



Let's Transform a Market!

The Retail Products Platform Approach

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Northeast Energy Efficiency Partnerships



“Assist the Northeast and Mid-Atlantic region to reduce building sector energy consumption 3% per year and carbon emissions 40% by 2030 (relative to 2001)”

Mission

We seek to accelerate regional collaboration to promote advanced energy efficiency and related solutions in homes, buildings, industry, and communities.

Vision

We envision the region's homes, buildings, and communities transformed into efficient, affordable, low-carbon, resilient places to live, work, and play.

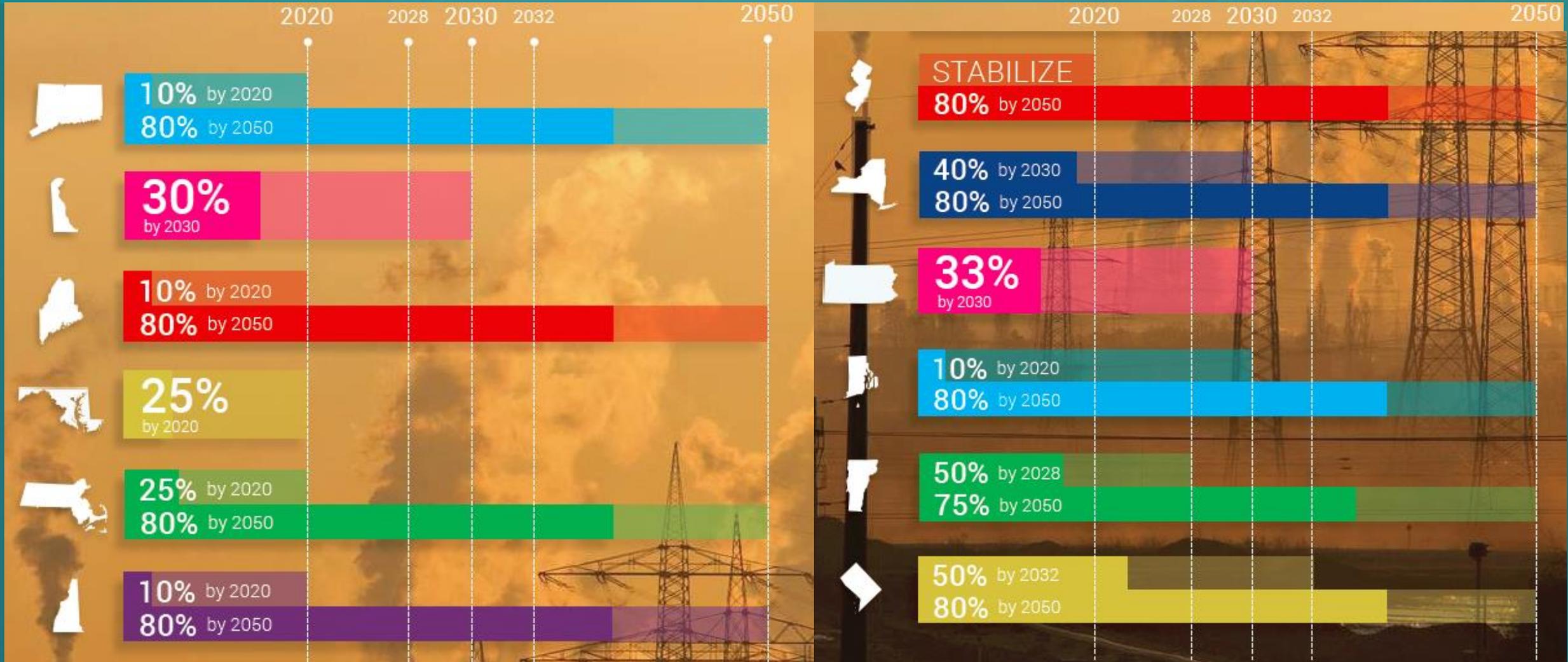
Approach

Drive market transformation regionally by fostering collaboration and innovation, developing tools, and disseminating knowledge

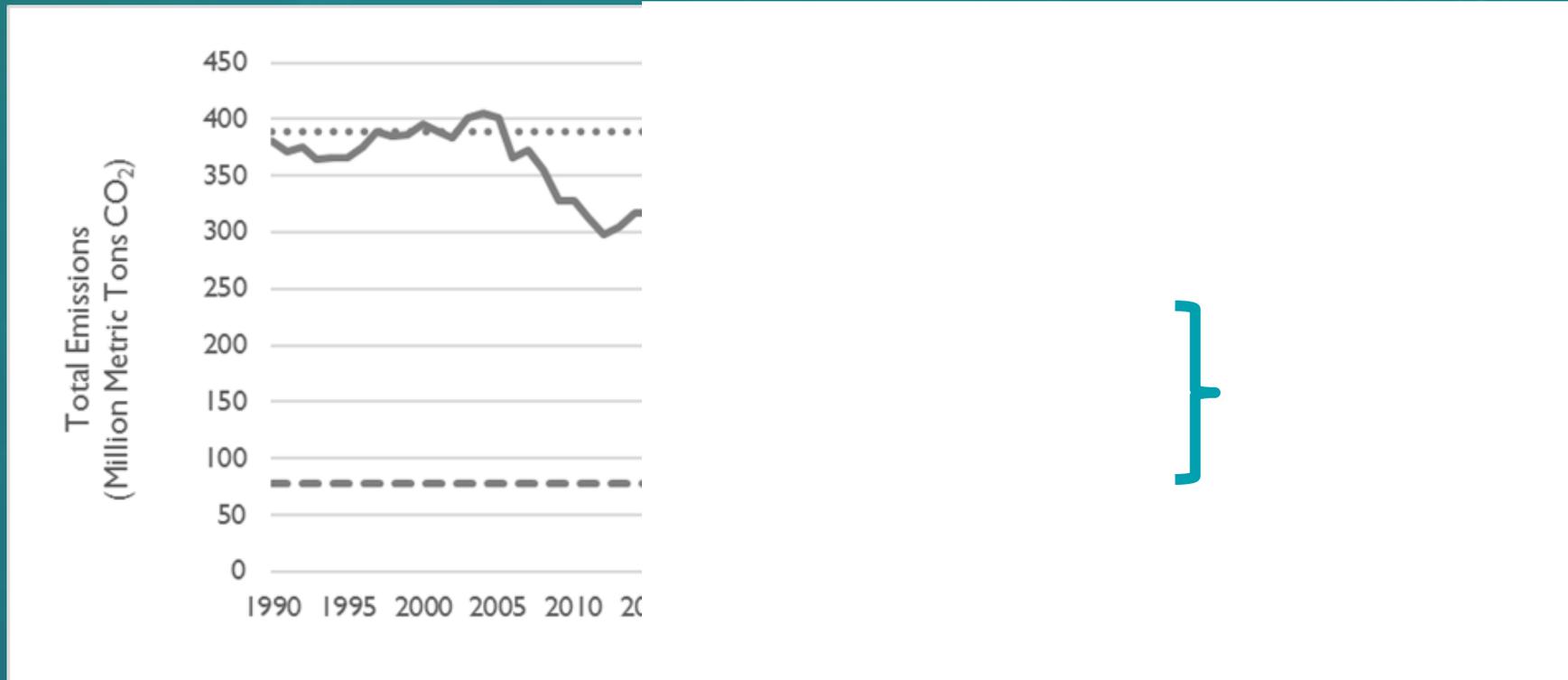


**One of six REEOs funded in-part by U.S. DOE
to support state and local efficiency policies and programs.**

The Need for a New Approach: Region's Aggressive Carbon Reduction Targets



The Need for a New Approach: Are we on the path to 80% CO2 reductions?



- Not yet...a *lot* of additional work needs to be done
- Emissions are nearly *triple* the goal of 80% reduction

Enter RPP: A Streamlined Approach for EE Programs



What is the ENERGY STAR Retail Products Platform?

- National Collaborative
- “Midstream” (incentives paid to retailers)
- Customer unaware
- Facilitated by EPA
- *A Market Transformation Program(?)*

History:

- Born out of Business and Consumer Electronics (BCE) program in late 2000s
- 2014 RPP kicks off with expanded group of partners and retailers
- 2016 pilot launches:
 - 7 programs, 3 retailers

Retailer Perspective: Traditional Programs

10 Data Firms
46 Product Lists
18 Trainings
35 POP Materials
55 Stops
55 Starts
++\$\$ Instant
60 Legal Agreements
41 Mail In Forms
32 Incentives



Retailer Perspective: ESRPP

- 1 Contract
- 1 Start Date
- 1 Data Interface
- 1 Incentive Pool
- 1 Product List
- 1 POP Set
- 1 Evaluation Interview



Why this matters to Program Managers:
The retailer focus is on improving Energy Efficiency

2018 RPP Program Structure and Participants



- Program sponsors represent 17% of US market

- ConEd
- Efficiency Vermont
- Focus on Energy
- EmPower Maryland
- Energize Connecticut
- Northwest Energy Efficiency Alliance
- Pacific Gas and Electric
- Sacramento Municipal Utility District
- Xcel Energy

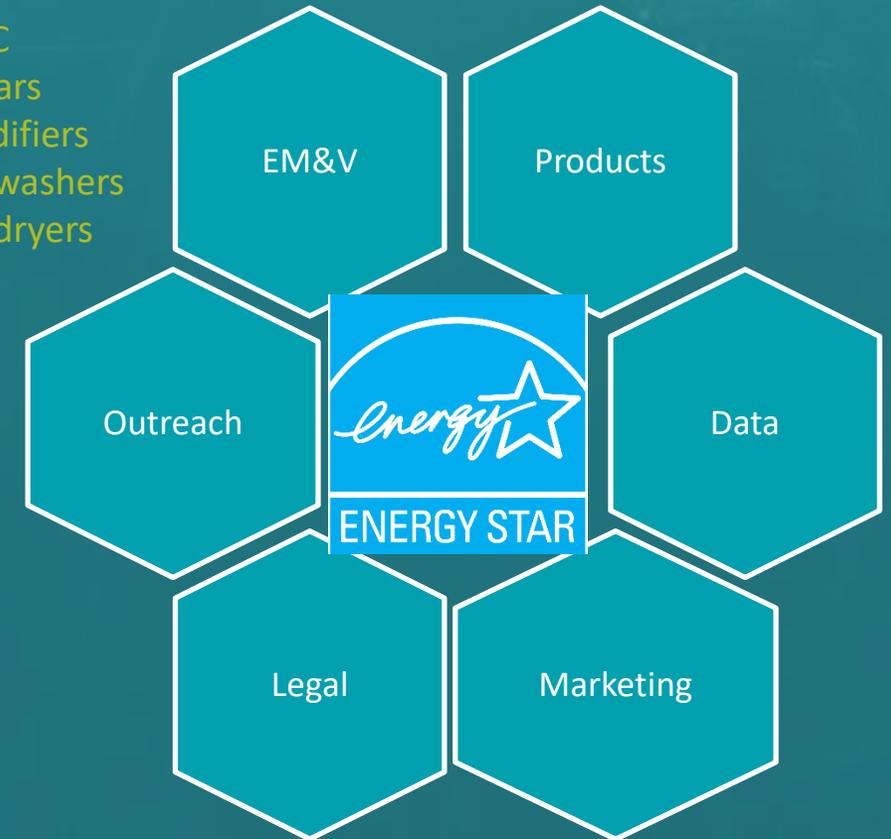
- Other partners

- NEEP--advisor
- Navitas—retailer liaison
- Cadmus—administration and research
- ICF—data portal
- ENERGY STAR—Overall facilitator

- Retailers in Retail Action Council

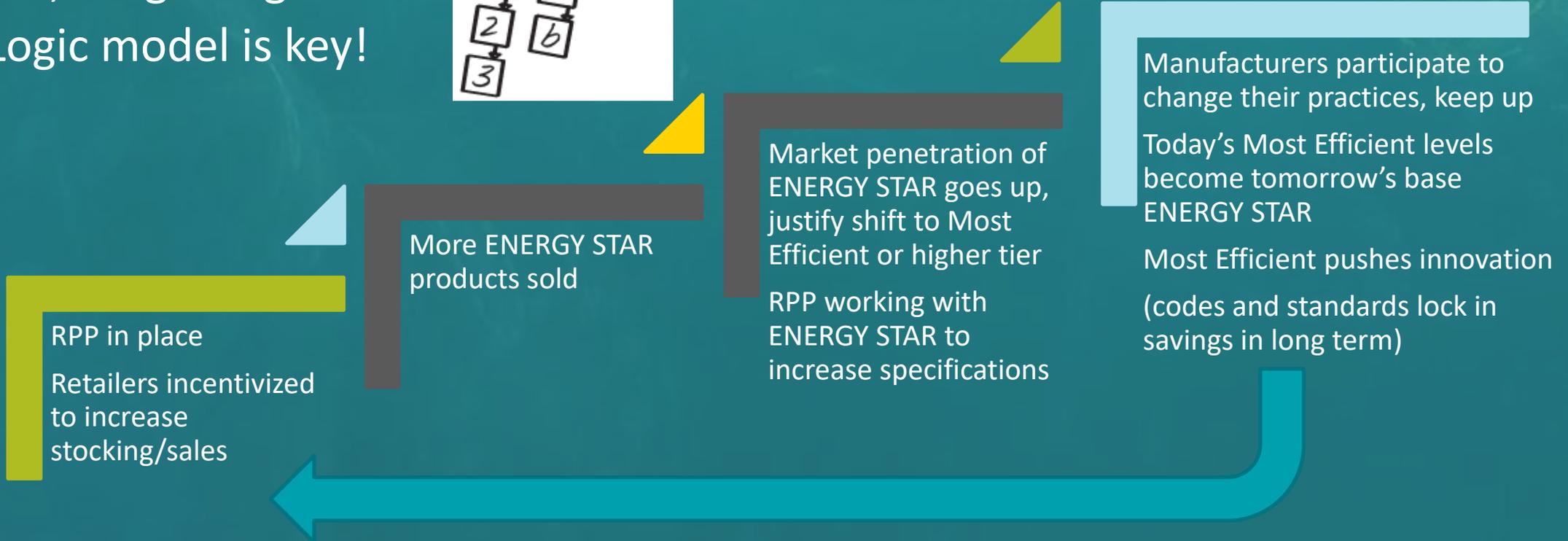
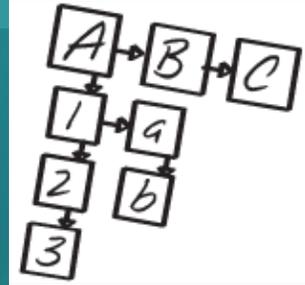
- Products in 2018 with basic and advanced tiers:

- Air Cleaners
- Refrigerators
- Freezers
- Room AC
- Sound bars
- Dehumidifiers
- Clothes washers
- Clothes dryers



Is this real Market Transformation?

- Yes, it's getting there!
- Logic model is key!



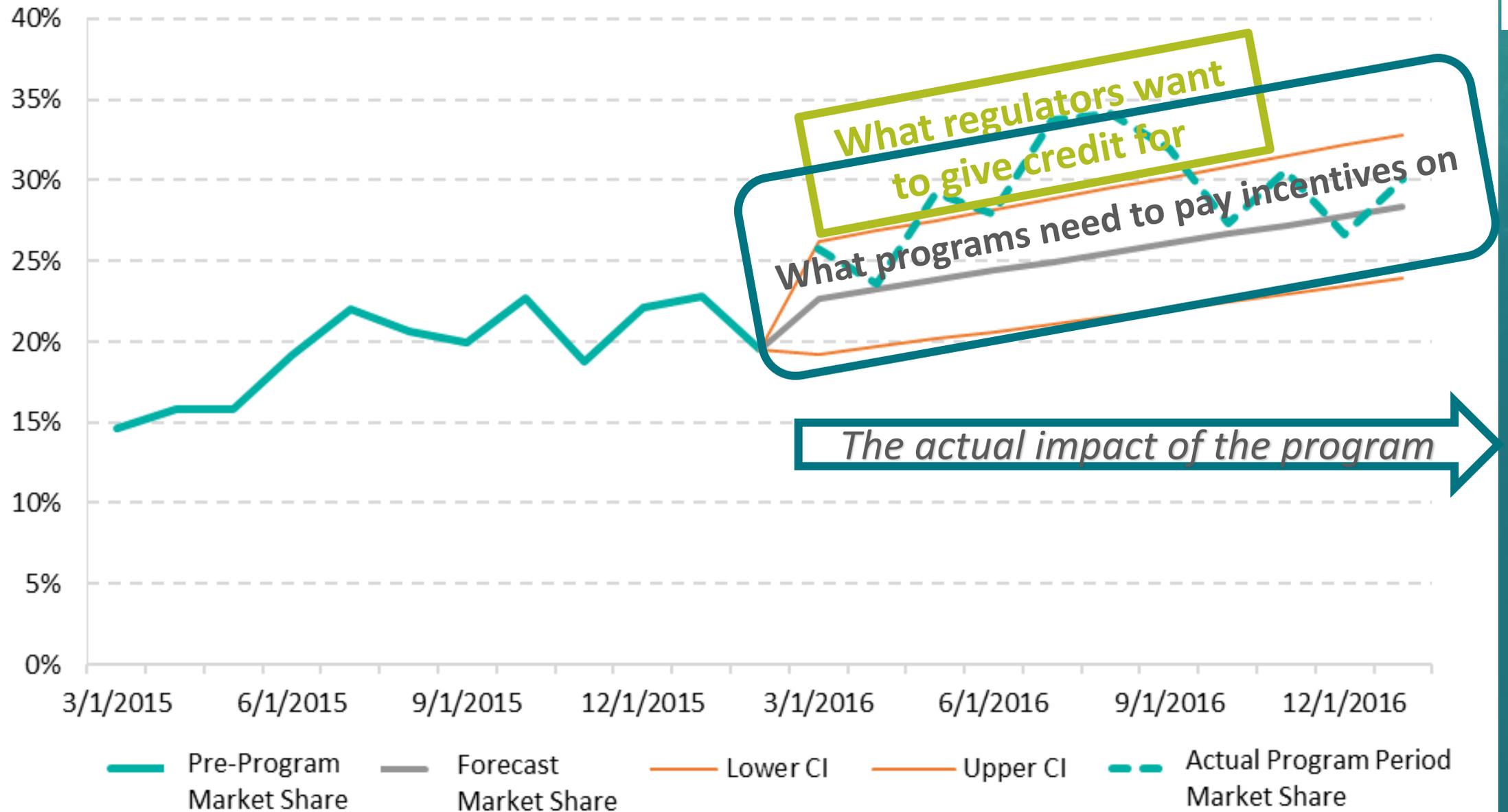
This model can expand to dozens of new products, with small incentives paid in large volumes

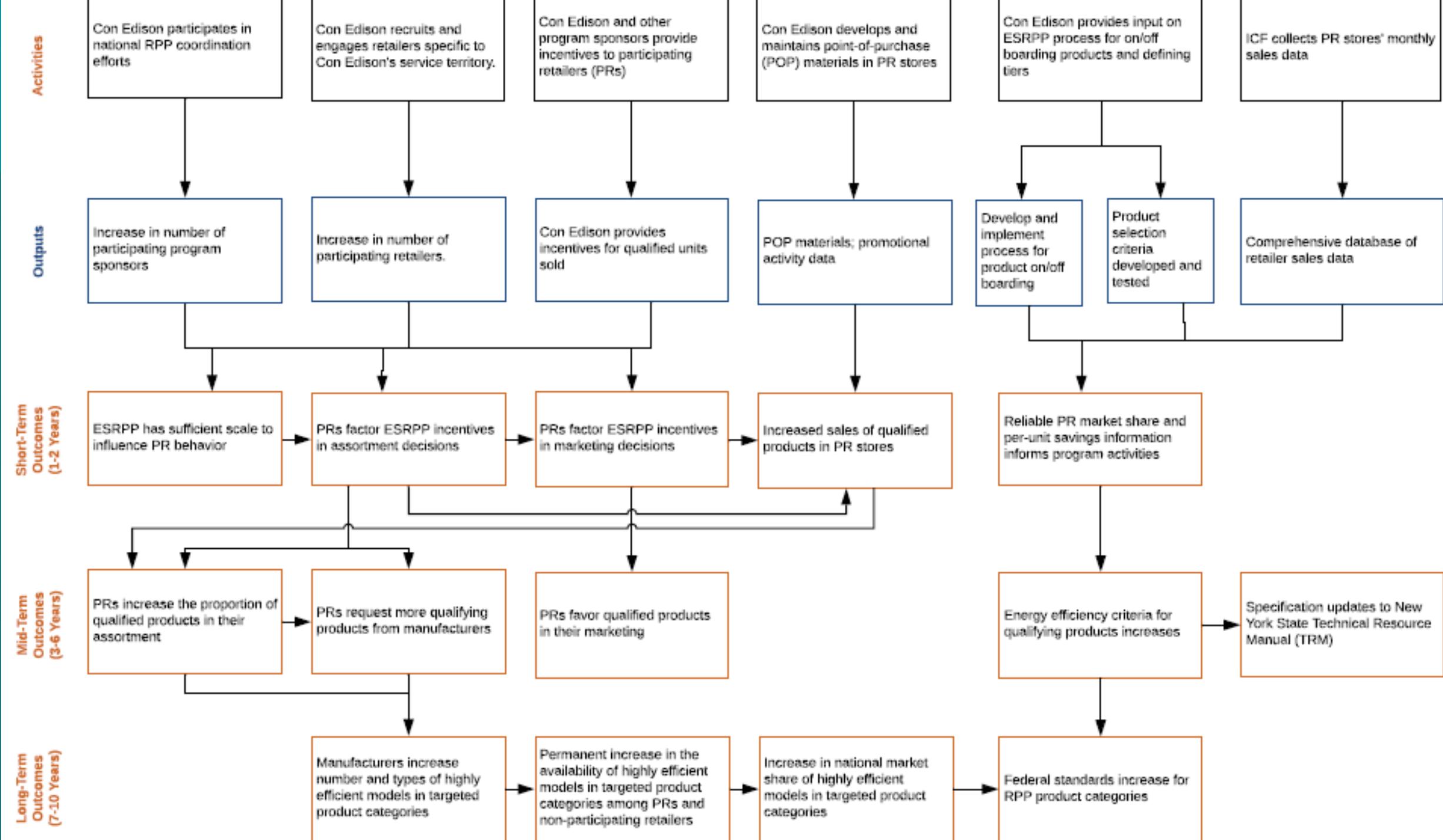
Assets and Liabilities...or How I Learned to Stop Worrying and Love Market Transformation



- RPP Has:
 - Stakeholder buy-in and expertise at the table
 - A solution to a major problem: **how will programs get savings (for cheap)**
 - Sales data
 - full category, which can really show changes in the market
- RPP Lacks:
 - Full Regulatory buy-in
 - many wants to do “Market Transformation”....but they don’t want utilities to spend ratepayer funds on a program that does show short term savings
 - Established evaluation methodology.
 - No lack of ideas, but early days...

Circling a Square...An MT program in an RA World



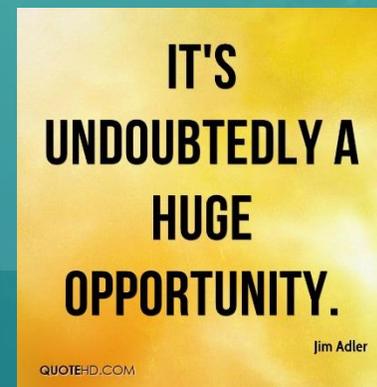


Just kidding! ConEd Evaluation is out!



- And it was good!
 - “program is operating in a **manner consistent with program theory** in its first year of operation.”
 - “Short and mid-term program activities are occurring as outlined in the program logic model, **leading to the expected outputs** and several short term outcomes in some but not all program categories”
 - “beginning to **influence the market** leading to increases in sales and assortment of program qualified models for refrigerators , freezers and dryers. “
 - For the remaining 4 product categories that do not show changes in sales “this may be because it is **too early** for the impacts to be detected.”
- Program needs: pretty minor
 - further refinements on data reporting and model matching and integration of year 2 retailer interviews
- Conclusion:
 - Successful evaluation based on Market Transformation logic model
 - Based on evaluation, ConEd is moving forward
- Only the beginning! Hope to see many more like this!

Opportunity presented by RPP



- This is the Residential Products program of tomorrow...today!
 - Covers a handful of ENERGY STAR retail products and 5 major retailers—has potential to really grow.
- Collaborative process: opportunity to join in, ask questions, and contribute
 - Reach out!
- Need early regulatory buy-in and commitment to market transformation OR flexibility for a long-term pilot as paradigm shifts
 - Success will be more expensive and only tell part of the story if held to resource acquisition standards.

Thank you!



Let's talk!

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