

February 21, 2023

Efficiency Vermont Update

Energy Efficiency Modernization Act (Act 151)

Kelly Lucci

Director, Strategy & Partnerships

Efficiency
Vermont

Act 151 Background

2020 legislation

- Allows Efficiency Vermont and Burlington Electric Department to implement programs, measures, and services that **reduce GHG emissions** in the **thermal energy or transportation sectors**, or both
 - Up to **\$2 million** per year
 - Must have nexus with **electricity** usage
 - Must be **additive/complementary** to existing efforts
 - Pilot **2021-2023**
- Efficiency Vermont Act 151 program focus areas:
 - **EV supply chain development**
 - **EV consumer awareness and education**
 - **Low-income heating electrification**
- Plan approved by VT Public Utilities Commission and pilots launched in 2021 & 2022

<https://legislature.vermont.gov/bill/status/2020/S.337>

Transportation

Efficiency
Vermont

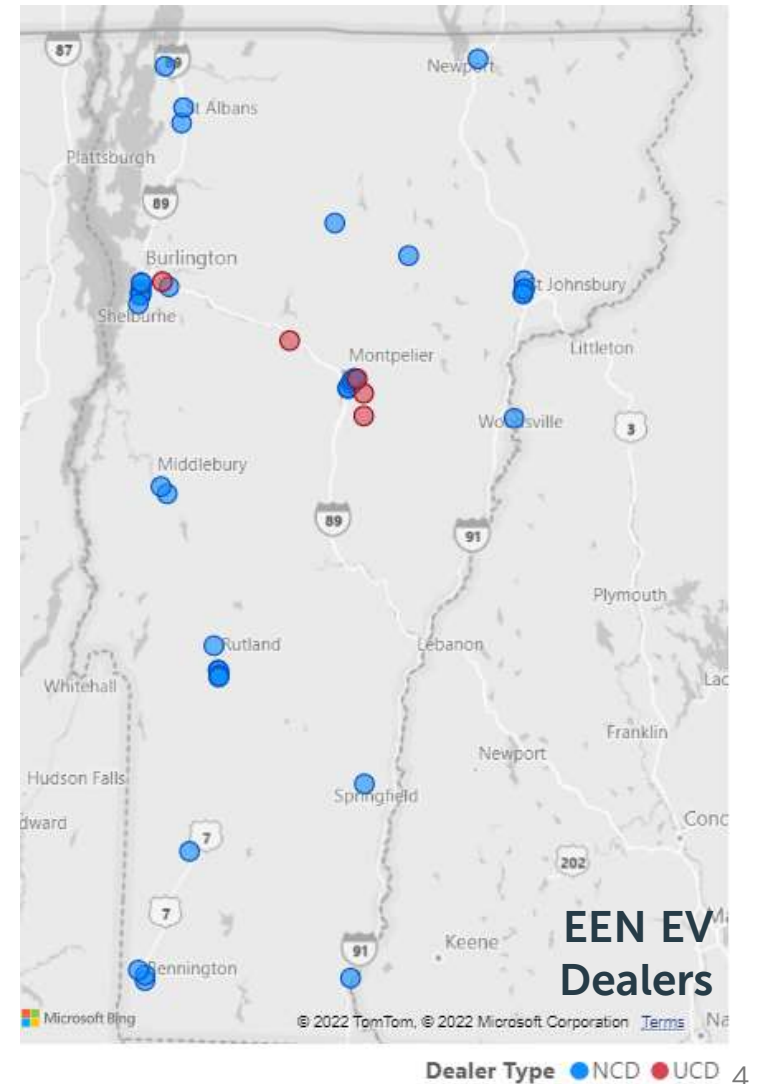




EV Dealer Program

Support the adoption of plug-in EVs across Vermont by creating a network of new and used car dealers committed to promoting EVs

- Pilot program launched in fall 2021 and will run through end of 2023, in conjunction with statewide EV education campaign
- 50 participating dealers representing 12 counties
 - 45 new car dealerships (NCD)
 - 5 used car dealerships (UCD)
- Program benefits include funding for EV infrastructure, dealer/salesperson incentives, training and education, marketing and promotional support



Program Participation To Date

- **50** EEN EV Dealers
- **94** sales staff trained
 - 41 EEN EV Dealers represented
 - 18 EV Sales Training sessions offered (in-person and virtual)
- **34** dealers have accessed program incentives
- **26** EV readiness (infrastructure) projects supported
 - 19 charging station projects
 - 6 EV service tools & equipment projects
 - 1 OEM EV certification project
- **587** EVs supported



DCFC at an EEN EV Dealership

EV Campaign

Statewide, multi-channel ad campaign in partnership with Drive Electric Vermont

Key Activities

- Ads tailored to every step of an EV consumer's journey, from awareness to consideration and decision-making
- Blogs, web resources
- [EV comparison tool](#) – compare fuel efficiency, available incentives, and total cost of ownership
- [Research](#) on Vermonters' car-shopping behaviors and preferences

Web Engagement

- Users: 164% increase since start of campaign
- Sessions: 165% increase
- Pageviews: 183% increase



Drive Electric Vermont

Campaign Tactics

- Video ad series (3)
- BTV installation
- Bus wraps in Chittenden County, White River Jct., and Middlebury
- Ads in various channels: broadcast, streaming, digital display, social media, Front Porch Forum
- Seven Days partnership
- Point of sale materials at EEN EV Dealerships

Thermal

Efficiency
Vermont



Low-income Fuel Switch Pilot

Launched in October 2022

What

Partnership with electric utilities:

- Install approx. 300 cold climate heat pumps to offset fossil fuel heating
- Serving low income (below 80% AMI) customers, already served by Weatherization agencies

Why?

- Reduce energy burden for low-income customers
- “Look back” to address gap that has existed since the creation of Tier 3
- Assists utilities in meeting new Tier 3 low-income goals

How

1. OEO refers clients
2. EVT qualifies to ensure heat pump is a good fit and will reduce customer’s costs
3. EVT assigns contractor
4. Contractor bills EVT, once project is completed
5. EVT reports electric and Tier 3 savings; bills each utility for their portion of the cost

Impact so far

First Round of Outreach

- October-November 2022
- CVOEO and BROCC territories
- 161 Customers enrolled across 10 counties
- Average total per project cost = \$6,036
- Fully subscribed within 6 weeks of launch
 - Wait list in place to ensure we don't exceed utility project/budget caps

Second Round of Outreach

- Late February through April 2023
- Capstone, SEVCA, and NETO



// You are an angel...I just can't believe it!

**Low-income Fuel Switch
Customer**
Brandon

Recommendation

Update the “Utility Geo-equity” provision

Ensure that the thermal program can continue - with flexibility to match the budgets and priorities of utility partners.

Change Section (b) (5):

Be delivered on a statewide basis. However, this shall not preclude the delivery of services specific to a retail electricity provider. Should such services be offered, Vermont Public Power Supply Authority member utilities shall be provided the opportunity to offer retail electricity provider-specific programs, and those services shall be designed and coordinated in partnership with the Vermont Public Power Supply Authority. When retail electricity provider-specific programs are offered to any electric distribution utility, Vermont Public Power Supply Authority member utilities shall be offered the opportunity to participate in these programs. The proportion of utility-specific program funds used for services to customers of Vermont Public Power Supply Authority member utilities shall be no less than the proportionate share of the energy efficiency charge collected across their combined territories during the period this section remains in effect.

Questions?

Kelly Lucci

Director, Strategy & Partnerships

E klucci@efficiencyvermont.com

T (888) 921-5990

D (802) 540-7630

20 Winooski Falls Way, 5th Floor

Winooski, VT 05404

efficiencyvermont.com

Efficiency
Vermont