



EE/RE Program Integration

serving all income levels

2015 NASEO Annual Meeting

Steve Cowell, Executive Director



ENERGY

Promoting clean, efficient, safe solutions

ECONOMY

Growing a prosperous, low-carbon
economy into the 22nd century

EQUITY

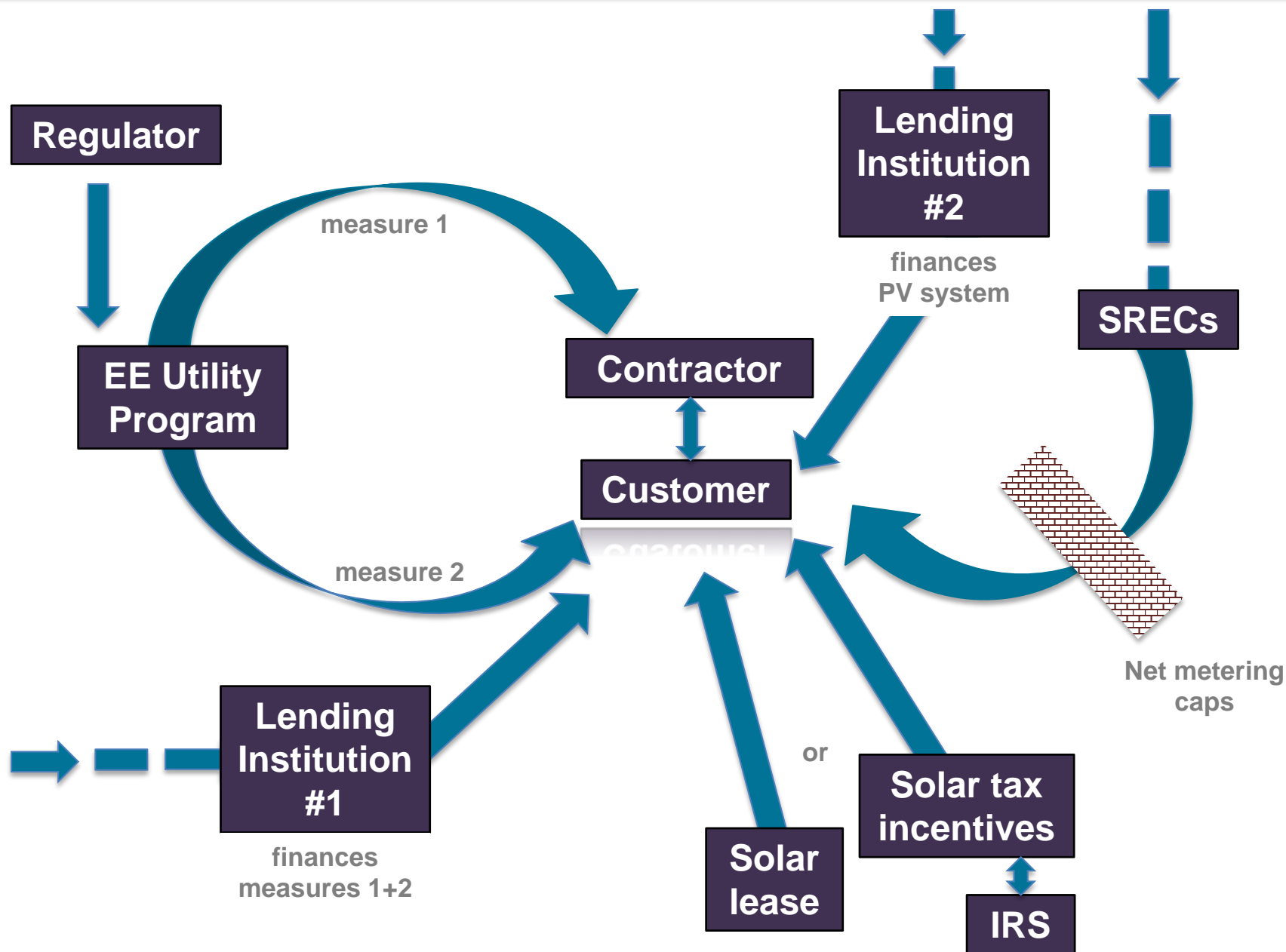
Empowering all Americans to
run their homes with clean,
efficient, affordable energy

ENVIRONMENT

Restoring healthy air, water and land

Overview

- Energy efficiency and renewables: program realities in proactive states
- New entrants' challenges & opportunities:
 - Home Performance Contractors - growing
 - Solar Leasing - breaking barriers
 - New Technologies - connected home
 - Independent Market Providers



Examples

- Marshfield Energy Challenge – historic
 - combo DR/EE/RE

Three states:

- MA: high volume for all technologies
 - Next Step Living example
- NY: low-moderate-market rate income
- NJ: Solar and Home Performance

Marshfield, MA

- Marshfield Energy Challenge 2008-09
- Community-based marketing
- EE, Solar & Demand Response (fully integrated)
- Zero load growth, 2 MW peak load reduction: achievable, replicable
- High participation rates, ~1300



Massachusetts



- Significant EE and PV programs integrated at customer level by Home Performance Contractor: NSL
- ~100 solar installs per month via partner installers
- About 30-40% do insulation
 - (40-50% of audits do insulation, but not all solar customers want audit)
 - *“Customers love doing both.”*

Geoff Chapin, Founder & CEO, Next Step Living



New York

- Market income services
- Moderate income incentives
- Cooperative education
- Empower: Low Income
 - Standards & procedure coordination among all three



New York

- EmPower = low income utility referral program (<60% AMI), exclusive of WAP
- HCR (Homes and Community Renewal)
 - coordinate with NYSERDA
- Many WAP sub-grantees are EmPower providers
 - coordination happens at project level

New Jersey

- Strong REC market
 - SRECs trading at \$224 now (EY 2015 & 2016 vintage)
- Two companies integrating EE/RE:
 - NRG (solar installer)
 - Allied
(home performance contractor)



Challenges and Opportunities: EE and Solar

- Renewable and efficiency programs/incentives come through different agencies or structures
- Technologies require different types of skills and distribution channels-hard for contractors to know both
- We have not solved the utility-solar/DG economic challenge: we need to find a win-win solution

Q&A / Discussion



Bringing clean, efficient energy home for every American

E4TheFuture is a nonprofit working to advance clean, efficient energy solutions for residential customers. Our endowment and senior staff come from CSG, a leading energy efficiency services firm with operations in 26 states, whose operating programs were recently acquired by CLEAResult.

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