

How to support trade allies throughout the COVID-19 pandemic

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E Source

Your hosts for today's web conference



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Stay up to date on how
coronavirus is affecting utilities



Access our research and guidance via the
COVID-19 resource center

www.esource.com/covid19resourcecenter



E Source

Supporting trades amid COVID-19

- [Trade ally networks resource center](#)
- [How are utilities doing virtual audits and inspections?](#)
- [Support trades and SMBs with easy-to-install measures during COVID-19](#)
- [How should you work with your trade allies during the COVID-19 pandemic?](#)
- [How to improve your midstream and upstream programs and adjust them amid COVID-19](#)



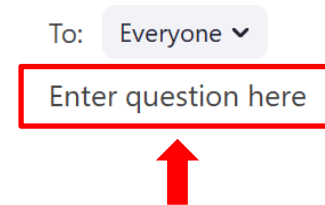
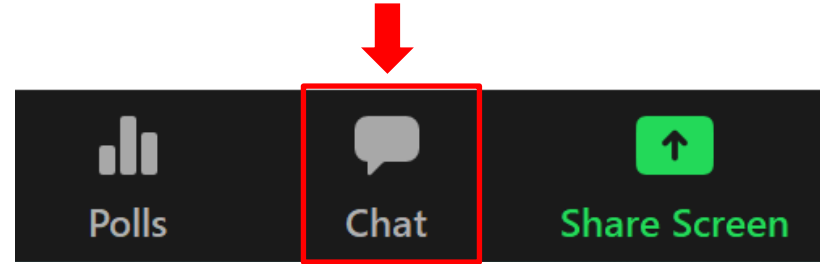
E Source exchanges

[Learn more and register for an exchange](#)

Demand-side management (DSM) exchanges	Distributed energy resource exchanges	Technology exchanges
Low income	Solar	Advanced lighting
Small business	Building electrification	Connected devices
Trade allies	Batteries	Smart home
Midstream and upstream	Electric vehicles	Measure assessment
Behavioral	Commercial	Indoor agriculture
Residential demand response	Policy and regulatory	Gas DSM and technologies
Commercial		Building electrification
Policy and regulatory		Batteries
Gas DSM and technologies		Electric vehicles

Logistics for our discussion

- Select “chat” on bottom toolbar
- Select “everyone” from the drop-down list
- Enter your question for Brysen or Matt
- A moderator will queue up your questions for Brysen and Matt to answer





What utilities are doing to support trade allies

What role should utilities play in supporting trades during and after COVID?

- Promote, don't police
- Their success is your success
- Empathy not apathy



Liability concerns and strategies

This is not legal advice and must not be relied upon in making any business or other decisions. Consult with qualified legal counsel for specific legal advice on this topic, which will be highly dependent upon specific facts and circumstances.

Liability concerns and strategies

- Update your liability language
- Update your liability requirements for trade allies

The screenshot shows the Xcel Energy website's 'Contractor Legal Disclosure' page. The navigation bar includes 'Colorado', 'Customer Support', and 'My Account'. The main menu has 'Billing & Payment', 'Start, Stop, Transfer', 'Programs & Rebates' (highlighted), and 'Outage & Emergencies'. The breadcrumb trail reads: Home / Programs and Rebates / Residential Programs & Rebates / Contractor Legal Disclosure Agreement.

Contractor Legal Disclosure

The contractors you will find on the following link have met certain criteria which allow them to offer rebates to our customers. Xcel Energy does not expressly or implicitly guarantee or warrant the work of the contractors listed. It is solely your decision to choose the appropriate contractor for any work you choose to have done relating to a rebate program.

Xcel Energy reserves the right to refuse payment and participation if the account holder or contractor violates program rules and procedures. Xcel Energy is not liable for rebates promised to an account holder as a result of a contractor misrepresenting the program. Xcel Energy does not expressly or implicitly warrant the performance of installed equipment (contact your contractor for detailed equipment warranties).

You also agree that you will not bring any claim against Xcel Energy relating to any work that any contractor performs, because that arrangement is between you and the contractor only.

Please Acknowledge

Please acknowledge by clicking on the "I agree" button below that you understand and agree that Xcel Energy is not responsible in any way for your selection of any contractor that will perform work for you, or for the work performed by any contractor you choose.

Source: [Xcel Energy Colorado](#)

The screenshot shows a 'Trade Ally Network Disclaimer' modal window overlaid on the FortisBC website. The background shows a search for 'Electricians' with filters for 'Location where service will be performed' (set to 'All') and 'Service type' (listing 137 homes, 144 businesses, and 100 industrial services). The modal text reads:

Trade Ally Network Disclaimer

By clicking "I agree" you acknowledge and agree that the contractors listed on this directory are independent natural gas and electrical contractors licensed with Technical Safety BC that meet the limited criteria of FortisBC as set out on these webpages. These contractors are not employees of FortisBC. This directory is for informational purposes only. FortisBC does not endorse or guarantee contractors or their services. You are responsible for ensuring work meets your requirements, manufacturer's instructions and all applicable codes, standards and regulations, including securing any electrical and gas permits.

Location

In order to find contractors near you, we need to know your location.

Please select the closest city

Source: [FortisBC](#)

Surveys are a powerful tool

- Your allies are your best resource
- Email, phone, or portal surveys
- Continuous feedback
- Take advantage of this opportunity to implement trade ally feedback



Sharing resources with trade allies

- Local “essential worker” designation
- Program updates
- COVID-19 best practices for job sites
- Government guidelines (OSHA, CDC, etc.)
- Soft-skills reminders
- Supply chain concerns



Energy Trust of Oregon's shared resources

NETWORK NEWS

COVID-19 resources for trade ally businesses

April 14, 2020



Energy Trust is committed to helping our trade allies navigate through the changing landscape related to the coronavirus pandemic. Below is a summary of links to small business resources for contractors.

COVID-19: Job health, safety resources for contractors from Oregon CCB Oregon Governor Kate Brown's "Stay Home, Save Lives" [Executive Order](#)—issued in light of the COVID-19 outbreak—requires all businesses that continue to operate to follow social distancing guidelines. This means contractors need to take proactive steps to maintain social distancing on jobsites. The most current guidance can be found on the [Oregon OSHA website](#).

At a minimum, contractors that continue to operate should:

- Designate an employee or officer to establish, implement and enforce social distancing policies consistent with the [guidance from the Oregon Health Authority](#).
- Review the [job health, safety resources for Oregon contractors document](#) developed by CCB and OSHA.
- Incorporate ongoing COVID-19 safety planning and practices specific to their jobsite risks into their projects.
- Continue to evaluate and assess worksite risks in light of the latest guidance from the CDC and OHA.

Questions regarding COVID-19 jobsite safety and enforcement should be [directed to Oregon OSHA](#).

Construction Worksite Safety: Resources to help contractors incorporate COVID-19 safety planning and worksite-specific safety practices into their projects. These links are provided as informational resources, and contractors should continually evaluate specific risks associated with a particular job site in light of guidance from the Centers for Disease Control and Prevention, the Oregon Health Authority and the Occupational Safety and Health Administration. Any guidelines should be read in the context of official guidance as well as the specific circumstances of your job site:

- OHBA Free Training: [COVID-19 Job Site Safety Practices](#)
- OSHA: [Guidance for Preparing Workplaces for COVID-19](#)
- AGC Oregon: [COVID-19 Safety and Health](#)
- OHBA: [COVID-19 Job Site Practices](#)
- IBEW: [COVID-19 Prevention Guidelines for Construction Trades](#)
- NECA: [Managing COVID-19 In the Workplace](#)
- OSHA: [COVID-19 page](#)
- Oregon Health Authority (OHA): [COVID-19 page](#)
- CDC: [Guidance for Workplaces and Employers](#)
- CDC: [Guidance on What to Do If You Are Sick](#)

[The Small Business Owner's Guide to the CARES Act](#) : The programs and initiatives in the Coronavirus Aid, Relief, and Economic Security (CARES) Act that was just passed by Congress are intended to assist business owners with whatever needs they have right now. When implemented, there will be many new resources available for small businesses, as well as certain nonprofits and other employers. This guide provides information about the major programs and initiatives that will soon be available from the Small Business Administration (SBA) to address these needs, as well as some additional tax provisions that are outside the scope of SBA.

[Oregon Work Share Program](#): Work Share provides an alternative for employers and workers who may be facing the prospect of a lay off situation. With Work Share, instead of reducing staff, an employer reduces the hours of work for a group of workers. Partial Unemployment Insurance benefits are then paid to supplement workers' reduced wages.

[Oregon Small Business Resource Navigator](#): Business Oregon, alongside the Oregon Employment Department, the Oregon Secretary of State, and the Oregon Department of Consumer and Business Services compiled information to assist Oregon small businesses dealing with the impacts of COVID-19.

[USDA Measures to Help Rural Residents, Businesses and Communities Affected by COVID-19](#): USDA Rural Development has taken a number of immediate actions to help rural residents, businesses, and communities affected by the COVID-19 outbreak.

[Resource list for Washington businesses and workers](#): List of resources to support economic retention and recovery related to COVID-19 coronavirus.

Source: [Energy Trust of Oregon](#)

Mass Save's shared resources

Frequently Asked Questions

Pursuant to [COVID-19 Order No.13](#), we will be updating the dates and details below to relevant Questions and Answers.

I am a contractor - where can I go for additional contractor resources?

- [Click here](#) for a list of state and federal resources that we have compiled for your convenience.
- [Click here](#) for an overview of our efforts to date.
- [Click here](#) for a list of training opportunities on our Events Page.
- [Click here](#) for Environmental Health & Engineering's health and safety guidelines for weatherization of 1-4 family homes.
- [Click here](#) for a recording of a webinar about Environmental Health & Engineering's health and safety guidelines

I am a customer – what programs and offerings are currently available to me?

- [Click here](#) for an explanation of all currently available offerings.
- [Click here](#) for Energy Efficiency tips for my business.
- [Click here](#) for Energy Efficiency tips for my home

Source: [Mass Save](#)

Project leads, spiffs, and increased incentives

- Implement emergency replacement scenario sign-ups
- Target offerings for at-risk populations and buildings (elderly care, hospitals, etc.)
- Offer lead generation for top-performing trade allies
- Increase incentives for certain measures
- Offer spiffs for underperforming measures



Simplifying and expediting processes



- Move to electronic payments
- Implement virtual audits
- Extend rebate submission deadlines
- Remove barriers to project completion

Personal protective equipment (PPE)

Challenges:

- Shortage of PPE
- Mixed messaging around PPE usage



Solutions:

- Offer clear guidance
- Offer reimbursement for PPE
- Partner with PPE suppliers
- Share resources for acquiring PPE
- Purchase PPE in bulk and distribute

Virtual trainings



- Move program orientations online
- Offer (and require) COVID-19 safety training
- Expand your virtual training library
- Partner with the manufacturer's trainers to offer specialty trainings
- Reimburse or incentivize for attending trainings
- Offer trainings in multiple languages

Workforce development

- Facing record unemployment
- Essential worker designation is enticing
- Partner with colleges, manufacturers, and other industry actors
- Work with state, federal, and local organizations for program funding

Protests could result in funding for community-based programs. Now is the time to prioritize diversity, equity, and inclusion in your trade ally workforce.



Source: [LinkedIn](#)

Workforce development at NYSERDA

Clean Energy Internship Program

Reimbursement Increase

- Percent of intern wage funded by NYSERDA for businesses with fewer than 100 employees: 90%
- Percent covered for businesses with 100 or more employees: 75%

Reimbursement for longer internships and flexible schedules

- Maximum internship term for reimbursement is up to 12 months or 960 hours, whichever comes first, in any combination of full-time and part-time hours
- Maximum weekly hours for students while attending school remains at 18 hours per week. Eligible interns not taking classes can work up to 40 hours per week.
 - Minimum internship duration set at 8 weeks, minimum number of hours for an eligible internship is 80 hours

Removal of business hiring limits

- Businesses no longer have a set cap on the number of interns they can hire
- NYSERDA may establish a limit, if necessary, based on funding availability and/or business performance

Increased flexibility for intern eligibility

- Extension of eligibility window for recent graduates from one-year post-graduation to two-years post-graduation
- Expanded program eligibility to include individuals with recent military service, economic hardship, or other disadvantaged population criteria, for review on a case-by case basis

Increased flexibility in wage reimbursement

- Businesses can request reimbursement for wages paid to interns at the end of the internship or for progress reimbursement payments (no more frequently than every 12 weeks of intern work)
- Previously all reimbursement requests were submitted one time at the end of the internship
- The updated Funding Opportunity, a summary of revisions, and the complete details of program requirements are available online
- The increased reimbursement rates are effective for new internships with start dates after April 15, 2020. If you would like to extend the duration of an internship currently in progress, please email CleanEnergyInternship@nyserda.ny.gov with details of the requested extension.
- If you would like to hire an intern, please submit a job description to CleanEnergyInternship@nyserda.ny.gov for NYSERDA review and approval and then submit a completed intern offer letter to reserve funds. For more information on the process, refer to the "Host Business Program Participation Steps" outlined in the Funding Opportunity and contact CleanEnergyInternship@nyserda.ny.gov with any questions.
- If your business' application to the program was submitted more than one year ago, please resubmit a Business Application to verify your current number of employees and other information. All wage subsidies, length of internships, and COVID-19 specific provisions will be revised on December 31, 2020.
- Please note, even though on-site non-essential work is paused through Governor Cuomo's Executive Orders, the clean energy internship program is accepting applications at this time. NYSERDA will continue to review and approve submitted applications through the regular process established for this program. Businesses submit remote work plans for interns working remotely to NYSERDA for approval to ensure the internships are a meaningful internship experience. Any resulting on-site work required will not be able to commence until further guidance is issued by New York State.

Source: [NYSERDA](https://www.nyserda.ny.gov)

Workforce development at NYSERDA

On-the-Job Training (OJT) Program

Increased Available Funding

- Available funding increased to \$14 million
- All incentives, maximum funding amounts (i.e., caps), and COVID-19 specific provisions are subject to change on December 31, 2020

New Incentive for eligible heat pump positions

- Eligible businesses seeking to hire workers related to heat pump installation, regardless of the number of employees, are eligible for OJT incentives at 75 percent of a new employee's hourly wage for 16 weeks, or 24 weeks if the employee is from a priority population. Businesses will be required to provide a 25 percent cost share
- This increased reimbursement rate is effective for new eligible heat pump hires with start dates after April 16, 2020

Increase and removal of maximum funding amounts (i.e., caps)

- Eligible businesses with 100 employees or less, NYSERDA funding is capped at \$150,000 per business for traditional workers, with no maximum cap for any size firm for hiring priority populations
- Eligible businesses over 100 employees, incentives are only available to hire priority populations, with no maximum cap on the number of individuals from priority populations that they can hire

Special COVID-19 considerations for existing OJT Contractors

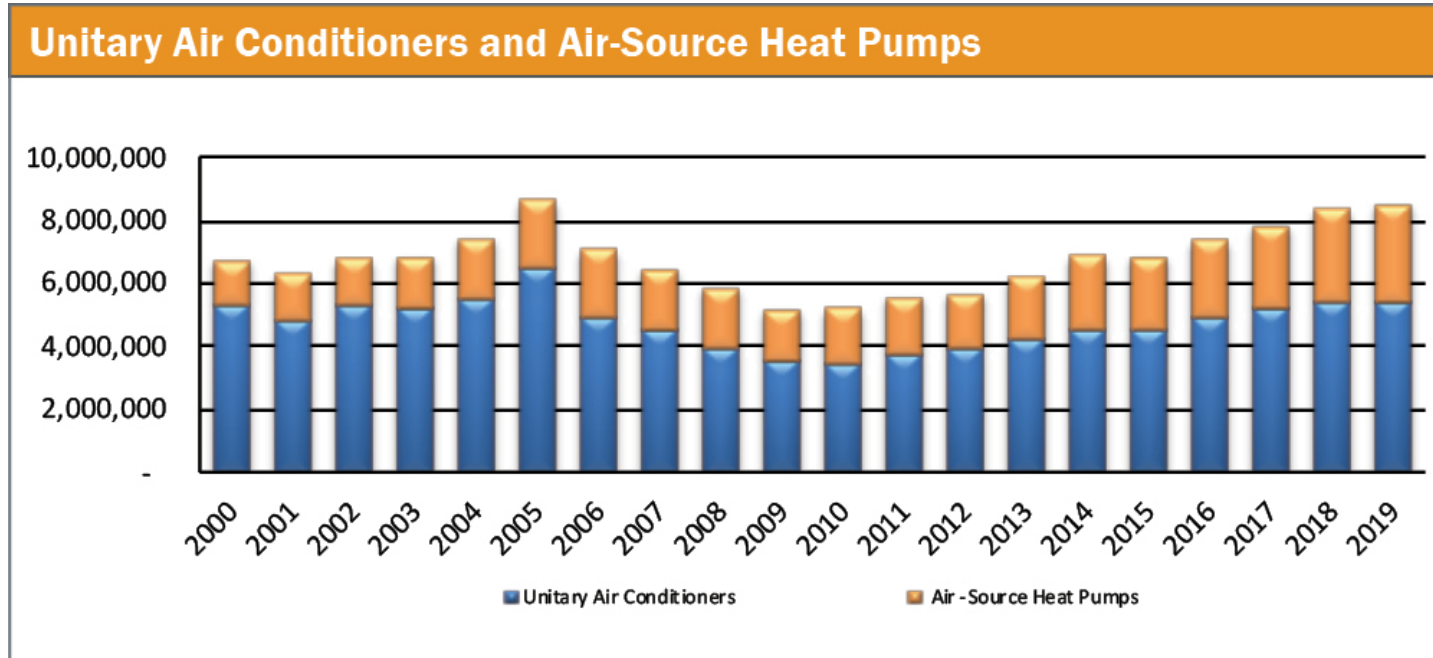
- On a case-by-case basis special considerations may be reviewed and approved by the NYSERDA Project Manager for Contractors impacted by COVID-19
- Special considerations may include but are not limited to:
 - Full-time OJT hires that transitioned to part-time status may be eligible to continue receiving OJT reimbursement
 - Contractors may be eligible to rehire OJT hires laid off to complete their OJT contract
 - Contractors may be eligible to invoice for reimbursement at any time once a person is hired
 - Contractors may be eligible to hire independent contractors as direct employees under OJT and receive reimbursement
- The updated Funding Opportunity, a summary of revisions, and the complete details of program requirements are available online
- Please note, even though on-site non-essential work is paused through Governor Cuomo's Executive Orders, the On-the-Job Training for Energy Efficiency and Clean Technology program is accepting applications at this time. NYSERDA will continue to review and approve submitted applications through the regular process established for this program. Any resulting on-site work required will not be able to commence until further guidance is issued by New York State.

Source: [NYSERDA](#)



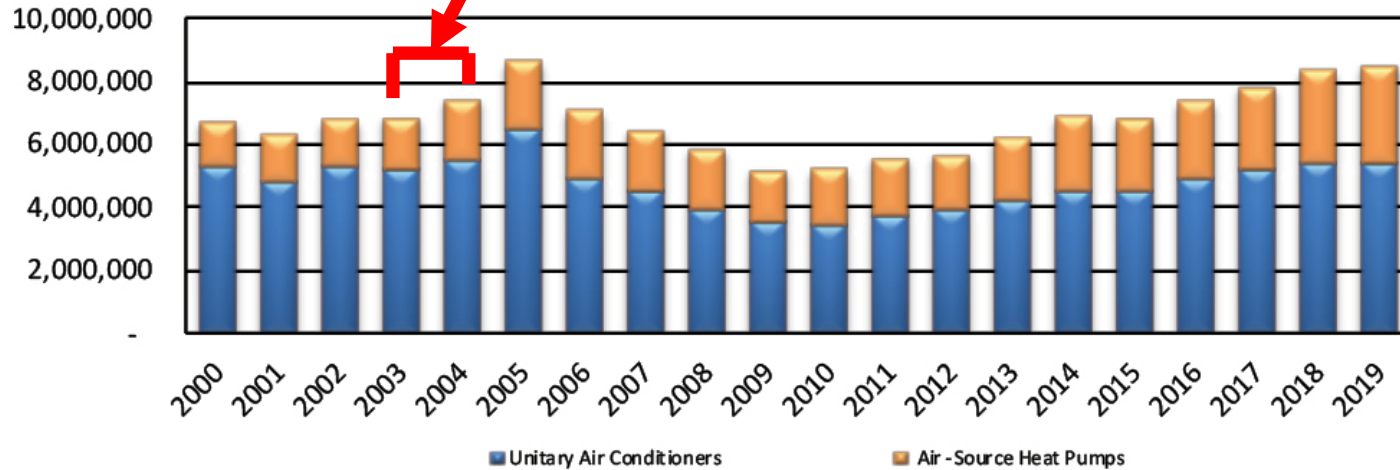
What support do contractors want from utilities?

Historical Numbers Suggest 2020 Will Be A Strong Year For HVAC Replacements



594,000 more in 2004 over 2003

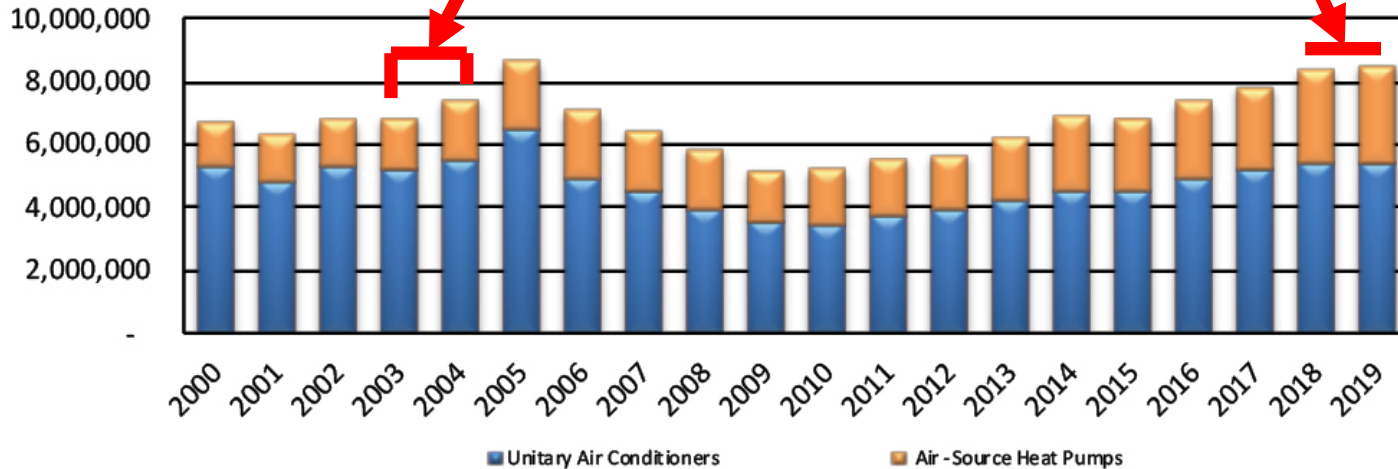
Unitary Air Conditioners and Air-Source Heat Pumps



2019 was only up 155,000

594,000 more in 2004 over 2003

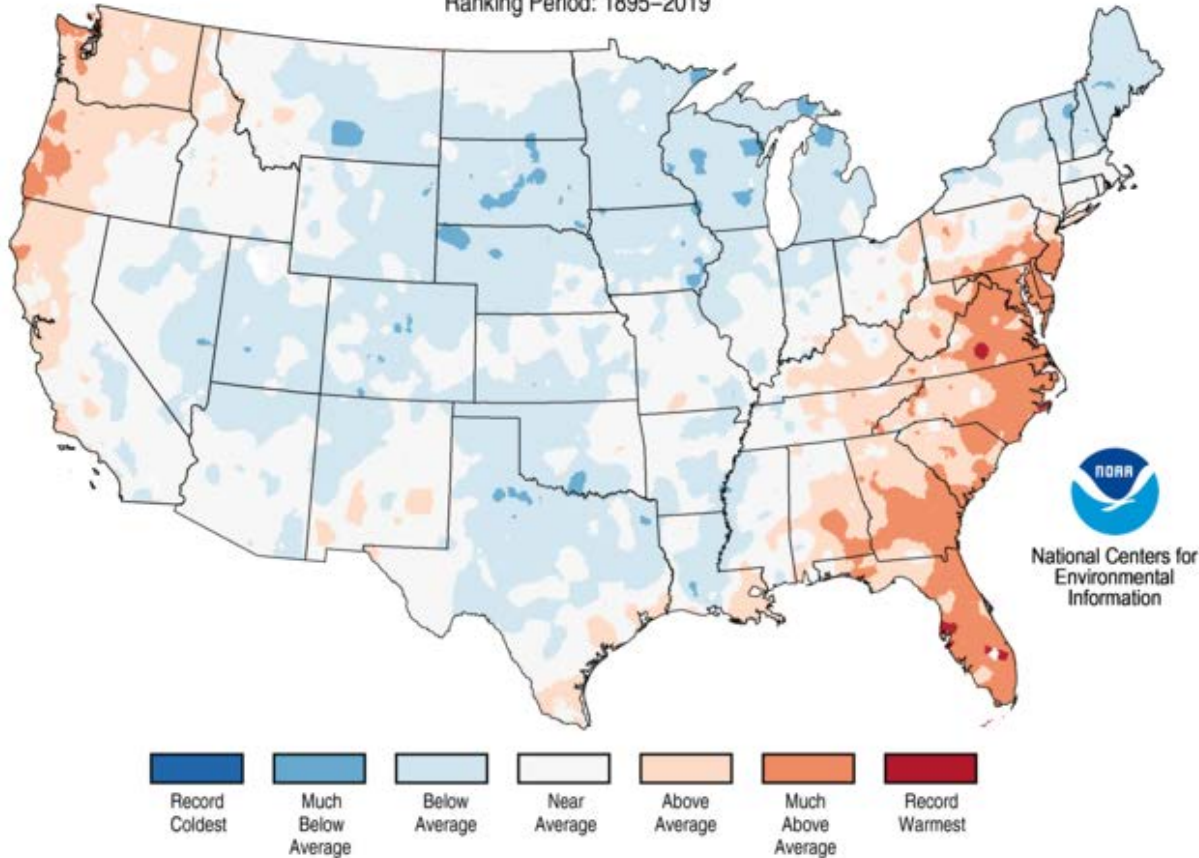
Unitary Air Conditioners and Air-Source Heat Pumps



Maximum Temperature Percentiles

April–June 2019

Ranking Period: 1895–2019



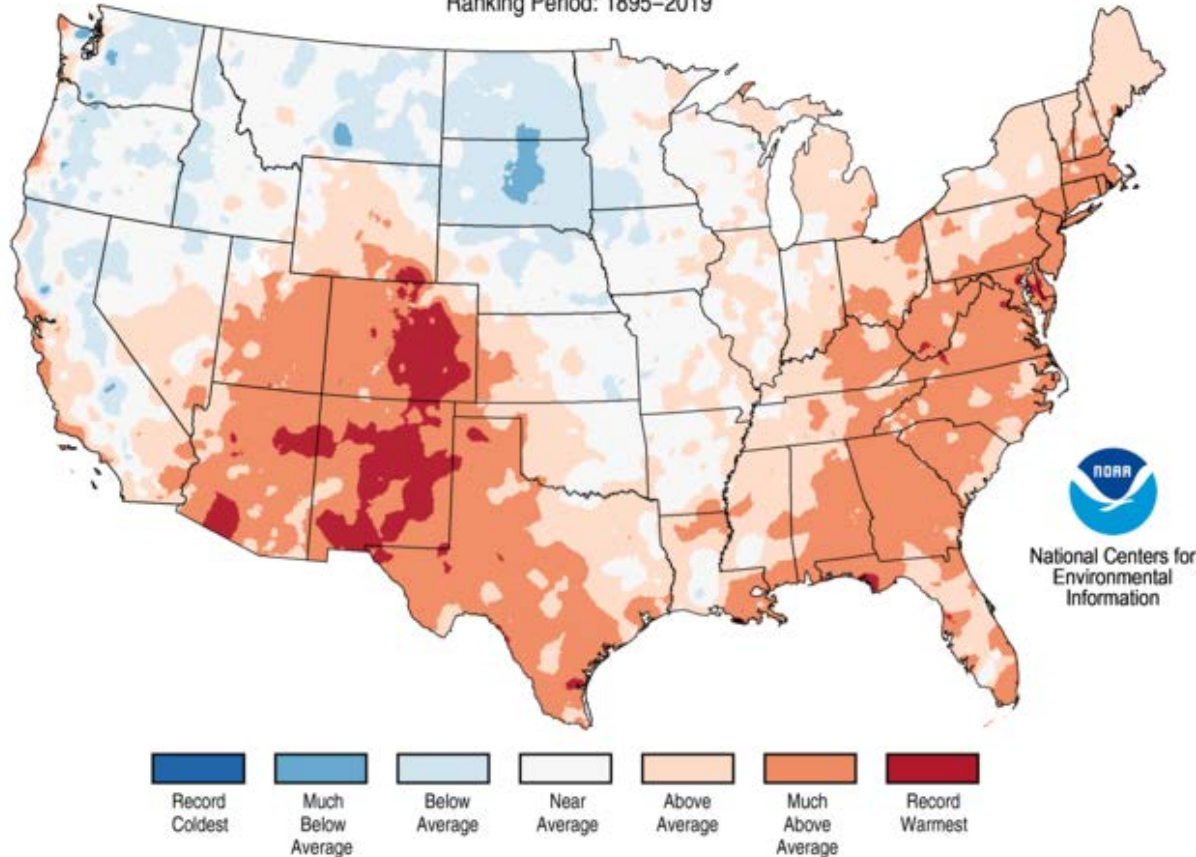
National Centers for
Environmental
Information



Maximum Temperature Percentiles

July–September 2019

Ranking Period: 1895–2019

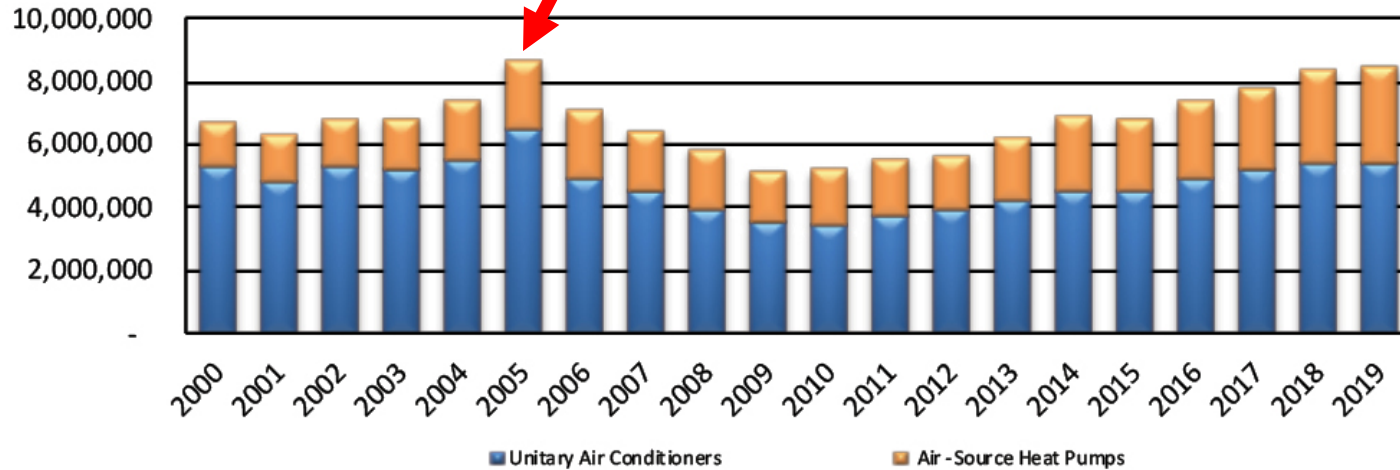


Housing Starts
2018 = 1,249,900
2019 = 1,290,000

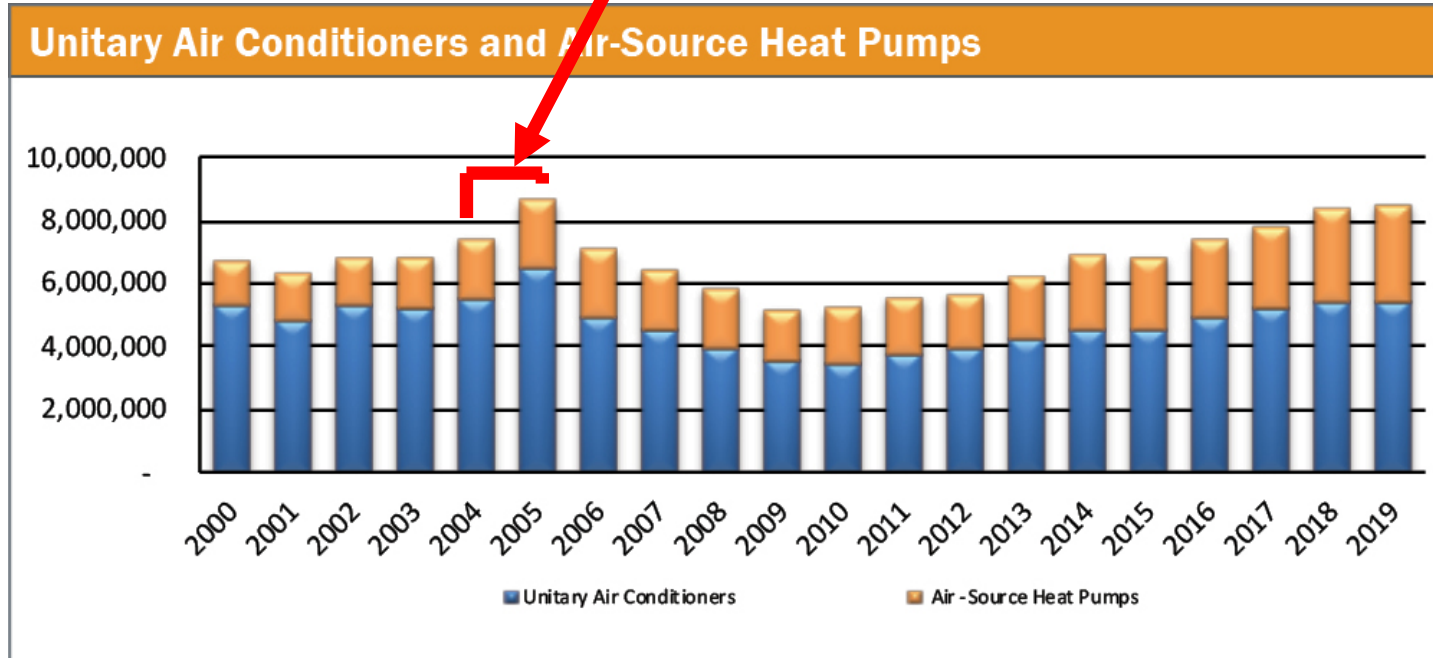


15 Years Ago


Unitary Air Conditioners and Air Source Heat Pumps



1.2 million more systems than a year earlier





**2019 Should Have
Been  600,000**



www.ServiceRoundtable.com



**2019 Should Have
Been ↑ 600,000**

**2019 Was
↑ 150,000**





**2019 Should Have
Been ↑ 600,000**

**2019 Was
↑ 150,000**

**Without RNC, 2019
Was ↑ 100,000**



**2019 Should Have
Been ↑ 600,000**

**2019 Was
↑ 150,000**

**Without RNC, 2019
Was ↑ 100,000**

**500,000 Deferred
Replacements**



8.6 Million Installations in 2005

**+ 500,000 Deferred
Replacements From 2019**

**= 9.1 Million Replacements in
2020**



8.5 Million Installations in 2019

- 1.3 Million Housing Starts

= 7.2 Million Replacements



**9.1 Million Projected
Replacements in 2020**

**÷ 7.2 Million Replacements in
2019**

= 26% Growth



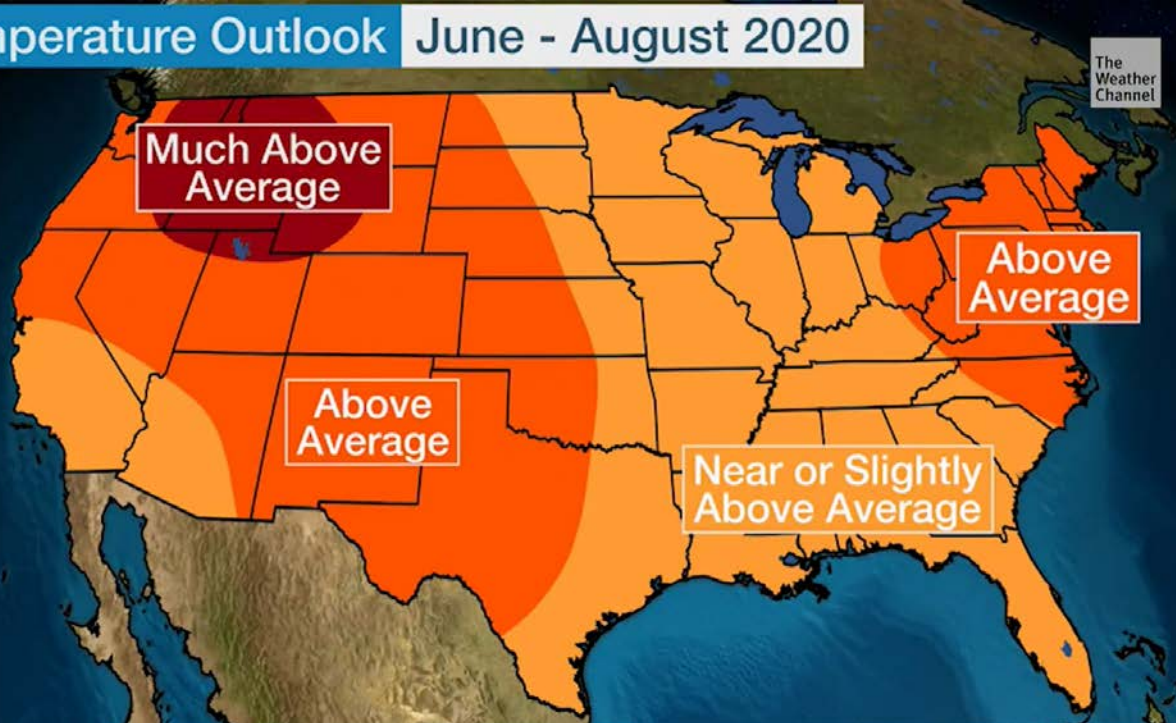


By NIAID - <https://www.flickr.com/photos/niaid/49534865371/>, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=87484997>



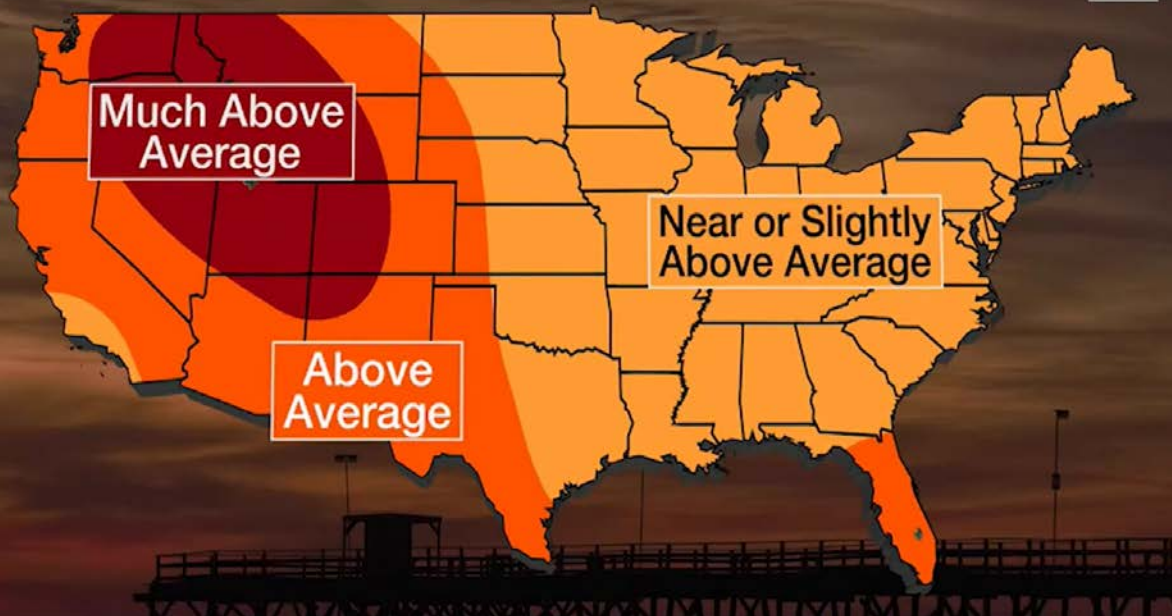
www.ServiceRoundtable.com

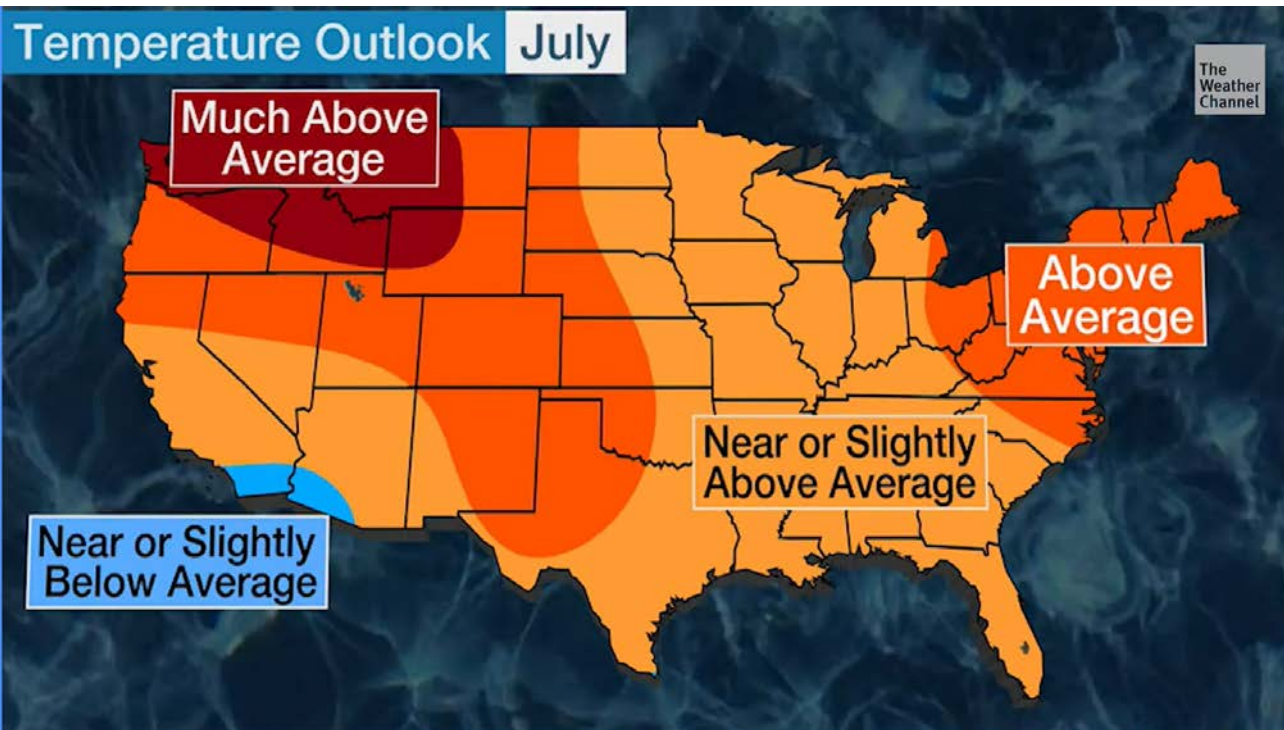
Temperature Outlook June - August 2020



Temperature Outlook June

The
Weather
Channel





Temperature Outlook August

The
Weather
Channel

Much Above
Average

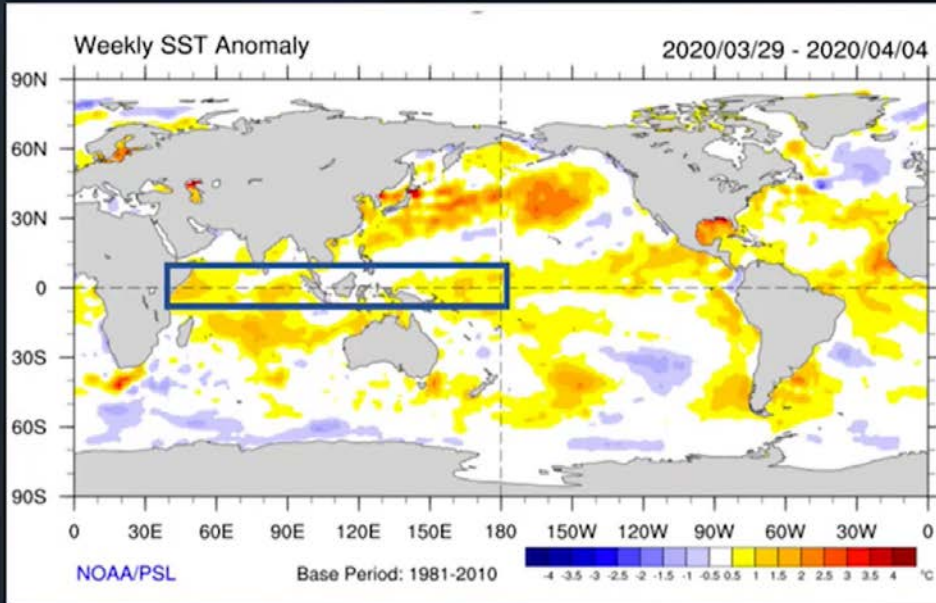
Above
Average

Near or Slightly
Above Average



Sea Surface Temperature Anomalies

The
Weather
Channel

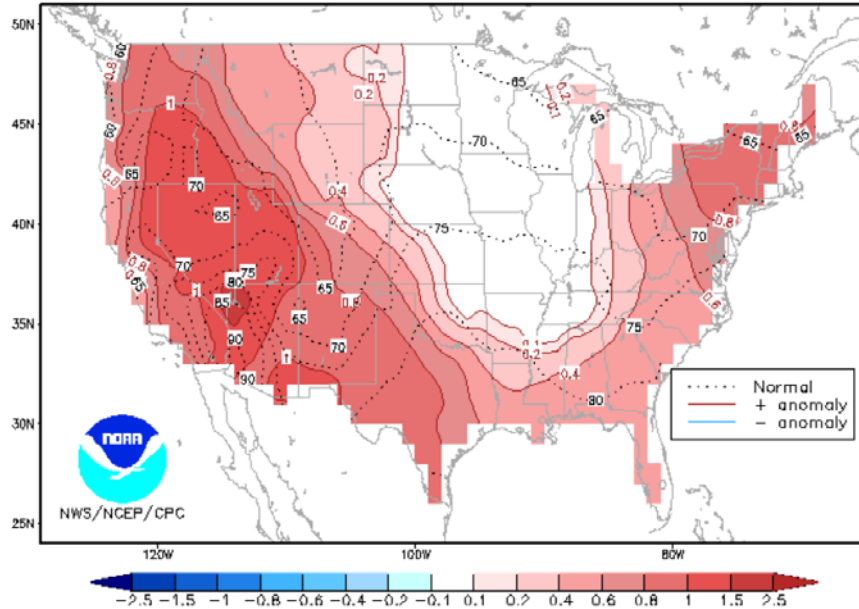


Probability of Exceedence (POE) Maps for Jun-Jul-Aug 2020

Temperature Forecast

Anomaly (deg F) of the Mid-value of the 3-Month Temperature Outlook Distribution for JJA 2020

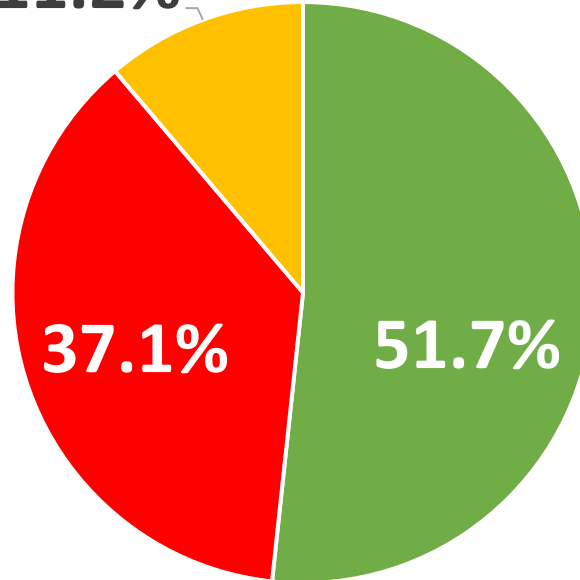
Dashed lines are the median 3-month temperature (degrees F) based on observations from 1981-2010. Shaded areas indicate whether the anomaly of the mid-value is positive (red) or negative (blue) compared to the 1981-2010 average. Non-shaded regions indicate that the absolute value of the anomaly of the mid-value is less than 0.1. For a given location, the mid-value of the outlook may be found by adding the anomaly value to the 1981-2010 average. There is an equal 50-50 chance that actual conditions will be above or below the mid-value. Please note that this product is a limited representation of the official forecast, showing the anomaly of the mid-value, but not the width of the range of possibilities. For more comprehensive forecast information, please see our additional forecast products.



Service Nation Alliance Members Sales

Jan-May 2020 vs Jan-May 2019

11.2%

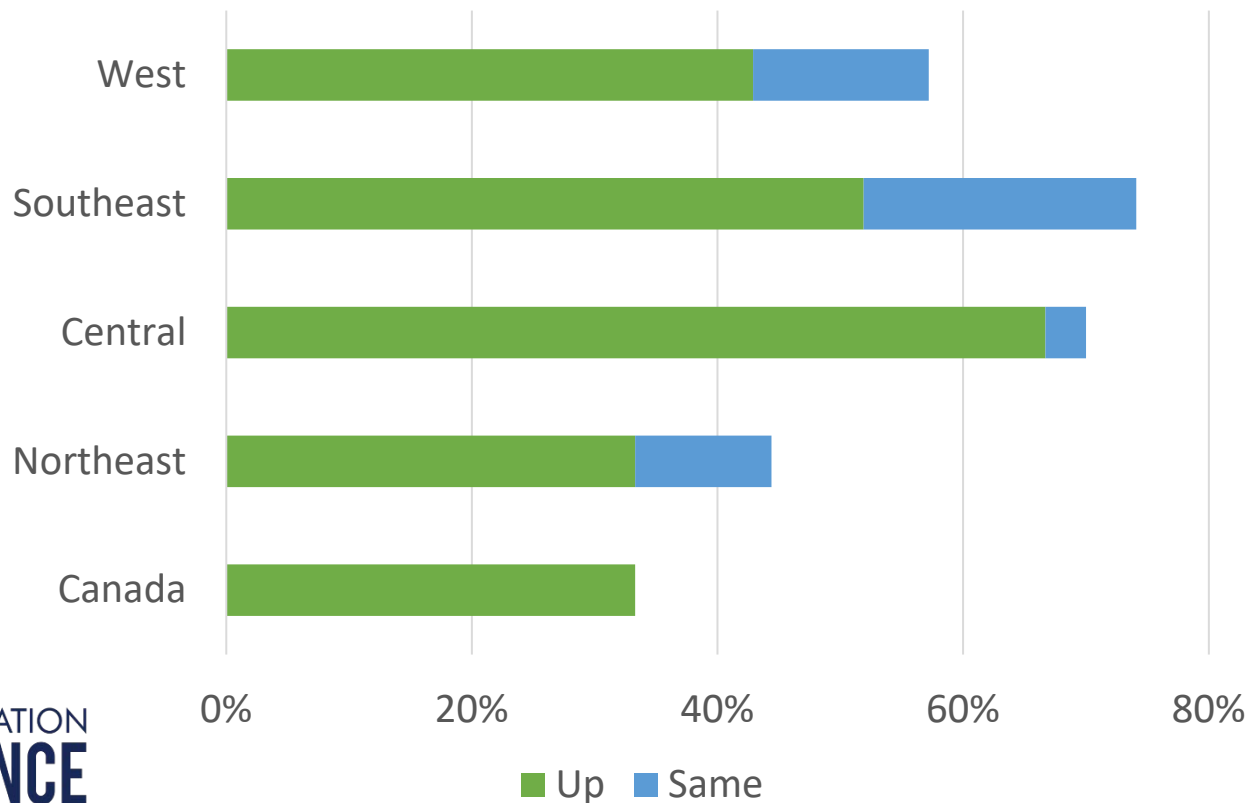


■ Up ■ Down ■ Same

N=89
+/- 8.9 95% C.I.

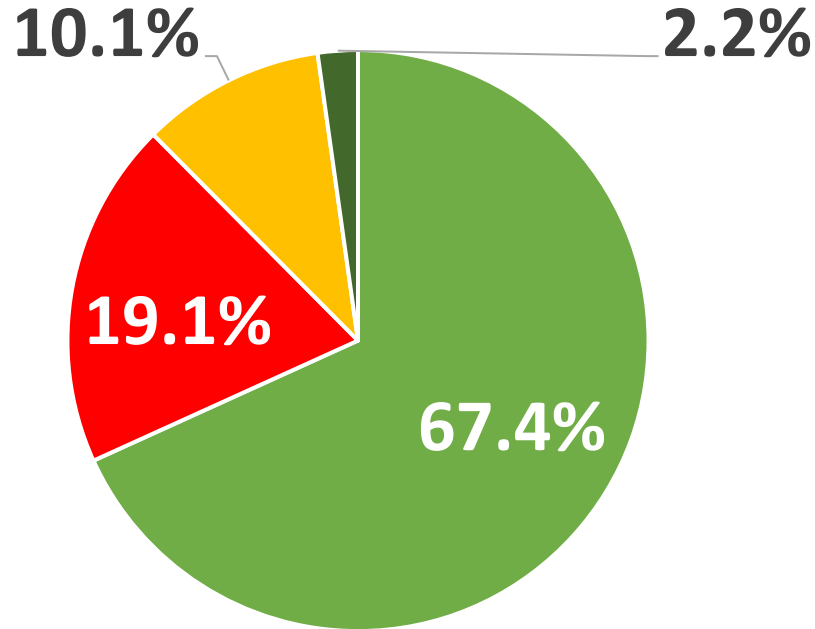
Service Nation Alliance Members Sales

Jan-May 2020 vs Jan-May 2019



Service Nation Alliance Members Sales Expectations

Full Year 2020 vs Full Year 2019

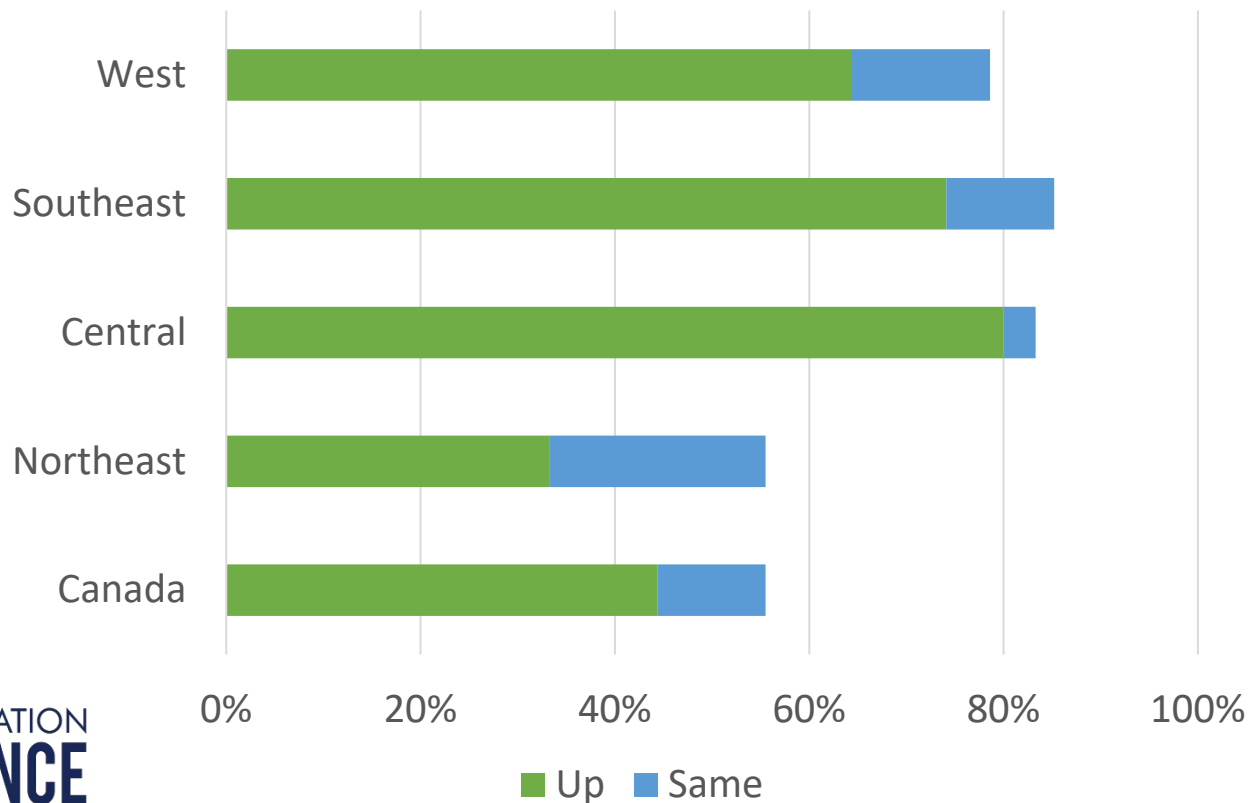


 SERVICE NATION
ALLIANCE ■ Up ■ Down ■ Same ■ Don't Know

N=89
+/- 8.9 95% C.I.

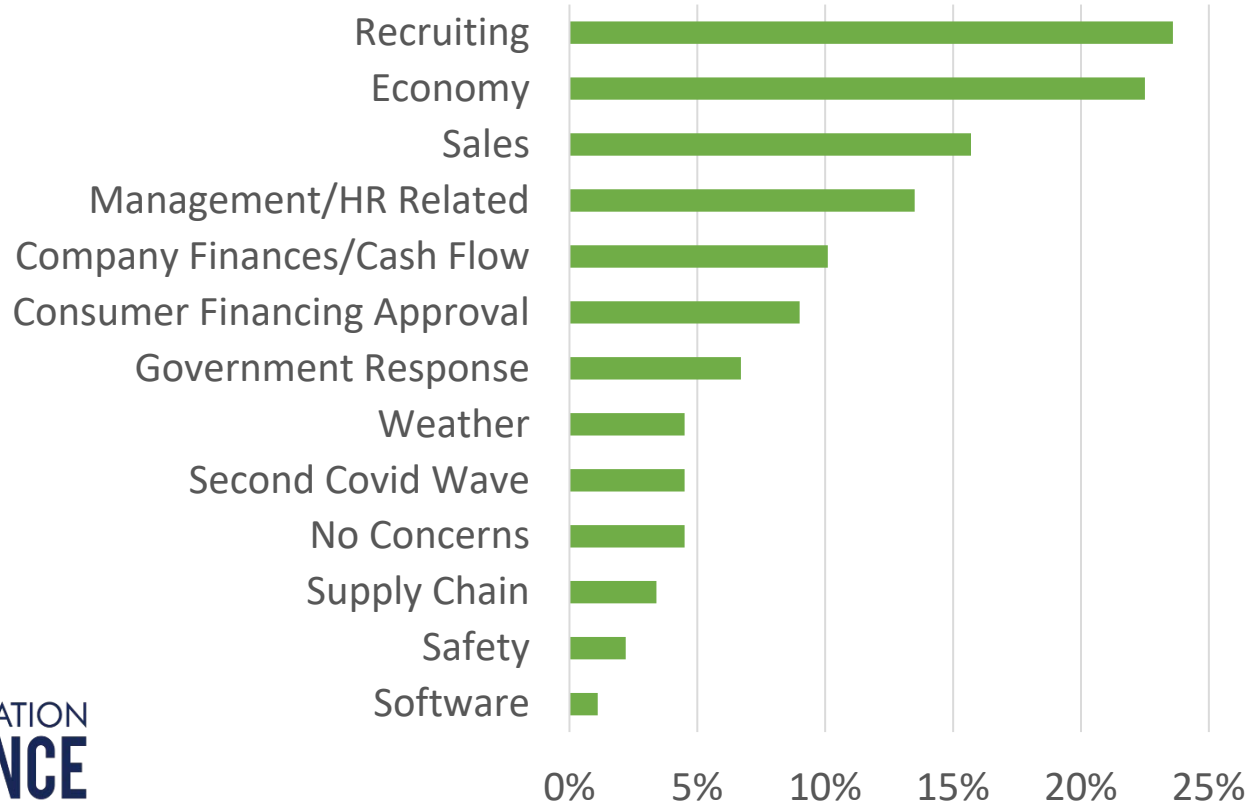
Service Nation Alliance Members Sales Expectations

Full Year 2020 vs Full Year 2019



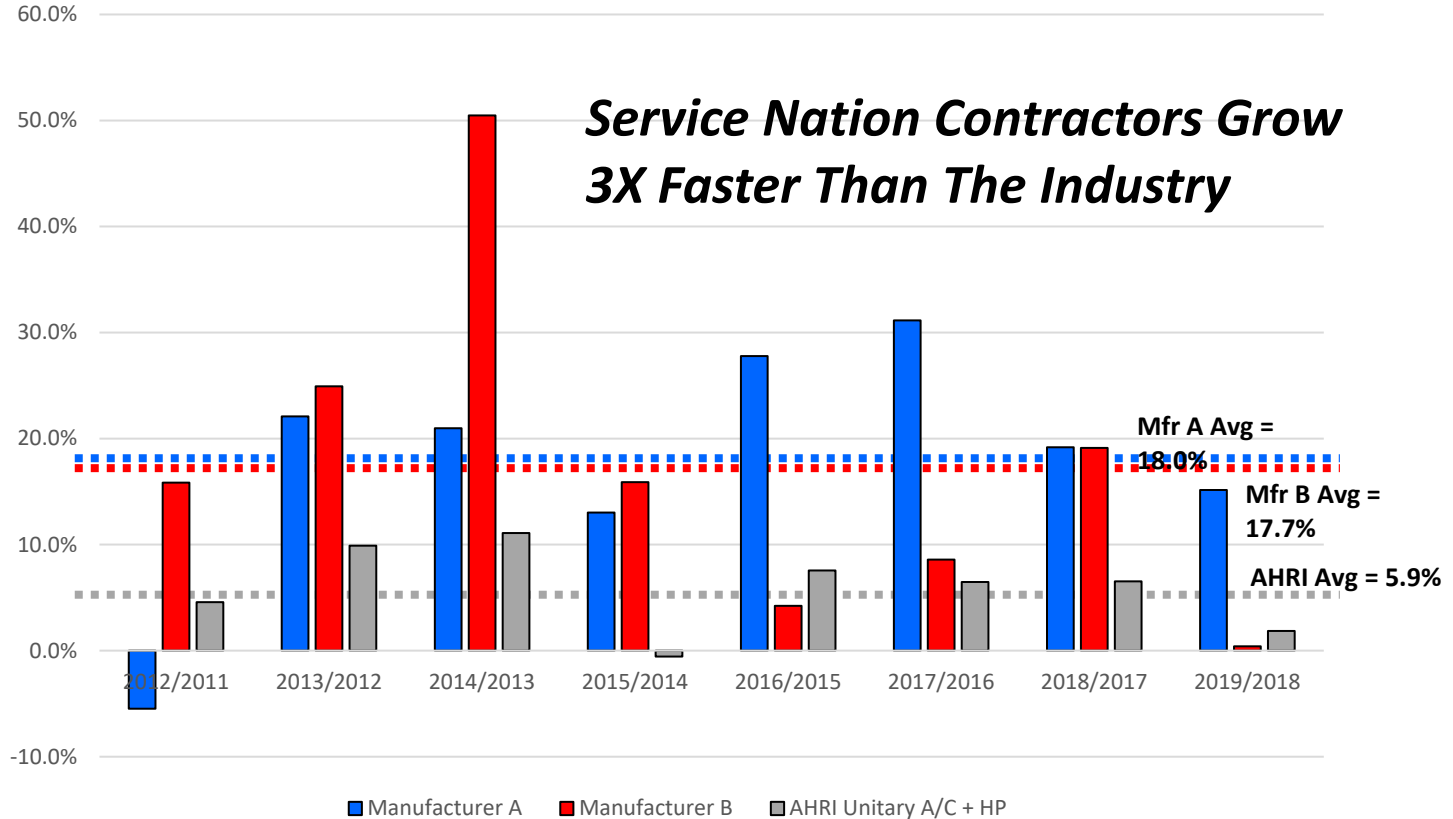
Service Nation Alliance Members

Biggest Concerns



Same Store Sales Year-Over-Year

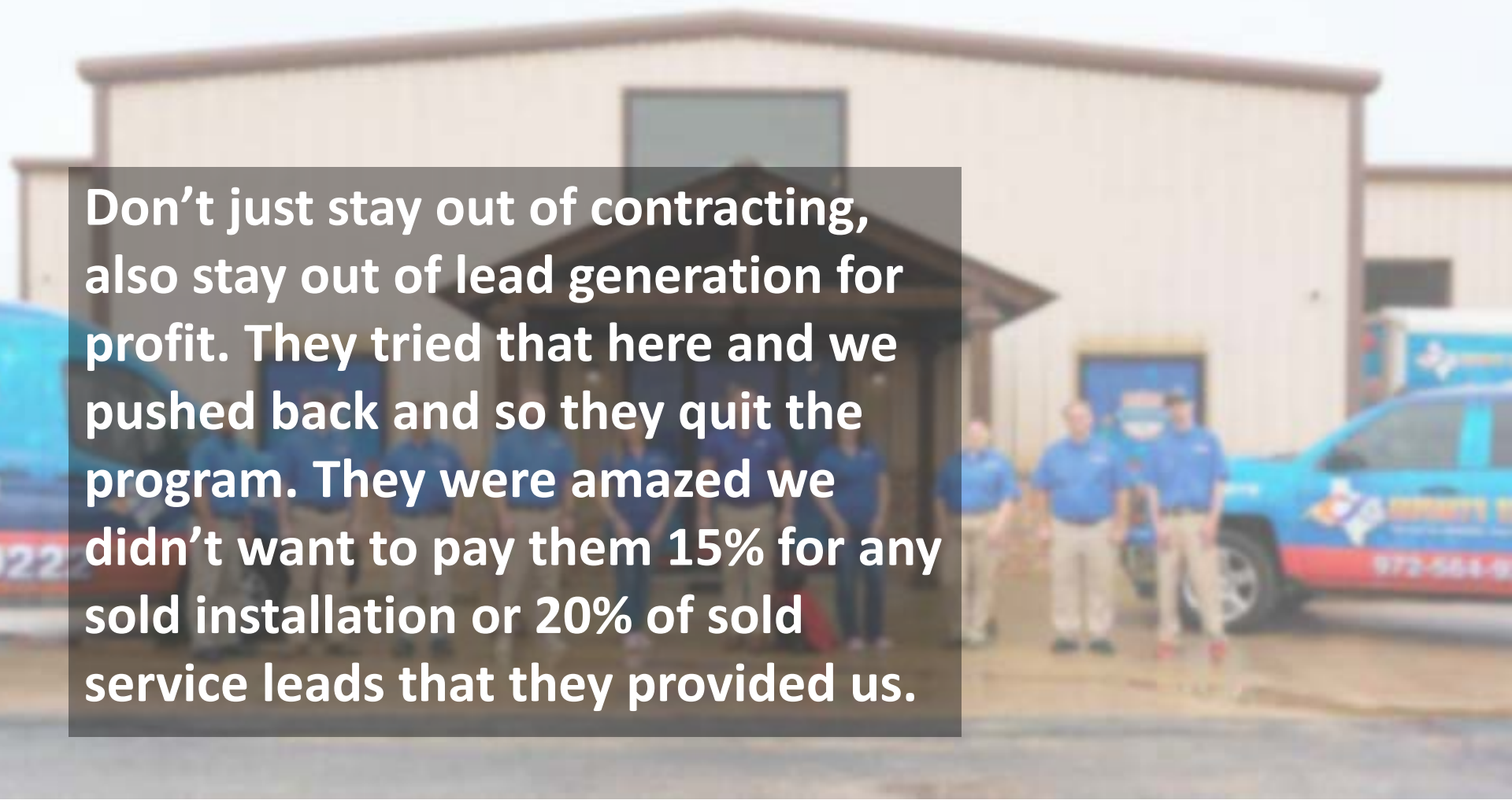
Service Nation Versus Industry



Things Contractors Want From Utilities

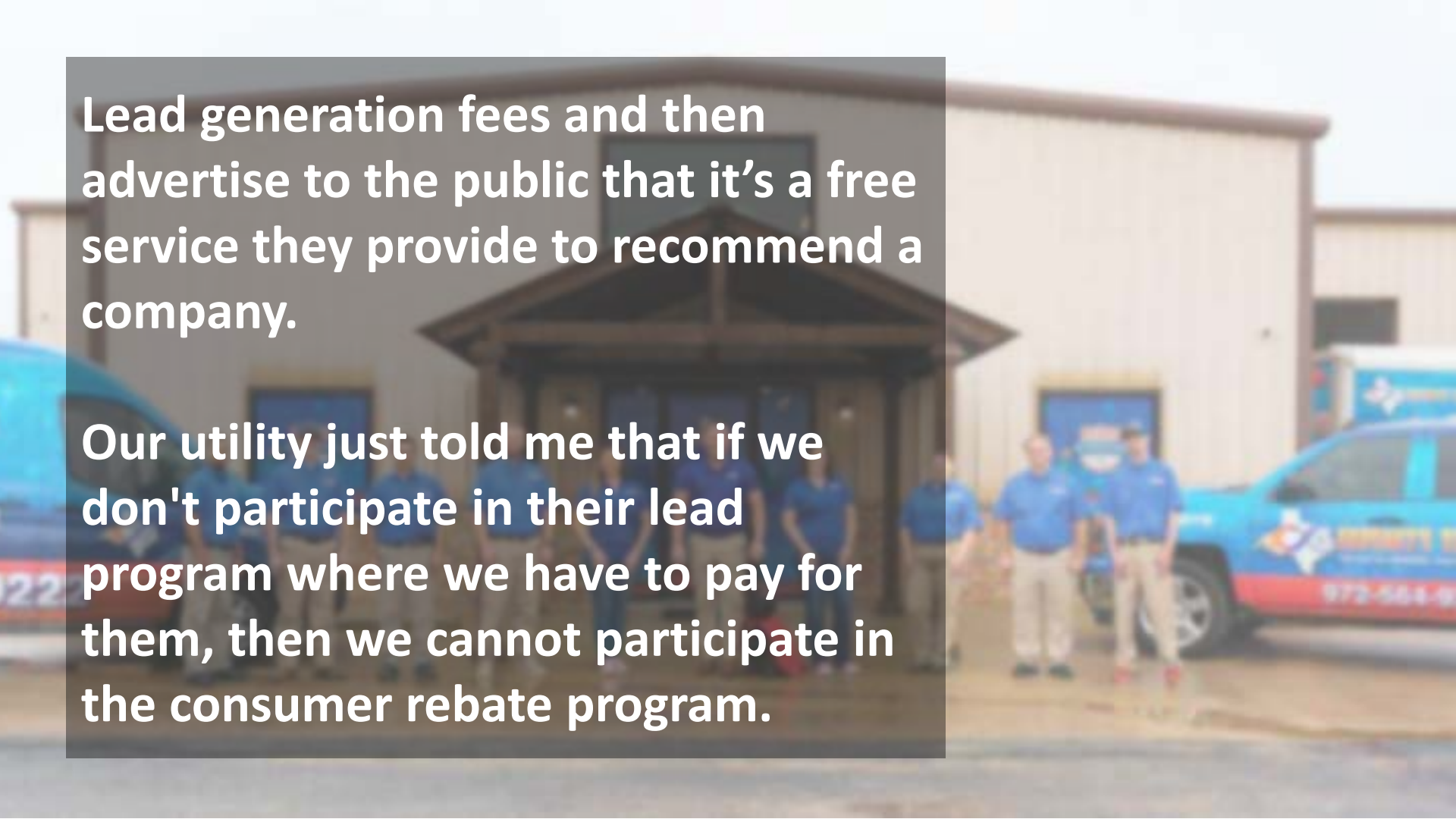
- Stay out of contracting
- Do not give away thermostats
- Dedicated *contractor* support
- Do not sell leads
- Low-income financing
- Special rebates for inverter air conditioners (i.e., they have lower EER on 95 deg design days)
- Support independent trainers (not utility employees)
- Efficiency incentives/rebates
- Rebates direct to the consumer (greater transparency)

Don't just stay out of contracting, also stay out of lead generation for profit. They tried that here and we pushed back and so they quit the program. They were amazed we didn't want to pay them 15% for any sold installation or 20% of sold service leads that they provided us.



Lead generation fees and then advertise to the public that it's a free service they provide to recommend a company.

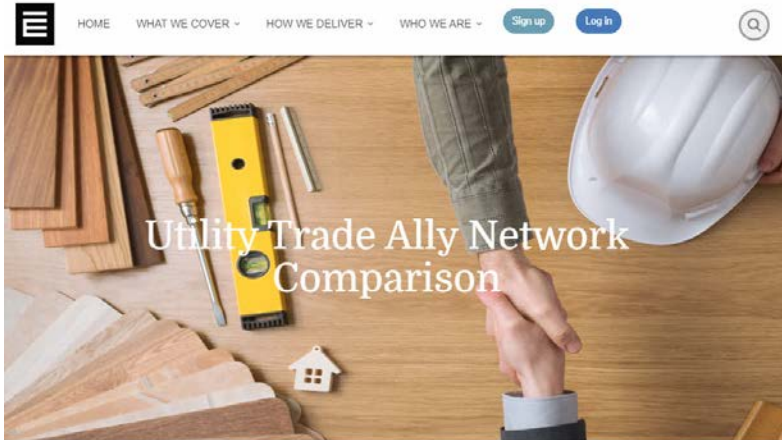
Our utility just told me that if we don't participate in their lead program where we have to pay for them, then we cannot participate in the consumer rebate program.



Open discussion



Now recruiting for our 2020 Utility Trade Ally Network Comparison!



In the fall of 2020, E Source will be collecting and analyzing substantial quantitative and qualitative trade ally network performance data from surveys completed by utility trade ally network managers across the US and Canada. Using the survey results, we'll identify common industry practices and compare residential and commercial trade ally network characteristics and structures.

Study
results

Utility Trade Ally Network
Comparison 2016

If you're a subscriber,

- [Sign up to participate](#) in the fall survey
- This study will update and expand on our 2016 Utility Trade Ally Network Comparison

www.esource.com/trade-ally-comparison

Thank you! Questions?



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Have a question? Ask E Source!
Submit an inquiry:
www.esource.com/question

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