 residential, 1 commercial

Pre-Tour Workshop: 1, "It's the Architecture" presented by Jennifer Barker

Pre-Tour Workshop Attendance: 19

Tour Description

Homes on the John Day Solar Tour have solar electric and/or hot water systems and/or sustainable design features such as passive solar. At least one remote, stand-alone off-grid solar electric system will be included.

Tour begins at the Grant County Fairgrounds with a 1-hour introductory class on renewable energy, followed by a guided tour of homes and businesses in the urban/rural area. Participants should bring a lunch and dress for the weather.

Tour Results

The John Day tour was coordinated and lead by Eastern Oregon Renewable Energy Non Profit (EORenew). The day began with a presentation by Jennifer Barker, EORenew Executive Director, at the Grant County Fairgrounds that gave an overview of green and solar strategies for homes and businesses. Attendees then walked and carpoled together for the tour which included two businesses (EORenew and Sonshine B&B) that are using solar technologies, a home with a simple solar hot water system created as part of a Solwest Renewable Energy Fair workshop, and a remote off grid home and forest farm in Bear Valley outside John Day. To the delight of Jennifer Barker, the tour experienced a much higher attendance than in 2006.

Columbia Gorge

Hood River Enviro-House Tour

Date: Saturday, October 6th, 10am to 4pm

Location: Pick up tickets and map the day of the Tour at Gorge Rebuild-it Center (995 Tucker Rd on the Heights in Hood River, www.rebuildit.org)

Cost: \$15 per car

Organizers: An event of the Columbia Gorge Earth Center

Contact: Tara Johnston, 541-386-5562, tara@gatherdesign.com, www.cgec.info

Attendance: 200

Attendee City/State: Oregon – Hood River, Odell, Mosier, The Dalles; Washington – Trout Lake, White Salmon

Number Buildings: 13 residential, 2 commercial

Green/Solar Professionals onsite: several homes had builder onsite, 2 had materials vendors.

Tour Description

The 6th annual Columbia Gorge Enviro-House Tour will be better than ever this year. With more and more homeowners committing themselves to reduce their impact on the environment, we are seeing exciting new eco-remodels, ultra efficient new homes, alternative energy systems, zero net energy homes, straw-bale and earthen buildings, and fun new uses for recycled, salvaged, and non-toxic materials. This tour features homes in the central Columbia Gorge area of both Oregon and Washington, including (but not limited to) the towns of Hood River, Parkdale, Mosier, White Salmon, Underwood, Lyle, and Trout Lake.

Tour Results

Great Tour!! Lots of interesting homes, all participants excited about the content of projects. All tour related expenses were paid for with advertising sales for the Guidebook. The tour had reduced attendance this year despite an increased number of homes. The Local Leads are not sure why the attendance went down yet they did not have a good way to track the attendance at each site, they think their may be more carpooling per ticket sold.

One great success of the 2007 tour that is new for the Hood River tour is they had 2 homes (1 in Washington and 1 in Oregon) where they conducted an energy audit and made suggestions for retrofitting the home to be more energy efficient. The homes displayed and presented the energy audit information and suggestions for the tour attendees, and both homes were in the midst of acting on the retrofit suggestions. The homeowners greatly appreciated the energy audits and the information was well received by the tour attendees. Overall this new idea was a great success and a great educational tour for the Hood River Tour. These sites were not as well attended as the Local Leads hoped yet the reception was received with enthusiasm by both the homeowners and tour attendees.

In the media, *Hood River News* ran a full page article on the Tour and a featured project. Also media coverage in the *Portland Tribune*, *Rediviva* (local Hood River rag), *The Dalles Chronicle*, and a KHR morning radio interview. Listings were included in the ReDirect Guide and other local calendars, Gorge.Net and many local listserves. Six or seven of the homes had their builder on site, 2 had materials vendors, yet no solar reps were on site this year although they were present during the 2006 tour.

A lesson learned is they did more marketing in Portland this year and perhaps maybe not do so much outreach in the future, the Leads are discussing the best outreach and marketing strategy for 2008. The Local Leads are currently discussing the 2008 tour and they are considering expanding the tour to include 2 days (1 for Oregon and 1 for Washington) and to include the Dalles in the tour.

Central Oregon

Bend/Redmond/Sisters/Prineville/Crooked River Ranch

Date: Saturday and Sunday, October 6th & 7th, 10am to 4pm daily.

Location: Bend, Redmond, Sisters, Prineville & Crooked River Ranch.

Registration: \$10 per car. Bicyclists go for free!

Contact: 3EStrategies - (541) 617-9013, susan@3estrategies.org.

Attendance: 705 tickets

Number Buildings: 28 residential

Attendee City/State: 2 groups architect students; WA - Walla Walla & Tri Cities; ID - Boise area; Alaska; California

Pre-Tour Workshops: 2, *Building Green Basics* presented by Bruce Sullivan, Earth Advantage/ENERGY STAR
Overview of Active & Passive Solar presented by Kathryn Gray, Urbansun Design (Passive); Stephanie Manzo, Sunlight Solar (Solar Electric); Mike Hewitt, E2 Powered (Solar Water Heating--flat panel and evacuated tubes).

Pre-Tour Workshop Attendance: 80 (40 each workshop)

Post-Tour Workshops: 4 Solar Oregon workshops: Basics of Going Solar presented by Michael VanDerwater; How to Buy a Photovoltaic System and How to Buy a Solar Hot Water System presented by Ryan Mayfield; and Passive Solar Design and Energy Efficiency presented by Kathryn Gray

Post-Tour Workshop Attendance: 78 Total: Basics - 35; PV - 15; SHW - 15; Passive Solar - 13

Early Bird Tour: Summit Tour (2 wks prior to Central OR Green & Solar Tour) – all commercial sites

Tour Description

Approximately 20 green and solar homes will be open over the two days. Tour a variety of passive solar and sun-tempered designs in a range of price points and with a variety of materials and techniques, including advanced framing, double staggered 2X4 framing, and wall systems of ICF, AAC block, some strawbale and more. See grid-tied and off-grid PV, solar hotwater, amazing examples of reclaimed materials, native landscaping and water catchment systems. Many other products and systems will be on display the same weekend at the Green Building and Renewable Energy Fair, part of the Bend Fall Festival, downtown Bend.

Sponsored By: 3EStrategies, the *Bend Bulletin*, NorthWest Crossing, Steele Associates Architects, Energy Trust of Oregon, Palmer Homes, E2 Powered, Miller Lumber, Sunlight Solar Energy, Inc., Urbansun Designs, Combined Communications, Sublime Design Group, *Bend Living & Cascade Business News*.

Tour Results

We added some production homes (Earth Advantage & Energy Star) that had added PV or Solar Thermal this year (two in the low \$200's which is a great buy in Central Oregon)....they didn't have near the turn out as the more cutting edge homes. The two straw bales were very popular especially a two story very contemporary home with a lot of reclaimed materials. A small passive solar home with huge amounts of reclaimed materials was extremely popular.

The more cutting edge homes drew larger crowds partly because they were 1) private homes not usually open to view 2) had more, newer features, 3) some had alternative materials. I think generally people want to see what's "newest" and then they pick and choose/made the trade-offs they must to fit their pocket book. The production homes would be/are

open at other times, so with such a large tour and only two days to see what they most wanted, people understood that they could "pick up" the production homes later.

Builders and Solar Installers:

- Paul Schmitz, builder owner (passive solar, much reclaimed); designer, Glen Haupt, Solar Craft, was there part of the time too (This house was open both days)
- Eric Meloling, builder (area's first spec passive solar....NorthWest Crossing) Gina Chylack, custom home, Urbansun was builder/designer and they were there part of the time.
- Heritage Homes, builder there some of the time.
- Miller Home, 2E Power was there (PV and evacuated Tubes thermal) Eberhard Home, Redmond. PeterBuild Homes (builder) was there and some others.
- Cody Home, Sunlight Solar was there (PV and flat panel thermal. I believe the builder was there part of the time--the homeowner is the real driver on that project.
- McCord townhomes/duplex, owner/builder and or one of his employees was there.
- Hewitt Off Grid Home, owned by Mike/Kelli Hewitt of E2 powered and they of course were there.
- Schechter Home, owner/architect was there. This is the home featured on the front of the magazine last year (06)...on for the second year.
- Crocker Home (I'm not sure this name is quite right) but the architect, Ms Holbrook was there and an active part in the tour.
- Also Calaghan Home, rural Tumalo, builder Sterling McCord and architect Cheryl Heinrichs (spelling) were there half the time.

Coast

Coos Bay Green and Solar Tours

Date: Saturday, October 6th

Location: Kick off Brunch and orientation of the technologies included on the tour at Ric's Posto Bella 161 Anderson Avenue Coos Bay

Registration: Free

Contact: **Green Tour**, Mark Files, 541-297-5220, www.EcolivingCoastal.Com

Solar Tour, Shannon Souza P.E., C.W.R.E., 541-266-0877, shannon@solcoast.com, www.Solcoast.com

Attendance: 55

Attendee City/State: Coquille, North Bend, Myrtle Point, Reedsport, Port Orford, Bandon, Coos Bay

Number Buildings: 4 residential, 1 commercial, 1 organic community garden

Tour Description

The Coos County Green and Solar Tour is being held on Saturday, October 6th. Sites on the tour feature passive solar, solar electric, solar water heating, alternative building methods, living roof, residential hydro-electric and organic subsistence gardening. All homes are connected to the electric power grid. Homeowners and/or designers will be present to answer questions. The tour is self-guided and tickets are free. Join other participants for a no host brunch beginning at 10 am on the morning of the tour and to pick up maps or even make car pool arrangements. The Coos County Green and Solar Tour is part of the American Solar Energy Society's National Solar Tour.

Sol Coast Consulting & Design, LLC (founded 2003) designed the first grid-tied solar photovoltaic system on the Oregon Coast. Based on the Millicoma River, just upstream of Coos Bay, we offer full service PV and solar water system design and installation to clients on the central and southern Oregon Coast.

Tour Results

The 1st Coos Bay Green and Solar Tours were very successful. The day began at an organic vegetarian restaurant, and ended with a pizza and beer gathering for discussion of "greasal" automobiles. The tour was touted as Solar and Green

Living to help flesh out some additional stops. Two builders were available during the tours including Wenbourne & Sons and Sol Coast Construction, and one solar contractor, Sol Coast Consulting & Design. Next year we should have enough grid tied and passive solar homes to fill up the day.

The tours made it on the front page of the local newspaper. A video is being produced on the tour by a local school teacher and Tom Beverly from Energy Trust of Oregon who was available during the tour for questions. The video is expected to be completed in January 2008.

Homeowners, volunteers and tour attendees all had a good time. The success of the tours is reflected in a much needed gathering of folks out of the "wood work" that will hopefully lead to more exchange of information and placement of RE into action.

Non-Active Tours

La Grande: CANCELLED

Contact: Oregon Rural Action (541) 975-2411, or Chuck Koch (541) 437-2344

The La Grande Tour will include homes in La Grande, Cove, Elgin, and Summerville, and will include solar hot water, photovoltaic, passive solar, wind energy, and geothermal heat pump. Following the tour, will be a meeting with questions answered by some of the homeowners and an Oregon Rural Action Representative. Discussion will include installation of renewable systems, working with utilities on installation, building sustainably, and working to gain community support for renewables.

Newport: CANCELLED

Lincoln County Solar and Habitat Restoration Tour

Contact: Lincoln County Sustainability Coalition, Cindy Ashy – (541) 270-0588,
www.lincolncountysustainabilitycoalition.org

The Lincoln County Solar Energy Tour will be kicked off by a Sustainability Summit on October 6 & 7th, check out the Lincoln Sustainability Coalition's website for more details. The tour will begin in Lincoln City, meeting in the large public parking lot on the corner of Highway 101 and NW 17th Street (Maxwell's Restaurant is on the corner and the Bijou Theatre is across the street). Tour attendees will see a house equipped with a grid-tied 18 panel 1500 Watt PV array with a dual axis tracking system, a cabin completely off the grid, and a restaurant using solar panels and other sustainable practices. After lunch featuring food from our local farms, we will tour 2-4 habitat stream restoration projects at various stages of development.

Grants Pass: NO LOCAL LEAD

Eugene: CANCELLED

Contact: NO LEAD – Lead historically was EWEB

The day begins with a presentation at EWEB at 9:30 am followed by the tour immediately afterwards. Please note transportation is provided, or you may take a self-guided tour. Maps will be provided to paid participants. Homes and businesses on the tour will demonstrate green, sustainable, and solar design features. Homeowners, builders and designers will be available to discuss the environmentally-friendly homes.