

# CADMUS

## COVID-19: Quick Scan of Impacts to EE/EWR Programs/Customers & Utility Industry Responses

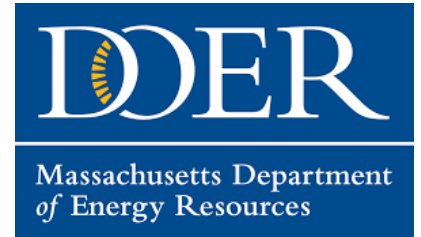
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April 21, 2020



# Companies Represented



# EE/EWR Program Operation Adjustments

Most utilities continuing some programs while others paused completely

Near universal suspension of “on premise” energy efficiency programs

- Many/most continuing to accept prescriptive applications, POS, trade ally incentives (esp. for emergency replacement/repair)
- Emphasizing online marketplaces
- Some continuing appliance recycling but pick ups must be curbside
- Behavioral/HER continuing with adjusted messaging
- Shifting to, or creating virtual Home Audit programs
- Using/ramping up virtual tools for commercial pre/post inspections
- Working to create a post-COVID-19 project pipeline

# EE/EWR Program Operation Adjustments (cont.)

Example actions being taken by some utilities

## Incentive Adjustments

- Increasing incentives in recognition of economic hardship (or considering incentive increases once restrictions are lifted)
  - Several examples of 100% insulation rebates
- Extending or relaxing rebate deadlines
- Promoting 0% HEAT loans

## Increasing Emphasis on Education

- Workforce development/training to maintaining employment within energy efficiency
- Increasing vendor communications
- Pushing content related to behavioral tips and education resources for kids



# Virtual Energy Assessments & Inspections

## Virtual Home Audit

- Technicians and customers collaborate on a “virtual home assessment”
- Some use facilitation tools such as FaceTime, Skype, etc.
- Others use lower tech options such as phone calls, sending pictures
- Some customers take measurements and video for technician
- Often 45-90 mins each, free to customers

## Commercial Inspections

- Using remote/virtual audits and pre-inspection to move projects forward and increase cash flows
- Completing online assessments or in-person “napping campus tours” → easier to do some site walkthroughs while building is not operational

# Home Energy Reports

Most utilities will continue HERs but adjust messaging

## An Important Tool

- Behavioral change is free and easy to implement
- Efficiency will be needed in light of higher residential occupancy

## Adjust the Messaging

- Acknowledge COVID-19 and address concerns RE: power cutoffs
- Provide specific advice for people spending more time at home and teleworking
- Providing tips that intersect both health and energy (e.g. washing hands and reducing hot water usage)
- DIY focus: recommendations on "easy, low cost, or no cost suggestions customers can do on their own"
- Increase frequency of communications, especially using email, online/digital tools:
  - i.e., driving customers toward online account management tools

# Marketing and Outreach

## Revised Utility Messaging

- Increased emphasis on digital channels (e.g., blogs, email, social media)
- Making advice relevant for customers spending more time at home/working from home
- Reduced on-premise program marketing; increase for online programs
- Some have NOT significantly adjusted historic messaging strategy
- Developing post-COVID marketing plans

## Using Analytics

- To create targeted messaging and to build project pipeline
  - Identifying energy-burdened households → identifying key drivers of load → recommend and promote appropriate behavioral programs

## Virtual Connections

- Offering virtual/online engagement, e.g., educational webinars
- Using outbound video messaging