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Title: Scaling up to better engage and serve a full customer market

Abstract: How do you engage a market segment with 900,000 units and properties ranging from rural farmworker housing to multi-million dollar condominium complexes? Most multifamily energy efficiency programs focus on single measures or serve a limited slice of the market. This session will address an innovative, customer-centric vision that serves all multifamily customers in our utility's territory. This streamlined approach supports utility efforts to "scale up" in terms of energy savings and customer engagement, while keeping admin costs low. Key aspects of this approach we will explore through the session includes: --

Single point of contact: Instead of finding a customer that would benefit from a single measure, we recommend a program that offers customers a single point of contact where, with utility support, we ensure the project finds the right program, even if it's implemented by others (e.g. local government partnerships, water districts, state agencies).

Multiple pathways: Projects have multiple pathways from comprehensive, modeled work scopes, to bundled packages, to common area-only upgrades and we guide the customer to the right measures and incentives while maximizing work scope efficiency.

Deeper savings: We motivate customers towards deep energy savings with an incentive structure that rewards higher savings with higher incentives, and we include water-saving measures by accounting for energy embedded in water transportation and delivery. Our program moves the market by incorporating benchmarking, meter-based savings and M&V 2.0 to capture savings over time and it pays customers accordingly.

O&M Training: Meter-based savings allow owners to finally see the benefits of preventative maintenance. That's why we offer O&M trainings to facility staff. These trainings set off a virtuous cycle when owners and property managers are continuously engaged, we learn about new projects and can slot energy efficiency into capital improvement plans and budget cycles.