



A NATIONAL REVIEW OF COMMUNITY-BASED ENERGY EFFICIENCY PROGRAM DESIGNS

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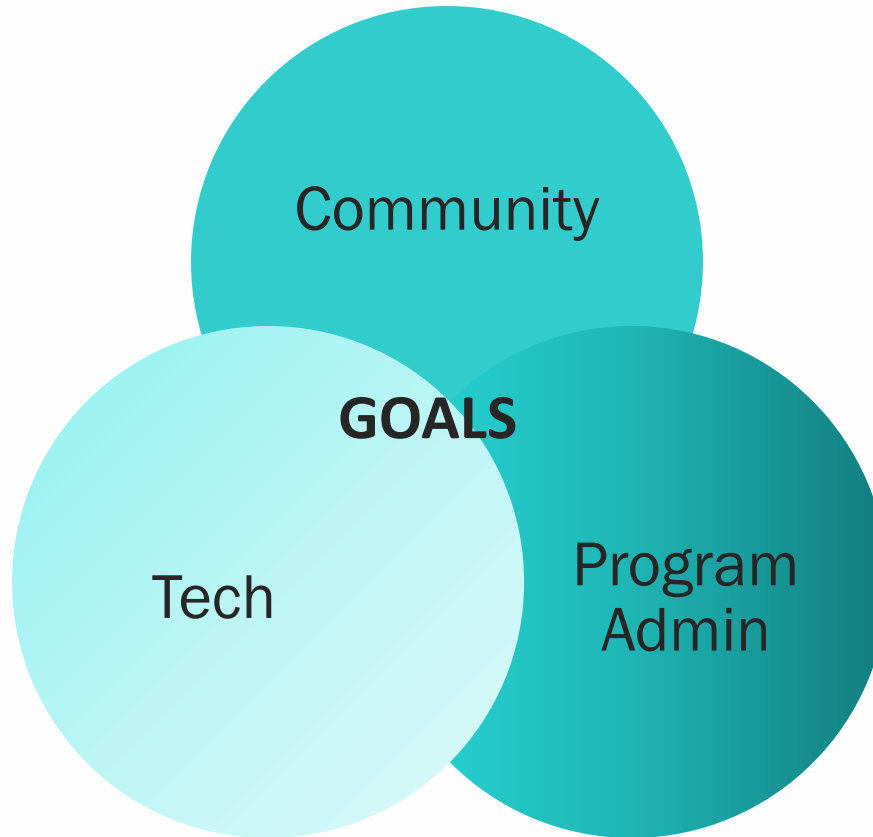


Whose Program Is It?



WHAT

- Efficiency
- Renewables
- Workforce development



WHO

- Attributes
- Scope

HOW

- Regulatory Mandate
- Program structure

“A clean energy partnership with stated goals that leverages community attributes or institutions to tailor delivery of energy efficiency or renewable energy services to a target community.”

CBP Research Questions

- How have administrators implemented CBPs?
- Which approaches work best?
- Why have they been variably effective?
- Why do a CBP versus targeted marketing or just running your program?



Washington

- Project Energy Savings (Clark PUD)
- Energy Efficient Communities (PSE)
- RePower (Bainbridge, Bremerton, Kitsap) (PSE)

Kansas

- Take Charge Challenge (4 KS utilities)

Vermont

- ★ Vermont Home Energy Challenge (Efficiency VT)
- ★ Vermont Home NeighborWorks® H.E.A.T. Squad (Efficiency VT)

Massachusetts

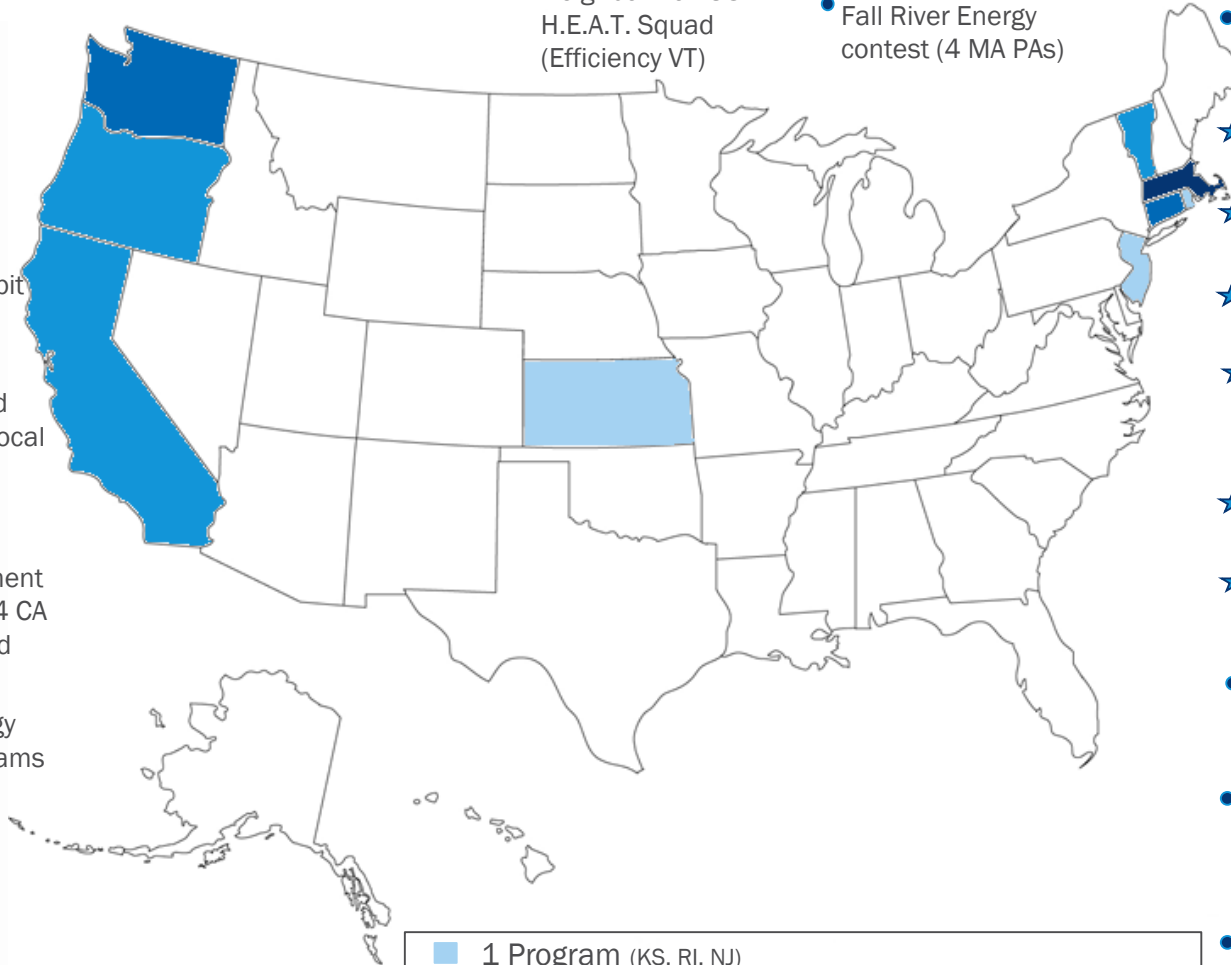
- Boston Community Mobilization Initiatives (NSTAR, National Grid)
- Energy Efficiency 2020 (Serrafix; 4 MA PAs)
- Fall River Energy contest (4 MA PAs)
- Marshfield Energy Challenge (NSTAR)
- Western Mass Saves Challenge (WMECo)
- New Bedford Community Mobilization Initiative/ New Bedford Energy Now (NSTAR)

Oregon

- Clean Energy Works Oregon (CEWO)/ Enhabit (ETO, Enhabit)
- Clean Energy Works Portland (CEWP) (ETO, local utilities)

California

- ★ Local Government Partnerships (4 CA Investor-Owned Utilities)
- ★ Regional Energy Network Programs (2 CA RENS)



- ★ Efficient Neighborhoods+ (4 MA PAs)
- ★ Renew Boston Residential (Eversource, National Grid)
- ★ Community Initiatives (National Grid)
- ★ Community Energy Challenge (NSTAR)

Connecticut

- ★ CT Clean Energy Communities (Eversource)
- ★ Neighbor 2 Neighbor (Eversource, CT Clean Energy Fund)
- Solarize CT (CT Green Bank)

Rhode Island

- System Reliability Procurement Pilot: EnergyWise (National Grid)

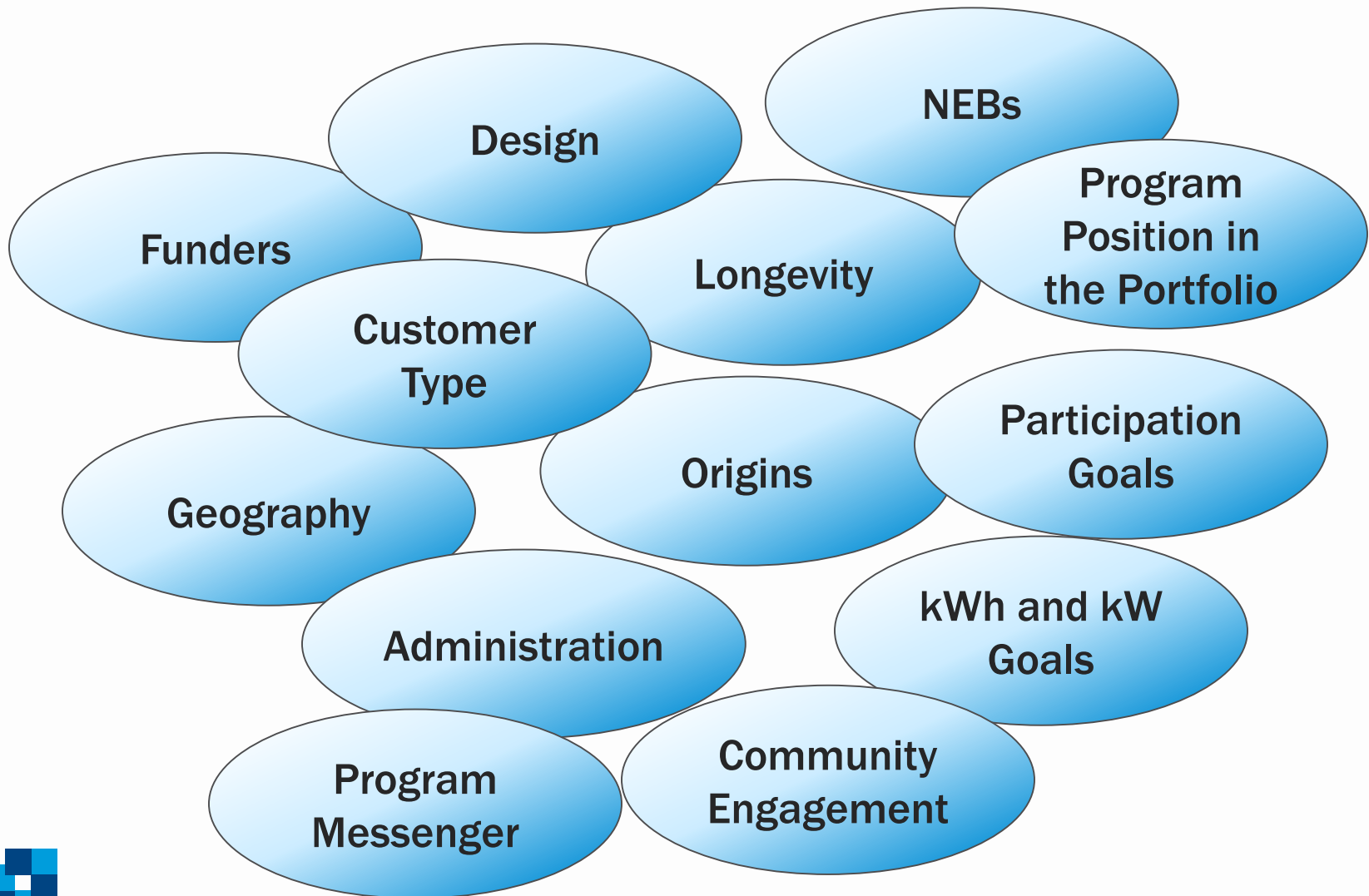
New Jersey

- Sustainable Jersey (NJ BPU; College of New Jersey)

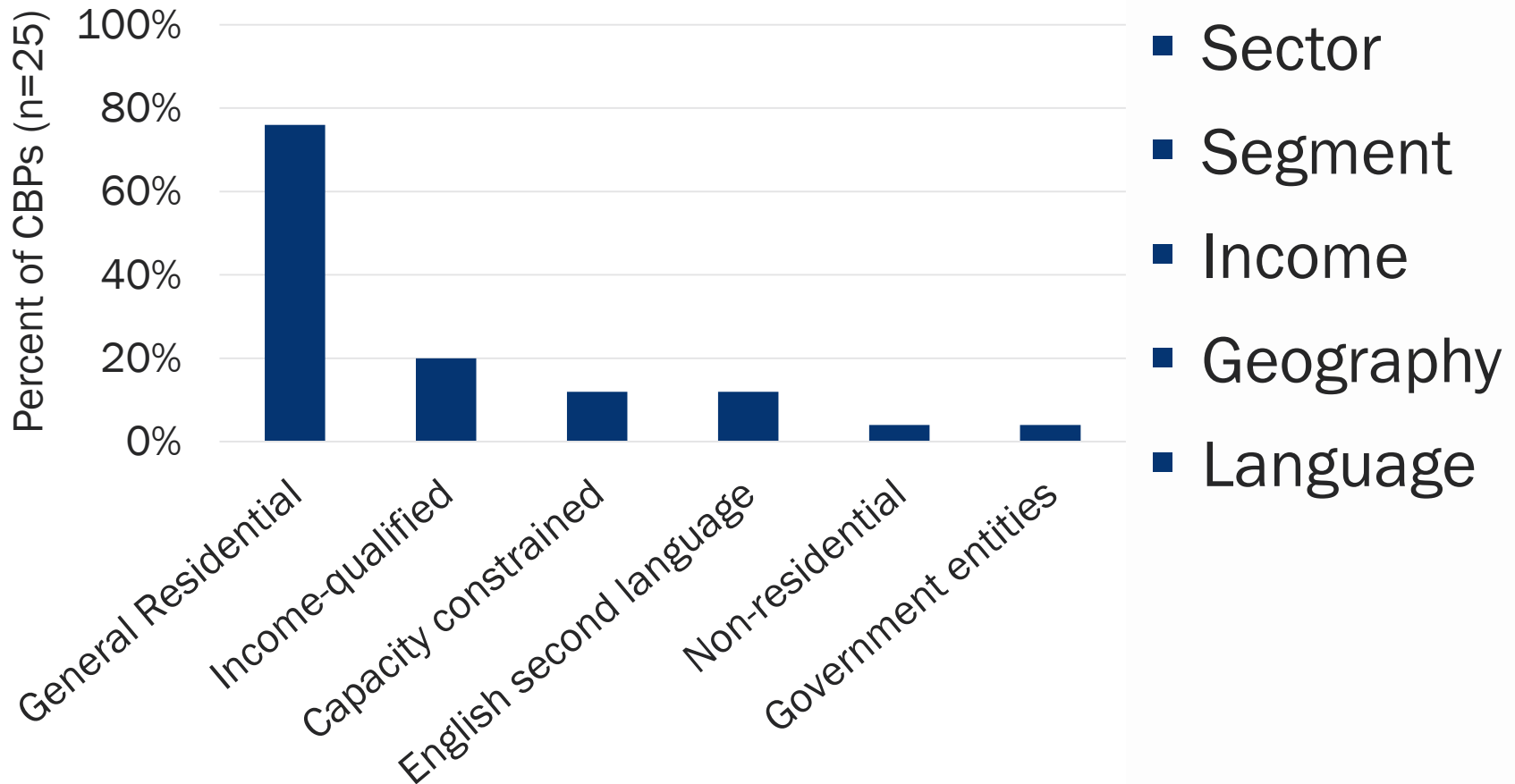


■ 1 Program (KS, RI, NJ)	★ Reviewed Program & Conducted Stakeholder Interview
■ 2 Programs (CA, VT, OR)	
■ 3 Programs (CT, WA)	
■ 10 Programs (MA)	● Reviewed Program Only

Elements for Your CBP



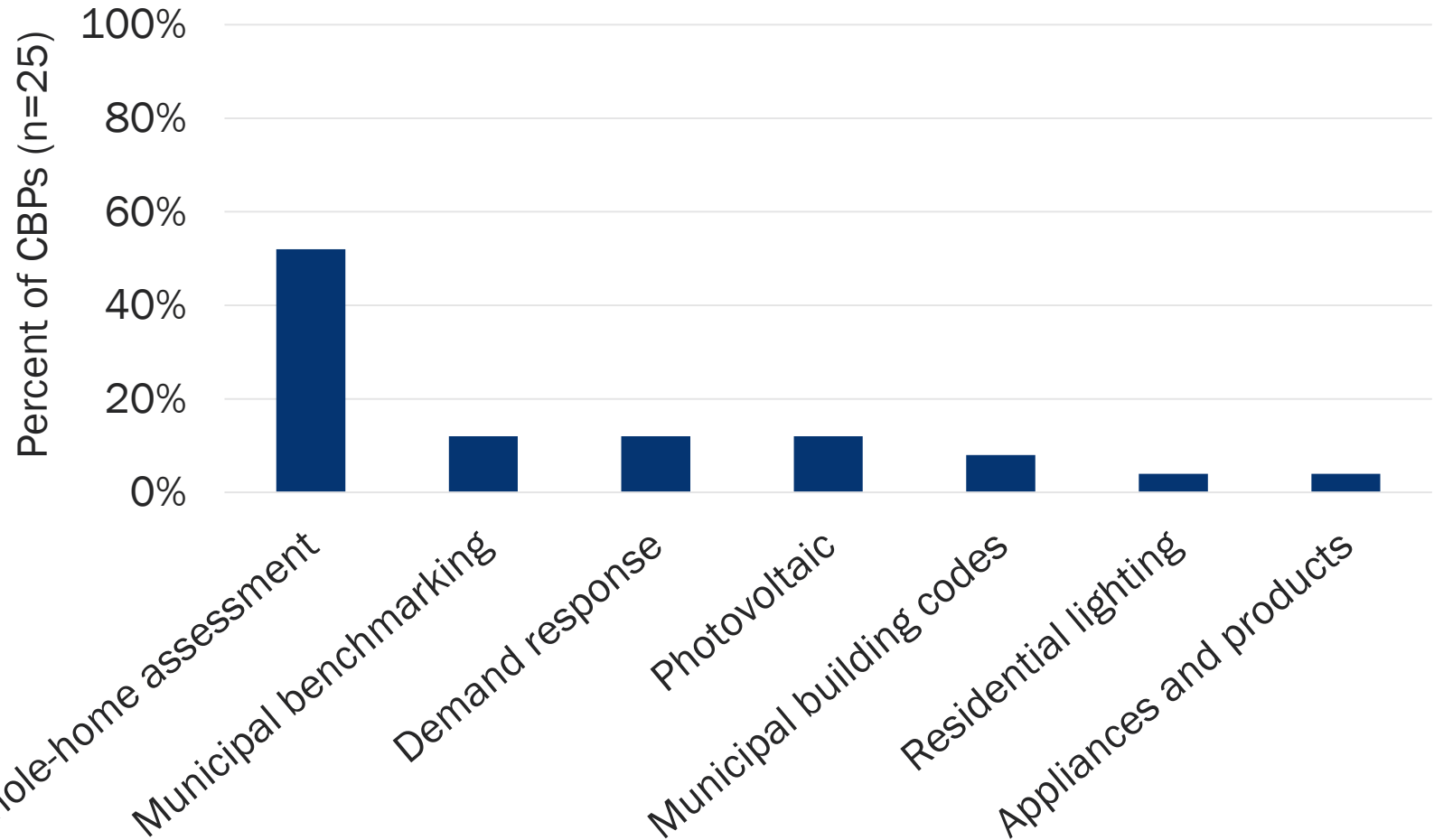
How Do You Define a Community?



Note: Multiple responses allowed



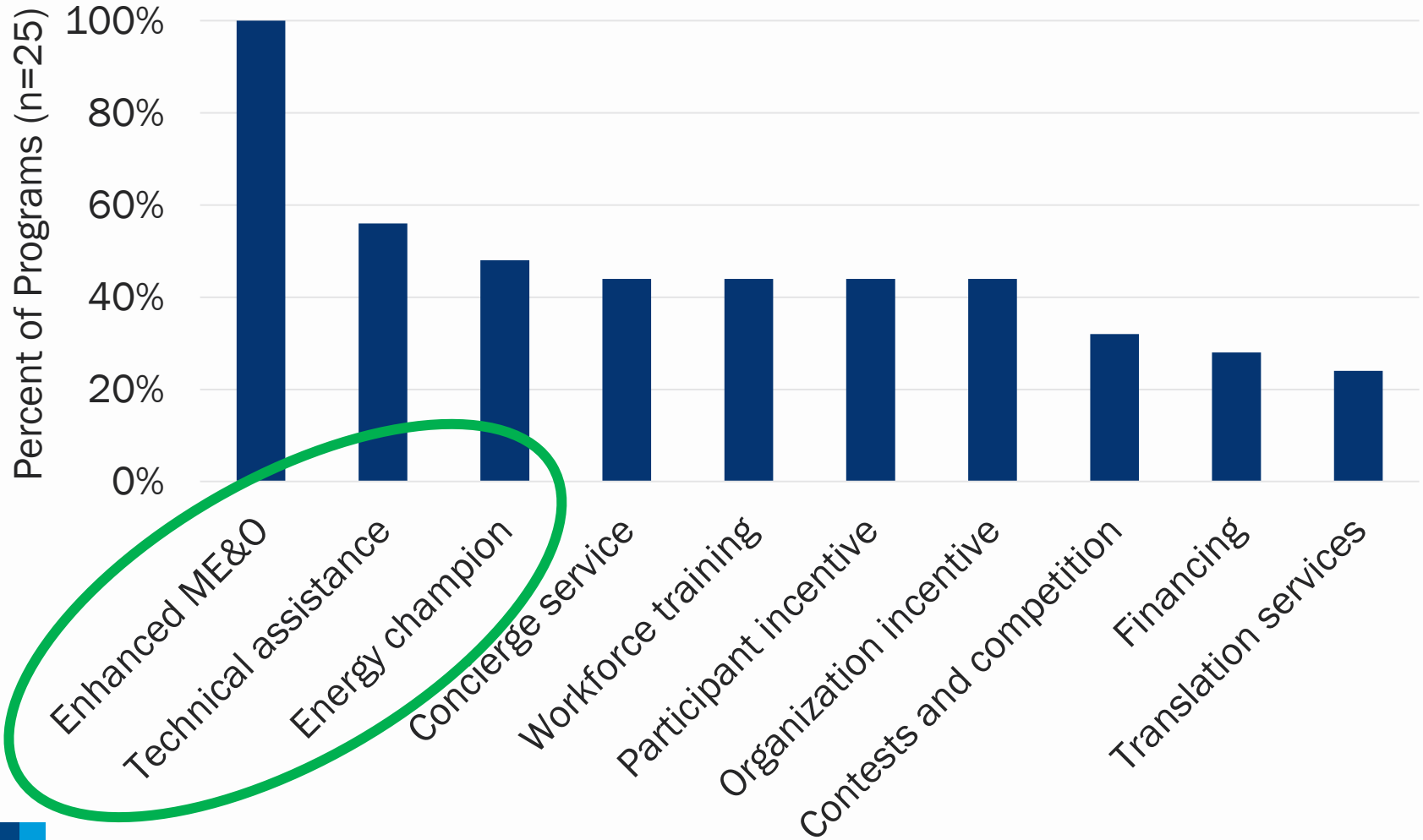
What Can You Market with a CBP?



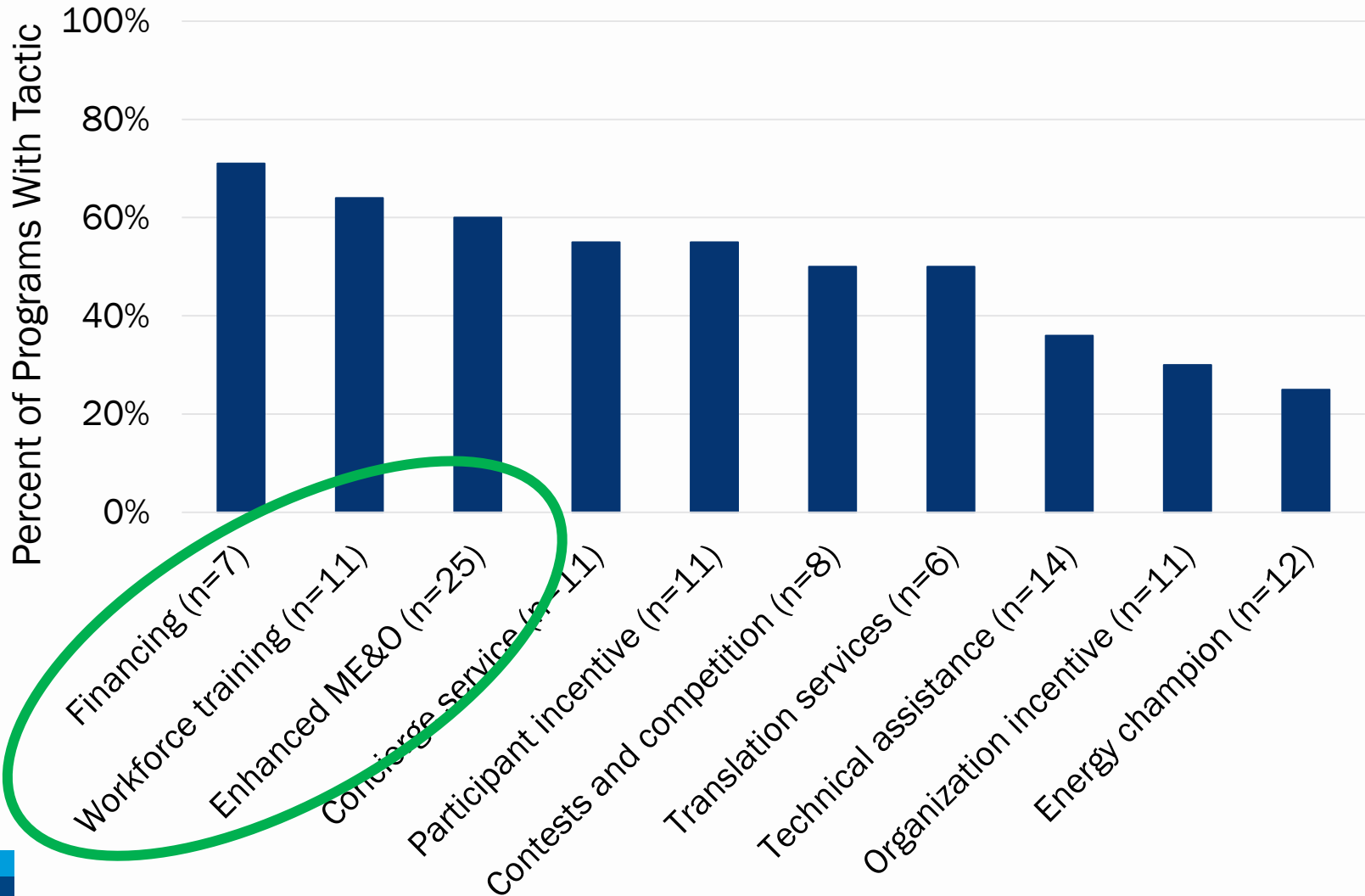
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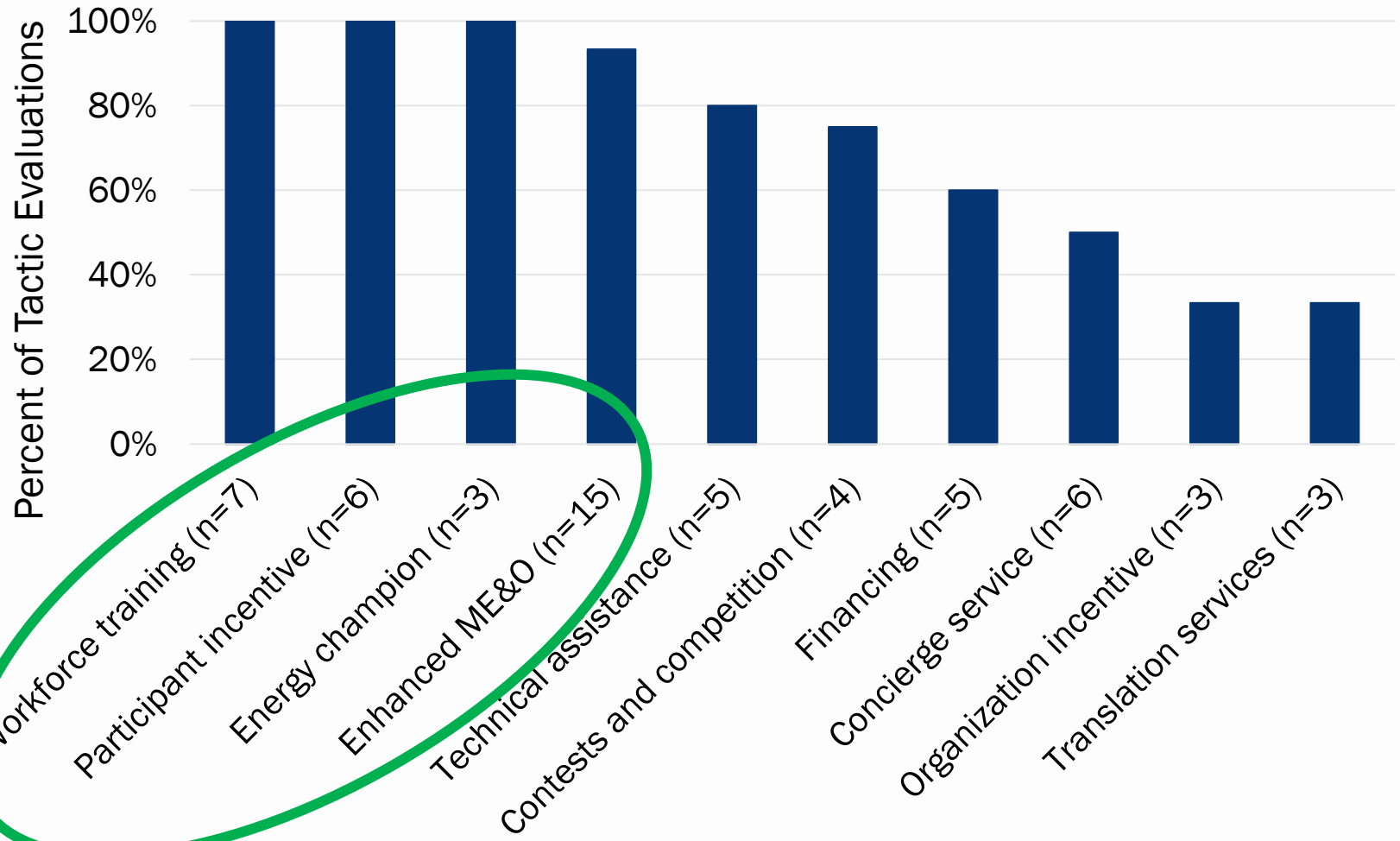
Which Tactics are PAs Using?



Which Tactics Are Evaluators Studying?



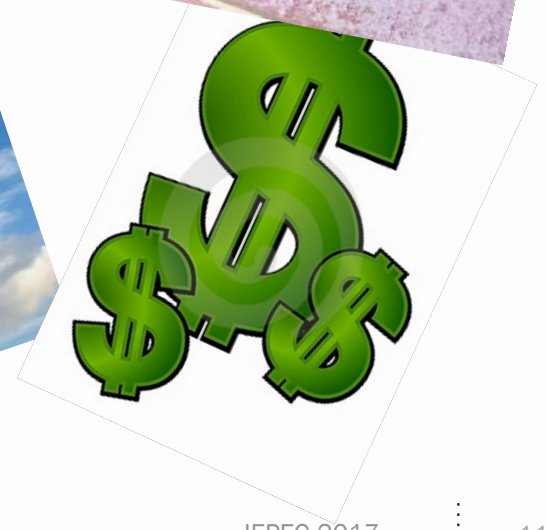
Which Tactics Are Effective?



What Drives Tactic Effectiveness?

“They've really done that navigating for us. So I would say *finding the right either local or regional partner is key in being successful.*”

“The *primary benefit is the additional communication with people and really just the relationships that are being built.*”



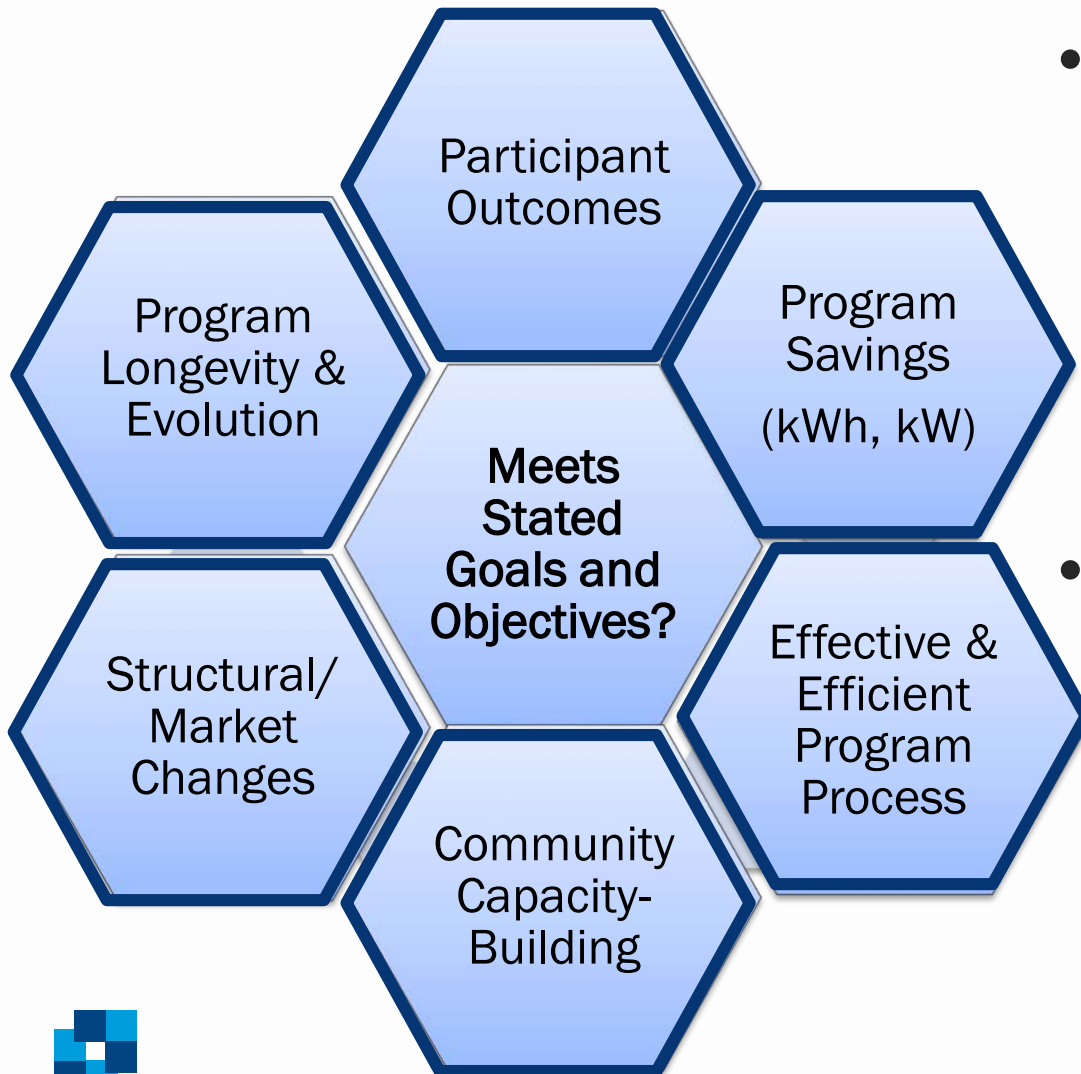
Are the Overall Programs Successful?

Successful in whose eyes?



“...if your goal is numbers—I don’t think community based outreach is the way to go. If your goal is building a long-term relationship with less-measurable outcomes then I think that there is a case to be made about how it can really benefit the community.”

Defining and Evaluating Success



- Which methods to use?

- Stakeholder interviews
- Participant self-report
- Matched comparisons
- Experimental designs
- Triangulation

- Considerations in capturing all elements

- Baselines
- Marginal mindset
- Non-quantifiable benefits
- Attribution



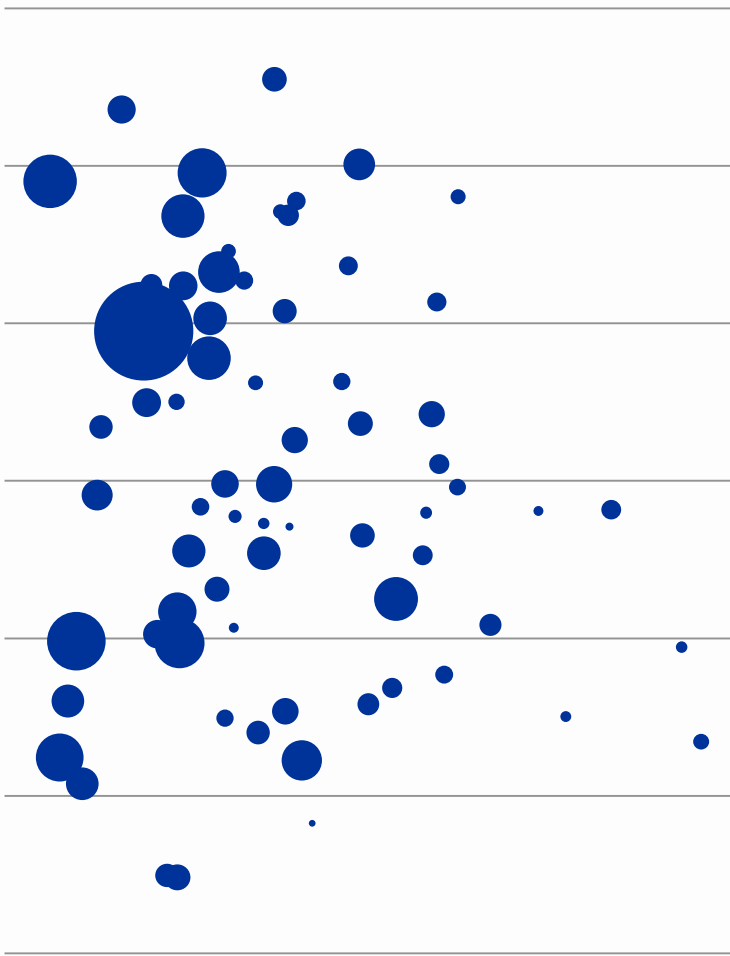
Evaluating the Benefits of CBPs

“[I believe there’s] a sense of goodwill that’s been created with participation or partnering with these communities, but I don’t know if there is any type of measuring stick for that [type of outcome].”

- Explore long-term outcomes
 - Spillover
 - Community capacity changes
- Consider new methods
 - Market transformation
 - Marketing campaign evaluation
 - Non-energy benefits approaches
 - And others...



Thinking of a CBP?



- Who is your community?
- Think beyond efficiency: how can a CBP address other wants and needs?
- Make use of unique community attributes
- Set up for evaluating long-term and non-energy outcomes



Thank you!

Aimee Powelka

Eversource

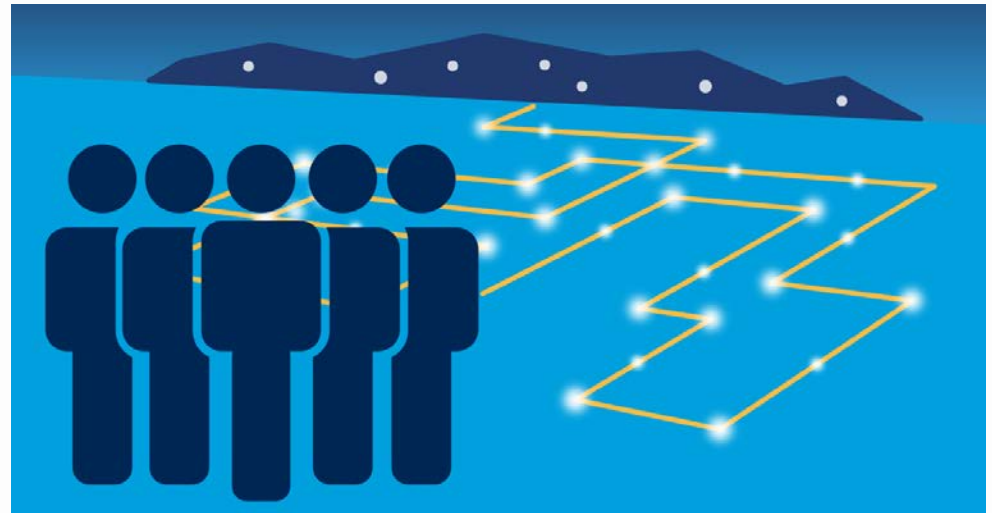
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