



enervee



Enervee Marketplace Implementation Plan

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Choose our future.

Enervee team



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Program Description

The Enervee Marketplace program consists of an online shopping platform that fulfills many of SCE's energy management technology marketplace obligations under CPUC Resolution E-4820 (AB 793) and empowers customers to buy efficient.

Program overview

- Residential sector, all customer segments
- Online retail delivery channel
- Empowers consumers by eliminating barriers (market, cognitive, psychological, financial)
- Commerce marketplace, featuring Choice Engine + inclusive Eco Financing + stacked incentives (no IOU ratepayer-funded energy efficiency rebates)
- Digital marketing
- Savings claimed for financed purchases
- Deemed savings, initially from 11 measures spanning 10 workpapers



Program Budget & Savings

Duration: 3 years

Program impacts

- Electricity (kWh): gross 75,051,699, net 40,056,723
- Capacity (kW): gross 13,957, net 7,233

Budget: \$19,006,236

Cost-effectiveness

- TRC 1.0 to 1.1
- PAC 2.0

Program Design & Best Practices

~75%

PLUG LOAD SHARE OF RESIDENTIAL ELECTRIC LOAD

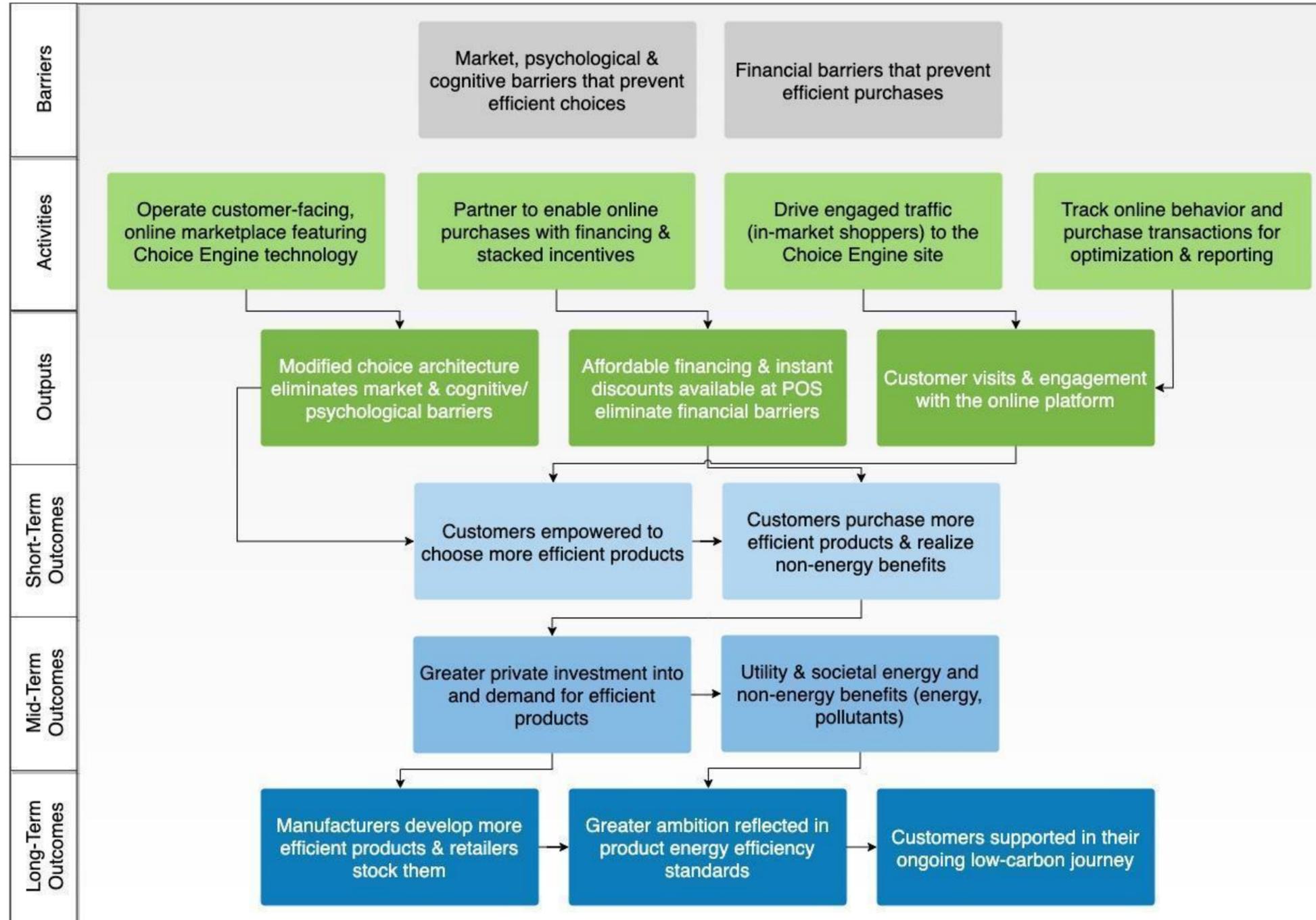
Initial Measures

clothes washers, clothes dryers,
refrigerators/freezers, dishwashers,
room air conditioners, air cleaners, smart
connected powerstrips, induction
cooking appliances, heat pump water
heaters, low-flow showerheads

Source: 2019 California Residential Appliance Saturation Study



Enervue Marketplace logic model



Focus on barrier elimination & market transformation to close the attitude-behavior gap

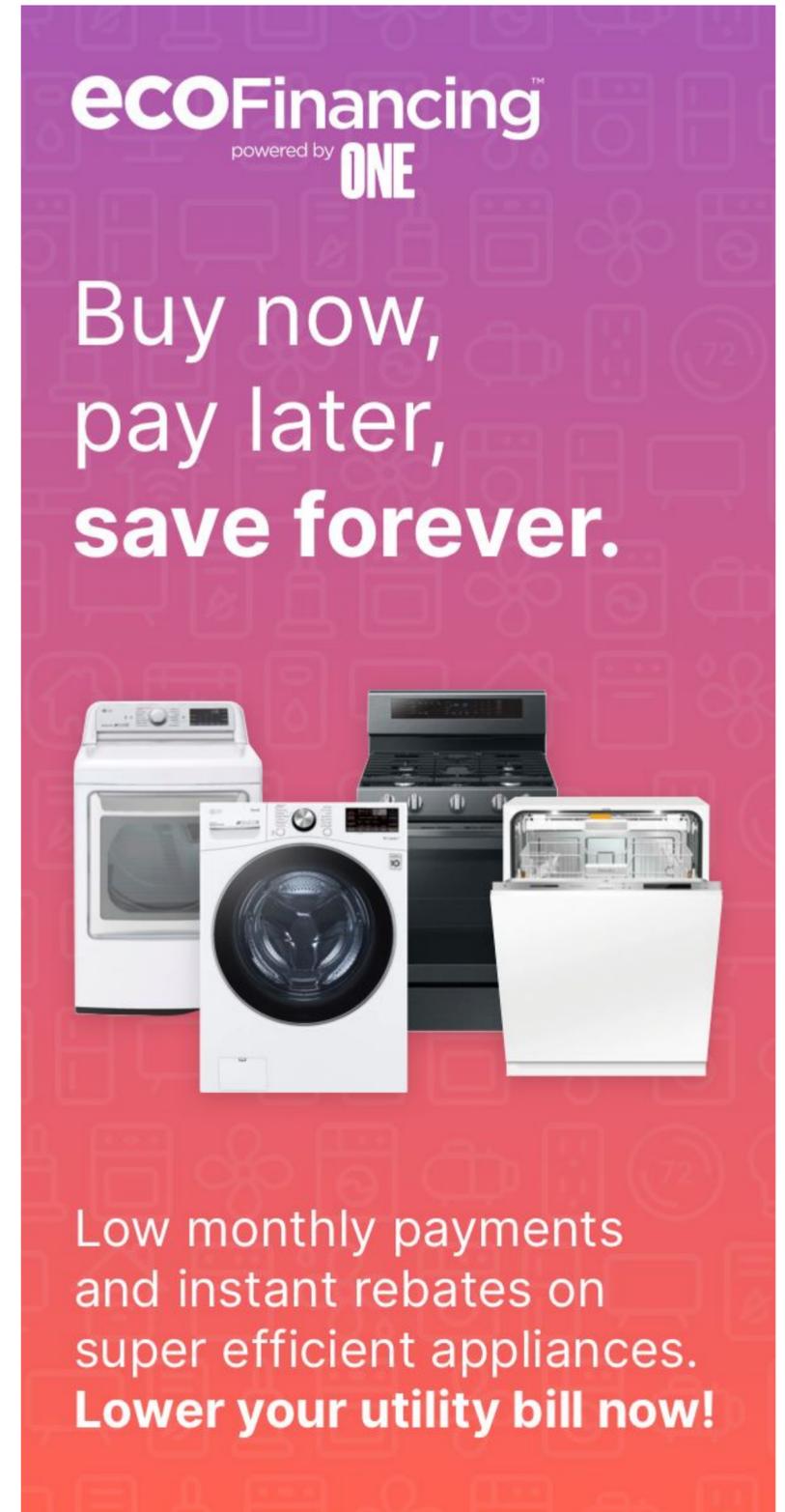


unlocking better choices



Eco Financing™ by Enervee

- Instant and online term loans
- Backed by GoGreen Home
- Inclusive, serving people with credit scores as low as 580
- Favorable loan terms leading to low monthly payments
- No penalty for early repayment
- Loan amount reflects eligible stacked incentives, applied dynamically (incl. from the TECH Initiative)



ecoFinancing™
powered by ONE

Buy now,
pay later,
save forever.

Low monthly payments
and instant rebates on
super efficient appliances.
Lower your utility bill now!



CPUC Resolution E-4820 (AB 793)

CPUC directs IOUs to:

- Update (PG&E, SDG&E)/launch (SCE, SoCalGas) online marketplaces by end 2017
- **Follow-up with customers having bill payment issues** regarding potential EMT solutions to reduce their energy bills and avoid disconnection – including providing **directions on how to access their IOU marketplace and understand the relevant product information that would be obtained there** (product pricing, product rebates available, savings estimates for the products, customer reviews, etc).



2019 California EE Action Plan



Single Family

- The aggregated amount of energy consumed by plug loads is large.
- Marketplaces that provide consumers with energy efficiency scores for appliances...have a track record of success.
- Continuous support and expansion of such programs will result in more achievable savings from growing plug-load demand.

Multi-family

- Plug loads are a major source of energy consumption in multifamily units.
- Most in-unit energy savings that can be controlled by tenants are plug loads.
- Online marketplaces are an effective tool at making energy efficient products readily available

Equity

- Collaboration between utilities and government agencies could add more incentives...for products that benefit low-income households.
- The marketplaces could provide a direct-to-consumer channel for incentives, which would enhance consumer choice and flexibility, improve program effectiveness and lower costs.



Aligned with US climate strategy

"The priority in this decade is to rapidly improve energy efficiency and **increase the sales share of clean and efficient electric appliances...while also improving the affordability of energy and the equitable access to efficient appliances...**"

1B purchases annually



THE LONG-TERM STRATEGY OF THE UNITED STATES

Pathways to Net-Zero Greenhouse Gas Emissions by 2050

NOVEMBER 2021

Partners & Customer Flow

Who's who for Eco Financing?



Process flow



Innovation

- Focus on barrier removal
- Transformation of multiple product markets in parallel
- Online retail delivery channel
- GoGreen Home microloan pathway (CAEATFA)
- Eco Financing partnerships & integrations



New Microloans Make it Easier to Buy Energy Efficient Appliances

SACRAMENTO – State Treasurer Fiona Ma announced today that Enervee, One and SoCalGas have partnered to offer the first microloans available through the Residential Energy Efficiency Loan (REEL) program, administered by the California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA).

Evaluation, Measurement & Verification

- The program is a fully digital, automated offering.
- Enervee is the merchant of record for the online purchase transaction
- Enervee has full customer, loan and transaction details on every product purchased and is therefore able to report the information needed for SCE to submit savings claims and to support independent evaluations

Overview of M&V activities & schedule

M&V Activity	Schedule
Finalize list of workpapers (current version) and update business rules to reflect current version requirements	Prior to launch, updated, as needed during implementation
Define & test SCE–Enervee data exchange content and protocols	Underway, complete prior to program launch
Determine products eligible for incentives and Eco Financing	Daily
Perform customer validation against SCE customer list	Continuous
Track program performance via internal dashboards	Continuous
Reporting	Cadence TBD



Program Metrics

- Overall program
- Single family
- Multi-family
- Innovation

Program overall

Common Problem	Common Metric or Indicator
Capturing energy savings	First year annual and lifecycle ex-ante gas, electric, and demand savings (gross and net)
Disadvantaged communities	First year annual and lifecycle ex-ante gas, electric, and demand savings (gross and net) in disadvantaged communities
Hard-to-reach markets	First year annual and lifecycle ex-ante gas, electric, and demand savings (gross and net) in hard-to-reach markets
Cost per unit Saved	Levelized cost of energy efficiency per kWh, therm and kW (both TRC and PAC)



Residential single family

Common Problem	Common Metric or Indicator
Capturing energy savings	First year annual and lifecycle ex-ante gas, electric, and demand savings (gross and net) for Single Family Customers
Greenhouse gas emissions	Greenhouse gasses (MT CO ₂ eq) Net kWh savings, reported on an annual basis
Depth of interventions	Average savings per participant
Penetration of energy efficiency programs in the eligible market	<ul style="list-style-type: none">● Percent of participation relative to eligible population● Percent of participation in disadvantaged communities● Percent of participation by customers defined as “hard-to-reach”
Cost per unit saved	Levelized cost of energy efficiency per kWh, therm and kW (TRC and PAC)



Residential multi-family

Common Problem	Common Metric or Indicator
Capturing energy savings	First year annual and lifecycle ex-ante gas, electric, and demand savings (gross and net) for multifamily customers
Greenhouse gas emissions	Greenhouse gasses (MT CO ₂ eq) Net kWh savings, reported on an annual basis
Depth of interventions	Average savings per participant
Penetration of energy efficiency programs in the eligible market	<ul style="list-style-type: none"> ● Percent of participation relative to eligible population (MF renters) ● Percent of participation in disadvantaged communities ● Percent of participation by customers defined as “hard-to-reach”
Cost per unit saved	Levelized cost of energy efficiency per kWh, therm and kW (TRC and PAC)

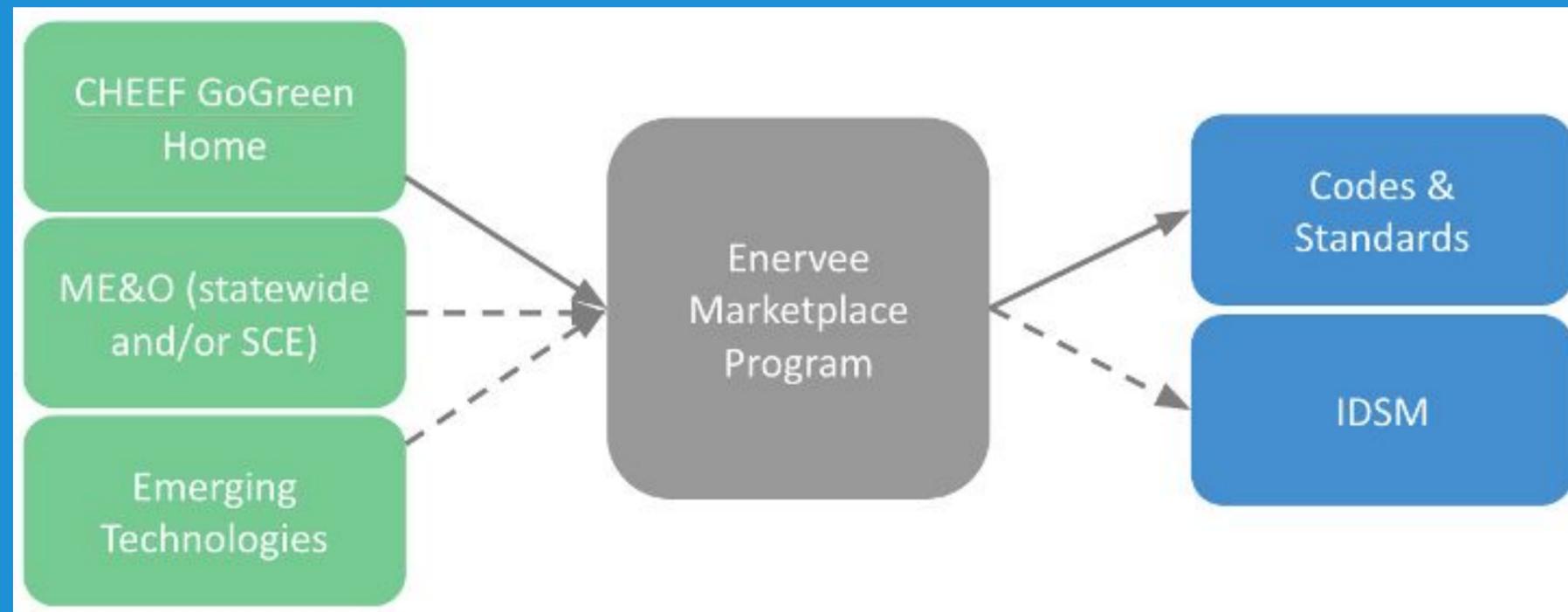


Innovation

Innovation Element	Innovation Metric or Indicator
Inclusive Eco Financing	<ul style="list-style-type: none">● Number of financed purchases● Number of loans to underserved borrowers● Number of loans to renters
Focus on barrier elimination to empower consumers	<ul style="list-style-type: none">● Total Dollar value of sales transactions on the Enervee Marketplace, regardless of payment method



Program linkages



Note

- The delay in obtaining CPUC Advice Letter approval and related dependencies have made it impossible to launch on January 1, 2022
- Enervee and SCE are in the process of negotiating a contract amendment that would push the start date into Q2 2022
- The outcome of this process may impact other program parameters

Thank you.