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
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.
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

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

- Homeowner Resources
- Find a Local Contractor
- Website & Online Learning Center
- Training Workshops & Webinars
- Local Technical & Program Support
- Marketing Resources & Support
- Technical & Program Field Guide
Thank You!

Jess Kincaid
BPA Residential Sector Lead,
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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

- Insulation: 1,400
- Windows: 1,200

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

- Insulation: 6,000-14,000
- Windows: 5,000-12,000
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.