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Presentation Title: Effectively serving hard-to-reach markets in the Puget Sound Puget Sound

Abstract: Successfully serving multifamily new construction customers may be a challenge for utility energy efficiency programs. Designing an offering for the spectrum of multifamily project scopes, stakeholder goals and budgets while balancing effective promotion were barriers to achieving energy savings. Removing barriers and expanding with inclusion of the affordable housing sector were key to Puget Sound Energy's (PSE) approach in redesigning its Multifamily New Construction program in 2018. Drawing on regional program design success, PSE restructured its offering to provide a per-square-foot incentive for tiered incentive packages of cost-effective measures. Savings and incentives for the program center on prototypical building models created for three different building types with affordable developers eligible for a 1.5x multiplier on their incentives. PSE coordinates and aligns income qualifications with the Washington State Housing Finance Commission's Low-Income Housing Tax Credit Program (LIHTC). To promote the program, PSE invested in proactive outreach to the developer and architecture communities via Lunch and Learns and participation in industry events. Early results are promising: 112 projects have enrolled in the new program, including 17 affordable housing projects. Affordable developers demonstrate strong repeat participation in both enrollment and Early Design Assistance, a pilot offering. We will dive deeper into these successes and examine future strategies for improved market transformation, including incentive alignment with building certifications and achieving similar impact in early engagement with the market rate sector.