

3C-REN

Residential Energy Efficiency Business Plan 2017-2025

California Public Utilities Commission | February 2, 2017

Introductions

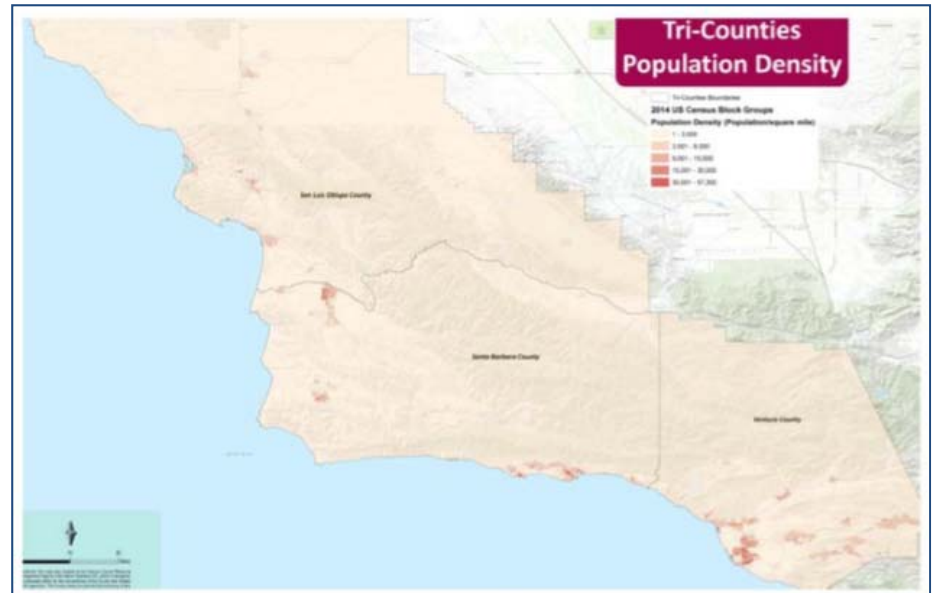
- 3C-REN – jointly developed and submitted Residential Energy Efficiency REN Business Plan from the Counties of Ventura, Santa Barbara, and San Luis Obispo
- Representatives present today:
 - Alejandra Tellez, Ventura County
 - Heather Allen, Ventura County
 - Ashley Watkins, Santa Barbara County
 - Brett Bishop, San Luis Obispo County
 - Chris Read, San Luis Obispo County

Overview

- Central Coast Energy Efficiency Challenges
- Case for a Regional Energy Network
- Tri-County Market Analysis
- Strategic Business Plan Framework
- Tactics, Outcomes, and Metrics

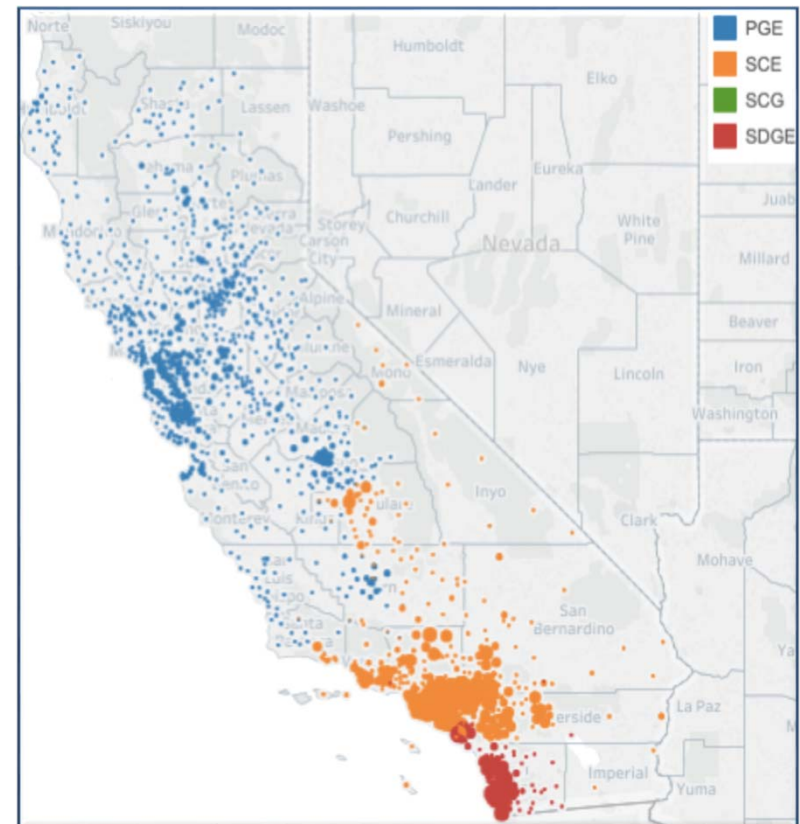
Central Coast EE Challenges

- Hard to reach populations
 - Geographic isolation
 - Rural communities
 - Low population density
 - Large renter population
 - Large portion of population are non-native English speakers
 - High cost of living relative to income



Central Coast EE Challenges

- Small building firms
- Limited IOU training opportunities and marketing efforts
- Older residential building stock
- Varying microclimates
- Multi-IOU Service Territory



Why a Regional Energy Network?

- Design and implement more effective and efficient services to customers that are underserved by existing utility programs
- Customized to the needs of:
 - Local residents
 - Building professionals
 - Building departments
- Pilot activities allow us the flexibility to meet the unique needs of this region, achieve scalability, and capture the region's stranded energy savings potential

3C-REN Meets CPUC REN Criteria

- CPUC decisions have refined REN activities to:
 - Pilot activities in hard-to-reach markets, whether or not there is a current utility program that may overlap.
 - Activities that utilities cannot or do not intend to undertake.
 - Pilot activities where there is potential for scalability to a broader geographic reach, if successful.

Market Segmentation

- Market Analysis informs business plan assumptions
- Market Segmentation
 - 512,207 Total Households
 - 168,186 Moderate Income Households (33%)
 - 174,300 Single Family, Renter Occupied (34%)
 - 115,023 Multifamily 3+ Units (22%)
- Program design targets moderate income, renter occupied, and multifamily households, rural areas, and the issue of split incentives

Strategic Framework



Facilitating the Customer Journey

3C-REN CUSTOMER JOURNEY



Conclusion

- The region's needs can be defined by CPUC REN criteria
- Deep potential for residential energy reductions in the region, with lessons transferable to the state
- Potential for significant economic development and local employment generation
- Local governments can leverage their resources, relationships and standing in the community to deliver efficient and effective services

Contact

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