
Large Retrofit Work Plan

EEAC meeting June 23, 2009

Executive Summary

- Large Retrofit is a proven, robust structure for delivering energy efficiency. However achieving the goals of the Green Communities Act requires expanding and enhancing this program to include:
 - Gas and electric integration to achieve deeper dives and seamless delivery for customers
 - Consistent, state-wide programs to reduce barriers to trade allies and customers and promote consistent messaging
 - Enhancing/expanding initiatives such as whole building assessment and financing
 - Pilots such as retro-commissioning that contribute toward the increased goals

Gas and Electric Integration

- The intent is to provide seamless delivery of gas and electric efficiency services to customers. Key features include:
 - Seamless delivery by a dedicated team of PA staff with a lead contact coordinating services.
 - Coordination and allocation of efforts is “behind the scenes” and transparent to the customer
 - Continuous improvement process with ability to pilot new approaches
 - Expected to be substantially implemented by 1/2010.

Consistent State-Wide Programs

- Consistent delivery of Large Retrofit Program to include:
 - Single program name
 - Worksheet teams representing all PAs will determine common prescriptive measures, eligibility criteria, and incentive levels
 - PAs able to co-brand forms
 - Consistent legal language on applications needs to be addressed with legal departments
 - Integration design substantially completed by 1/2010

State-Wide Marketing

- State-wide marketing team exists and meeting including development of state-wide website
- Strong, coordinated plan will increase overall awareness of energy efficiency programs for customers and trade allies such as contractors, architects and engineers
- Substantially complete by 2010.
- PAs can supplement above with own energy efficiency program promotion and marketing

Existing and New Strategies

- Meeting GCA Goals requires strategies and enhancements with the flexibility to pilot new approaches that will attract a broad market and can be implemented state-wide
 - Ramping up delivery mechanisms such as Whole Building Assessment which addresses “deep’ comprehensive retrofit opportunities. Structuring incentives to reward comprehensive, multi-end use and multi-fuel projects. Issues of costs for full building audits and audit degradation over time.
 - Target specific sectors such as data centers and labs
 - Retro-commissioning: Investigate strategies to make this track cost effective while also building longer term relationships with customers. Need to address issues with short measure lives and costly studies.
 - Expand Project Expediter model to encourage more comprehensive solutions either directly through ProjectExpeditors or referrals

Financial Services

- Expansion of financing will drive more business
- We look to expand on success seen in small business program but a number of issues need to be resolved including:
 - Source of funds including separating financing dollars from SBC funds
 - Value versus costs of incorporating “on the bill”
 - Features of Financing including loan terms, min/max loan amounts, fees or other charges, secured/unsecured.