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Title: Market Transformation Using Technical Outreach: Lessons Learned from CHP, Energy Storage, and Commercial Tenant Efficiency in New York

Abstract: Energy efficiency programs from utilities and state governments must not only achieve usage and demand reductions but also attract potential participants and provide compelling reasons and actionable paths forward for building owners/operators/project developers. It is not enough to offer incentive dollars; programs must also use marketing best practices and technical expertise to instill confidence in nascent markets for advanced energy efficiency projects and customer-sited renewables. ERS has honed its expertise in creating program-specific outreach and technical assistance campaigns to attract participants while also providing technical assistance from project feasibility through installation and successful project performance. ERS has spearheaded outreach, education, and technical assistance campaigns for NYSERDA'S Combined Heat and Power (CHP) Program, Energy Storage Program, and Commercial Tenant Program; through these campaigns, ERS's team has developed a systematic and multi-pronged approach to 1) educate consumers on technologies, benefits, and value proposition, and 2) provide comprehensive technical assistance (including high-level modeling) for advanced technologies to increase customer confidence for non-utility-scale projects. This presentation will discuss ERS's outreach and technical assistance best practices, using case studies from those three highly successful programs in New York. ERS will discuss lessons learned on getting customers to "yes" to scale-up to meet state targets for GHG emissions reductions through clean energy projects. The presentation will also discuss how each program leverages changing attitudes on clean energy to raise awareness about these programs, including the following takeaways. "Our CHP educational activities focused on altering the perception that "CHP doesn't work." For sites interested in implementing these projects, we showed customers a preliminary analysis for their site that highlighted the value proposition of a properly sized and maintained system. As the program progressed, education pivoted to CHP as a bridging technology resulting in overall GHG emissions reductions as well as resiliency assets for buildings. ERS has developed a pipeline of over 50 MW of potential CHP projects in New York. Because energy storage is a much newer technology with less clear use cases, the ERS team focused on finding early adopters as champions as well as appealing to the financial case for implementation. NYSERDA's Commercial Tenant Program is making use of ERS's outreach to develop energy efficiency projects in tenant spaces, which have traditionally not been a target of efficiency work. ERS's strategy for attracting participants includes a mix of education on regulatory requirements in New York with health, design, and architecture best practices.