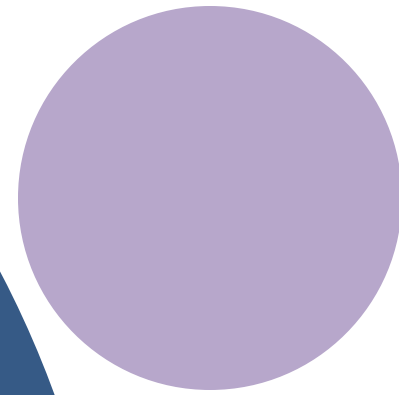


Residential Support Services Development

Insulation, Windows, HVAC
and Heat Pump Water
Heating



Jess B. Kincaid
David Moody
Bonneville Power
Administration



01

Reason for New
Direction

02

Process so Far

03

What is Left to Do

04

Residential Support
Services Concept

05

Next Steps

Today we will provide an overview of the concept and take questions
We will ask for written customer feedback by May 21, 2019

Reason for the New Direction

What the Resource Program Means for Energy Efficiency

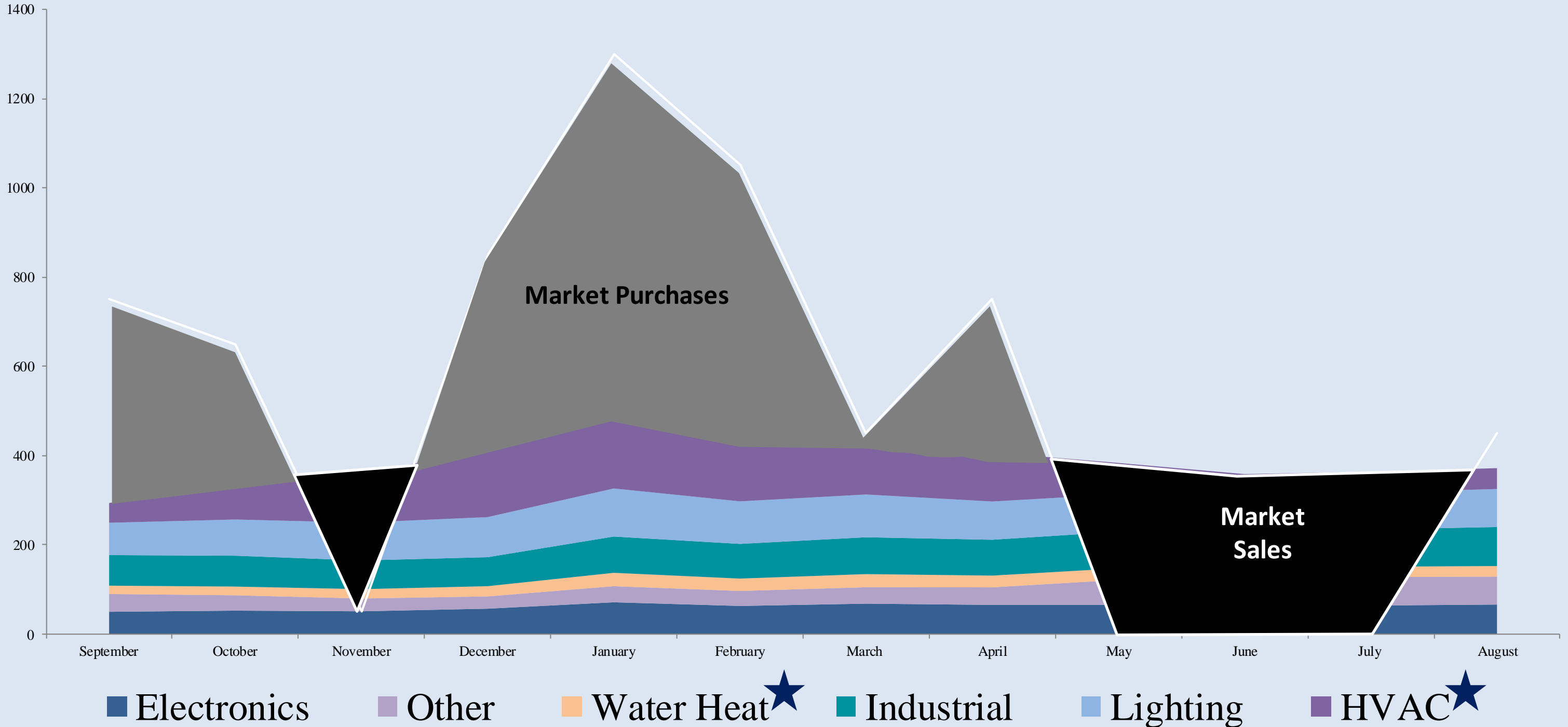
In response to our strategic plan and customer input, BPA did a thorough analysis of how efficiency can meet BPA's needs.

Specific types of efficiency like weatherization and HVAC provide the greatest value for the BPA power system.

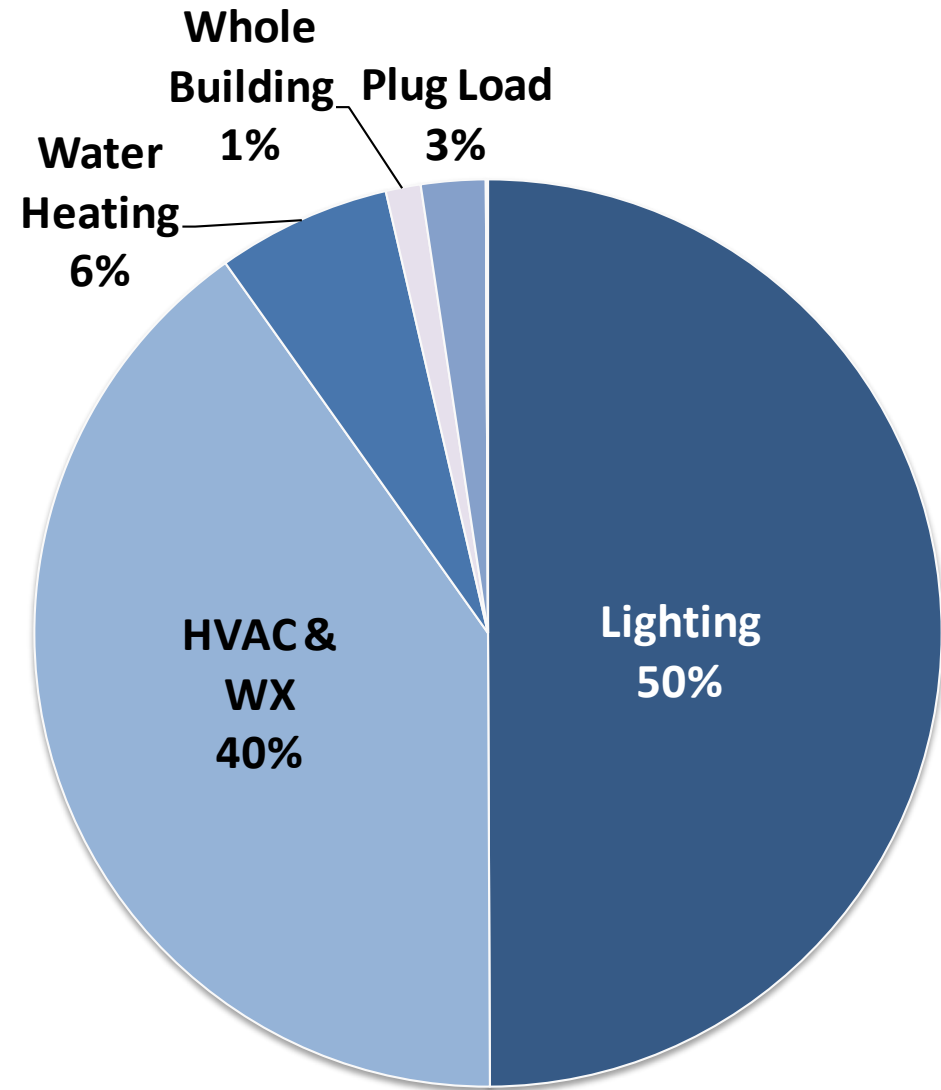
To meet BPA's system needs we need to reshape our efficiency portfolio.

How EE helps meet our annual energy needs

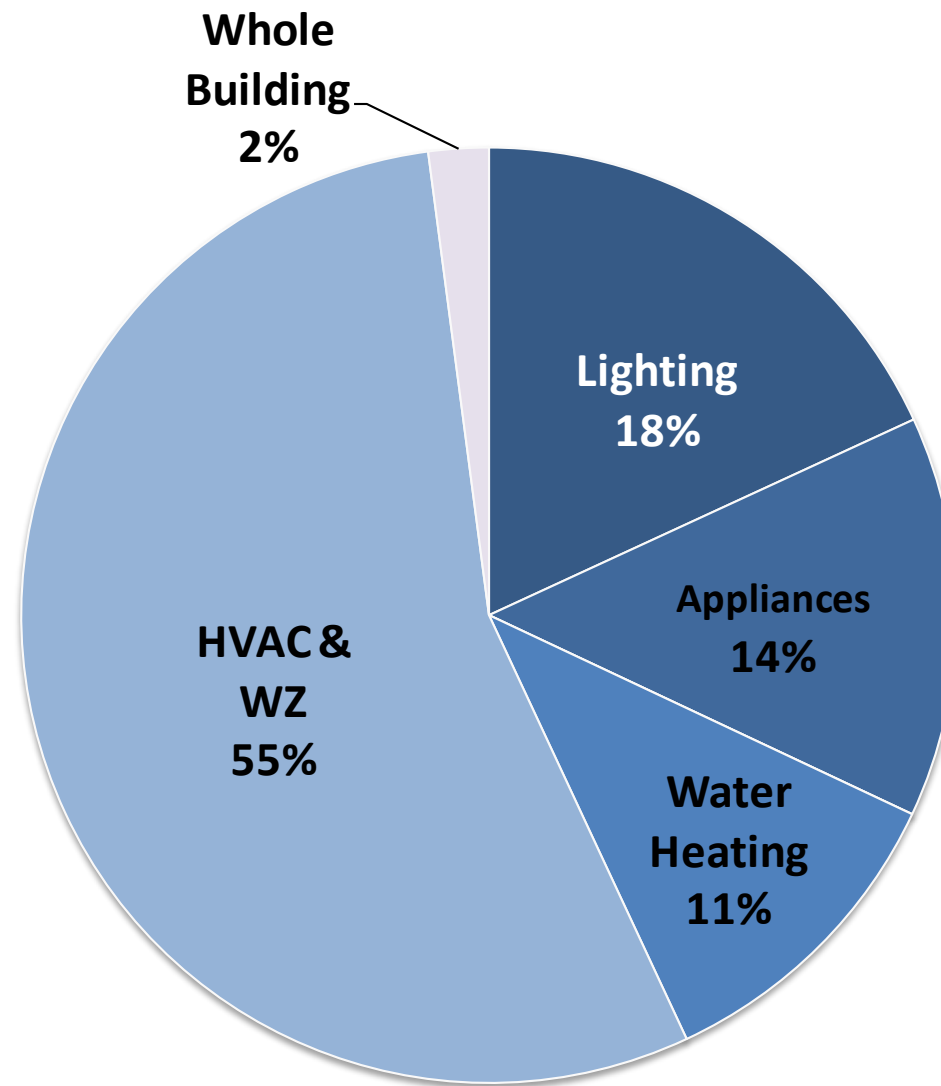
(BPA Resource Program)



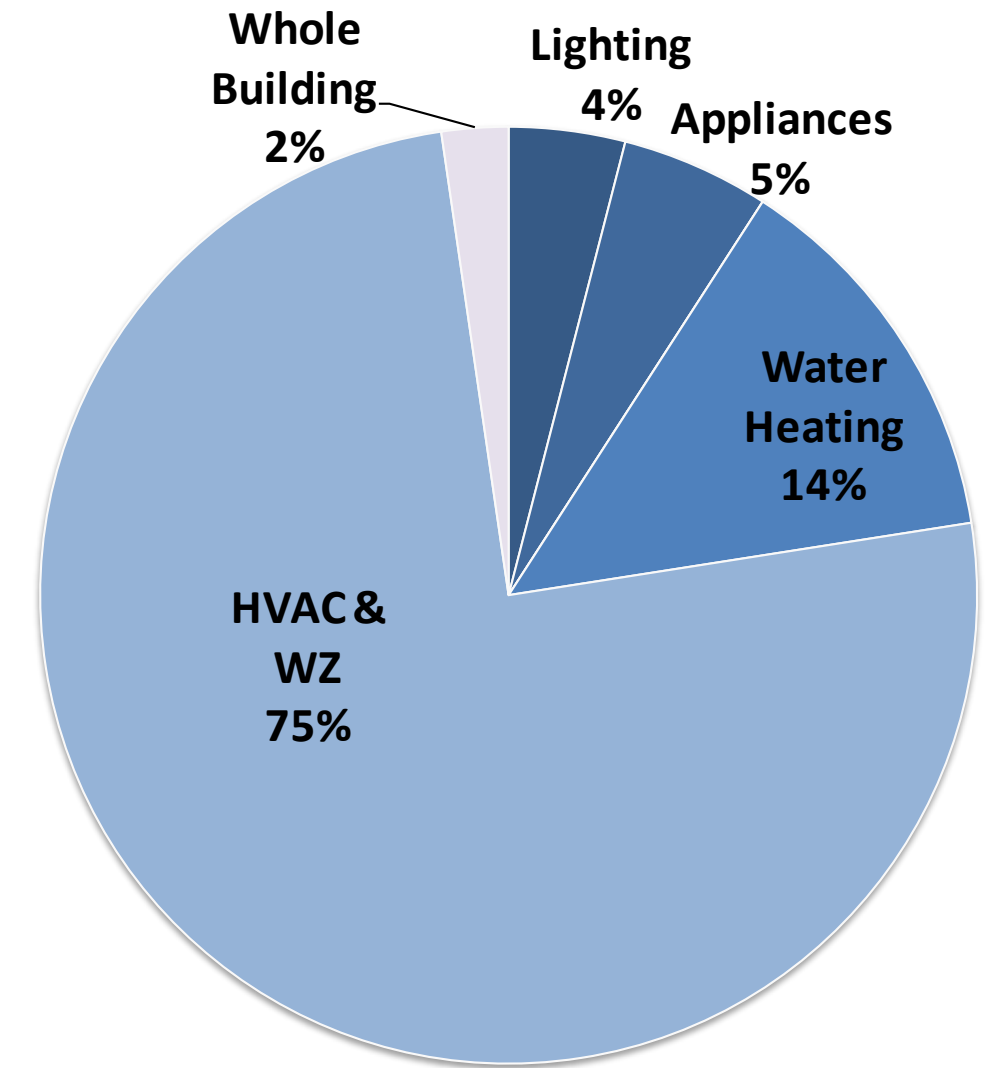
Residential Projections Based on Resource Program Goals



2018 ESTIMATES



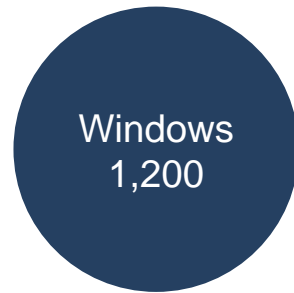
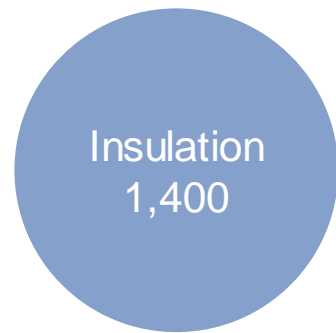
2020 - 2021 GOAL



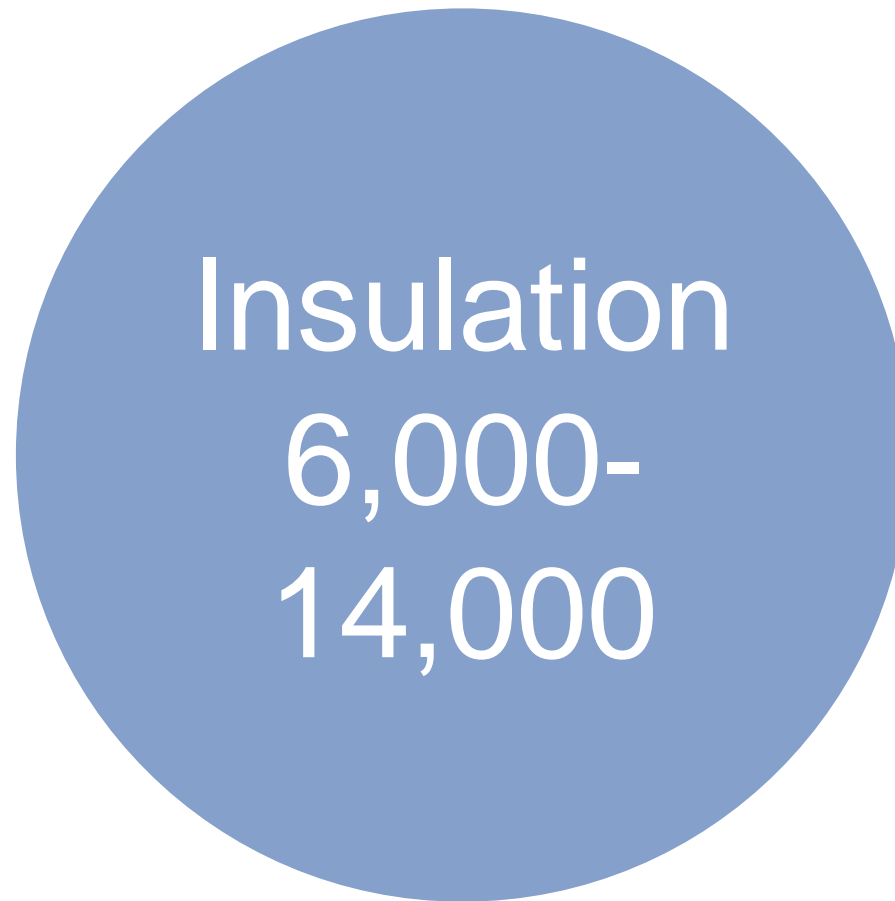
2022 - 2023 GOAL

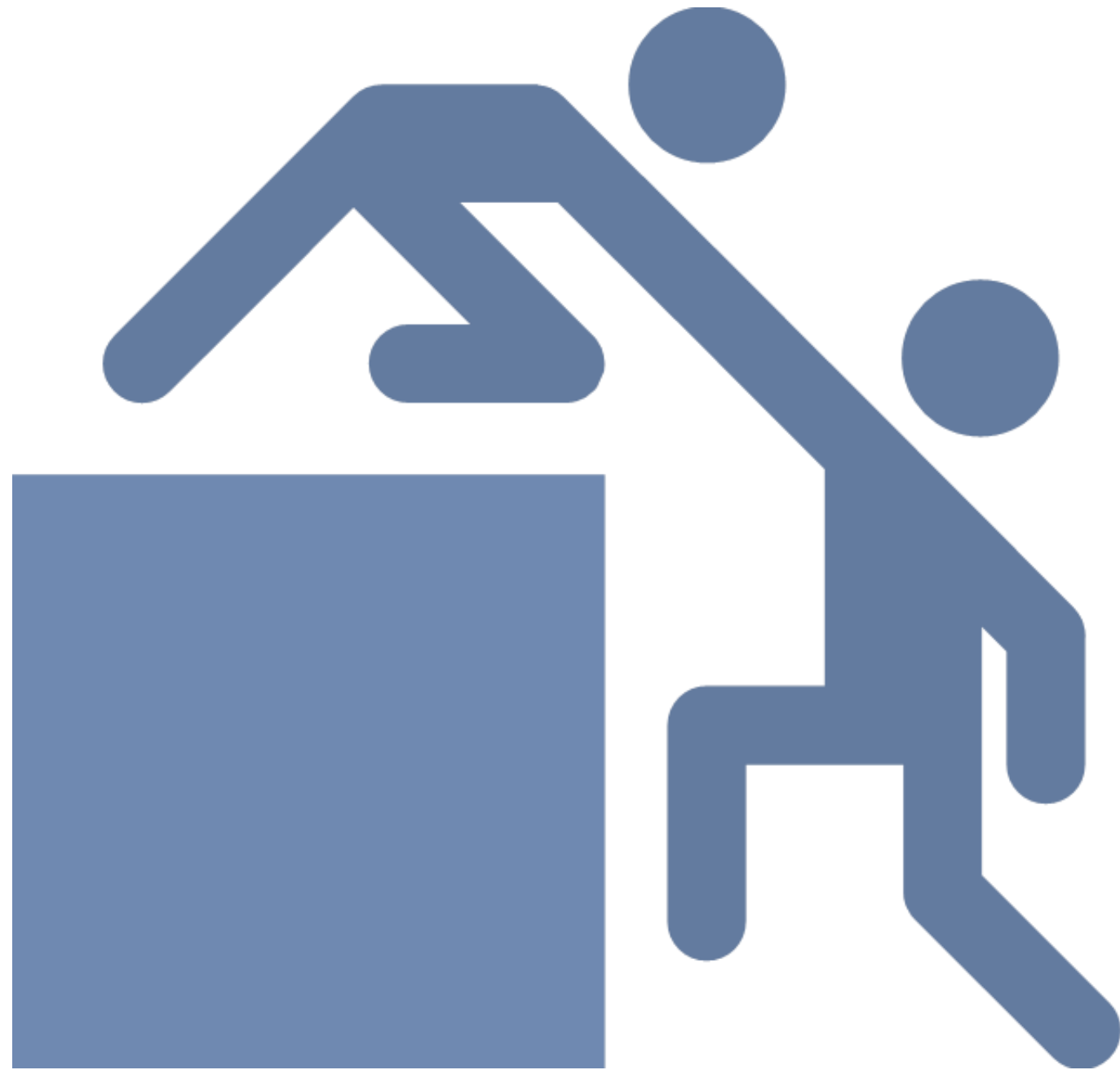
What this means for weatherization

Homes Currently Served Annually



Future Annual Achievements Needed to Meet Goals:
4 – 10x Homes Weatherized





We also want to ensure our Utility Customers have a range of residential efficiency measures to offer to their End Use Consumers

Impact To
BPA Budgets
and
Customer
Relationships

No change to budgets from IPR. Done by making internal trade offs.

No Impact to EEI budgets. Will be accomplished within existing infrastructure budget.

No impact to utility relationships with their customers. Utility services provided only in partnership with utilities.

Not a “deliver kWh” program. We are here to support utility efforts, not replace them.

Process so Far

2018 Fall Roundtable Outreach

We asked:

30 implementation questions!

How do payments impact achievement?

What should we do to help you achieve these goals?

Winter Research and Customer Engagement on Weatherization

Held 5 Weatherization Workgroup Meetings and learned what support utilities want

Researched regional potential, gaps, and best practices

Compiled feedback from roundtables and other channels

Thank
you!

Weatherization Workgroup members:

Adam Steele
Amber Hall
Amy Walton
Anita Clever
Brandy Neff
Dawn Senger
DeeAnn Starr
Eric Miller
Jacob Henry
Jim Maunder
Jody Howe
Joe Hull
Kevin Watier
Lindsey Hobbs

Matt Lutter
Michael Currie
Michael Wallace
Michelle Ehrlich
Nancy Philipp
Pat Didion
Robert Frost
Ryan Davies
Ryan Perry
Sara Bernards
Susie Snyder
Todd Williams
Travis Hardy
Wid Ritchie

(sorry for any accidental spelling mistakes!)

What you
told us
you do
want:

Do: Provide more incentives

Do: Make the measure suite simpler

Do: Get more installation contractors

Do: Help find end use customers

Do: Increase training infrastructure

Do: Help with marketing and calculating costs

What you
told us
you don't
want:

Don't: Replace local infrastructure

Don't: Get between utilities and end use customers

Don't: Mandate participation in all services

Don't: Oversize the program and risk overshooting budgets

Increased insulation and window payments to utilities 2 – 3x beginning Oct. 1, 2019

Simplified the weatherization measure suite

Used your feedback to begin designing a future program

What We
Have
Done
Already

What is Left to Do

Develop a New Support Services Contract

Cover insulation, windows, HVAC and high efficiency water heating installations

Focus on weatherization, but include other technologies that are typically installed by contractors in homes

Promote and assist with increasing participation in the refined PTCS program

Target Date to Start Ramp Up: April 1, 2020



Why This Approach

Staffing:

BPA lacks staffing and expertise to provide this sort of utility support

Flexibility:

A services contract can be changed or ramped down easily if needed

Cost:

A services contract is the least cost way to meet the needs communicated by customers

Geography:

A services contract puts support closer to our customers where it is needed

Our Goals:

Assess existing contractor infrastructure by region

Document individual utility insulation, window, HVAC, and HPWH goals (with EERs)

Determine whether gaps exist between utility goals and regional infrastructure

Build contractor infrastructure where necessary to meet local utility goals

Support utilities with implementation, tailored to documented utility preferences

Proactively ensure customers with a gap between their goals and their local infrastructure benefit from program

Residential Support Services Concept

What You
Asked us to
Accomplish

Expand utility and contractor capacity to do the work

Increase number of insulation contractors where there aren't enough to do the work

Increase training infrastructure for contractors

Provide targeted marketing materials

Develop materials to support contractors in the field

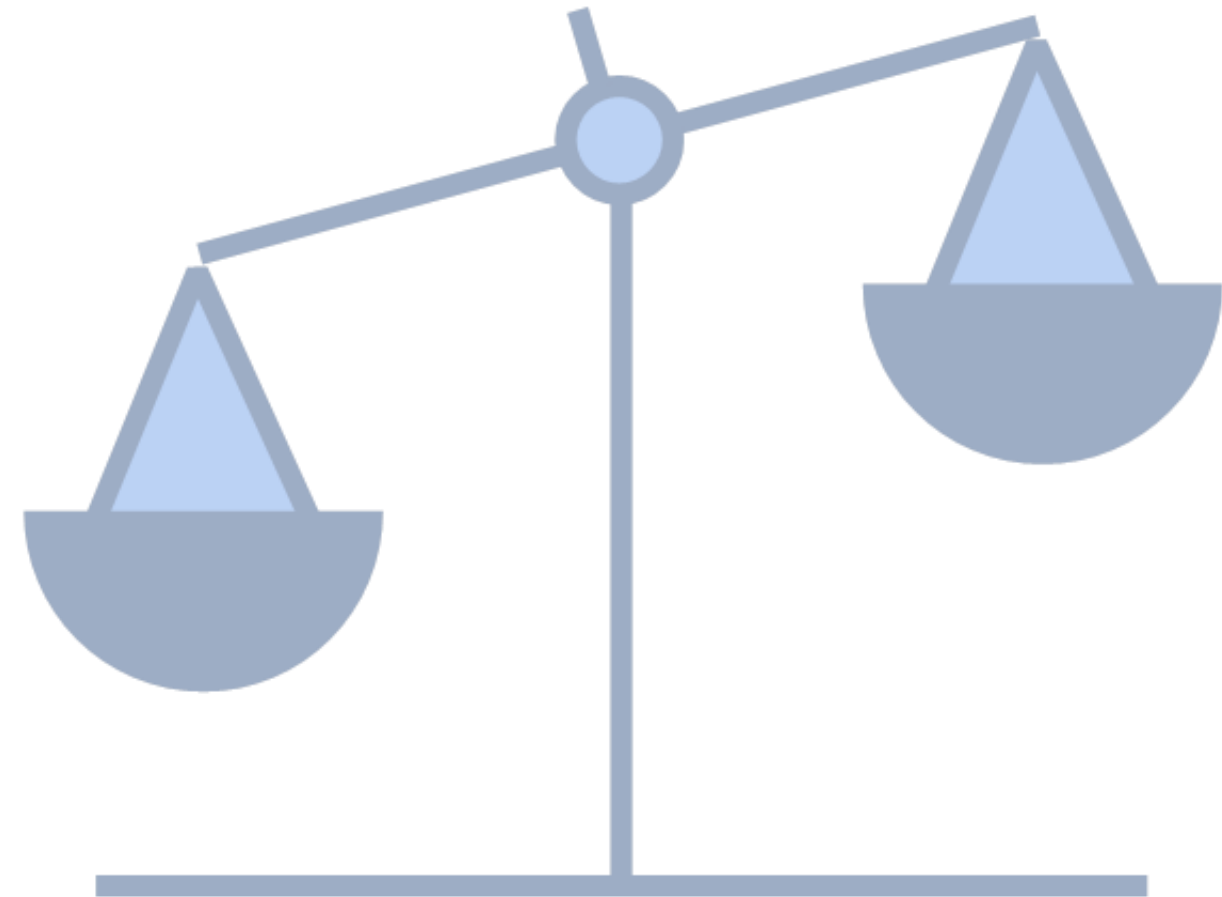
Provide energy education support

Help you help homeowners with buying decisions

How will
we get
there

Flexibility to Respond to Measure Uptake

We will monitor the response to payment changes and other actions and respond by tailoring work to items that achieve our goal as cheaply and easily as possible



How will
we get
there

Increase Contractor Capacity and Participation Where Needed By

Making the
business case

Training new
participants
online and in
person

Informing
contractors of
local utility
incentives and
goals

Helping
contractors with
paperwork and
using their input
to simplify
requirements

Employing field
specialists to
support
contractors and
utilities

How will
we get
there

Help Utilities Find Weatherization Customers *Where Utilities Want It*

Use HVAC and plumbing contractors to provide quick energy assessments

Leverage PTCS data collection on insulation and windows for warm leads

Help Utilities educate end use consumers about potential incentives and loans

Provide welcome and high bill kits with more information about weatherization

How will
we get
there

Provide Improved Utility Support *Where Utilities Want It*

Marketing
materials on
local incentives
and local
financing

Multifamily
project support
and Custom
Project services

QA of self-
installed
insulation and
window projects

Support with
low-income EEI
paperwork

How will
we get
there

Leverage Existing PTCS Infrastructure *Where Utilities Participate*

Promote PTCS
and refer
contractors to
PTCS

Support utilities
with PTCS
paperwork

Assist with
PTCS
installations

Contractor Recruiting

Recruit HVAC, Wx, and plumbing contractors to participate in utility programs.

Increase participation in existing utility contractor networks.

Make the business case to those considering becoming residential contractors

Promotion of participating contractors to end users

Marketing

Field Guide for contractors

Program Guide and marketing materials for utility use

Website with contractor, utility and end user materials

End User measure and incentive information

Contractor Training

On-line training modules

In-field training for contractors

In-person workshops

Creating a pipeline of new weatherization workers

Utility Reporting

Utility engagement to tailor services

Annual summary report

Log of all activities

Quarterly utility specific reports

Field Services

Contractor education

Assistance with BPA paperwork

Multifamily project support

Program Summary

Communication and next steps

2019

May
2

Public Brown
Bag

May

Revise concept
and based on
feedback

Late
May

Begin Contract
Requisition process

2020

April
-July

Begin contract

Late
Fall

Begin field and
utility services

Questions?

Customer Feedback?

Please send feedback to Jess jbkincaid@bpa.gov
or your Energy Efficiency Representative
by **COB May 21, 2019**

We'll have a breakfast table at Efficiency Exchange
for a customer discussion on next steps



Thank
you!

Jess B. Kincaid
jbkincaid@bpa.gov

