



# On-Bill Tariff Stakeholder Meetings

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August 26, 2021



# WELCOME



Connecting our  
members and communities  
with safe, reliable, affordable  
and sustainable energy solutions.



**Peter Muhoro, Ph.D**  
Chief Strategy,  
Technology and  
Innovation Officer

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# AGENDA

**Welcome and Introductions** – *Peter Muhoro, REC*

**Message from REC Board** – *Chris Shipe, REC*

**On-Bill Tariff Review & Stakeholder Comments**– *Wesley Holmes, SEEA*

**REC On-Bill Tariff Draft Program** – *Joyce Bodoh, REC*

**Remarks**– *Chelsea Harnish, VAEEC*

**Closing Remarks** – *John Hewa, REC*



# SPEAKERS



**Peter Muhoro, Ph.D., REC**  
*Chief Strategy, Technology  
and Innovation*



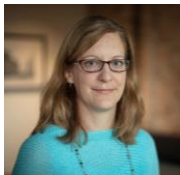
**Wesley Holmes, SEEA**  
*Director-Strategy &  
Development*



**Joyce Bodoh, REC**  
*Director -Energy Solutions  
& Clean Energy*



**Chris Shipe, REC**  
*Chairman of the Board*



**Chelsea Harnish, VAEEC**  
*Executive Director*



**John Hewa, Dr. Eng., REC**  
*President & CEO*



**Chris Shipe**  
Region II  
Chairman of the  
Board

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**Wesley Holmes**  
Director - Strategy  
& Development



**SEEA**

SOUTHEAST ENERGY EFFICIENCY ALLIANCE



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The Southeast Energy Efficiency Alliance (SEEA) promotes energy efficiency as a catalyst for economic growth, workforce development and energy security across 11 southeastern states including Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

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## SEEA's ROLE IN THIS PROCESS

- Support REC in planning the stakeholder process
- Provide general education to stakeholders on on-bill programs, their design, and performance in the region
- Facilitate stakeholder breakout sessions and capture stakeholder questions, concerns and feedback

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# REC'S STAKEHOLDER PROCESS

May 21

**Meeting #1 : On-Bill Tariff 101 and VA SB 754 Context**



June 30

**Meeting #2 : REC Draft Program Design with Stakeholder Feedback and Questions**



August 26

**Meeting #3 : Overview of Process and Working Program Model**

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# SUMMARY OF ON-BILL TARIFF

Tariffed on-bill programs treat improvements to the energy performance of homes and buildings as an investment in system reliability and as a development of lower cost distributed energy resources, such as energy efficiency. The utility employs its established authority to make investments and seek cost recovery through tariffs using existing mechanisms for issuing bills and collecting revenue.



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# MEETING 1: KEY STAKEHOLDER INTERESTS

- I. Ensuring equitable opportunity
  - a. to engage in this planning process,
  - b. to participate in the program, and
  - c. to be a service provider under the program.
- II. Safe-guarding participating REC member-owners and making sure they are well served by the program.
- III. Creating a model for others to follow by tracking and sharing program impacts.

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## MEETING 2: STAKEHOLDER RECOMENDATIONS

- I. Use plain language in outreach and communications to members.
- II. Make billing easy to understand and savings easy to see.
- III. Engage members through diverse and easily accessible mediums.
- IV. Ensure equitable access to the program and the jobs it creates.

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# RESPONDING TO STAKEHOLDERS

## Finalizing the Program Design

- Taking your feedback and working with REC staff and partners to build a program that serves member needs

## Making Things Clear

- Working with marketing and branding experts to develop clear language to reach member-owners.
- Developing Frequently Asked Questions (FAQ) Resources for members and contractors

## Connecting with the REC Community

- Leveraging established messaging channels and developing outreach plans to reach even more members.

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# USING YOUR FEEDBACK TO ENSURE SUCCESS

1. Analyzing REC data to identify investment opportunities where they can have the biggest impact.
2. Designing a marketing program to reach people where they are with a clear message they can understand.
3. Making personal connections with REC members through presentations at community-based organizations.
4. Educating members on how their homes use energy and their potential for savings with REC.

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**Joyce Bodoh**  
Director-  
Energy Solutions  
& Clean Energy

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# Overview

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## STEPS TO ENROLL

- 
- Initial Assessment/Screening
  - Home Energy Audit
  - Customized plan with energy efficiency improvements
  - Installation of upgrades by local contractors



## PROGRAM UPGRADES INCLUDE

- 
- Attic Insulation
  - Duct and air sealing
  - New heating and air-conditioning equipment
  - Water heater wraps
  - LED lighting



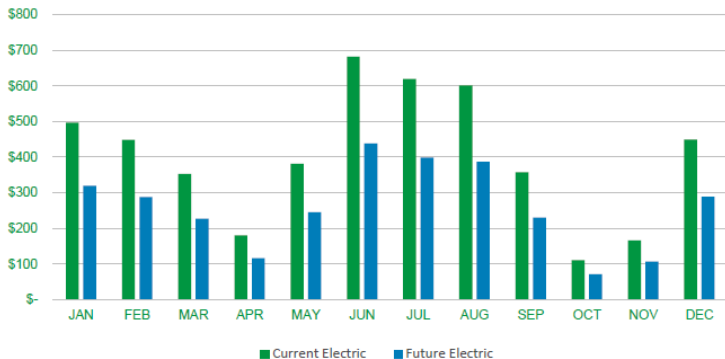
## BENEFITS

- 
- Lower electric bills
  - More comfortable and healthier home
  - Expert installation of energy efficiency upgrades
  - PEARL certification and appraisal letter



# EETILITY EASY PLAN

Current and Estimated Future Electric Cost



When you make energy upgrades to your home you help the environment too! Here is a look at the estimated annual environmental impact that can occur by having this work completed.

kWh Reduction	CO2 Reduction	lbs of Coal Saved	Veh. Miles Offset
15,054	19,571	13,549	21,506



# Members

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## ELIGIBILITY

- Residential Renters or homeowners
- Electric service for least 9 months
- Current balance with no past due or payment plans
- All-electric
- Single family homes, mobile homes, apartments/condominiums



## ELIGIBILITY

Structures may be  
considered ineligible if:

- Standing Water
- Foundation Damage
- Soft Floor/Missing Floorboards
- Mold or Mildew
- Mobile Home over 25 years old
- New home or under renovation
- Propane, natural gas, or any secondary fuel





## OTHER CONSIDERATIONS

### Property Owner

- Property owners sign agreement
- Property Owner must notify next owner if home is sold

### Renters

- Renter also signs agreement



# Contractors

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# WEATHERIZATION & HVAC CONTRACTORS

## Applying

- 1<sup>st</sup> round Applications open November-December 2021 Online
- Serve REC's Territory
- Quality / Timeliness of Work
- Ability to use scheduling / tracking software and mobile apps

\*Contractor may increase annual pricing schedule at any time with appropriate evidence of supply chain increases

## Requirements

- Weatherization: Certified BPI – Infiltration and Duct Leakage
- HVAC providers:
  - Warranty
  - Annual servicing for 3 years
  - No cost repairs if poor workmanship is identified by REC as cause of less savings throughout tariff term
- Provide annual pricing schedule\*

**REC**

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# REC RESPONSIBILITIES

Include:

- Adding tariff to REC bill
- Filing Notice of Efficiency upgrade with county records
- If service transfers, REC will notify new member
- Contractor management and selection
- Conducts Energy Audits
- Member education and marketing
- Facilitate analysis by 3<sup>rd</sup> party



# MARKETING

## Target marketing

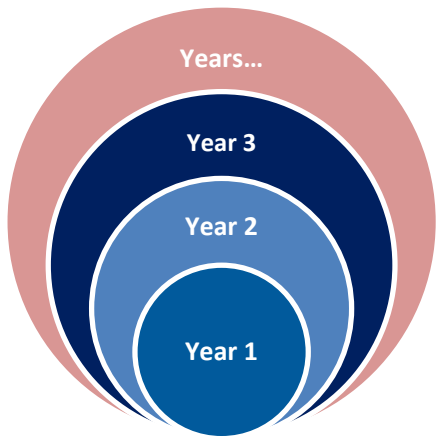
- Energy Intensive Homes
  - Energy use  
kWh/Square Footage
- “All-Electric” homes only

## Other marketing channels

- Social Media, Print, Digital
- Community events referrals
- High bill complaints referrals



# PLANNED ELIGIBILITY EXPANSION



## Geographic Expansion

- Each year will add more contractors as demand for the program increases

## Added Savings

- REC will seek to change Virginia law from “all-electric”
- As a result, members with other energy sources (i.e., natural gas, propane, heating oils) will be eligible



# TIMELINE







# WHAT HAPPENS NEXT?

- REC will send an email to all attendees following this presentation.
- Attendees will be provided with
  - A copy of all slides
  - Program Design Draft
  - FAQs
- If you have additional questions about this process or REC's program design, you can contact REC directly.



**Joyce Bodoh**

Director - Energy Solutions  
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**Chelsea Harnish**  
Executive Director  
VAEEC





**John Hewa, Dr. Eng.**  
President & Chief  
Executive Officer

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THANK YOU

