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Communicating Complexity

Rewiring America Incentives Calculator

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Efficiency Vermont

REWIRING
AMERICA

Efficiency
Vermont

Who is Efficiency Vermont?

- Statewide energy efficiency utility
- Help Vermont's families, businesses, and institutions understand and make better use of energy
- Reduce the cost of energy for all Vermonters
- Reduce greenhouse gas emissions





Upstream Supply Chain Engagement

Workforce Development & Training

Efficiency Excellence Contractor Network

Manufacturer Relationships

POS Product Stocking



Education, Promotion & Events

Campaign Development & Advertising

Website Development

Digital Tools, Guides & Online Resources

Events & Outreach



Rebates, Incentives & Financing

POS Discounts & Post-Purchase Rebates

Supply Chain Sales Incentives

0% Interest & On-Bill Financing

Incentive Processing



Engineering, Project Support & 1:1 Guidance

Virtual & In-Person Consultative Services

3rd-Party, Objective Support

Technology/Subject Matter Expertise

Project Planning & Analysis



Statewide Partnerships

Facilitation & Coordination

Relationship Development

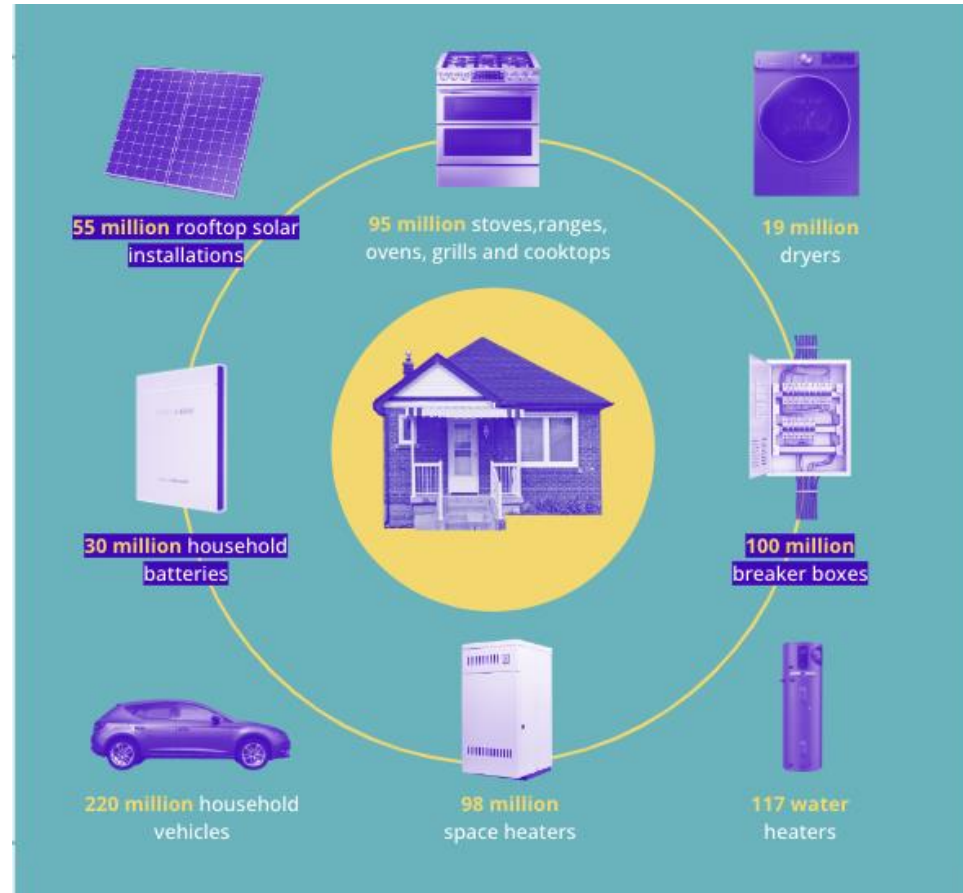
Opportunity Identification

Community Engagement

Who is Rewiring America?

And why should we electrify?

- 42% of our energy-related carbon pollution come from our homes
- Decisions that are made around the kitchen table
- A simple definition of electrifying everything involves two steps:
 1. Replace any machine that runs on fossil fuels with an electric version
 2. Power that electric machine with clean, renewable energy



The good news!

Vermonters across income groups have similar *interest* in planning electrification projects

	Planning to complete		
	Low	Moderate	High
Building weatherization (e.g., insulation and air sealing)	33%	37%	44%
Window replacement	34%	38%	32%
Electric or hybrid vehicle (or alternate transport, like mass transit, walking or biking)	31%	30%	32%
Switching from fossil fuel fired equipment to energy efficient electric options	30%	30%	39%
Energy storage (e.g., Tesla Powerwall battery)	28%	33%	26%
Advanced wood heat / biomass (e.g., wood or pellet stoves)	28%	27%	21%
Heating or cooling (e.g., air conditioner, furnace, heat pump)	20%	29%	26%
Efficient appliances (e.g., refrigerator, washer/dryer)	20%	27%	16%
Water heating	17%	21%	11%
LED lighting	16%	16%	15%
Conservation behaviors (e.g., turning down thermostat)	13%	20% ↑	6%
Other (please specify)	2%	0%	0%
None	8% ↑	3%	2%

The bad news...

The lower a Vermonter's income is, the less likely they are to report being able to complete a project (especially projects related to heating electrification, biomass, and transportation)

	<i>Completed</i>		
	Low	Moderate	High
Conservation behaviors (e.g., turning down thermostat) Completed	59%	57%	74% ↑
LED lighting Completed	55%	63%	56%
Efficient appliances (e.g., refrigerator, washer/dryer) Completed	48%	54%	63%
Water heating Completed	35%	36%	48%
Heating or cooling (e.g., air conditioner, furnace, heat pump) Completed	34%	38%	42%
Building weatherization (e.g., insulation and air sealing) Completed	31%	37%	40%
Window replacement Completed	28%	28%	35%
Advanced wood heat / biomass (e.g., wood or pellet stoves) Completed	18% ↓	23%	34% ↑
Electric or hybrid vehicle (or alternate transport, like mass transit, walking or biking) Completed	12% ↓	28% ↑	15%
Switching from fossil fuel fired equipment to energy efficient electric options Completed	10% ↓	20% ↑	16%
Energy storage (e.g., Tesla Powerwall battery) Completed	7% ↓	15%	13%
Other (please specify) Completed	2% ↑	0%	0%
None Completed	9% ↑	4%	2%

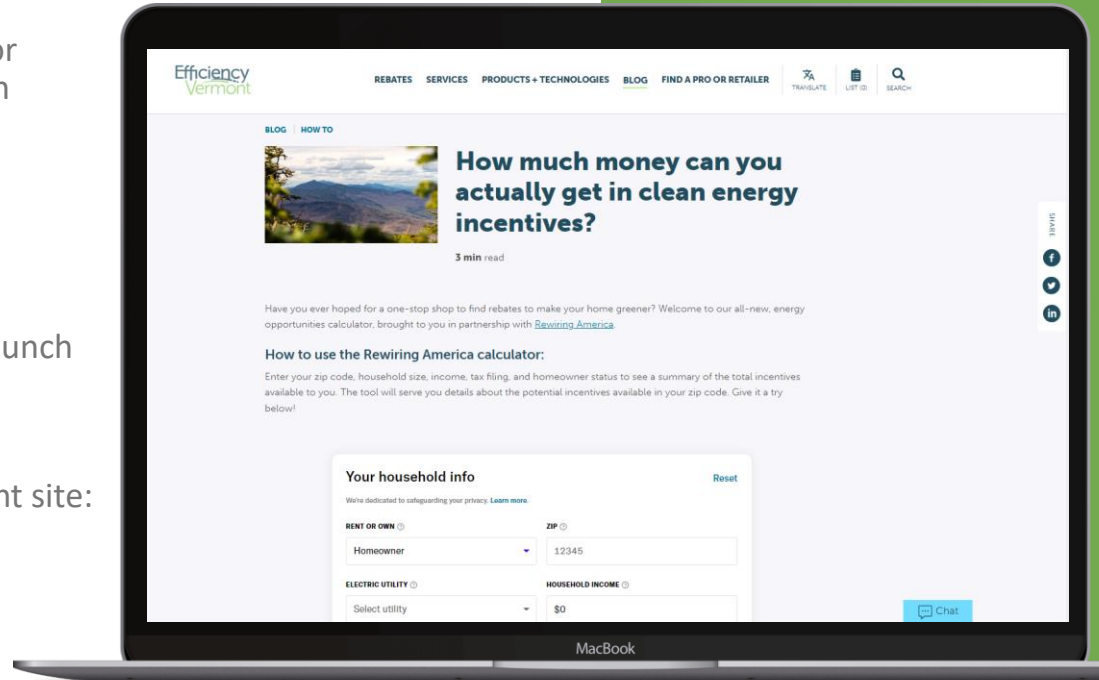
Barriers

- Top barriers include
 - Don't have \$ to spend on energy projects (65%)
 - Unsure what would improve home (29%)
- Recent state and federal investments in clean energy technologies make these projects more accessible than ever
- Rewiring America Incentives Calculator become critical tool for customer communications

Top Barriers (LMI Only)	%
I don't have money to spend on energy projects at this time	65%
I am unsure what would most improve my home's energy efficiency	29%
I don't own my home so do not feel I can make it more energy efficient	25%
Recent supply chain issues or unexpected/rising costs have prevented me from moving forward	20%
I don't have time to make my home more energy efficient	14%
I would prefer to spend the money I might use for energy projects on something else	13%
I've already taken all energy efficiency actions possible in my home	14%
Changes to my home's energy efficiency wouldn't have a big impact on my energy bills	11%
I'm unable to find an available contractor or firm who is able to take on the work	8%
Changes to my home's energy efficiency wouldn't have a big impact on the environment	9%

Rewiring America Vermont Incentive Calculator

- The calculator provides a one-stop shop for Vermonters to find out what electrification rebates are available to them
- Built by partners at Rewiring America
- Earth Day Launch – Only the 2nd state to launch a unique state tool
- Currently housed on the Efficiency Vermont site: www.efficiencyvermont.com/Calculator
- Can also be embedded on your own website



The tool itself

- **ZIP code:** used to determine your utility's offers and rebates
- **Income and household size:** used for eligibility in low- and moderate-income offers from Efficiency Vermont and others
 - [See if your household qualifies for low- and moderate-income offers](#)
- **Choose a project** (or several) to see offers
- The tool does NOT store this information



Your household info Reset

We're dedicated to safeguarding your privacy. [Learn more.](#)

RENT OR OWN ⓘ	ZIP ⓘ
Homeowner ▼	05495
ELECTRIC UTILITY ⓘ	HOUSEHOLD INCOME ⓘ
Green Mountain Power ▼	\$75,000
TAX FILING ⓘ	HOUSEHOLD SIZE ⓘ
Married filing jointly ▼	4 people ▼

[View results](#)

We found 42 results across 10 projects.

[Home](#) Heating, ventilation & cooling

10 ▼

Up to \$2,000 off a ducted heat pump

[Learn how to apply](#)

Efficiency Vermont Ducted Heat Pump Rebate

Work with a contractor to install your ducted heat pump and get a \$1,000-\$2,000 instant discount.

UPFRONT DISCOUNT

What's listed?

Product Incentives

- Weatherization
- Heat Pumps
 - Heating/Cooling systems
 - Dryers
 - Water Heaters
- Electric Vehicles
- Battery Storage
- Induction stoves
- Lawn Care
- Solar

Additional Resources on Efficiency Vermont

- Energy coaching/Assessment Services
 - Virtual Home Energy Visit
 - Over-The-Phone Consultations
 - Green Saving Smart Energy/Financial Coaching
- Smart Thermostats
- Wood Heating
 - Wood Stoves
 - Pellet Stoves
 - Central Wood Pellet Furnaces & Boilers
- Window A/C units
- Lighting
- Appliances
 - Dehumidifiers
 - Washer/Dryer Combination Units

Key Takeaways

- There is more money for clean energy projects available than EVER before
- More \$ = More Programs = Complexity
- Complexity kills participation → Keep it simple (focus on small next steps)
- The more we can do to help Vermonters *access* information and resources will help remove barriers



Share the tool!

Embed the calculator directly on your website:

<ps://api.rewiringamerica.org/docs/routes/embed>

Or

Link to Efficiency Vermont's page:

<https://www.efficiencyvermont.com/calculator>

Or

Share the short URL in you communications:

[efficiencyvermont.com/calculator](https://www.efficiencyvermont.com/calculator)

For those who don't know where to start...

Virtual Home Energy visit

- Free to **all** Vermonters (renters & homeowners)
- 1:1 video conversation with an Efficiency Vermont Energy Consultant
- Energy expert provides guidance on specific areas for improvement & personalized list of next steps
- Can be scheduled directly on the Efficiency Vermont website (no need to talk to anyone)

www.efficiencyvermont.com/visit



Questions? Let's chat.

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