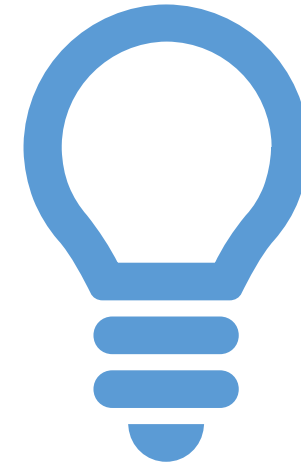


# Energy Concierge Service Updates

5/10/222

Fang Wu

Office of Sustainability and Innovations



# Content



What is energy concierge services



Program vision and content



Lessons learned from established programs



Development status



Next steps

# A<sup>2</sup>ZERO: the living carbon neutrality plan

- Power our electrical grid with 100% renewable energy;
- Switch our appliances and vehicles from gasoline, diesel, propane, coal, and natural gas to electric;
- Significantly improve the energy efficiency in our homes, businesses, schools, places of worship, recreational sites, and government facilities.
  - Develop Energy Concierge and Community Engagement Program

Great  
thanks for  
providing  
input and  
support

John Mirsky

Wayne Appleyard

Chuck Hookham

Noah Levin

# Vision for Energy Concierge and Community Engagement

## A<sup>2</sup>ZERO plan

- An easy-to-use energy concierge service to help residents and businesses understand the best, highest impact, and most affordable methods to carry out greenhouse gas reduction activities; It requires high levels of outreach achieved for all sectors of our community.
- Success measurement:
  - By 2025, the Energy Concierge has helped 2,500 customers

## Under development

- The energy concierge service aims to reduce community-wide greenhouse gas emissions by helping residents and small business owners **reduce energy use, electrify buildings and transportation, implement renewable energy, improve resiliency, save money, and improve indoor comfort** through education, individualized consultations, and referrals.
- Is a one-stop-shop where residents, businesses, and property owners can get money and energy-saving tips, while learning strategies to electrify their buildings and mobility, ways to utilize renewable energy, techniques to improve resiliency, and ways to improve home and business indoor health and comfort.
- Success measurement: TBD

# Energy Concierge Program Providers Interviewed

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Boulder County, CO: Energy Smart  
program

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Vancouver, CA: cleanBC Better Homes  
Energy Coach

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Association of Bay Area Governments:  
BayRen

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Green Mountain Power (Vermont): Utility

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I Heart my Home CT (New Haven, CT)

# Lessons learned



Need a platform to provide an easy-to-access information hub;



Virtual energy advisor for customers who are tech-savvy and have a clear goal;



People service: energy audit and develop a customized home improvement plan;



Contractor coordination: match contractors with clients and quality control;



Need dedicated funding to support the program

# Platform builder and consultants Interviewed

## CLERAResult:

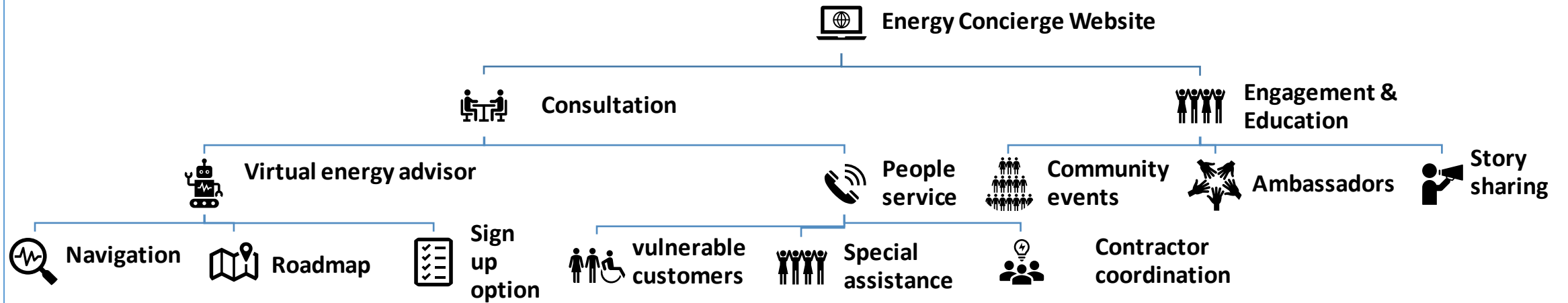
- Too expensive
- Website development and maintenance: \$182k
- Customer engagement and energy advisor: \$314k
- Set up a website, then A2 take over: \$132k

## BrightAction:

- Suitable for campaign
- Security issues
- Lack of customized service



# Structure of the Energy Concierge Service



# Program Development Status- Engagement & Education

A2ZERO Ambassadors

Climate, Coffee, Conversation

Green fair

A2ZERO week

Sustainability & Me Website

Michigan Saves

- Residential Electrification Training Program: Finish Five training models and pass quizzes
- List “Electrification” as a service option
- Electrification Badge branding

# Program Development Status- Consultation (Virtual)

## Virtual energy advisor (Under development)

- Navigation: Assist users to find relevant information quickly
- General information on money and energy-saving tips, actions to reduce carbon emission, strategies to electrify buildings and transportation, etc.
- Local resources and assistance programs on energy efficiency improvements and electrification
- Generate a roadmap to home electrification and carbon reduction based on users' inputs

## Timeline:

- Website content development (June 2022)
- Testing webpages for internal review (June 2022)
- Collect feedback from invited users (July 2022)
- Publish website

# Program Development Status-Consultation (Virtual-Roadmap)


- Provide a step-by-step roadmap to a net-zero home based on a user's inputs.
- Provide educational information and lists of local resources
- Target: tech-savvy customers

Source: <https://www.somervillema.gov/departments/programs/somerville-energy-efficiency-now-seen>

## The Road to a Net-Zero Home



### Road to **NET-ZERO** For Property Owners

 Click on the boxes below with this symbol for more information.

#### STEP 1 Get the most out of your investments



#### STEP 2 Be prepared to upgrade to high efficiency appliances



#### STEP 3 Switch to 100% clean electricity



Start your journey to becoming a Net-Zero Hero today!

# Program Development Status-Consultation (People Service) cont.



## **Problems energy auditors may not check:**

Ductwork, roof problems, indoor air quality, outdated electrical system and safety, etc.



## **Problems contractors may not care about:**

Electrification, correctly sizes the HVAC system, appliance replacement planning, etc.



## **Services a general contractor may not provide:**

Whole-home retrofit planning focuses on net-zero emission, finds contractors who are qualified to do home electrification work, local programs supporting electrification, etc.



## **Helps homeowners hope to get:**

A customized roadmap to a net-zero home with cost information and steps for implementation;  
Assistance to find contractors;  
Local resources: rebates, income-qualified programs, etc.;;  
Group buy and discounts.

# Program Development Status- Consultation (People Service) cont.

## Roadmap development

- Priority: Carbon footprint reduction
- A whole-home prescription for a homeowner to electrify their buildings and transportation in a cost-effective way.
- Identify and assist to apply for financial incentives/rebates

## Appliance replacement consultation and assistance

- Elevate homeowners' burden to find a contractor capable of performing electrification projects
- Assist to apply for eligible rebates and income-qualified financial assistance.

# Program Development Status- Consultation (People Service)

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## Potential collaborators

- Eco Works: a Detroit-based non-profit
- Walker Miller: energy waste reduction consultation
- Elevate Energy: LMI community assistance program design
- Michigan Saves: financing, contractor training and coordination
- TBD

Cost range: \$400 to \$1,000 per consultation

## Funding sources to start a pilot

- State and federal grants
- Other: philanthropy, TBD

Timeline: Depending on funding source and demand for the service



Questions and  
Suggestions?