



COVID-19 C&I EWR PROGRAM IMPLEMENTATION RESPONSE

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MICHIGAN COVID-19 TIMELINE

The necessary steps taken to safeguard Michiganders through the COVID-19 crisis will likely have substantial impacts on the EWR business model.

**MAR
10**

Michigan reported its first case of COVID-19

**MAR
13**

Governor Whitmer announces closure of K-12 schools

**MAR
16**

Order issues to close dine-in eateries and most public places

**MAR
23**

Governor Whitmer announces Stay-At-Home Order



RESEARCH FINDINGS: UTILITY INDUSTRY

Most utilities have paused in-person program delivery, including energy audits and direct installations. This is due to:



State-mandated
shutdown orders

OR



Utility decision-making
to protect workers and
customers



RESEARCH FINDINGS: SHORT-TERM PLANNING

Utilities are prioritizing short-term program adaptations to continue or complete project delivery.



Conducting **virtual post-inspections** to close out projects that were in progress pre-shutdown.



Exploring **virtual delivery options** (e.g., video assessments, online energy audits) or the possibility of **on-site work in vacant businesses**.



RESEARCH FINDINGS: PORTFOLIO PLANNING

Utilities are looking forward to explore how to strengthen program delivery and service post-shutdown. Efforts include:



Performing **process evaluations** to investigate the added value from post-inspections, especially with programs that require multiple post-inspections.



Developing **“shovel-ready” projects** that will be ready to install immediately after shutdown finishes.



Developing **online trainings for contractors** to build workforce skillset so that post shutdown work can be as efficient and effective as possible.



RESEARCH FINDINGS: UTILITY OUTREACH

Utilities are also increasing online education through quick tip guides and highlighting existing resources more prominently on their websites.



Stay at home, work from home **energy use guides** for teleworking.



Business closedown checklists for conserving energy.



Links to previously existing **resources for financial assistance** for contractors and small businesses.



RESEARCH FINDINGS: IMPLEMENTATION CONTRACTORS

Implementation Contractors are exploring go-to-market plans and other tools to help make up for what will likely be a “lost quarter” (at least). Examples include:



Maintaining **agility on program efforts across customer segments** based on short-term and long-term needs and opportunities.



Understanding **how metering issues will be addressed** due to drastic customer usage shift.



Re-calibrating **marketing messaging to expected economic environment** (e.g. EE savings, O&M efficiencies, support job creation, and health and safety benefits).