Designing Direct-to-Renter Energy Programs (with Cities and CCAs Already Doing It!)

CCEC, 6/24 @ 3:00 pm - 5:00pm

Moderator:

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Speakers:

Notes

Renter Energy Efficiency Program

- The program is considering electric heat pump units, which could impact renters' utility bills and should be factored into program design.
- The most effective approach may be to pair heat pump installation with battery storage to help manage costs and improve energy resilience.

Scaling and Sustainability

- As the program scales, it will be important to consider how Pomona can act as a whole community rather than through isolated projects.
- Partnering with community-based organizations can provide a more personal touchpoint with residents and help ensure the budget is used to meet actual community needs.

PCE Funding and Program Portfolio

- PCE is ratepayer-funded and has a $4.6 million budget as part of a larger portfolio of programs it applied for.
- The full portfolio totals $36 million and includes seven new programs.
- CCAs have a statutory right to apply to administer these types of programs.
- PCE is the second CCA to pursue this type of funding.
- Although the application process is arduous, especially with so many programs involved, the upfront work is worthwhile given the scale of potential funding and impact.

Procurement Choices

- Santa Monica has strict procurement requirements and would have likely needed to complete one or more full RFP processes to identify vendors that could supply the appliances.
- To move more quickly, the team worked with the procurement department to purchase through an existing firm or vendor agreement, possibly Cringer, instead of launching a full RFP.

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- This approach allowed for a faster purchase order process, but it also meant giving up some flexibility and breadth in appliance options because the available products were more limited.

Scenario-based activity:
Program Framework

- **Basics:** Define the core goals, scope, and structure of the program.
- **Who:** Identify the target communities and community outreach partners needed to engage residents effectively.
- **What:** Develop the technical portfolio, including the appliances, technologies, and energy efficiency measures included in the program.