Existing Multifamily

Program Description

The Existing Multifamily program serves all existing multifamily structures with two or more units in Energy Trust's service territory in Oregon. Owners and managers have a menu of offerings available to them, including financial incentives and services, for both in-unit and common-area improvements. The program provides expertise to help customers identify a comprehensive set of savings opportunities, including lighting site analyses, custom energy analysis studies, and tablet-based walkthrough surveys.

The program is designed to reach six types of multifamily market segments, including affordable, assisted living, attached residential owners, campus living, home owners associations, and market rate. An account manager approach is utilized to cultivate and maintain long-term relationships and foster participation across tracks.

Existing Multifamily consists of five primary savings tracks:

1. Buy-Down Promotions incentives are available to distributors through a mid-stream approach to encourage sales of efficient equipment and lighting to eligible customers.
2. Common-Area Lighting incentives are designed to address lighting and controls in non-tenant spaces. The program provides expertise to help participants identify these opportunities through on-site scoping studies.
3. Custom financial incentives are offered for measures that are shown to be cost-effective in a specific application, but do not fit within the scope of current standard financial incentives. The program provides funding for Allied Technical Assistance Contractors (ATACs) to conduct energy analysis studies and offers incentives for custom-analyzed measures based on modeled savings.
4. Direct Install instant-savings measures are available at no cost to participants, and include the installation of high-efficiency LED light bulbs, showerheads, shower wands and aerators as well as leave-behind energy saving power strips in tenant dwelling units.
5. Prescriptive incentives are available for water heaters, HVAC equipment, weatherization, appliances and foodservice equipment.

The program is delivered via a PMC contract with Lockheed Martin, and sub-contracts with Evergreen Consulting to deliver common area lighting services, and CLEAResult to conduct direct-installation services in tenant units.

2016 Strategic Focus

1. Deliver program to multifamily entities through Program Management Contractor Lockheed Martin, Inc., subcontractors and a statewide network of trade allies specializing in this market, and continue to expand services to customers who have not yet engaged with the program.
2. Continue to focus on delivering tailored program services to property owners, tenants, property management companies, trade allies and contractors, distributors, and manufacturers.

3. Diversify measure mix and identify new savings opportunities to ensure a comprehensive suite of offerings to help participants save energy, as well as reduce reliance on direct-install measures for program savings to adapt to potential future challenges in delivering this offering.
4. Continue to expand program engagement throughout the state to reach new customers and go deeper with existing customers in all four utility service territories.
5. Build and leverage long-term relationships to help established customers implement energy savings strategies over time and across multiple capital budget cycles.

2016 Activities

Initiatives and focus areas for 2016 incorporate elements of the Strategic Plan including; expanding customer participation, replenishing energy efficiency resources through development of new measures and approaches, and continuously improving program design and services.

1. Continue to offer free in-unit direct installation of LEDs, showerheads and faucet aerators, and leave-behind advanced power strips during direct-install visits. The program will also launch an initiative conducting common area direct-install services in small multifamily properties (2-4 units) to obtain “stranded” savings not typically achieved through our standard lighting track.
2. Build upon learnings and continue research on 2015 pilots including: advanced power strip technologies as a leave-behind measure, (Q1); ductless heat pumps (billing data results anticipated December 2015 to inform 2016 measure continuation), Cadet Energy Plus space heating (continuation of the current pilot in 2015-16 heating season to test a buy-down model as a means to drive technology adoption); and water sub-metering in collaboration with the Portland Water Bureau (pilot launch anticipated in Q1 2016; final results not anticipated until 2017; pilot is planned for PGE customers),.
3. Identify potential new savings opportunities for further research, which could potentially include: heat pump clothes dryers, ventilation and infiltration optimization, low-e storm windows, building energy management and controls commissioning, and behavioral energy savings initiatives.
4. Recruit multifamily customers to participate in Energy Trust’s Strategic Energy Management offering.
5. Incorporate new program and customer facing tools to facilitate customer participation and leverage data for targeting new projects. These activities include PMC launch of an enhanced project tracking system, launch of an online auction tool to enable participants to solicit multiple contractor bids online, development of streamlined ways of filling out forms and uploading data into Energy Trust systems.
6. Streamline delivery by bringing certain aspects of the program delivery in-house to the PMC to reduce delivery costs, including site assessments and bringing on a lighting specialist dedicated to serving small and medium sized lighting projects.
7. Expand on mid and upstream buy down offerings, conducting outreach to suppliers and manufacturers of energy efficiency appliances and equipment and broadening the list of measures offered.
8. Continue to offer free technical expertise, including walk-through surveys and site assessments to help customers identify and prioritize energy savings opportunities.

9. Continue to utilize past participant walkthrough surveys to re-engage with customers and drive deeper energy savings per property.
10. Drive gas savings through potential enhanced incentives for select measures and maintain momentum in uptake of steam traps and TRVs as highly cost-effective prescriptive gas savings measures for participants.
11. Provide deeper level of coordination support for affordable market customers and collaborate with affordable housing market actors, such as OHCS, to help customers maximize energy efficiency improvement opportunities.
12. Deploy grass-roots community outreach tactics to drive program participation and help tenants save energy, with a focus on non-Metro regions and smaller properties which are typically less engaged with our programs in those areas. Nine “Community Blitz” events and follow-ups are planned for 2016 in PAC and CNG territory
13. Explore potential behavioral initiative(s) to engage tenants to save energy.

Key Assumptions for 2016 Budget

1. While efforts will continue to be made to diversify the program savings mix, direct-install will continue to make up a significant portion if not the majority of savings in 2016. However, continued assessment of current measures which may be faced with cost-effectiveness challenges in the near-term future further drives the need to identify new savings opportunities to maintain a robust portfolio of offerings.
2. Savings in PGE are anticipated to plateau or see slight declines beginning in 2016. This is due to strong market saturation in the Portland-metro area, especially with the larger multifamily properties in this territory. Consistent with trends over the last several years, PAC is expected to see strong growth in savings in 2016 in all savings tracks. NWN is also anticipated to increase in savings in 2016 with strong momentum in buy-down and prescriptive tracks. In 2015, CNG has faced challenges which are expected to continue in 2016, with an estimated drop in savings by nearly half of the 2015 goal, due to having achieved a large portion of the opportunity in this territory. Remaining opportunity in CNG is largely in smaller properties, mainly through direct-install although it is hoped the program will gain traction through additional gas buy-down measures in 2016.
3. There will be a continued need to increase outreach to continue to achieve savings goals, with increasing costs per lead. Several factors contribute to this trend:
    a. As the metro region becomes increasingly saturated, more emphasis is needed in non-metro areas;
    b. While project counts have trended upward year-over-year, savings per project have declined, as many projects with the largest savings opportunities have been completed;
    c. Focus will continue to increase on addressing participation gaps in customer segments historically not engaged with the program.

Existing Multifamily

2017 Strategic Focus

1. Maintain focus on program outreach to customer groups who historically have not had high levels of participation, as well as continued engagement with past participants to drive deeper energy savings improvements.

2. Continue to identify new savings opportunities to maintain a robust portfolio of program offerings.