



# The Canary in the Decarb Coal Mine:

**Lessons in Innovative Whole-Home Programs from CA**

Tuesday, March 25<sup>th</sup>

# Agenda

**01.**

**DATA ACCESS**

**02.**

**CONTRACTOR'S ROLE**

**03.**

**MEASURED PERFORMANCE**

01.

# DATA ACCESS


*Measurement Requires Metrics*



# WHY IT MATTERS

Screening Customers  
Evaluating Success  
Need gas and electric for  
fuel substitution

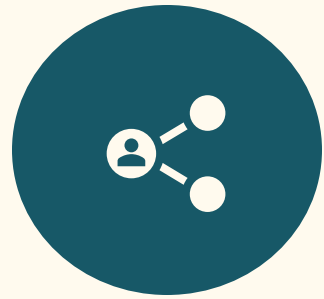
# WHAT FAILED

- Data Dictionary
  - Unique IDs for each customer
  - Data sufficiency/clarity
  - Delays in responsiveness
  - Billing versus Programs
- 

02.

# TRADE ALLIES

*Can't make Cake Without Cooks*



## **Risk Sharing**

Doesn't motivate customers or  
TAs



## **Free Assessments**

Customers expect to get  
information for free



## **Complexity**

Adds cost with out adding value



## **No Modeling**

Simplify the costing and  
estimating process with better  
tools

# Trade Ally Perspective

03.

# PERFORMANCE RESULTS

*Proof in the Pudding*

# Metered Performance

West Coast Utility

Client sought measured, residential peak load-reduction while delivering decarbonization and grid reliability.

- 1 19,000 MWhs saved
- 2 20% Grid Peak reduction
- 3 43% Avg gas reduction per customer
- 4 Focus on peak energy reductions.
- 5 ASHP, insulation, T-Stats, HPWH, and duct sealing.
- 6 TOU savings overcame increase in electrical demand.






# WHY IT MATTERS

High Potential Customers

Stabilize Quality and  
Measure Costs with  
Closed TA Network

# WHAT FAILED

- Mild climates yield mild savings
  - Uncontrolled costs → Bad ROI
  - Payment delays increase risk
- 



**“CHANGING THE  
METRICS CHANGES THE  
RULES.”**



**QUESTIONS?**

# THANK YOU

