

# Commercial HVAC Trade Ally Network

Final Implementation Plan Webinar

July 22, 2014

# Agenda

- Introductions
- Project Mission
- Stakeholder Interview Results
- Implementation Tasks
- Next Steps
- Q&A

# WHAT AND WHY?

Developing a regional network of commercial HVAC contractors, distributors, and other stakeholders.

These groups influence the equipment selection in commercial buildings by promoting utility rebate programs and persuade end-users to make an energy efficient choice.

There are opportunities for improvement to increase efficient HVAC installations by helping contractors access utility rebates, navigate program processes, and sell higher efficiency equipment.

# GOALS

- Utilities have an opportunity to increase commercial HVAC measures installations, acquiring cost-effective energy savings.
- Increase the development of standard or streamlined custom HVAC measures and offer motivating rebate amounts to drive sales and installations.
- Provide valuable membership benefits that focus on engaging partnerships, continuous learning, and program connections.
- At least 100 geographically diverse commercial HVAC contractors will join the network by 12/31/2015

# Stakeholder Interviews

- Spoke with
  - Contractors
  - Other Stakeholders
  - Distributors
  - Utilities

Stakeholder Type	# Outbound Contacts Made	# of survey link responses	# of phone survey responses	Total # of responses	Response Rate
Distributors	12	11	1	12	100%
Other Stakeholders	8	4	3	7	88%
Contractors-Oregon	36	21	11	32	89%
Contractors-Washington	75	20	5	25	33%
Contractors-Idaho	26	8	0	8	31%
Contractors-Montana	11	3	0	3	27%
Contractors-Wyoming	1	0	0	0	0%
Contractors-Nevada	1	0	0	0	0%
Contractors-California	0	0	0	0	0%
Utilities	10	0	10	10	100%
<b>Totals</b>	<b>180</b>	<b>67</b>	<b>30</b>	<b>97</b>	<b>54%</b>

- Round 1-Conducted 40 interviews between 3/21 and 4/14
- Round 2 – Conducted 57 interviews between 5/19 and 6/25
- Phone & Surveymonkey.com link

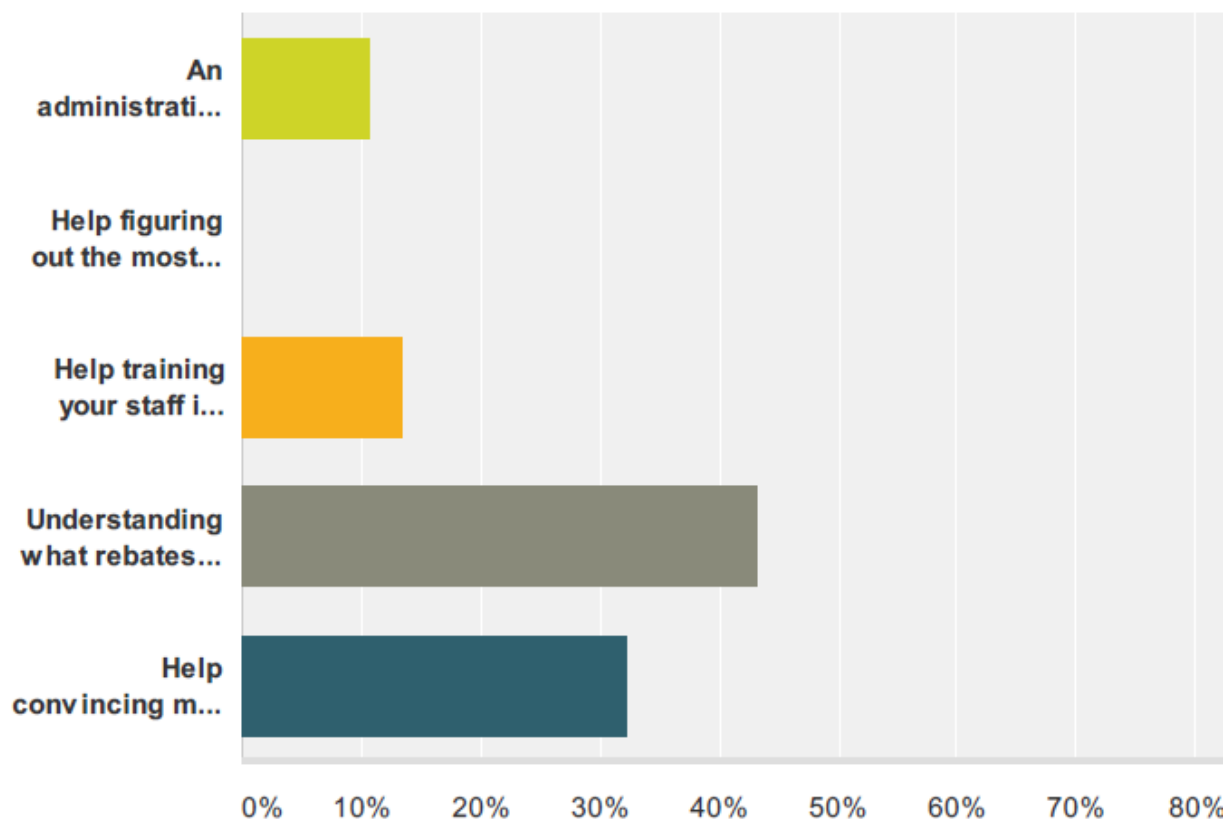
# Select Contractor Interview Results

- 54% of contractors install both residential and commercial HVAC projects.
- 43% need help knowing what rebates are available in which utility territory.
- 52% want training on how to get rebates and work through the utility processes.
- 76% of respondents claim to have internet access while working in the field.
- 97% of contractors and 100% of utilities interviewed believe a regional commercial HVAC trade ally network will be beneficial to their company and region.

# Select Contractor Interview Results (Cont.)

**Q12** What kind of assistance do you need in the field or in the office to participate in utility rebate programs?

Answered: 37 Skipped: 5

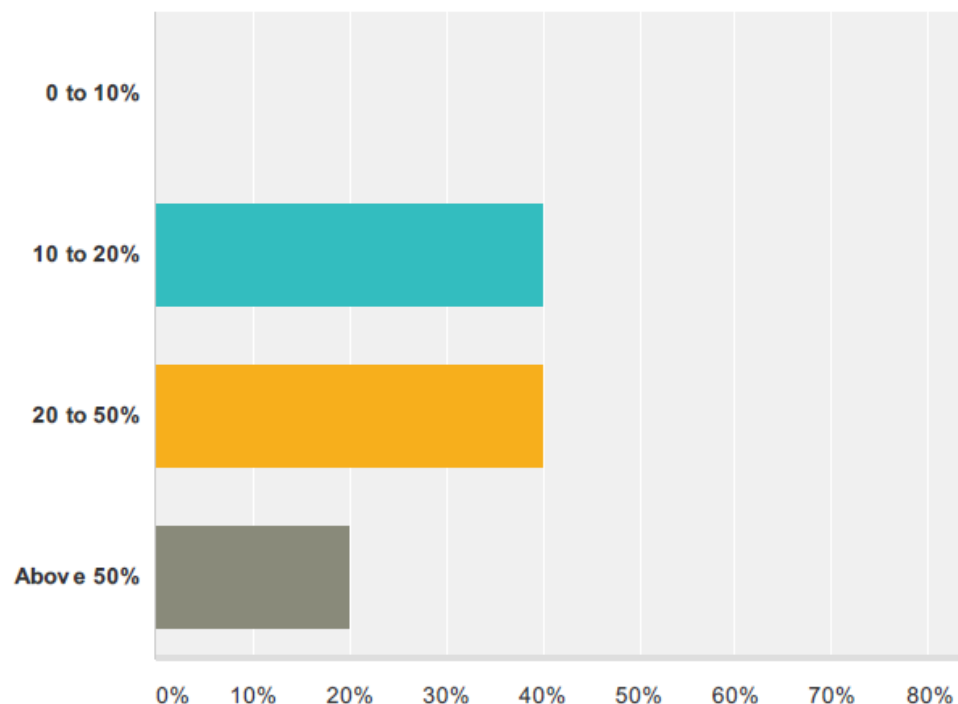


# Select Distributor Interview Results

- Need more awareness and training on utility rebate programs.
- May need a specific outreach approach and training curriculum for this group.
- Consider an upstream/midstream buy-down rebate paid directly to manufacturers/distributors for small units in the future.
- Excited to collaborate and participate

## Q7 Approximately what percentage equipment do you sell is energy efficient?

Answered: 5 Skipped: 0





# Select Utility Interview Results

- Excited for training/workshop opportunities.
- Need to respect their approved contractor lists and/or utility TANs.
- Looking forward to a calculator tool and standardized walkthrough survey tool to identify HVAC opportunities.
- Acknowledge that there is lots of commercial HVAC opportunity out there, but it's hard to get.
- Offered excellent ideas for contractor outreach and collaboration opportunities
- Would benefit from an HVAC Basics lunch and learn for all utility staff.

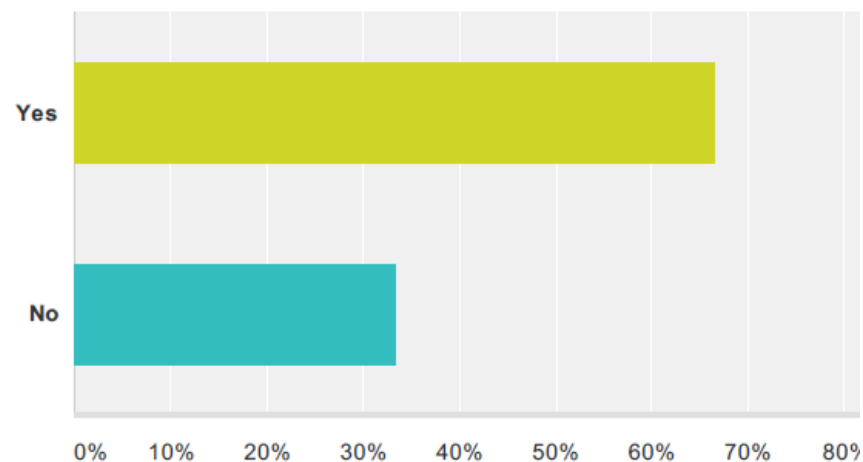
# Select Other Stakeholder Interview Results

Who are they?

- Energy Trust of Oregon
- Western HVAC Performance Alliance
- Northwest Power Conservation Council
- Northwest Energy Efficiency Council
- Inland Northwest HVAC Association
- ORACCA
- PECEI (Energy Smart Grocer Program)

Q10 Do you offer/provide training to your members?

Answered: 6 Skipped: 1



# Now What?

## HVAC Trade Ally Network Rollout Preliminary Plan

**2014**

Infrastructure	Justification
Incentive & HVAC Measure Design	Expand & Calibrate Offerings
Communication & Marketing Plan	What & How Will We Communicate
Eligibility & Enrollment Process	Nuts & bolts
Recruitment Plan	How Will We Recruit
Field Services	Assistance & Service
Training Materials	Education
Event Schedule	Visit, Train, Speak, Build Relationships



**2015 & Beyond**

Expansion	Justification
Online Resources	Communication & Service
Walkthrough Survey Tool	Identify Opportunities
Calculator Tool	Easy Project Savings & Rebates
Reporting	Monitor Progress
Expand Field Services	Assistance & Service
Recognition & Rewards	Motivate & Inspire
Contractor & Utility Advisory Boards	Continuous Improvement

# Program Development

## Incentive & Commercial HVAC Measure Design

- Explore these potential deliverables:
  - Develop territory wide matrix that includes:
    - Incentives/rebates offered by each utility, rebate requirements, measures offered, other pertinent info
  - Develop new measures
    - Air-side economizers, controls, RCx, etc.
    - Prioritize based on interviews and what is already in the pipeline
  - Potentially reduce up front cost of equipment
    - Tiered incentives, upstream or mid-stream buy downs, bonuses

# Trade Ally Network Development

Build the infrastructure to support immediate recruitment and long term growth.

- Design & Implement
  - Eligibility & Enrollment Process
  - Recruitment Activities
  - Rewards & Recognition Plan

# Tool Development

## ■ Calculation Tool

- 97% of respondents would use a BPA provided tool.
  - assist them in applying for rebates
  - potentially shorten the time frame from project submission to incentive check
  - provide financial metrics for end-user decision making
- It's a 46%/53% split between those who would prefer an Excel file and those who want an online accessible tool
- 68% are not using any type of calculator tool and the ones that do use a tool are all focused on residential HVAC installations.

# Tool Development (cont.)

- Building Walkthrough Survey Tool
  - Identify Commercial HVAC opportunities plus other areas of improvement.
  - Add value for utilities with limited staff and few commercial buildings.
  - Segue end-user to complete a deeper retrofit after a completed lighting project.
  - Excel backbone with a PDF fillable form via tablet, laptop, or paper.

# Marketing

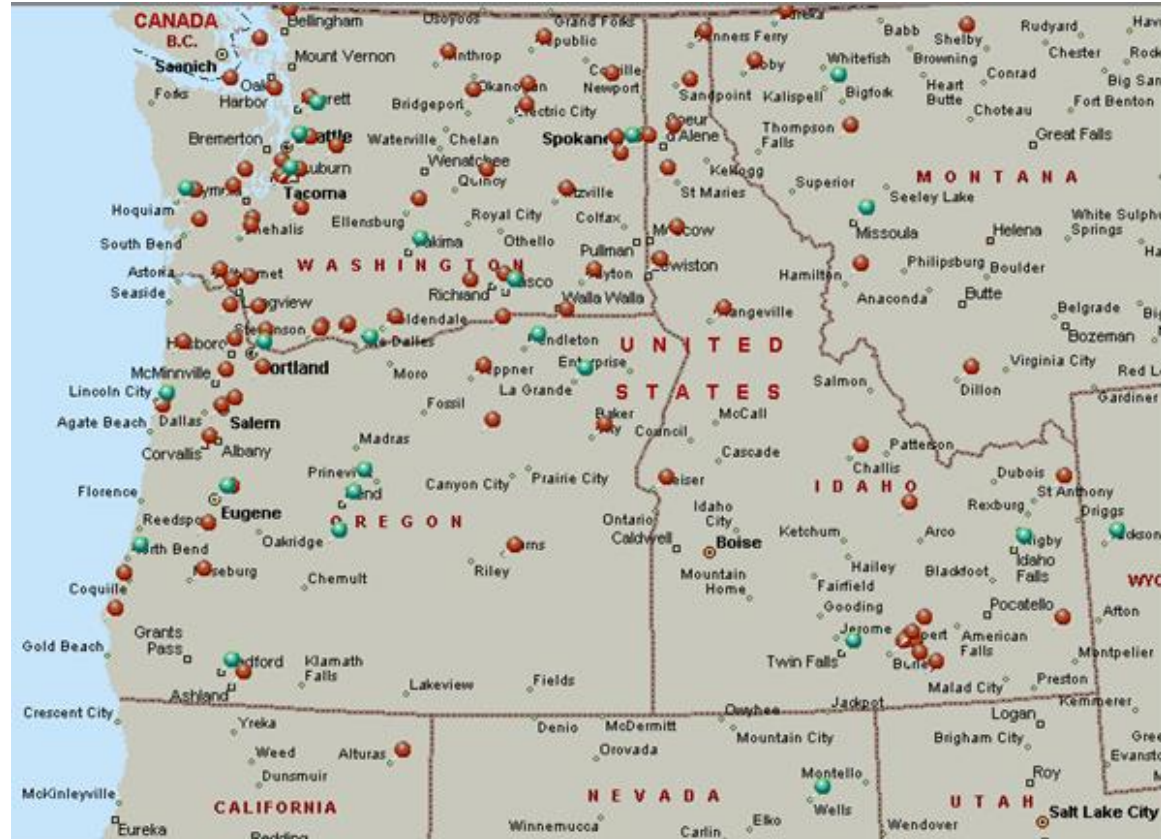
Marketing and outreach tactics will focus on the strategy, methods, and channels needed to reach contractors and distributors in rural and urban markets and collaboration opportunities with other organization, stakeholders and utilities.



# Marketing (cont.)

Explore Potential Deliverables:

- Marketing & Outreach Plan
- Workshop Materials/Curriculum, Methods & Topics
- Event Planning & Tracking
- Website Design & Maintenance



# Marketing (cont.)

## Proposed 2015 Workshop Topics:

- HVAC TAN Basics (for potential members)
- How to Receive Utility Rebates
- How to use the Calculator Tool
- How to use the Walkthrough Survey Tool
- Selling the Highest Energy Efficiency Option
- HVAC for Grocery
- Building Commissioning
- Commercial Opportunities for Residential Contractors

**Example 2015 Monthly Event Schedule for Contractors**

Topic	HVAC TAN Basics (Recruitment)	How to receive utility rebates	How to use the calculator tool	How to use the walkthrough survey tool	HVAC TAN Basics (Refresher)	Selling the highest energy efficiency option	HVAC for Grocery	Building Commissioning Commercial Opportunities for Residential Contractors	Advisory Board Meetings
January									
February									
March									
April									
May									
June									
July									
August									
September									
October									
November									
December									

# Program Management & Field Services

- Dedicated geographically dispersed HVAC Specialists that will:
  - Respond to all inquiries
  - Recruit members
  - Facilitate workshop trainings & attend events
  - Assist utilities with HVAC projects/questions
  - Build relationships
  - Perform walkthrough surveys
  - Provide technical assistance

## Program Management & Field Services (cont.)

- Advisory Boards for Utilities and Contractors (begin in 2016)
  - Foster communication that allows for a culture of continuous improvement and strategic planning throughout the life of the commercial HVAC TAN.
- Satisfaction/Feedback Survey sent to all TAN members annually

# Schedule

- Next 2 Months
  - Marketing & Outreach Plan
  - Incentive & Measure Matrix
  - Event & Education Collaboration Calendar
  - Additional Outreach
- CY Q4 of 2014
  - Continue to build infrastructure
- CY Q1 2015
  - Launch & Recruit

# CONCLUSION

- Establish a solid foundation and exciting member benefits
- Recruit
- Educate
- Collaborate
- Acquire Savings
- Continuous Improvement

# Questions/Feedback

Ideas/Feedback:

Contact your EER

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THANK YOU!