

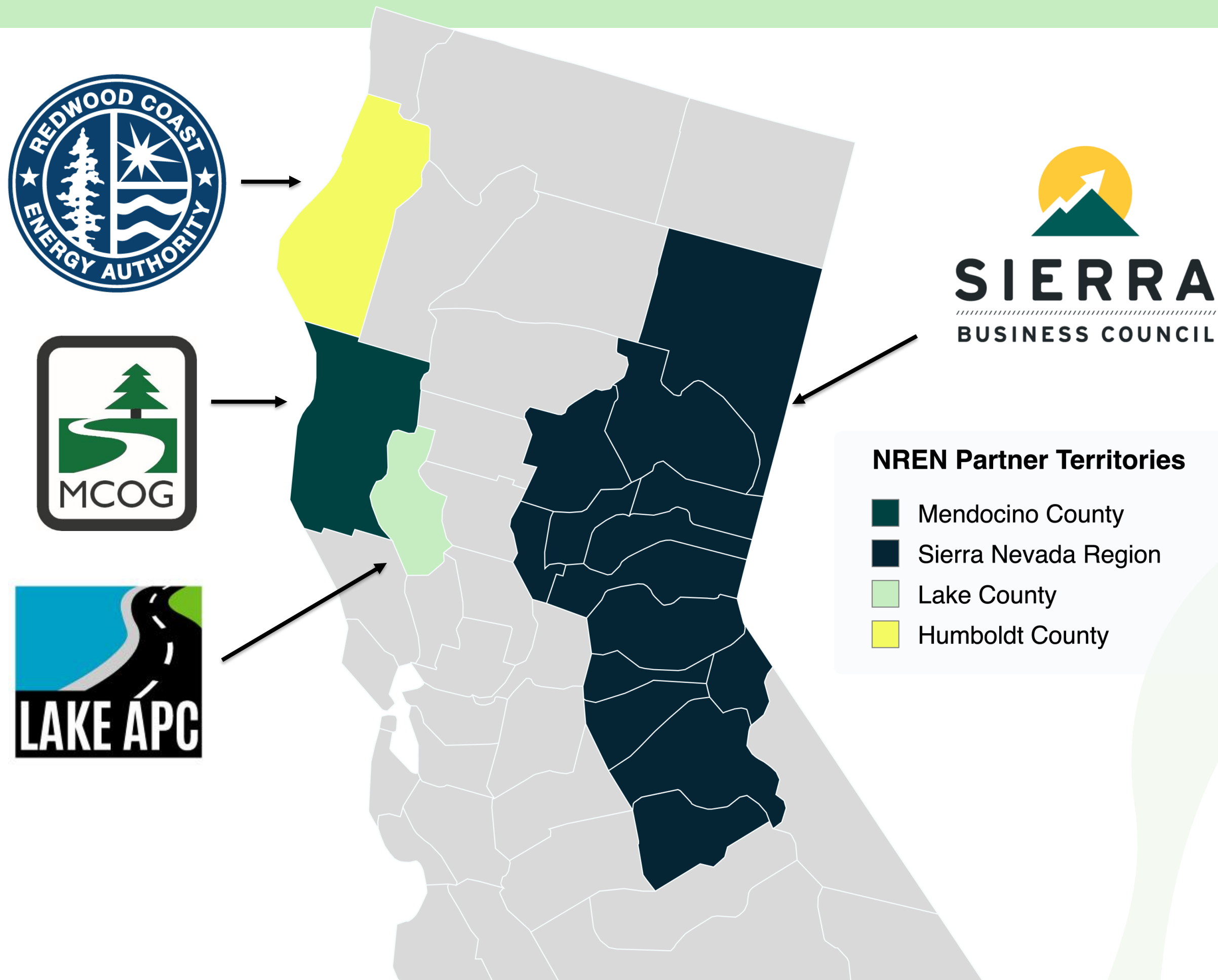
Residential Equity and Residential Resource Acquisition Programs

Public Webinar November 18, 2025

Northern Rural
Energy Network



NREN Service Area and Partners



NREN Residential Programs (Equity and Resource Acquisition)

- **Designed collectively to serve common rural characteristics of region**
- **Implemented locally in-house to address unique regional needs**
- **RCEA leverages experience implementing residential programs as a Community Choice Aggregator and Elect-to-Administer P.A. to serve as Program Lead**
- **Each partner serves on Program Team bringing local experience**

Residential Equity Program Barriers and Objectives

Barriers:

- **Geographic Isolation**
- **Lack of Energy Awareness and Literacy**
- **High First-Cost of Energy Efficiency Investments**
- **Low Engagement in Energy Efficiency Programs**

Objectives:

OBJECTIVE 1: Increase energy awareness in rural communities, especially for the NREN Equity Target Market

OBJECTIVE 2: Enable rural communities to take immediate action on their energy saving opportunities.

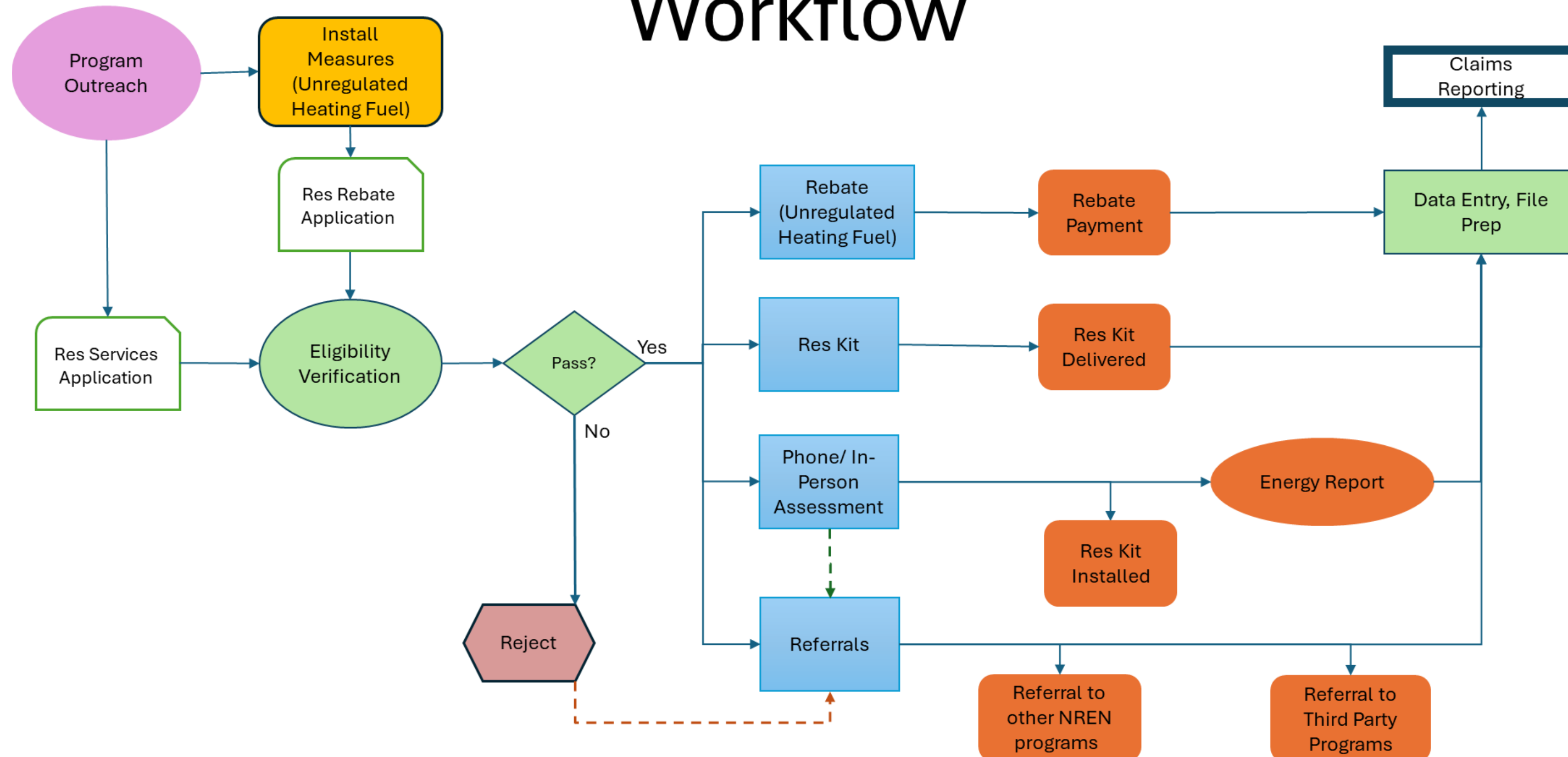
OBJECTIVE 3: Facilitate a point of entry for rural customers to benefit from resource acquisition financing, and other energy programs

Residential Equity Program Activities

- PA-1 Rural Residential Needs Assessment**
- PA-2 Energy Efficiency Education**
- PA-3 Energy Efficiency Kits**
- PA-4 In-home and Virtual Energy Assessments**
- PA-5 Energy Reports**
- PA-6 Rebates for Customers with unregulated fuels**

Residential Equity Program Workflow

High-Level Residential Equity Services Workflow



Residential Equity Quantitative Program Targets

Metric	2024	2025	2026	2027
Budget	\$80,257	\$1,887,333	\$2,050,193	\$2,168,115
TRC	0	0.03	0.03	0.05
TSB	0	\$64,549.52	\$64,673.30	\$113,000.67
Net kWh	0	1791.81	29895.11	48713.53
Net kW	0	0.32	5.10	8.26
GHG (Tons)	0	56.88	20.24	194.71
HTR (%)	NA	70	70	70
Assessments	0	145	305	409
Energy Reports	0	145	305	409
Kits Distributed	0	540	1100	1200
Educational Activities	0	72	99	89

Residential Equity Services to Date

560 Residential Energy Efficiency Kits Delivered

59 Home Energy Assessments

70+ Educational Events

Questions?

Residential Whole House Program Challenges and Interventions

Challenges:

- Geographic Isolation
- Fewer Skilled Contractors
- Lack of Funding for Projects
- Limited Information and Knowledge
- Strained Capacity to Manage Projects

Interventions:

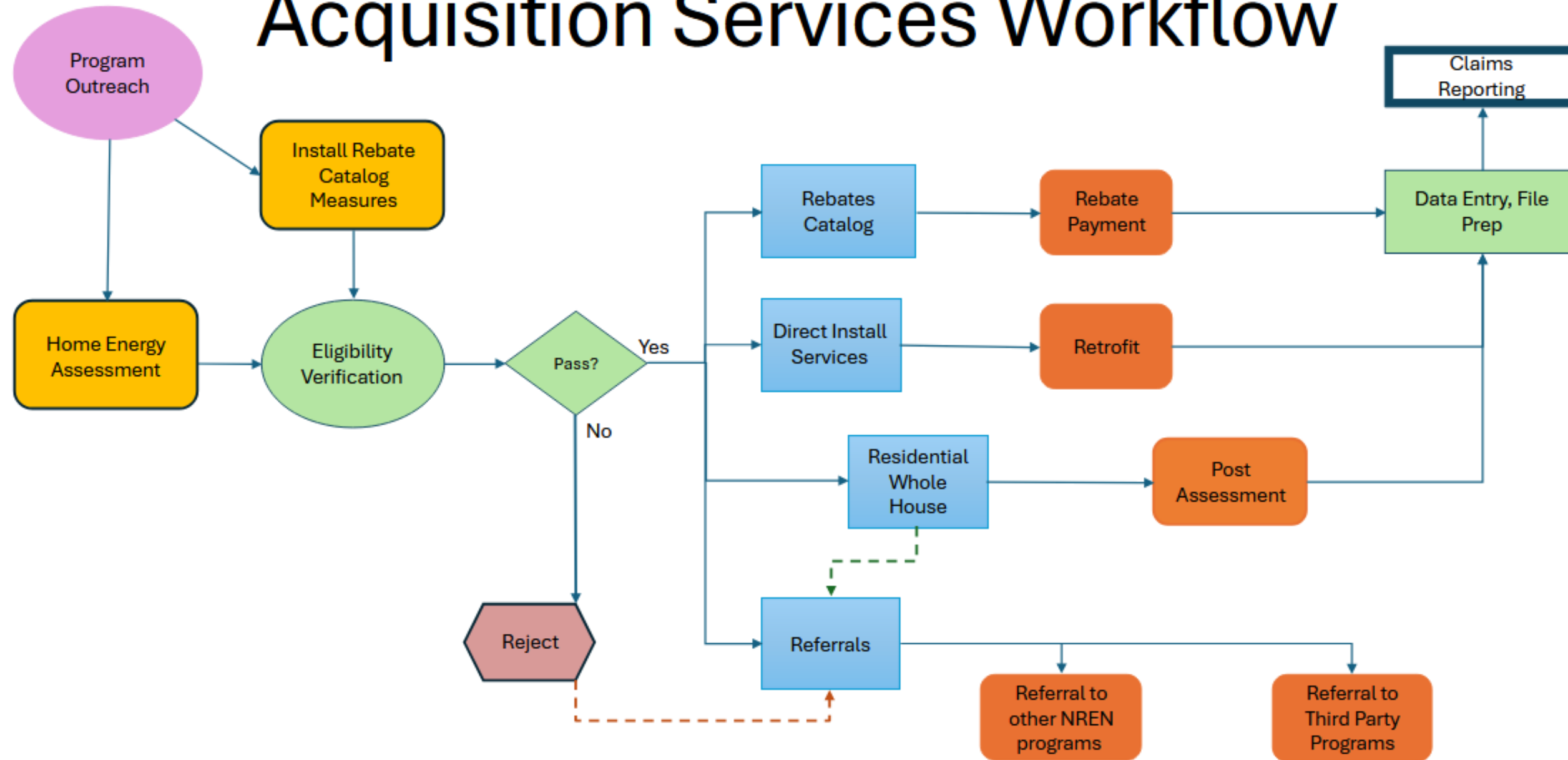
- Leveraging NREN's Residential Equity program to provide no-cost assessments focused on addressing the needs of the customer and their home, leading to a proposal for energy actions and identifying Direct Install and Downstream measure opportunities.
- Leveraging other programs to provide a comprehensive service (including NREN's Residential Equity program and Finance program).
- Using community facilities that install new technologies through NREN's Public Equity and Commercial Rural Energy Efficiency programs as demonstration sites to showcase the technology to residential customers in those communities.
- Creating easy-to-access rebates that can be tailored to drive adoption.
- Aligning customers with Participating Contractors for Direct Install eligible projects.
- Pairing installed measures with behavioral change, DR, and controls to maximize the avoided costs and savings to the customer.
- Partnering with local contractors, or out-of-area contractors that are willing to travel for batched projects.

Residential Whole House Program Services

- **The "Rebate Catalog"** - Self-serve rebates where customers install high efficiency products and then submit an application and documentation for a rebate.
- **"Residential Direct Install"** - Direct installation by program staff and participating contractors, with the intention of minimizing out-of-pocket costs and significantly reducing upfront expenses to perform the retrofit.
- **"Residential Whole House"** - Comprehensive pre- and post- assessments to ensure proper installation of measures. Focus on increasing safety, efficiency, and comfort by using building science and the whole-house approach to guide recommendations.

Residential Whole House Program Workflow

High-Level Residential Resource Acquisition Services Workflow



Residential Whole House Quantitative Program Targets

Metric	2025	2026	2027
Budget	\$2,620,585	\$2,942,106	\$1,564,732
TRC	0.18	0.22	0.23
TSB	\$129,682.44	\$159,336.29	\$162,140.74
Net kWh	-245969.46	-383505.95	-383505.95
Net kW	12.13	17.91	17.91
GHG (Tons)	70.83	70.83	70.83
HTR (%)	70%	70%	70%

Residential Whole House Services to Date

141 Downstream Rebate Projects

176 Individual Measures

\$57,851.50 in Total Rebates

Questions?