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November 10, 2020

MEMORANDUM

TO: Council Members

FROM: Tina Jayaweera

SUBJECT: Bonneville “Comfort Ready Home” Program

BACKGROUND:

Presenter: Jess Kincaid, BPA

Summary: Later this year, BPA will launch its Comfort Ready Home program. The overall goal of the program is to increase uptake with home weatherization and HVAC measures and improve savings reliability by ensuring work is performed to BPA specifications. BPA has designed this program as a partnership between itself and its customer utilities to connect homeowners, contractors, and utilities. BPA will support its utilities and their consumers by building a right-sized contractor base, providing marketing toolkits, contractor training, and other guides for homeowners.

Relevance: Energy efficiency is an important piece of the Seventh Power Plan preferred strategy and significant potential exists for home weatherization and heating and cooling equipment upgrades.

Workplan: B.1.1 Conservation – Coordinate with regional entities to ensure the regional goal for cost-effective conservation is achieved.

Background: At the September 2020 meeting, Jennifer Light presented the 2019 [Regional Conservation Progress report](#), which provides an overview of the region’s energy efficiency accomplishments within the first four years of the Seventh Plan period. Slide 18 illustrates how Residential HVAC (which

includes weatherization and equipment upgrades) measure adoption is significantly lagging compared to the identified cost-effective potential.

More Info: Website for the program will be here by December 18:

<https://comfortreadyhome.com/>

A full overview of the program is available here:

https://www.bpa.gov/EE/Sectors/Residential/Documents/CRH/BB_1_CRH_Welcome_to_Comfort_Ready_Home.pdf



ComfortReady
HOME

Real Comfort. Real Savings. Real Smart.

The New BPA Residential Approach

Northwest Power and Conservation Council Meeting

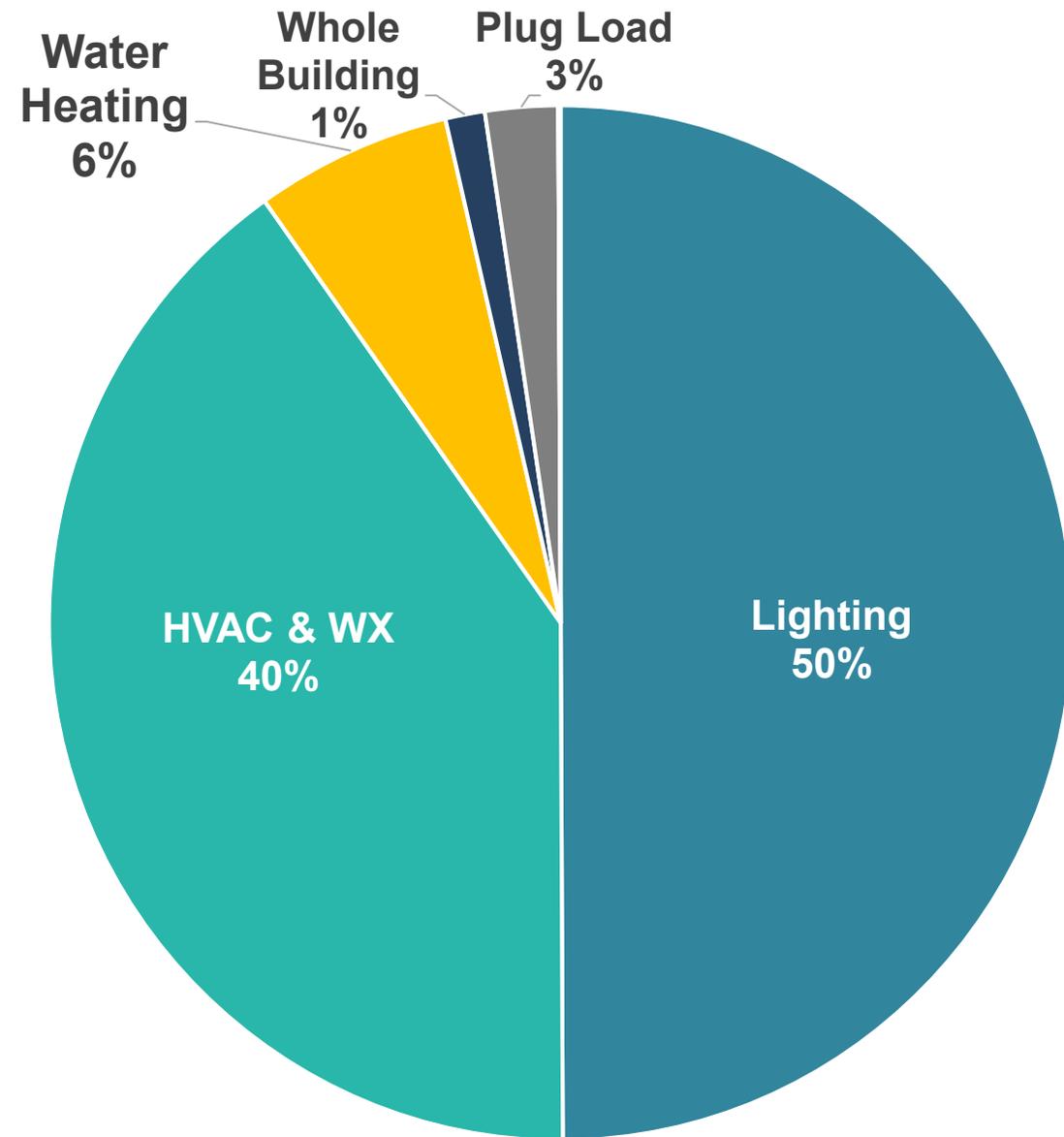
Presented by Jess Kincaid
BPA Residential Sector Lead

November 18, 2020

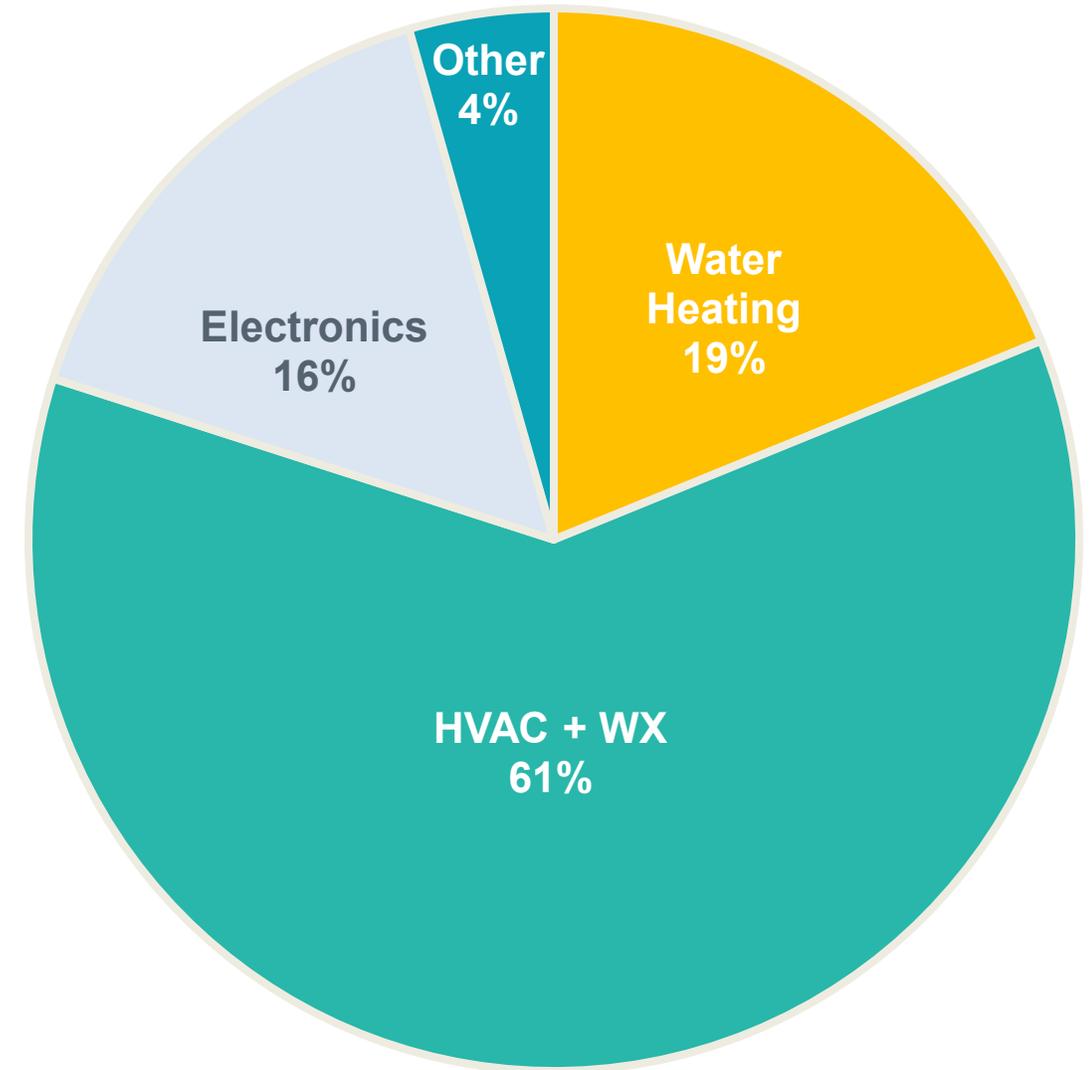
How we
arrived
here:

**Within our EE goals,
what savings provide
the highest value to
the power system
and rate payers?**

Ideal BPA Residential EE Portfolio



2018/2019 rate period
Residential savings by end use



Optimized
Residential savings by end use

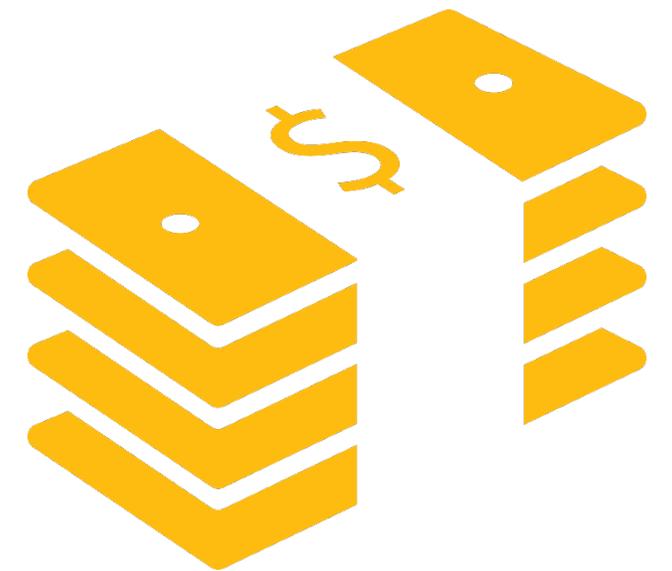
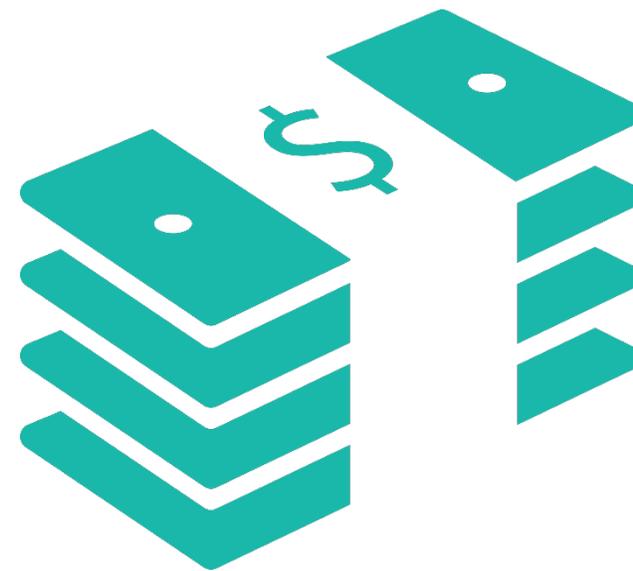
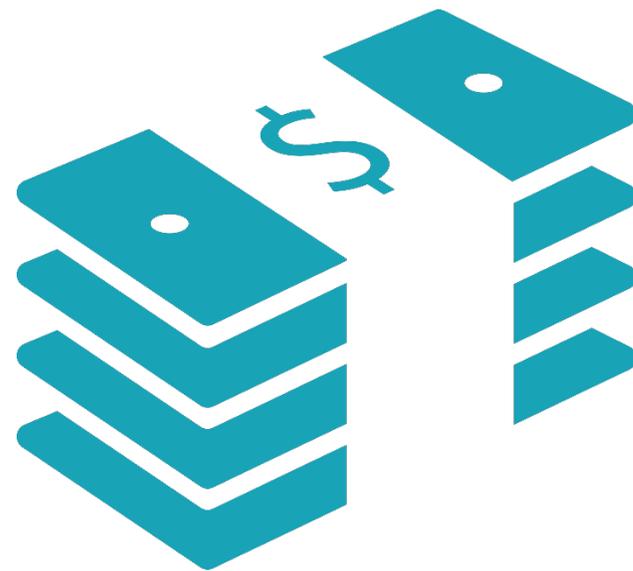
Where we're going

1 2 3

Challenge

one:

Time required for paperwork exceeds the value of the incentives.



Solution:

Align payments with value to the BPA system and simplify reporting.

Challenge

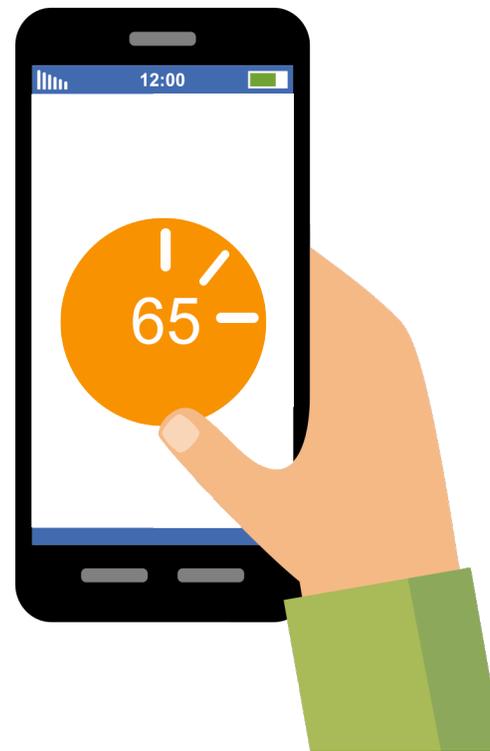
two:

There are opportunities for energy efficiency that we don't have measures for.

Solution:

Prioritize weatherization, HVAC and water heating measure creation.

Energy Efficiency
Emerging Technologies

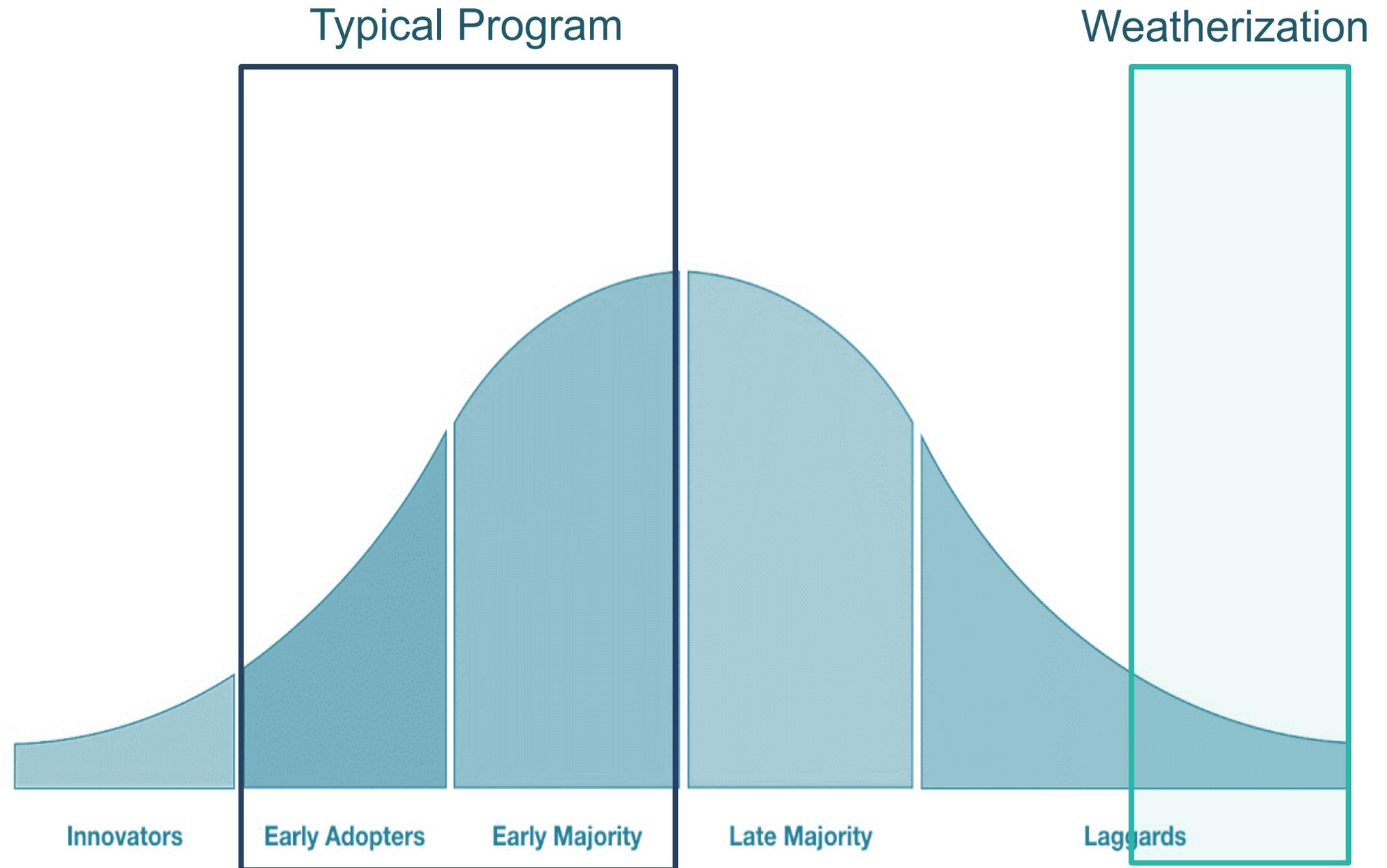


Challenge three:

The remaining weatherization potential is with late adopters or “laggards” who often don’t know they need weatherization.

Solution:

New Comfort Ready Home Program.



What our customers asked us to accomplish

Expand utility and contractor capacity to do the work.

Increase number of insulation contractors where there aren't enough to do the work.

Increase training infrastructure for contractors.

Provide targeted marketing materials.

Develop materials to support contractors in the field.

Provide energy education support.

Help homeowners with buying decisions.

Program Objectives

Increase the uptake of measures in BPA's program service area.

- Insulation.
- Windows.
- Residential HVAC.
- High-efficiency water heating.

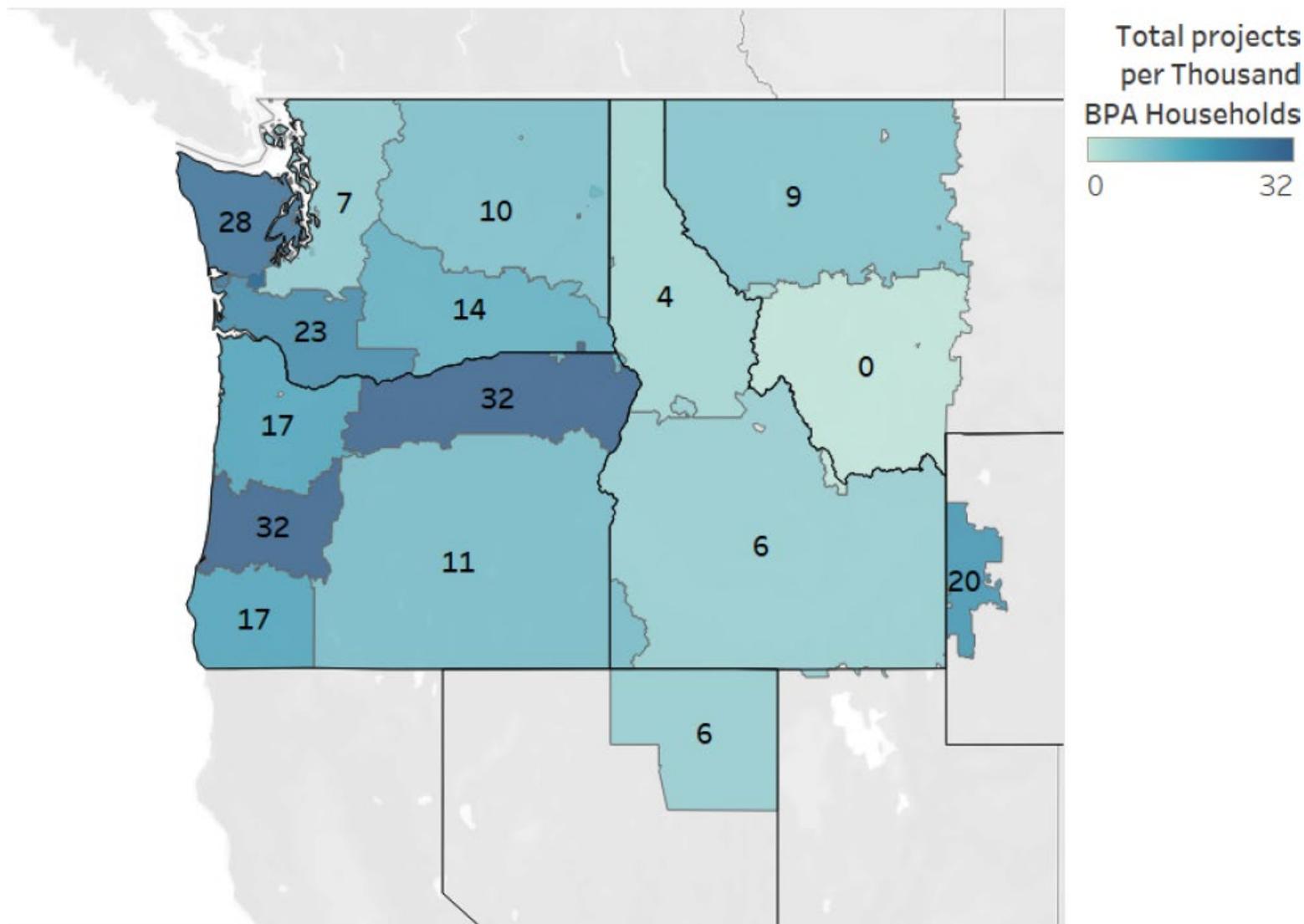
Improve the quality of installations to improve cost effectiveness.

Ensure that the quality of measures installed, reported, and invoiced by contractors makes our customers work as easy as possible.

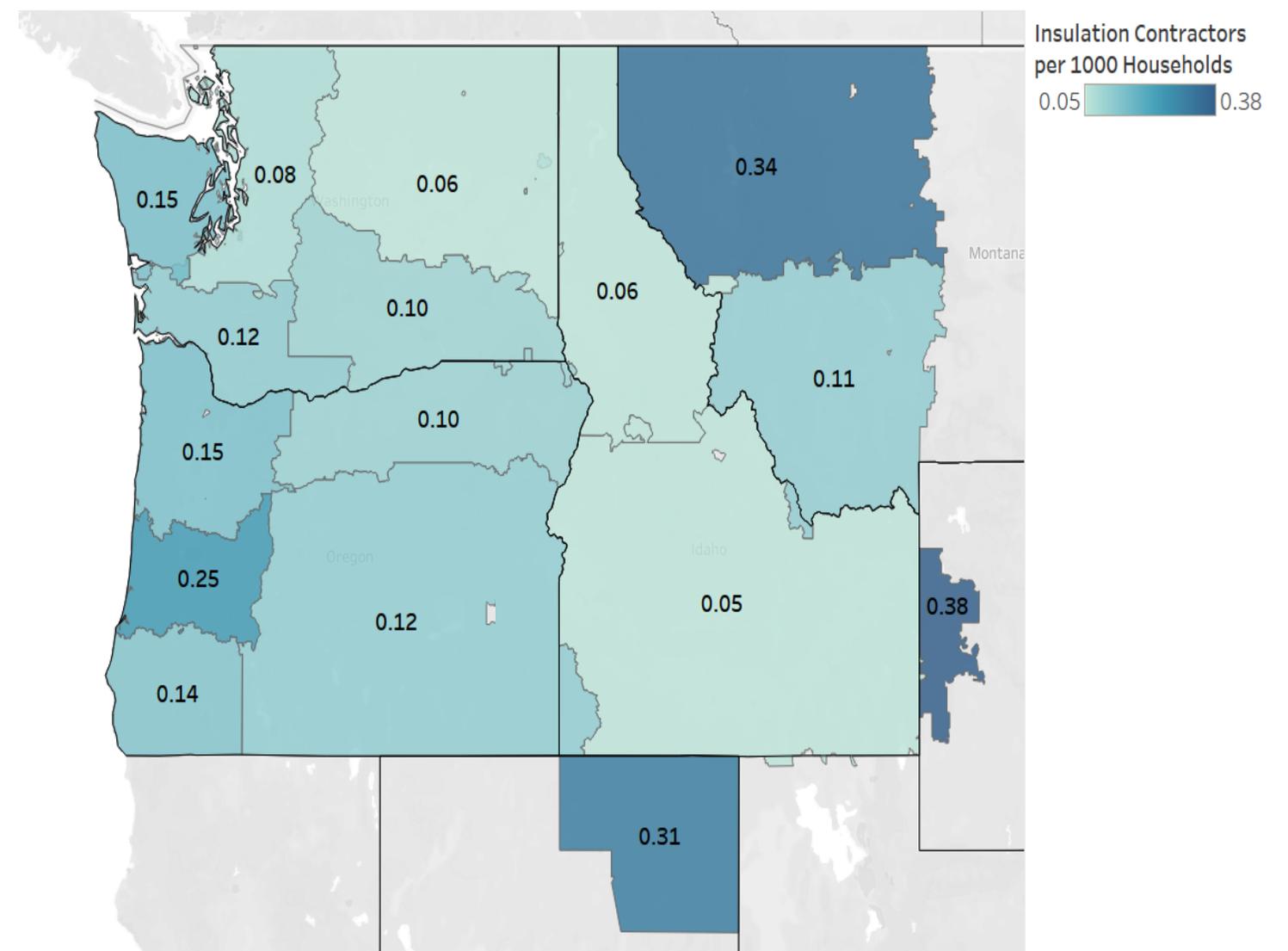
Where are the remaining homes and do we have the contractors?



Infrastructure Assessment Results



Projects Completed



Available Contractors

Which households are the likely households?



Demographic Research Results

Housing Type

Single Family

Manufactured Homes

Multifamily

Income

200% of Federal Poverty Level
or Below (Low-Income)

Middle Income

\$110,000 Per Year or Above
(High Income)

Language

English

Spanish

Other

First Step:
Build a contractor
pool that is right
sized to meet utility
program goals.



Second Step:



Marketing Resources



For Your Customers, it Pays to be Comfortable

Whole-home weatherization and energy-efficient upgrades to HVAC and water-heating systems play an essential role in making your customers' homes feel comfortable, safe and functional. They also present great opportunities for

Field Specialists



Field Guide



Website



Find a Contractor

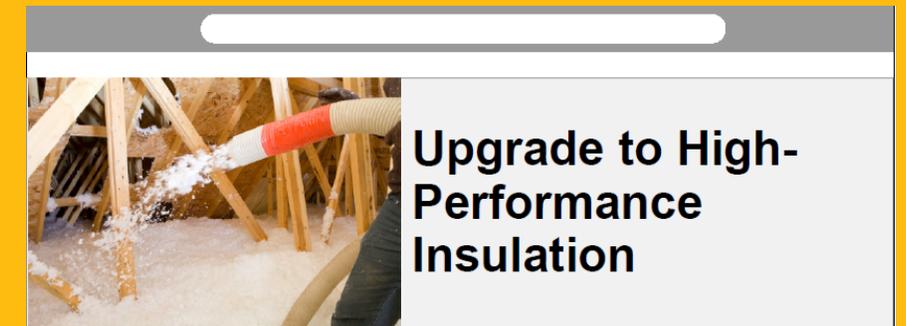
Search by Zip Code

Contractors

Filter by Service Type

Insulation

Homeowner Resources



Professionally installed insulation will help maintain more constant and comfortable temperatures in your home while preventing build-up of

Thank You!



Jess Kincaid

BPA Residential Sector Lead,

jbkincaid@bpa.gov

Additional slides

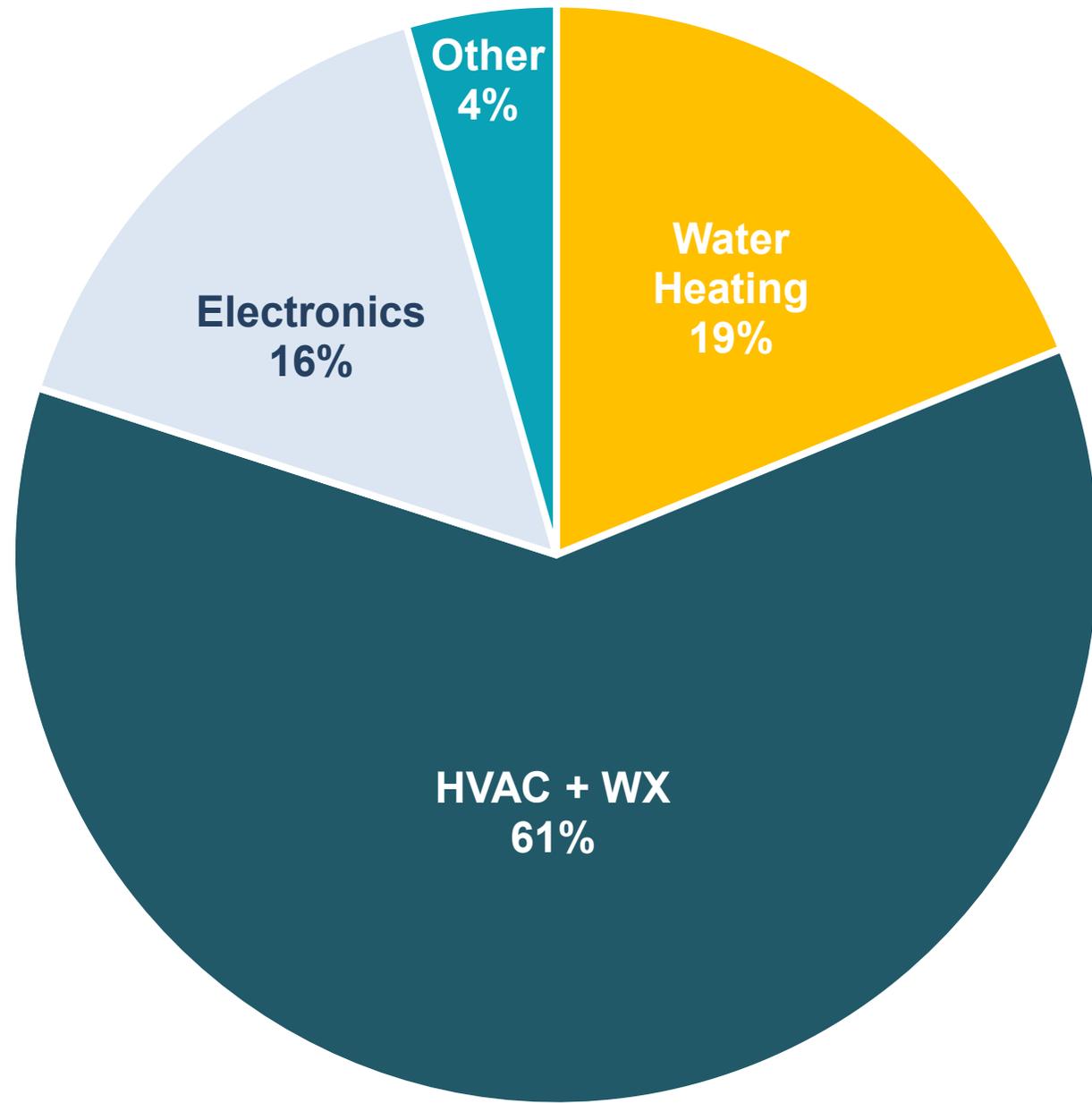
2019 Research and Customer Engagement on Weatherization

Held five weatherization workgroup meetings and learned what support utilities want

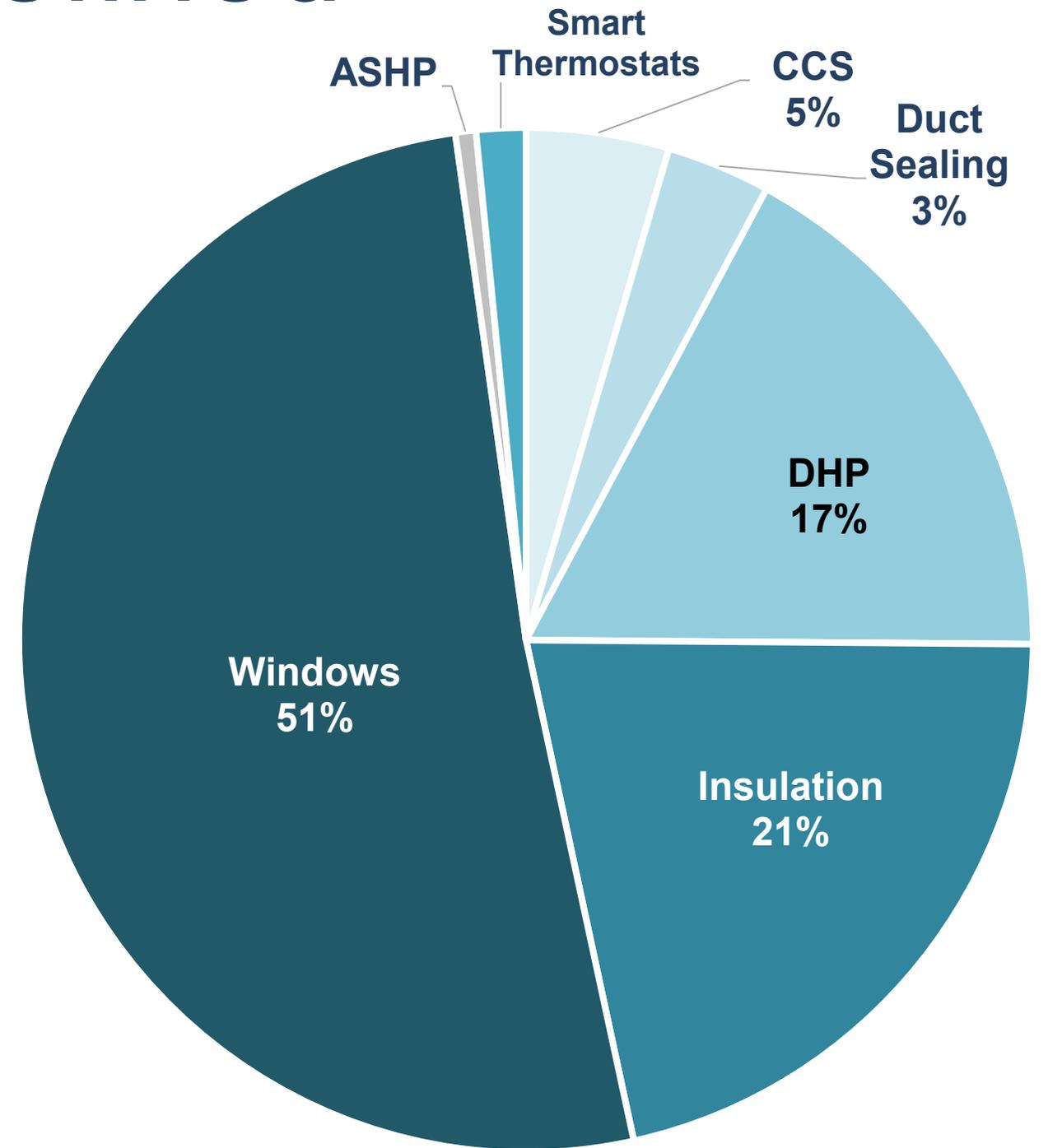
Researched regional potential, gaps, and best practices

Compiled feedback from roundtables and other channels

“HVAC” Defined



**Resource program
Residential savings by end use**



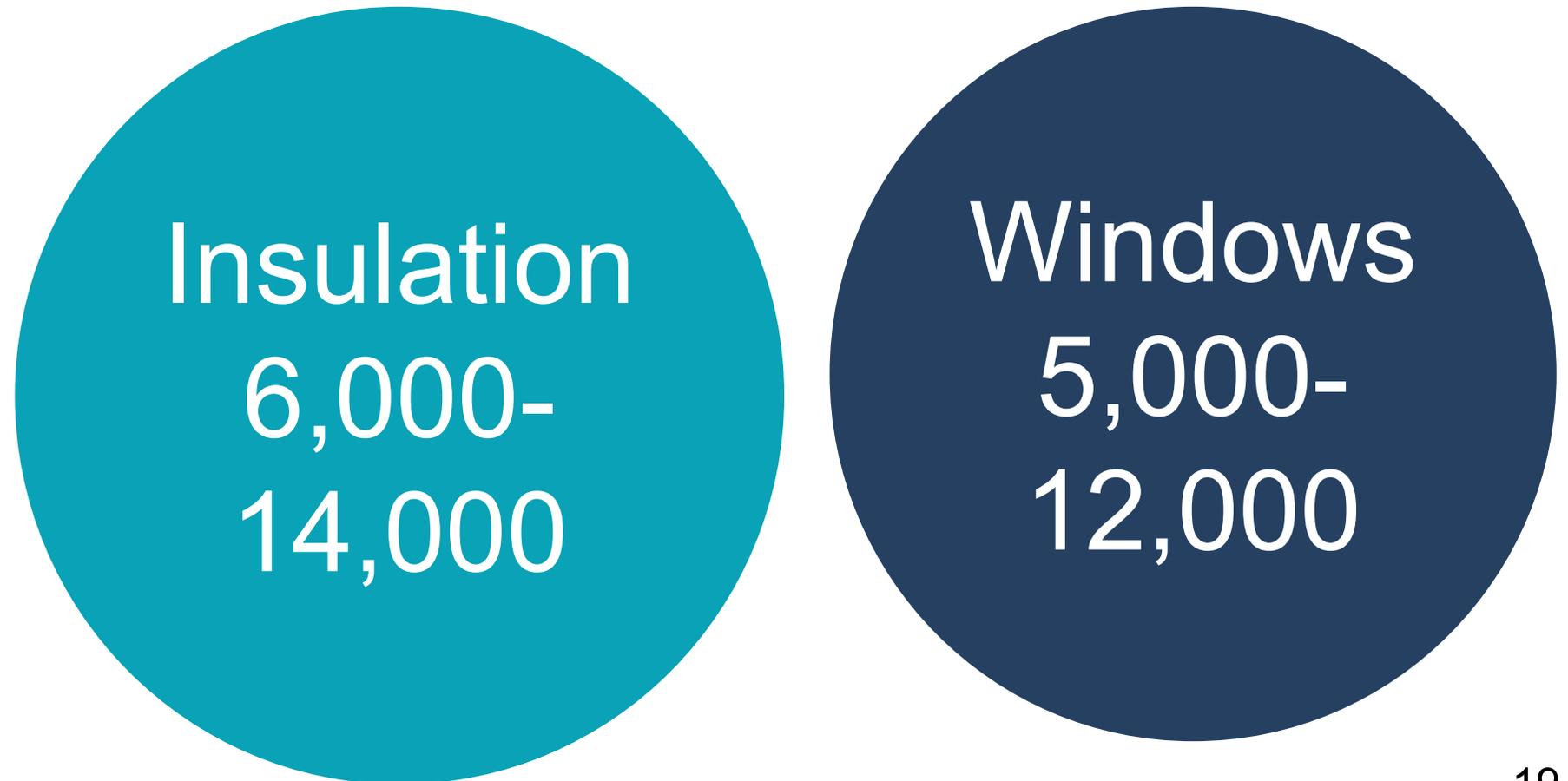
**Resource program
HVAC end use details**

What this means for weatherization?

Homes currently served annually



Future annual achievements needed to meet goals:
4 – 10x homes weatherized



Infrastructure Assessment Objectives

- Identify gaps in current contractor pool compared to program targets.
- Target contractor network activities to issues facing each sub-region.
- Create a baseline to measure program success.
- Gather data for future research and program activity.
- Develop final report with specific analysis and recommendations for each sub-region.
- Ensure the program is right-sized for each region's need.

