



# Home Upgrade Working Group

## Program Enhancement Concepts

**Residential Subcommittee**

April 18, 2016

# Overview

- Program Objectives and Goals needs Clarification...
  - Energy Savings: Therms v KWh
  - Industry Creation and Support
  - Carbon Emission Reduction
  - Market Transformation
- Program is showing increased success in uptake and in contractor engagement, especially in No. California
- Residential programs TRC and in particular Whole House Program is very low as currently calculated
- Many Non-Energy Benefits (NEBS) For Whole House



# **Ideas to Improve...** **Uptake, Energy Savings** **& Cost Effectiveness**

# Expand Measures - Home Upgrade Program

- Current measures in Advance Program could be incorporated into Home Upgrade, such as:
  - LED Lighting
  - Pool Pumps
  - Pool Heaters
  - Smart Strips
  - Energy Management Systems
  - Plug Loads
  - Appliances
- Example of measures that could improve KWH/KW savings:
- Clarity on Goals for Program will better inform how this is approached

# 1 Program...For Customers

- Two program model is confusing for Customers
  - Rebranded as 1 Program as its face to the public
  - Streamline and simplify Customer interface
- Maintain two or multiple programs for contractors
  - Provide paths for specialty contractors and Home Performance Contractors
  - Drive market to deeper savings but allow for easy entrance into program
- Consider multilevel incentive tiers available to contractors tied to completion of specific training/certificates and energy savings

# Customer Journey

- Allow for phased customer engagement over time
  - Enroll once in program
  - Set Baseline conditions
  - Maintain for period of time (i.e. 2 years)
- Customer can do some work now; and more over time and receive incentives based on initial assessment
- Requires PAs and Contractors to re-envision maintaining and tracking long term relationship