



# Single Family Home Energy Savings Program

*Earn Money for Delivering Energy Savings to Residents of the Tri-County Region*

*3/23/2023*



# 3C-REN: Tri-County Regional Energy Network

- Three counties working together to improve energy efficiency in the region
- Services for:
  - **Building Professionals:** industry events, training, and energy code compliance support
  - **Households:** support with home energy upgrades
- Funded by ratepayer dollars that 3C-REN returns to the region





ENERGY  
CODE  
CONNECT

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BUILDING  
PERFORMANCE  
TRAINING

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HOME  
ENERGY  
SAVINGS

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# The Single Family Home Energy Savings Incentive Program

The 3C-REN Single Family Program provides incentives directly to contractors for delivering energy savings or electrification to residents of the Tri-County Region.



# Additional Goals of the Program

- **Support local contractors** – incentive multipliers if work is done by contractors local to the Tri-County region
- **Serve Hard to Reach Households** – incentive multipliers if work is done at hard to reach households (definition in a later slide)
- **Generate Growth in Electrification Projects** – increased incentives for gas reduction so electrification projects net attractive incentive values



# What Does This Mean for You?

Your customers pay you for the services that you provide to them – new equipment, comfort, lower energy bills, etc.

When you submit info about these projects to the 3C-REN program, **you get compensation in the form of incentives for the value of the energy savings on the electric grid**

And, if you are able to help achieve some of the additional goals of the program, you will get compensated at an even higher amount.



## 3C-REN's Program Partner:

The logo for RECURVE, featuring the word "RECURVE" in a white, bold, sans-serif font on a dark blue rectangular background.

3C-REN has hired Recurve to implement the program

Recurve provides:

- Support to contractors
- Program online platform [\(Link\)](#)
- Project submission support
- Project tracking and incentive payments

To become a registered provider of the program, contractors sign an agreement with Recurve

[Sign up to become a registered provider here!](#)



# Program Mechanics – Brief Overview

- Install energy savings/electrification measures for your customers
- Estimate energy savings that your projects will deliver
- Get two programmatic forms signed by your customer
- Submit information about the project to the program's online portal
- Begin receiving incentive payments once your project has been reviewed and approved





# How are Incentive Amounts Determined

The incentive is broken into two parts – a guaranteed upfront incentive, and a performance-based incentive

- **The guaranteed upfront incentive** – Paid upfront after project has been submitted and approved. Based on the energy savings estimate that is provided by the contractor
- **The performance-based incentive** – Paid over the course of the 12 months following the install. Energy savings will be measured using the utility meter at the home (homeowner and contractor do not need to do anything additional), and payments will be made directly to contractors quarterly as energy savings are accrued



# More on the Performance-Based Incentive

- Recurve will monitor the energy usage at the home for 12 months after project completion using the data from the smartmeter that is at the home
- Energy savings have value to the grid, so as savings are accrued and measured, projects earn value
- Contractors are paid out directly at the end of every calendar quarter for all projects in their portfolio that have accrued enough value to earn payments
- Contractors can choose to pass this part of the incentive along to customers, or keep it to increase margins for their projects



# Site Eligibility Criteria

- Single family home within the Tri-County Area
- Electric Delivery from PG&E or SCE for electric incentives, Gas Delivery from PG&E or SoCal Gas for gas incentives
- Homeowner has lived in the home for at least 12 months
- No solar has been installed in the last 12 months
- No ratepayer funded utility incentives received in the last 12 months



# Project Eligibility Criteria

- Anything that reduces energy consumption permanently (Efficient AC, Insulation, etc.)
- Anything that shifts load out of peak (Batteries, Smart Thermostat)
- Any natural gas to electric conversion
- Solar and fossil fuel generation **are not eligible**



# What is a Hard to Reach Customer

In Santa Barbara and San Luis Obispo Counties, **a customer must meet one of the following criteria:**

- Qualify for CARE or FERA utility rates
- Live in a mobile/manufactured home
- English is not the primary language spoken

In Ventura county, a customer must meet one of the criteria above **and be located in a Disadvantaged Community** to qualify as HTR ([DAC map link](#))



# What do Incentives Look Like?

Incentives are going to vary based on the predicted and actual energy savings of each individual project.

The next few slides show average incentive values you can expect for projects of various measures and predicted savings.

**The numbers on the following slides are the estimated total of the up-front + the performance based incentives.**

Up-front incentives are equal to 50% of the total estimated incentive for a project



# Incentive Projections – Standard (not hard to reach)

| MEASURE: STANDARD | ANNUAL KWH SAVINGS |         |         |         |
|-------------------|--------------------|---------|---------|---------|
|                   | 500                | 1,000   | 1,500   | 2,000   |
| HVAC              | \$1,720            | \$3,440 | \$5,160 | \$6,880 |
| Pool Pump         | \$890              | \$1,780 | \$2,670 | \$3,560 |
| Smart Thermostat  | \$1,130            | \$2,260 | \$3,390 | \$4,520 |
| Water Heating     | \$920              | \$1,840 | \$2,760 | \$3,680 |





# Incentive Projections – Hard to Reach

| MEASURE: HARD-TO-REACH | ANNUAL KWH SAVINGS |          |          |          |
|------------------------|--------------------|----------|----------|----------|
|                        | 500                | 1,000    | 1,500    | 2,000    |
| HVAC                   | \$5,060            | \$10,120 | \$15,180 | \$20,240 |
| Pool Pump              | \$2,620            | \$5,240  | \$7,860  | \$10,480 |
| Smart Thermostat       | \$3,330            | \$6,660  | \$9,990  | \$13,320 |
| Water Heating          | \$2,700            | \$5,400  | \$8,100  | \$10,800 |





# Incentive Projections – Electrification

## ELECTRIFICATION RATES

| MEASURE: WATER HEATER | THERMS/KWH | VALUE STANDARD | VALUE HTR |
|-----------------------|------------|----------------|-----------|
|                       | 50/-293    | \$720          | \$2,440   |
|                       | 100/-586   | \$1,440        | \$4,880   |
|                       | 150/-879   | \$2,160        | \$7,320   |
|                       | 200/-1172  | \$2,880        | \$9,760   |

| MEASURE: HEAT PUMP | THERMS/KWH | VALUE STANDARD | VALUE HTR |
|--------------------|------------|----------------|-----------|
|                    | 50/-391    | \$920          | \$3,310   |
|                    | 100/-781   | \$1,840        | \$6,620   |
|                    | 150/-879   | \$2,760        | \$9,930   |
|                    | 200/-1563  | \$3,680        | \$13,240  |



# Grow Your Business as a Member of the Program

As an organization, 3C-REN is a collaboration of local county governments, and as such, they have strong ties to residents in the community.

Residents look to 3C-REN to be a resource that can connect them to contractors who do energy related work.

As a registered provider of the program, you can get connected to Tri-County residents who are looking for energy efficiency services – **in other words, being a part of the program can get you access to warm leads who are looking for your services!**



# How to Sign Up

Sign the agreement with Recurve to become a registered provider of the program.

- [Link to agreement here](#)
- Once that has been signed, Recurve will reach out with info on next steps
  - Program materials
  - Project submission instructions
  - Log-in to platform





**Thank you!**

**For more info:**

[3C-REN Homepage](#)  
[Program Homepage](#)

**For questions:**

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