

ENERGY OPTIMIZATION

► **March 20, 2019**

PRESENTATION OBJECTIVES

- ▶ **Provide summary of elements Consultants view are most essential to the energy optimization framework**
- ▶ **Demonstrate alignment of PAs and Consultants on most of these elements**
- ▶ **Pose questions to be further addressed as PAs continue their work toward full rollout**



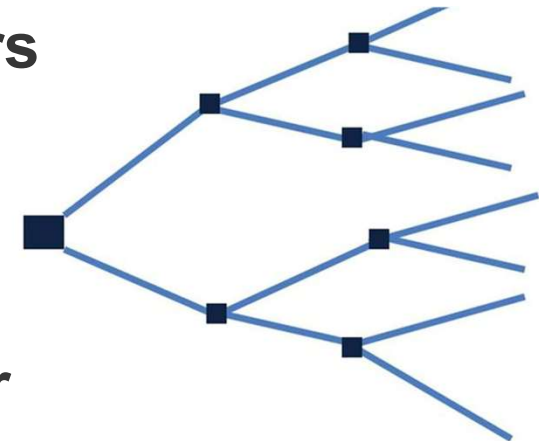
RESIDENTIAL



KEY CUSTOMER INFORMATION ELEMENTS

► **Development of decision tree/logic model to assist customers/contractors**

- Consideration of fuel type, home characteristics
- Selection of solutions presented to customer



► **Calculator (inputs and outputs); other information?**

- Energy savings
- Costs—installation and operating
- Greenhouse gas emissions
- How will calculator be used?
 - MassSave.com
 - During audit
 - During sale

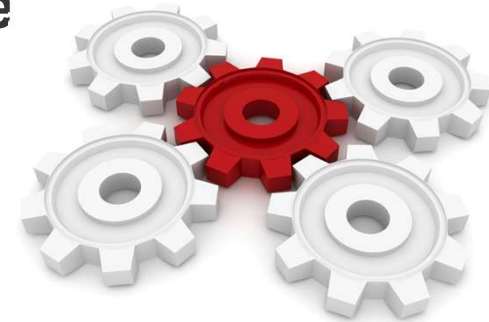
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City	<input type="text" value="MA-Boston"/>																		
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KEY CUSTOMER INFORMATION ELEMENTS

▶ Integrated into the full customer process

- Intake/audit or retail transaction
- Presentation of solutions
- Selection of a contractor
- Installation
- Residential Conservation Services and scorecard requirements and customer engagement systems



▶ Comprehensiveness of solutions

- Biomass
- Ground source heat pumps

▶ Application beyond heating systems for residential retrofit

- Water heating, other end uses
- New construction
- Low income

INITIAL TRAINING NEEDS

Energy Specialists

- Work for lead vendors and conduct in-home Home Energy Assessments/audits

Home Performance Contractors (HPCs)

- Independent service providers who also conduct in-home audits
- Range of business services and sizes

HVAC Contractors

- Close the actual sale with the customer and conduct the installation

Training will be needed both initially as this framework rolls out and on an ongoing basis

EXPECTATIONS FOR PROCESS AND TIMING

- ▶ Major milestones and outputs of the process
- ▶ Timing of when various steps will be implemented
- ▶ What information will customers receive in the interim?
 - It may be many months before the full energy optimization framework is complete
 - Heat pump unit goals are high and heating equipment incentives have been increased as of January 2019



TRACKING AND ASSESSMENT



- ▶ **What metrics will be tracked and assessed?**
 - Energy optimization key performance indicator
 - Other?
- ▶ **How will the PAs assess the impact of energy optimization on customer fuel choice?**

C&I



C&I SEGMENT APPROACHES

- ▶ **Several questions remain about C&I energy optimization approach:**
 - How will the PAs take a customer centric approach to C&I customers of different segments and sizes?
 - What trainings are planned to educate C&I vendors and customers about EO options
 - Will electrification be prioritized (by setting incentive levels) over fuel switching from one fossil fuel to another?
 - Are the PAs identifying or developing tools to do custom analysis for energy optimization?
 - If energy optimization for C&I customers is focused on heating, how does demand reduction fit in?
 - Are wood fired boilers eligible for incentives?

THANK YOU

Questions?