

# Single-Family Residential Program Close Workshop



October 22, 2021



# Workshop Purpose

- Compliance with D.21-05-031
  - To hold a workshop for stakeholders, to explain why 3C-REN is closing out its current single-family Home Energy Savings program
  - To describe timeline and milestones for ramping down

# Agenda

- 3C-REN Overview
- Home Energy Savings Program
  - Purpose & Goals
- Program Challenges
- Program Optimization Strategies
- Timeline for Ramping Down

# Organizational Structure

- The Tri-County Regional Energy Network (3C-REN) is a collaboration and joint venture among the Counties of Ventura, Santa Barbara, and San Luis Obispo to design and administer the delivery of a portfolio of regional customized energy efficiency programs





ENERGY  
CODE  
CONNECT

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BUILDING  
PERFORMANCE  
TRAINING

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HOME  
ENERGY  
SAVINGS

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HOME  
ENERGY  
SAVINGS

- Serves households that are historically underserved
- Offers flexible options –
  - **Free home assessment**
  - **Free and discounted home upgrades**
- Lowers energy bills and improves homes

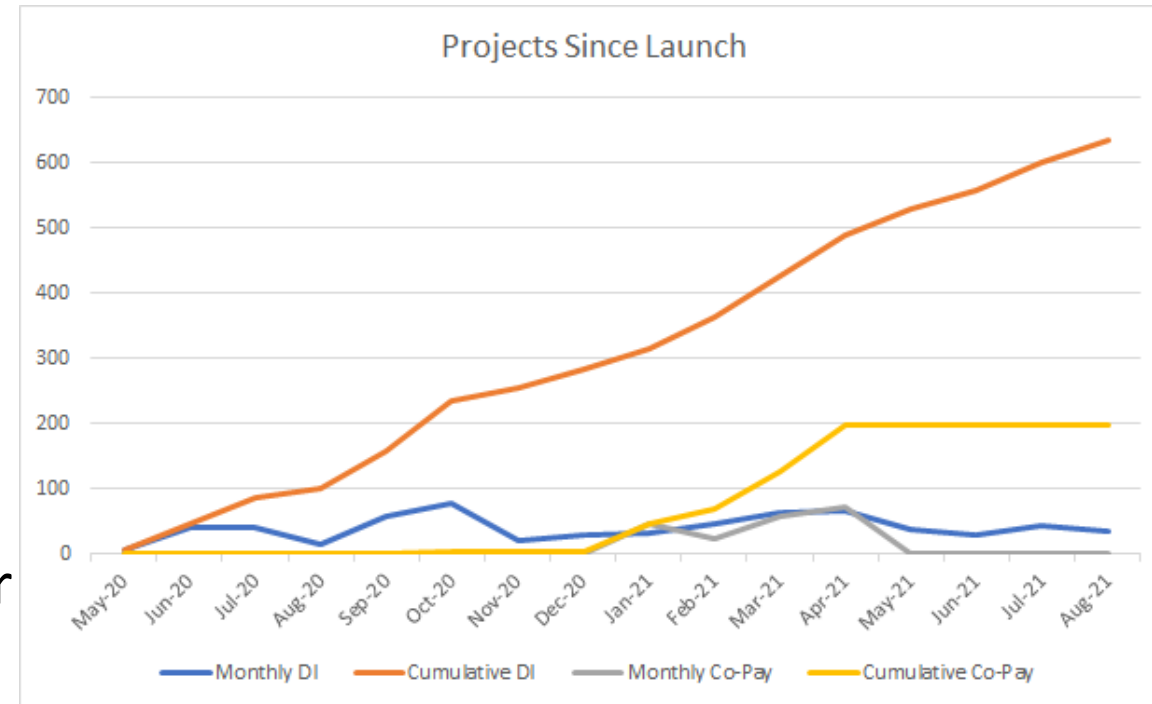


# Challenges of 3C-REN's Home Energy Savings

- DI measures are sunsetting
  - Dwindling list of DI measures to offer
- Hard-to-Reach target audience
  - Proved difficult to up-sell on co-pay measures
- Difficult to scale
  - In-person assessments and installations halted in March 2020

# Program Optimization

- Actions Taken
  - Pivoted to virtual assessments and Energy Efficiency Starter Packs
    - In-person installs began in August 2020
  - Message testing with Spanish speakers
  - Evaluated available measure mix to identify additional measures to offer
  - Refocused on opportunities with higher energy savings potential
- Next Steps
  - Multifamily program launched 10/12/21
  - Exploring new single-family program options





# Timeline for Ramp Down

- October 2021 - Continue pursuing new leads through end of month
- November 2021 - Remove online interest form; post notice of program end
- November 30, 2021 - Discontinue accepting new leads
- December 31, 2021 - All outstanding projects complete; contract with implementer expires



# Q&A