



# AESP ANNUAL

## The Truth About Your EE Program's Reach

*Sophia Showalter, Nancy Metayer Bowen, Evan Kamei, & Britney Blankenship  
With special guests Ariana Arguello, Ario Salazar, Latesha Isbell, & Patrick Casper*

February 27 - March 2

2023

# About



Mission-driven, employee-owned clean energy implementation firm specializing in market-driven programs to deliver large-scale energy, carbon, and water savings.

25-year track record pioneering award-winning, end-to-end solutions for utility, government, and institutional clients across North America.



British Columbia's largest energy provider for more than 100 years. FortisBC strives to achieve a lower-carbon energy future by driving forward with innovative solutions like delivering renewable and low carbon gases and offering new energy-efficient technologies for BC homes and businesses.

FortisBC is focused on reaching provincial climate action goals by 2030 with a long-term vision to 2050.



# About



Georgia Power, the largest operating company within Southern Company, has proudly served their communities for over 100 years. The company is committed to making a positive impact for many years to come.

As Georgia continues to grow and the energy landscape rapidly evolves, Georgia Power has developed a transformational roadmap for the state's energy future.



For more than 145 years PSE has been focused on providing safe, reliable, affordable energy. Their legacy of commitment to great customer service and helping to make our communities better places to live and work is coupled with their aspiration to be a beyond net zero carbon energy company by 2045.



# Agenda

1 Session Learning Objectives

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2 EE Landscape: Pre-Recorded Panel

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3 Breakout Groups

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4 Q&A/Discussion

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# Session Learning Objectives



Understand different **approaches to assess program performance along equity metrics**, and the advantages and disadvantages of each approach.



Identify **key barriers** to benchmark and track equity metrics, and **methods to overcome or mitigate those barriers**.



Recognize the most important **factors** to consider and key **stakeholders** to improve performance against **equity metrics**.



# Environmental Justice in the EE Industry: Past, Present, & Future Virtual Panel



# Breakout Groups – Instructions

## Case Study:

A Midwest utility is beginning to design a residential program to provide a free heat pump water heater (HPWH) or cold climate heat pump (CCHP) to income-qualified households. The utility seeks input from the community and strategic partners before finalizing the program design.

## Your Role:

*Identify barriers* to equitable implementation and *define strategies* to increase program reach and impacts.



# Assess:

## Identify key barriers & opportunities to program participation

- What are the pros and cons for installing HPWHs & CCHPs for:
  - customers?
  - contractors?
- Based on what you know about the program design, what barriers might prevent customer participation?



# Define:

## Define and track program success

- What metrics would help track program success?
- How would you collect the data to inform the metrics?
- What are the barriers to different data collection methods? How would you overcome them?



# Solve:

## Brainstorm strategies that could increase the program's reach

- How can you design the program to more effectively mitigate barriers and increase participation?
- Think about strategies that:
  - maximize participant benefits
  - engage and include relevant stakeholders
  - rely on factors that are within the control of the utility and implementation team.



# Q&A Discussion



**Ariana Arguello**  
Program Manager,  
Innovation and Sustainability  
Network  
FortisBC



**Nancy Metayer Bowen**  
Energy and Climate Justice  
Specialist  
Energy Solutions



**Pat Casper**  
Program Manager  
Puget Sound Energy



Thank you!

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