



SESSION TOPIC

Buildings: Getting Buy-in from Consumers, Businesses and Investors

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MODERATOR

Jim Madej, *President & CEO, Vermont Energy*

PANELISTS

Larry Chretien, *Executive Director, Green Energy Alliance*

Ellen Tohn, *Principal, Tohn Environmental Strategies*

Matthias Kurwig, *Co-Founder & CEO, Enervee*

Veronique Bugnion, *Co-Founder, Clearly Energy*

Ellen Tohn, *Principal, Tohn Environmental Strategies*

Making Electrification Real: Getting Buy-in from Consumers and Lenders

Larry Chretien, Executive Director

larry@greenenergyconsumers.org
www.greenenergyconsumers.org



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Green Energy Consumers Alliance

- Mission to harness the power of consumers to speed the transition to a low-carbon future
 - > 10,000 Heating Oil members
 - 10,000 Green Powered members & EV buyers, most of which have gas



“
DO. OR DO NOT.
THERE IS NO TRY.

–Yoda



Massachusetts Ambition

- Efficiency plan for 2019-2021 would install 65,000, ~ 2X rate of 2018
 - (38,000 Residential, 6000 Low-Income, 18,000 C & I)
 - Residential incentives = \$109 million, or 20% of Residential incentive budget
 - Maintaining that level of effort results in >200,000 by 2030
- Mass. Comprehensive Energy Plan calls for 500K to 750K installations by 2030

Heat pump installations 2017-2019





396,096 MWh

MARKET INTRANSPARENCY IS A MAJOR BARRIER TO PRIVATE INVESTMENT INTO EFFICIENT PRODUCTS



Which is more efficient?





Samsung WA45H7000AW
Samsung - 4.5 Cu. Ft. 9-Cycle
High-Efficiency Top-Loading

★★★★☆ (1153)


 **\$639**

[See offer](#)



Samsung WF45N5300AW
Samsung - 4.5 Cu. Ft. 8-Cycle
Front-Loading Washer - White



★★★★★ (122)

 **PRICE DROP!** **\$648**


[See all 10 offers](#)



1B+

US purchases/year




2019 Tesla
Model 3 Standard
Range Plus

 **MSRP FROM \$37,000**



2019 BMW
230i Coupe

 **MSRP FROM \$35,300**

MARKET INTRANSPARENCY IS A MAJOR BARRIER TO PRIVATE INVESTMENT INTO EFFICIENT PRODUCTS



Visible Efficiency →


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Samsung WA45H7000AW
Samsung - 4.5 Cu. Ft. 9-Cycle
High-Efficiency Top-Loading

★★★★☆ (1153)


 **\$639**

[See offer](#)

 94

Samsung WF45N5300AW
Samsung - 4.5 Cu. Ft. 8-Cycle
Front-Loading Washer - White



★★★★★ (122)

 **\$648**

[See all 10 offers](#)

costs **1%** less to buy
uses **111%** more electricity
costs **11%** more to own & operate

costs **5%** less to buy
costs **63%** less to drive
costs **26%** less to own & operate

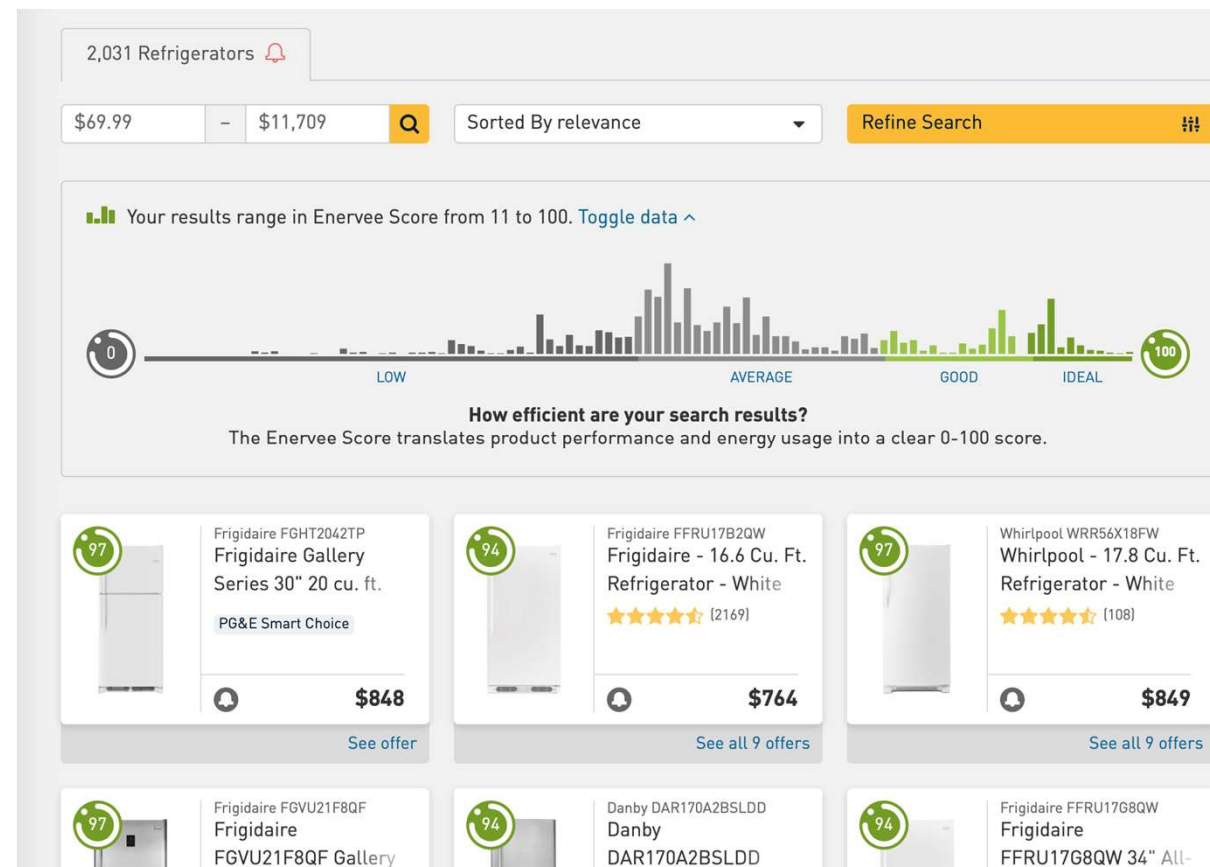
THIS MODEL	COMPARE
 2019 TESLA Model 3 Standard Range Plus	 2019 BMW 230i Coupe
CLEARCOST	personalize
\$33,445	\$45,314
BREAKDOWN	
MSRP \$37,000	MSRP \$35,300
ELECTRICITY COST (5 YEARS) + \$3,695	FUEL COST (5 YEARS) + \$10,014
CLEAN FUEL REWARD PROGRAM - \$1,000	
UP TO \$3,750 IN A FEDERAL INCENTIVE - \$3,750	
\$2,500 DRIVE CLEAN VEHICLE REBATE - \$2,500	

UNIQUE & UNIVERSAL



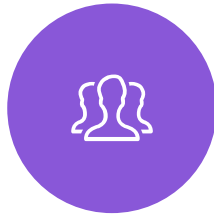
The Enervee Score[®]

- Universal, 0 to 100 relative energy efficiency rating
- Dynamic, updated daily
- Spans all products in 26 categories including retail prices and offers
- Proven to drive more efficient purchase decisions



Why utilities love it

ENERGY EFFICIENCY & DEMAND RESPONSE



COST EFFECTIVE & HIGHLY SCALABLE

TRC as high as 2.67
Increased DR participation

CSAT



CUSTOMER SATISFACTION

CSAT lift up to 24%
Increased participation into Rewards Programs

ELECTRIFICATION



VEHICLES, SOLAR, STORAGE, HEAT PUMPS

33% of car shoppers bought EVs
Increased Community Solar enrollment
Increased Battery Storage placement



...and more 12

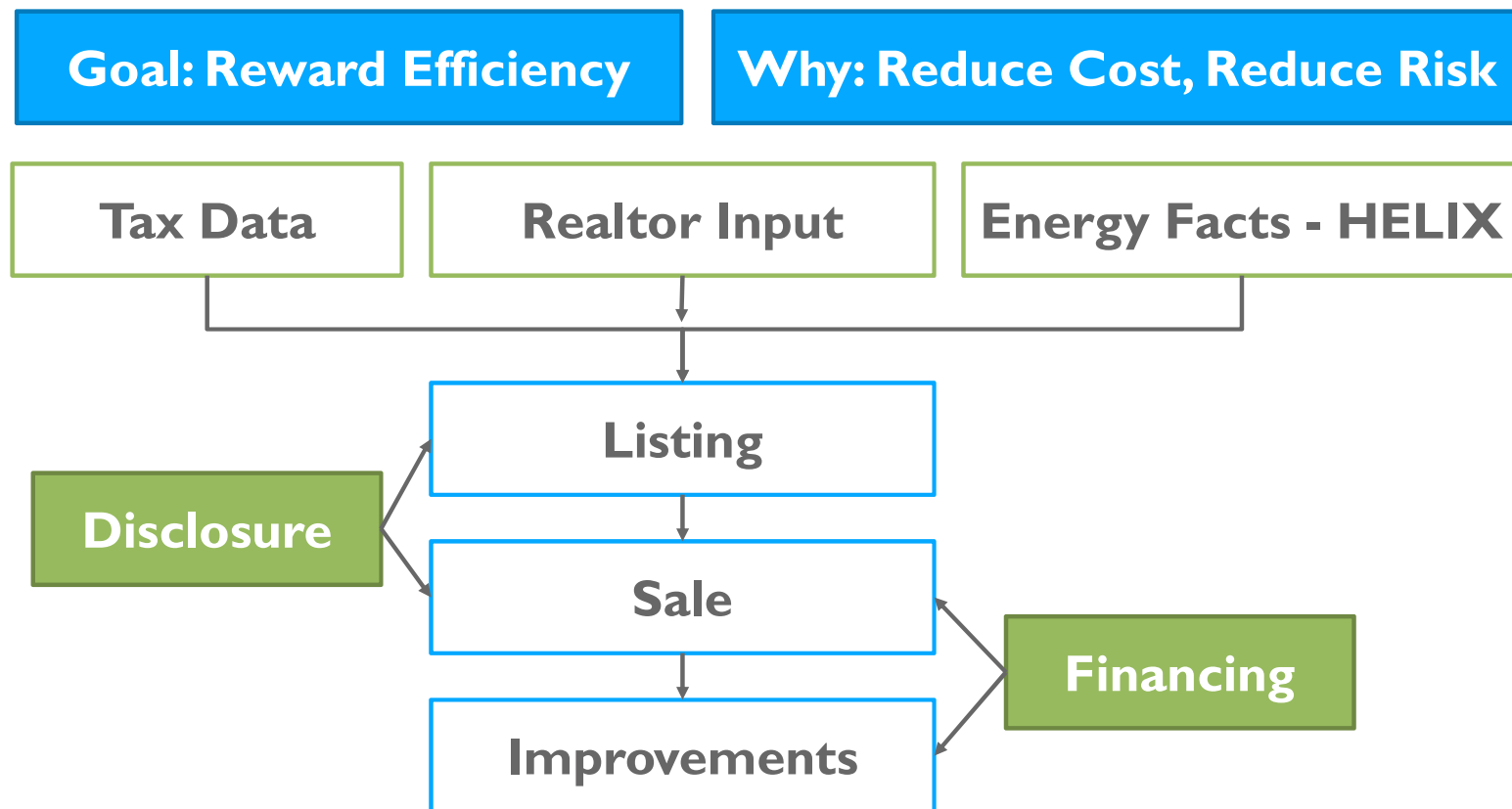


Transparency in Energy Costs & Real-Estate

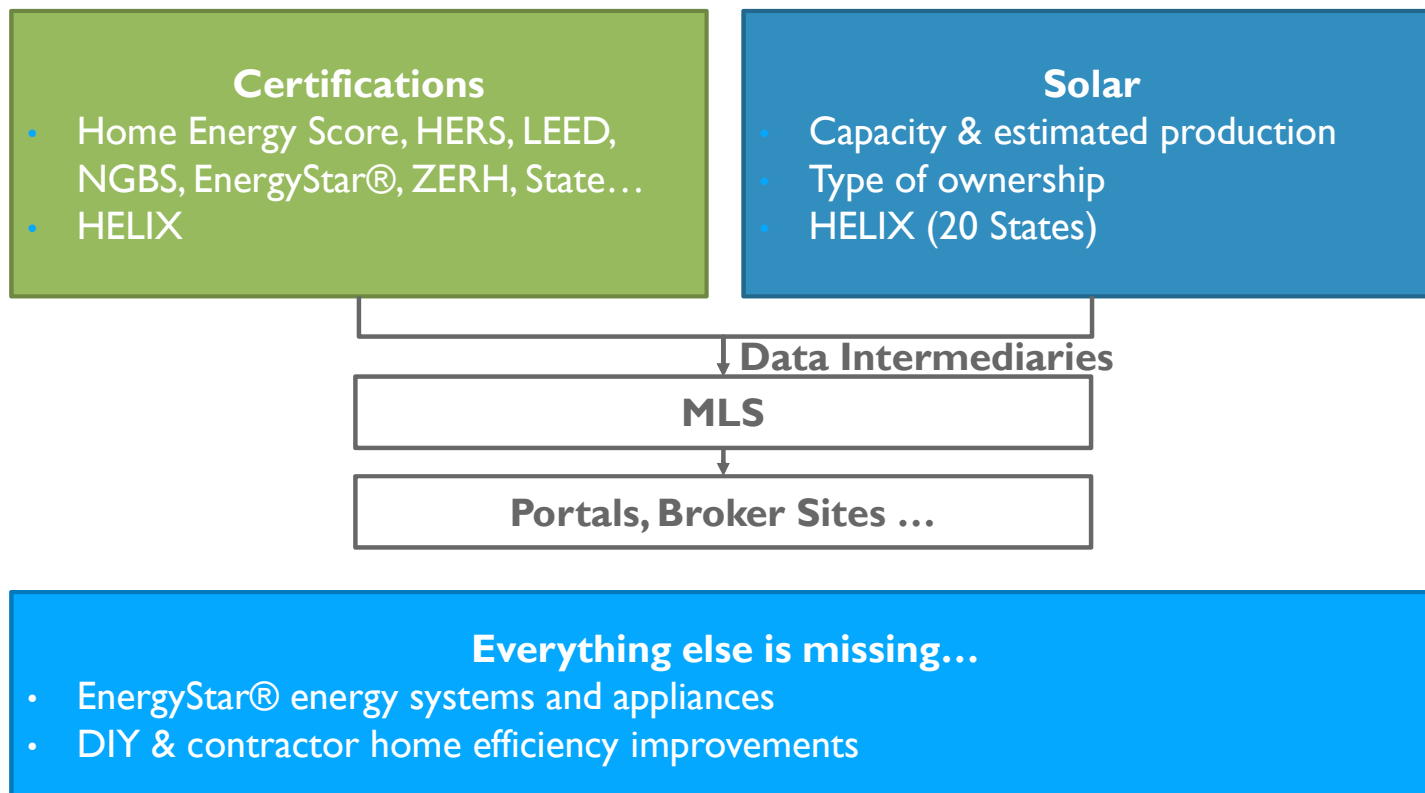
Véronique Bugnion
CEO

The Real-Estate Transaction

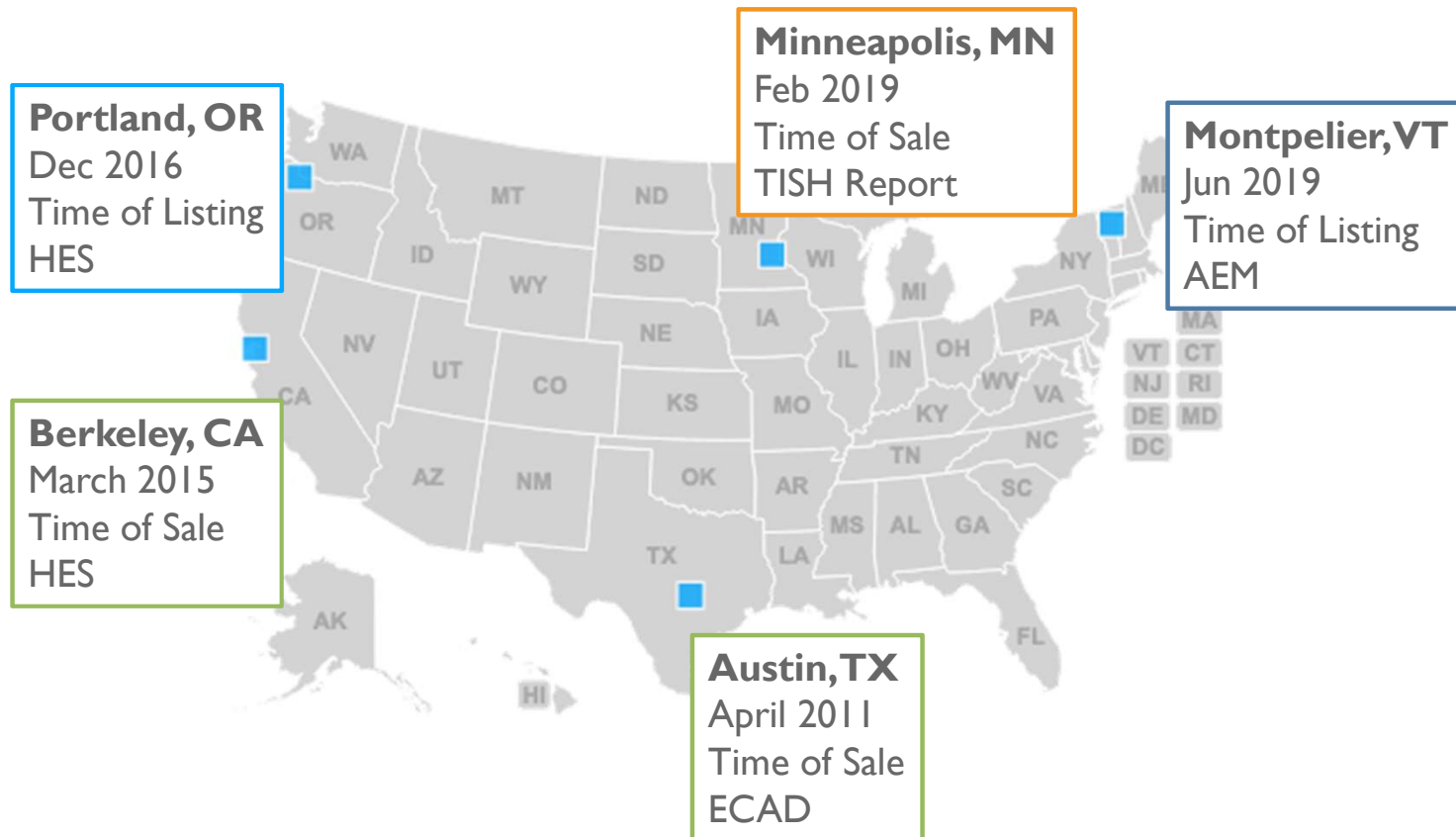
Household energy is approx. 20% of total energy use



What Energy Information Can/Should Be Disclosed?



State of Disclosure



Energy Costs & Home Financing

Current Situation: Specialized Mortgage Products



Appraisal – “Comps”

- HERS rated homes sell for 2.7% more than unrated homes**
 - +2% for every 10 HERS points
 - 4th quartile homes sell for 5.2% more than 1st quartile homes
- Home energy attributes need to be incorporated in the appraisal process
- Automate energy valuation and connections to certification and solar databases

*Sahadi & al., IMT&UNC, 2013

** Freddie Mac, publication forthcoming

“Ability To Pay”

- Buyers of EnergyStar® homes are 32% less likely to default*
- Within EnergyStar® homes, the greater the efficiency, the smaller the likelihood of default

