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
EE Utility Program

Contractor

Lending Institution #1

Solar lease

Solar tax incentives

IRS

Lending Institution #2

SRECs

Net metering caps

Finances PV system

Measure 1

Measure 2

Customer

Regulator

Finances measures 1+2

Incentives

1+2
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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