

Residential Market Advisory Group

Q4 2021 Kick Off Meeting

November 4, 2021



NYSERDA

Housekeeping and Meeting Rules



This meeting will be recorded



To participate please use the Chat and Q&A function on the right side of your screen



If you are having technical difficulties, please Send a direct chat to Bethany Taylor or reach out via email at btaylor@kearnswest.com



Notes will be taken, and a meeting summary will be published on the RMAG website.

Welcome and Agenda

- > RMAG and Meeting Overview
- > Welcome activity
- > Recap of Q3 RMAG activities
- > RMAG Priorities
- > Breakout Meeting Topics
- > Open Floor for Member Updates
- > Clean Energy for Homes Conference
- > Wrap Up

Residential Market Advisory Group Mission

- > To bring together residential market actors to envision the next generation of residential clean energy solutions and to facilitate deployment of strategies that stimulate market growth, deliver customer value, and enable achievement of New York State's energy policy goals.

RMAG Objectives

- > **Maintain market awareness** of public policies driving investments in energy efficiency and clean energy in the residential market.
- > **Share information** on current and planned activities to enable coordination and avoid unproductive duplication of efforts in advancing progress towards policy and industry objectives.
- > **Discuss opportunities and challenges** associated with wide-scale deployment of energy efficiency and clean energy services for the residential sector and seek solutions to overcome market barriers.
- > Help **guide the direction** of the market's existing and future clean energy solutions.
- > **Make connections** and **develop collaborations** among participants and partners to meet mutual objectives.
- > **Develop and coordinate** shared messaging and outreach strategies where appropriate.

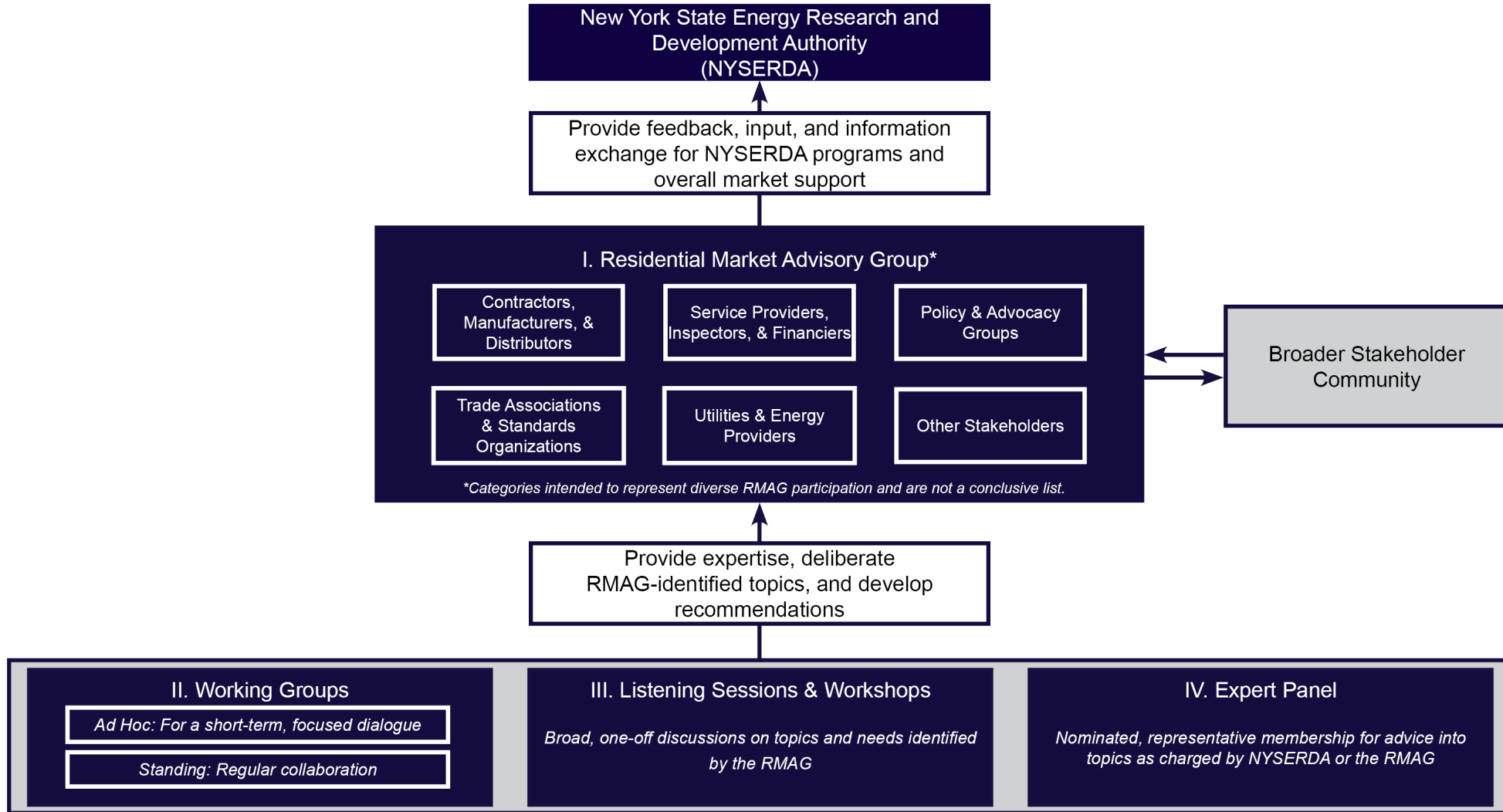


Figure 1: Information flow between stakeholder groups

RMAG Website

> www.nyserda.ny.gov/Partners-and-Investors/Partner-With-NYSERDA/Residential-Market-Advisory-Group




Upcoming Meetings & Webinars

Registration is open now for the Q4 virtual RMAG Meeting which will happen in three parts:


First, on November 4: NYSERDA will open the Residential Market Advisory Group Meeting with a plenary session to update membership on the state of RMAG efforts and discuss priorities identified by the RMAG members.

- Thursday, November 4, 2021 (2:00 – 3:30pm ET): [RMAG Quarterly Meeting Registration](#) 

The following week on November 8, 9, and 10: NYSERDA will hold three breakout sessions to move identified priorities forward and explore actionable next steps in more detail. These sessions will include featured speakers and moderators that will bring their expertise to the proceedings.


- Monday, November 8, 2021 (10:00am – 12:00pm ET): [Benchmarking Breakout Session](#) 
- Tuesday, November 9, 2021 (10:30am – 12:30pm ET): [Customer Engagement and Homeowner Playbook Breakout Session](#) 
- Wednesday, November 10, 2021 (1:00 – 3:00pm ET): [Envelope Improvements Breakout Session](#) 

Last, the next week on November 15: NYSERDA will close the Residential Market Advisory Group Meeting with a session to update membership on outcomes of the priority Breakout Sessions.



- Monday, November 15, 2021 (2:00 – 3:30pm ET): [RMAG Closing Session Registration](#) 

Prior Meeting Materials



August 19, 2021

- Membership Showcase with presentations by Copper Labs and HubControls.
- [Presentation Slides](#) 

June 23, 2021

- [Meeting Notes](#) 
- [Presentation Slides](#) 

March 10, 2021

- [Meeting Notes](#) 
- [Presentation Slides](#) 

Q3 2021 RMAG Recap

- First Membership Showcase with presentations by Copper Labs and HubControls
 - Materials on NYSERDA's RMAG website
 - An opportunity for RMAG members to present and engaging with other RMAG members
 - Interested in a future presentation? Send a chat or email resmarket@nyserda.ny.gov
- Launch of Quality Assurance, Root Cause Analysis Expert Panel
- Stacked Energy Efficiency Pilot Working Group

QA/QC Root Cause Analysis Expert Panel

- **Origins**

- Previous QA Working Group

- **Process**

- Needs Assessment
- Training on Root Cause Analysis
- Kickoff Call

- **Next Steps**

- Root Cause Analysis of top residential program nonconformances, starting with LEDs
- Program announcements and tracking impact
- Outreach and engagement

Stacked Energy Efficiency Pilot Framework Working Group

- **Origins**

- RMAG Quarterly Meeting identified a “large scale pilot” of combined electrification, energy efficiency, and distributed energy resources as a priority

- **Process**

- Kickoff Call
- Framework ideation and outline development

- **Next Steps**

- Section by section framework development
- Outreach and engagement
 - Knowledge sharing activities with NYS actors

RMAG Priority Items



Normalizing Heat Pumps

- Experiential Demonstrations
- Customer Testimonials
- Community Meetings
- Establishing an Ally Network
- Large Scale Pilot (Stacked Energy Efficiency Working Group)

Ramping Up to Meet Our Goals

- Partnering with Community Organizations
- Post Installation Data
- Lower-Touch Engagement
- Common Language



> **Upcoming Engagement Opportunities**

- Workforce development forum
- Peer to Peer Group

> **Next Week's Breakout Sessions**

- Engagement Playbook
- Benchmarking
- Envelope Improvements

> **TBD**

- Standards of Interoperability

Have ideas? Want to participate? Send a chat or email resmarket@nyserda.ny.gov



Breakout Session Topics

Breakout Session 1: Residential Energy Benchmarking (Monday, 11/8 from 10am-12pm ET)

At the last RMAG meeting, two breakout sessions identified residential energy benchmarking as a priority for achieving state clean energy and energy efficiency goals.

Some factors discussed include the need to:

- Pair benchmarking legislation with automated utility/energy data management and analysis system
- Connect benchmarking with consumer education to induce behavior change that can reduce energy demand

Breakout Session 1: Residential Energy Benchmarking (Monday, 11/8 from 10am-12pm ET)

Meeting Purpose:

- To identify the market opportunity for residential energy benchmarking in the state
- To reflect on potential mandates for residential energy benchmarking and how to align with the goals of upgrading more homes.
- Identify gaps between where we are and where we want to be in residential benchmarking

Residential Energy Benchmarking

The image displays a grid of 25 colorful sticky notes on the left, organized into five columns labeled 'Participant 1' through 'Participant 5' and five rows labeled 'Idea 1' through 'Idea 5'. Some sticky notes contain text such as 'Idea 2 improvement' and 'Idea 3 improvement'. To the right of the grid are four vertical panels, each with a different background color and a specific question:

- Light Blue Panel:** Question: "NYS Energy Benchmark Goal for point-of-sale energy disclosure by 2027 - How do we feel about this?" It contains one sticky note labeled "Idea 1".
- Medium Blue Panel:** Question: "You are a home buyer - What do you want as part of your energy audit?" It contains three sticky notes labeled "Idea 1", "Idea 2", and "Idea 3".
- Orange Panel:** Question: "What do we need to meet the opportunity in this space?" It contains one sticky note labeled "Solution 3".
- Dark Blue Panel:** Question: "Who needs to be part of solving this, and what can they do?" It contains one sticky note labeled "Solution 1".

Breakout Session 2: Customer Engagement and Homeowner Playbooks

(Tuesday, 11/9 from 10:30am-12:30pm ET)

At the last RMAG meeting, two breakout sessions identified the need for expand homeowner and retrofit consumer education as a priority for the clean energy residential market transition.

Some aspects discussed included the need to:

- Leverage consumer-facing communications to better inform clean energy purchasing decisions
- Enhance communications about financial assistance for homeowner projects (retrofits, heat pumps, etc.)
- Expand new homeowner knowledge and energy efficiency marketing through new and existing pathways
- Develop an equity-focused community outreach strategy

Breakout Session 2: Customer Engagement and Homeowner Playbooks

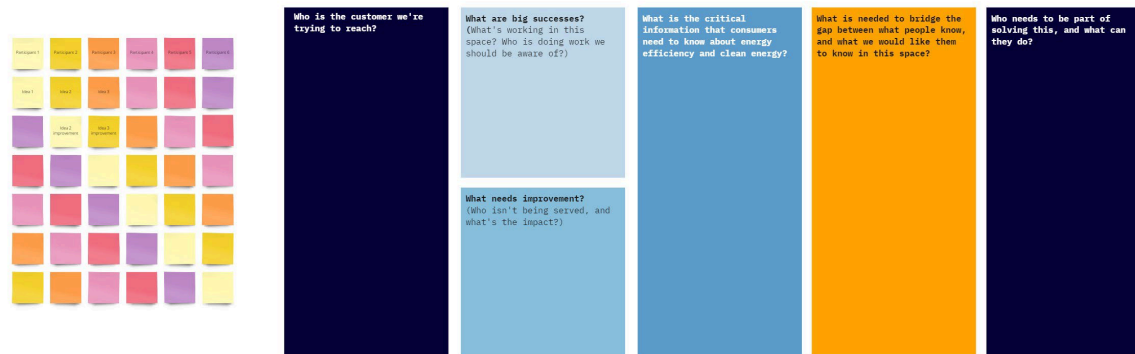
(Tuesday, 11/9 from 10:30am-12:30pm ET)

Speaker: Sahara James - Campaign Director for ElectrifyNYC, a clean heating and cooling program promoting equitable access to green technologies in the residential market run by the New York City Mayor's Office of Climate and Sustainability.

Meeting Purpose

- To identify what's working, what isn't, and the opportunity in front of NYS to enhance communications in the residential clean energy and energy efficiency sector.
- To enhance knowledge sharing about consumer bases and how to enhance communications tools to improve impact of outreach and scale adoption

Customer Engagement and Homeowner Playbooks



Breakout Session 3: Scaling Envelope Improvements

(Wednesday, 11/10 from 1pm-3pm ET)

At the last RMAG meeting, two breakout sessions identified scaling envelope improvements as a priority for the clean energy residential market transition.

Some aspects discussed included the need for:

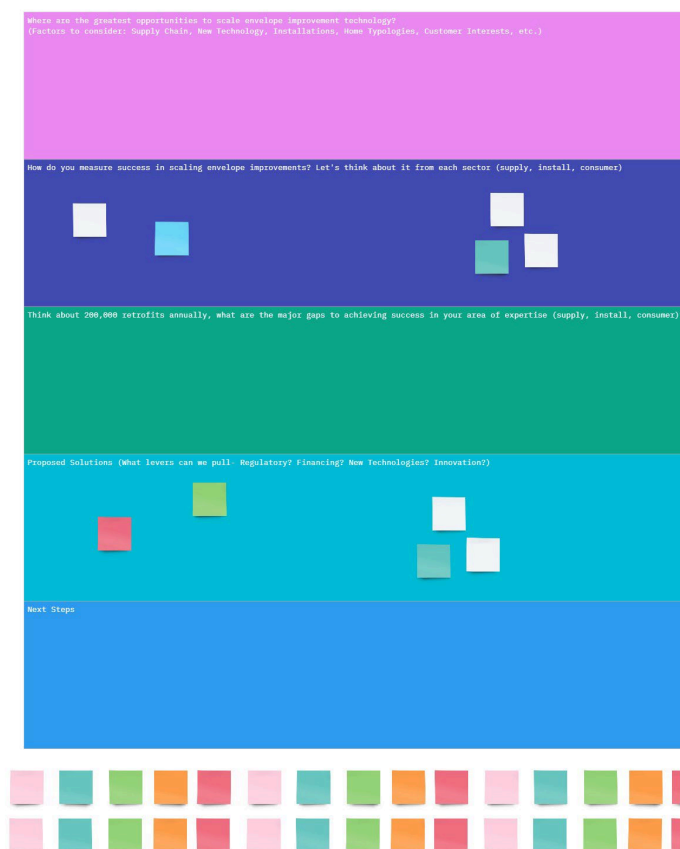
- *Education* - Visualization and demonstration of weatherization projects, like the Heat Pump Planner Book
- *Hard-to-Retrofit Strategy* – Devising a plan to address residential buildings with unique features that make envelope improvements difficult. Ex/ NYC brownstones

Breakout Session 3: Scaling Envelope Improvements (Wednesday, 11/10 from 1pm-3pm ET)

Speaker: André Desjarlais - Residential Buildings Research Program Manager for the Building Envelope Materials Research Program at the Oak Ridge National Laboratory.

Meeting Purpose:

- Identify if there is an existing market opportunity for scaling the uptake of envelope improvements in the 1-4 family housing stock in NYS. Why or Why Not?
- How do we measure success and what are our goals? We want to identify what metrics that suppliers, installers, and consumers use to evaluate their market opportunity.
- Identify what is needed to move this market forward? What levers can we pull?



Open Floor

**Want to share your updates
later or provide feedback?**

**Email
resmarket@nyserderda.ny.gov**





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Meet us in Saratoga Springs!

February 9-10, 2022 | Saratoga Springs, NY



ABOUT BPA & BPA EVENTS

The Building Performance Association (BPA):

- Building Performance Association (BPA) is an industry association supporting policies and practices that increase the expansion of home and building performance, energy efficiency businesses, and industries.
- BPA is made up of more than 10,000 members and network participants in contracting services, weatherization, product manufacturing and distribution, program administration, building science, and nonprofits.
- BPA has 33 years of experience in bringing national and regional conferences to the industry. BPA events provide unparalleled education with the ideal networking environment for all sectors of the industry.

Conference Overview & Highlights

The Clean Energy for Homes Conference & Trade Show features two full days of education, networking, and business growth.

Each year, this event draws approximately **300-400 contractors and weatherization professionals** from NY state and surrounding areas.





TRENDING EDUCATIONAL CONTENT

This conference will hyper-focused on the New York region and include topics such as:

- NY State's Climate Plan and goals
- The role of decarbonization and electrification
- Running a home performance business
- Cold climate building science
- Workforce development
- Additional topics and sessions in process



INDUSTRY TRADE SHOW & NETWORKING

- Our two-day trade show is one of the most highly anticipated and well attended gatherings at our conferences.
- Our growing list of exhibitors includes both national brands and regional organizations focused on exposure in the New York region, and features the latest resources, products, and technologies in the industry.
- Additional networking events such sponsored tours, happy hours, receptions, and more can be planned to increase exposure.

EXHIBITOR OPPORTUNITIES

Reserve your table and network with industry professionals.

- Company name and website link on the conference website, mobile app, emails and social media mentions
- Two full conference registrations for staff, all sessions and meals
- Receptions hosted in the trade show hall
- \$1,400 (*\$1,200 if paid by Dec. 1*)

Learn more

bit.ly/bpa-exhibitor

SPONSORSHIP OPPORTUNITIES

Year-long sponsorship opportunities offer the greatest value to organizations:

- connect with contractors and industry players
- increase visibility and brand recognition
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Wrap Up

Register for Breakout Sessions

- **Breakout Session 1: Residential Energy Benchmarking**
 - **Date:** Monday, 11/8 from 10am-12pm ET
- **Breakout Session 2: Customer Engagement and Homeowner Playbooks**
 - **Date:** Tuesday, 11/9 from 10:30am-12:30pm ET
 - **Speaker:** Sahara James – Campaign Director for ElectrifyNYC
- **Breakout Session 3: Scaling Envelope Improvements**
 - **Date:** Wednesday, 11/10 from 1-3pm ET
 - **Speaker:** André Desjarlais - Residential Buildings Research Program Manager for the Building Envelope Materials Research Program at the Oak Ridge National Laboratory.

Thank you!

*We are looking forward to
continuing the discussions
next week.*

Residential Market Advisory Group

Q4 2021 Closing Session

November 15, 2021



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Welcome and Agenda

- > **Opening Remarks**
- > **Breakout Session Themes, Outcomes, and Next Steps**
 - Energy Use Benchmarking
 - Customer Engagement and Homeowner Playbooks
 - Scaling Envelope Improvements
- > **Participant Feedback**
- > **Next Steps and Upcoming Engagement Opportunities**

Opening Remarks

Breakout Session Themes, Outcomes, and Next Steps

Breakout Session: Residential Energy Benchmarking

Residential Energy Benchmarking



Breakout Session: Residential Energy Benchmarking

Preliminary Themes/Outcomes

- **Automatic Energy Use Data Collection**
- **Establishing Standardized Benchmarks and Data Formats**
- **Data Hubs - Local Authority for Anonymized Energy Data Sharing**
- **Home Sales Marketing**
- **Market Development Information Sharing**
- **State-level Residential Energy Benchmarking Mandates**
- **Workforce Development Pathway to Certification**

Breakout Session: Residential Energy Benchmarking

Next Steps (1/2)

- **NYSERDA wrapping up Home Energy Rating Pilot, working on documenting learnings and how they can help us moving forward**
- **We are also tracking outcomes of residential energy disclosures across the country**
- **Several virtual audit solutions have been funded as part of Remote Audit Challenge and we're watching for opportunities related to residential benchmarking and disclosures.**

Breakout Session: Residential Energy Benchmarking

Next Steps (2/2)

- **Automatic Energy Use Tracking/Data Hubs**
Please look at NYSERDA's *Integrated Energy Data Resource*, which is hosting a stakeholder engagement event at 3pm ET today.
- **State-level Energy Benchmarking Mandates**
Energy Efficiency and Housing Advisory Panel made its recommendations to the Climate Action Council. Scoping Plan will be released for public comment in 2022.
- **Disclosure for Real Estate Transactions**
At least one session during the February *Clean Energy for Homes Conference* will focus on existing market solutions for making energy visible in real estate transactions
- **Workforce Development**
 - Many are aware of NYSERDA's *Intern (PON 4000)* and *On the Job Training (PO 3982)* funding opportunities.
 - There's another round of applications being accepted for *PON 4463: Career Pathways Training Partnerships for High-Efficiency HVAC and Heat Pumps*.
 - If you can partner a technical training resource with a community-based organization to support the trainees and program, please inquire!

Other ideas? Want to continue the discussion? Email resmarket@nyserda.ny.gov

Breakout Session: Customer Engagement and Homeowner Playbooks

Preliminary Themes/Outcomes

- **Proposal: Enhanced Energy Efficiency Program Coordination**
 - Improved collaboration between energy efficiency program managers can encourage scaling access for LMI
- **Proposal: Inventory of Public information on Energy Efficiency for LMI Communities**
 - Best Practices for Site-Specific Education/Engagement (Meeting People Where they Are)
 - Information for Contractors Serving LMI Communities
 - Information for LMI Homeowners
 - Information for Owners of LMI Rental Properties
 - Information for LMI Tenants

Breakout Session: Customer Engagement and Homeowner Playbooks

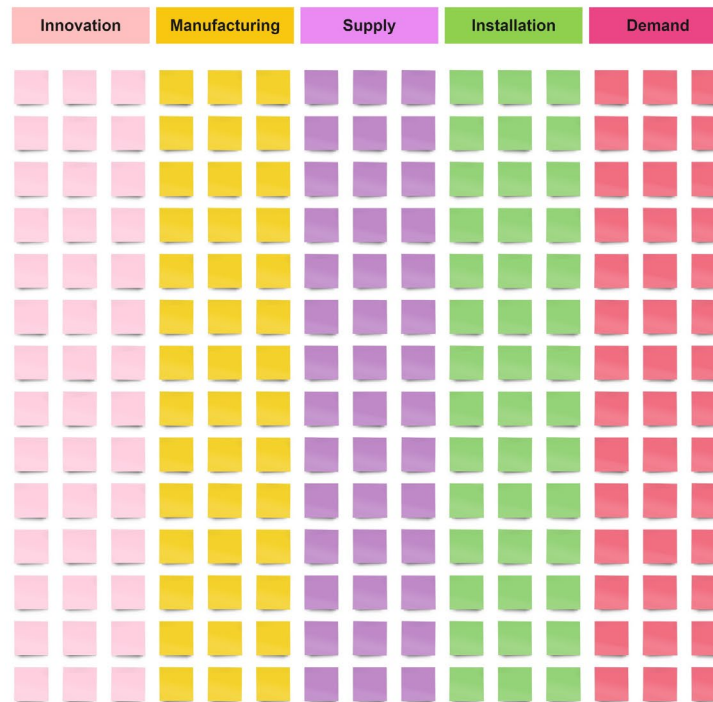
Next Steps

- **Inventory of resources currently used to communicate with customers**
 - Expect a survey to be sent later this week. Please respond by ***Tuesday, November 30.***
 - We will summarize and share results
- **Future Conversations (Listening/Strategy Sessions)**

Other ideas? Want to continue the discussion? Email resmarket@nyserda.ny.gov

Breakout Session: Scaling Envelope Improvements

Scaling Envelope Improvements



Breakout Session: Scaling Envelope Improvements

Preliminary Themes/Outcomes

- **Proposal:** Consumer Education Program on Whole of House Retrofits
- **Proposal:** Local Influencer and Trusted Resource Network Development
- **Proposal:** Neighborhood Characterization Pilot
- **Proposal:** Residential Energy Benchmarking Education and Incentives

Breakout Session: Scaling Envelope Improvements Next Steps

Community Level Support and Local Network Building

- Future opportunities for network building through the Regional Clean Energy Hubs
- Neighborhood Characterization Pilot is being addressed in the Stacked Energy Efficiency Working Group. To connect to this work, email resmarket@nyserda.ny.gov

Consumer Education

- Sharing of current resources and identifying gaps
- Can be supported by energy disclosures / benchmarking



Participant Feedback

Wrap Up

Upcoming Engagement Opportunities

- **Clean Energy for Homes Conference**
 - February 9-10, 2022
 - <https://events.building-performance.org/regional>
 - Opportunities to be an attendee, exhibitor or sponsor
- **Stacked Energy Efficiency Working Group**
 - Monthly working group discussions
 - Sign up by emailing resmarket@nyscrda.ny.gov
- **Membership Showcase**
 - Sign up by emailing resmarket@nyscrda.ny.gov or let us know now in the chat
- **Listening Sessions**
 - Workforce development forum
 - Peer to Peer connections



Thank you!