

Energy Coaching Network Analysis Report (and feedback)

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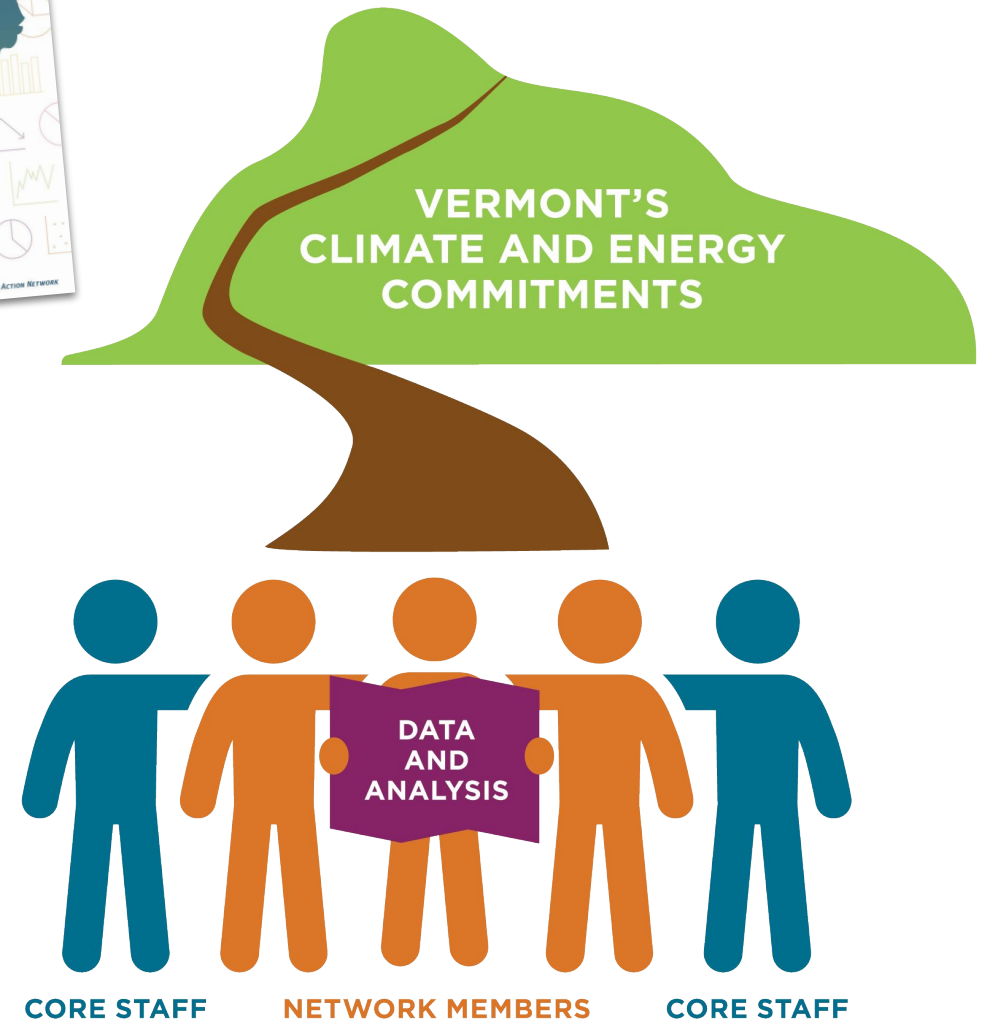
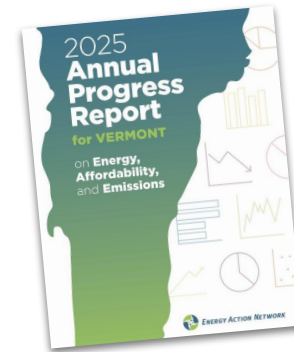
- **Background Context (EAN and Interviews)**
- **Findings**
- **Breakout group conversations to hear from you**
- **Quick report out**
- **Post webinar survey**



EAN is two things

EAN Organization

The organization's mission is to support Vermont in making energy and climate decisions that are grounded in high-quality data and analysis, and collaboratively developed for effective and durable progress.

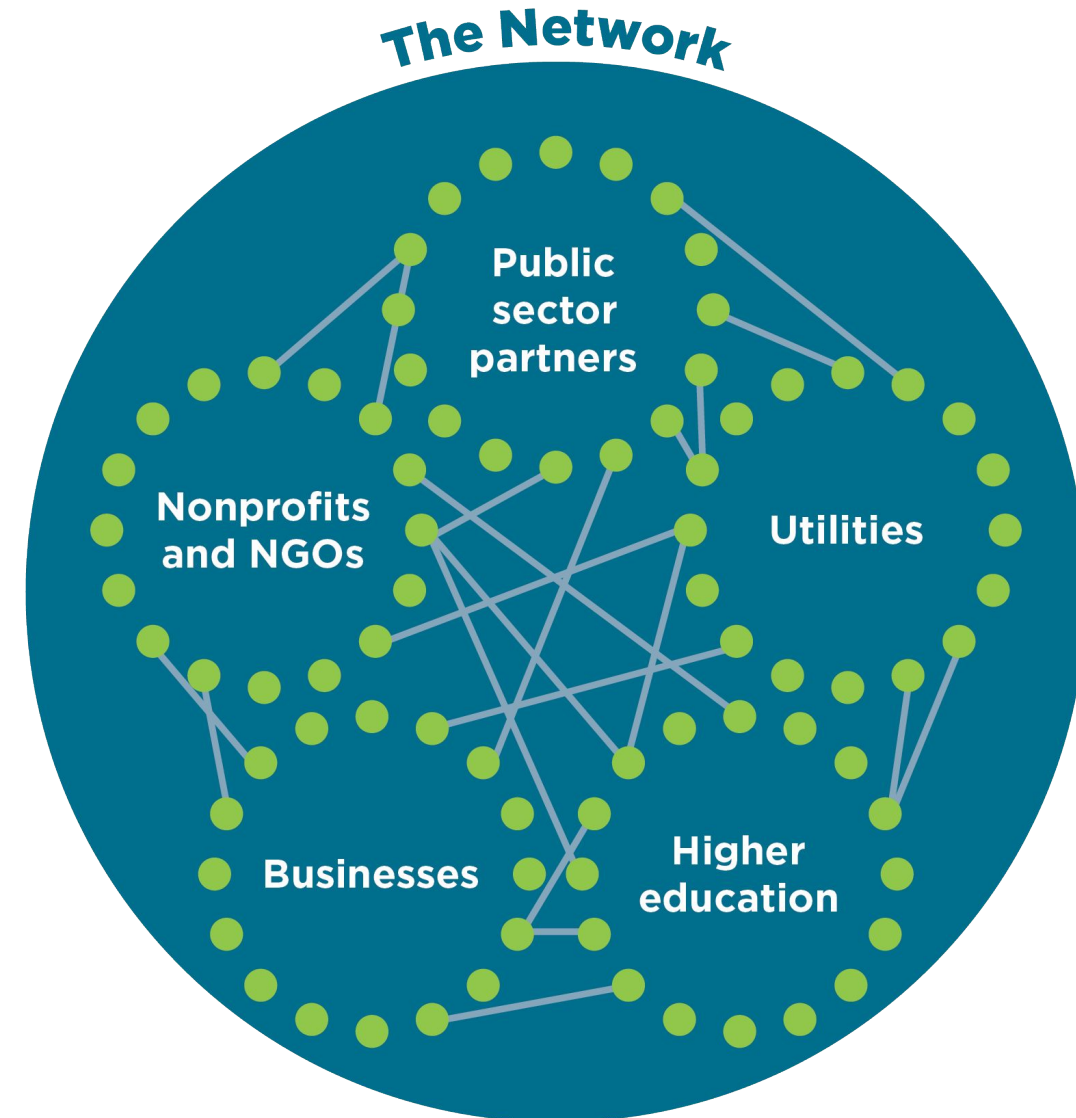




EAN is two things

EAN Network

The Network's mission is to achieve Vermont's climate and energy commitments in ways that create a more just, thriving, and sustainable future.





Context - EAN Network Action Teams



Weatherization at Scale



Climate Workforce



Thermal Energy Networks



Clean and Affordable Vehicles



Energy Coaching Network



Heat Pump Working Group



Municipal Energy Code





Exploring the question:

Would Vermont residents benefit from a statewide network of local energy coaches, utilizing volunteers?



Conducted 21 interviews

Energy
Efficiency
Utilities

Utilities

Community
Action
Programs

Education
Non-profits

Coach / Wx
Non-profits

Coach /
Contractor
Businesses



Interview Topics

- Scope and scale of work done by their organization
- Challenges homeowners, property owners, and renters face in completing clean energy projects
- Gaps for helping people complete energy projects that reduce or eliminate fossil fuel use
- Whether households would benefit from the creation of a network of local energy coaches, and the roles of volunteers
- The role their organization might play in such a network

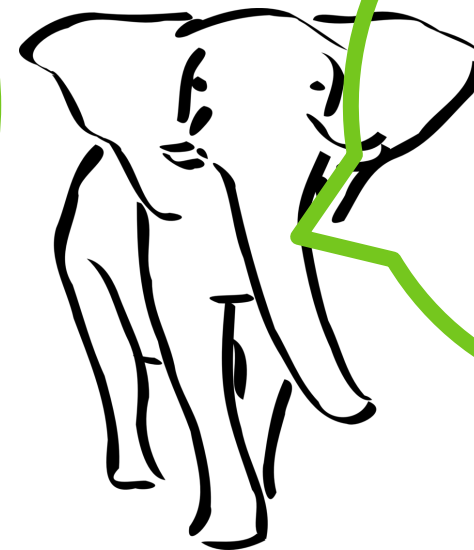


Findings

Additional support is needed to help people complete clean energy / efficiency projects.

Funding remains the biggest challenge

System and project complexity is also a big challenge



And it's *really* hard to help renters!



Volunteers from the community can help!

But they can also do more harm than good:

- if they give incorrect technical advice!
- if they give incorrect information about programs
- if their work further complicates a fragmented and confusing system



Things we need to understand, but coaching won't be able to solve

VT has a complex web of programs

Funding and financing options are lacking

Too few wx and clean energy contractors

Some homes are really hard to electrify or wx



Coaches add significant value with **Project Management**

Translating
technical
information
from
experts

Talking
through
next steps
/ scope of
work

Applying
for
rebates
and
programs

Help call
contractors
and
interpret
reports and
quotes



Coaches add significant value with **Communications**

**Elevate
Outreach**

Personal
stories
-
"I did this
at my
home."

Neighbor
to Neighbor
-
Building
Trusted
Community

Social
Norming
-
"Everyone
is doing
this."



Social (emotional) Support

Volunteers need to be trained in social skills and sales as well as technical skills.

"This process is a combination of sales and counseling."

"You never know what kind of living situation you will be walking into."



A volunteer network would need

- on-going training (technical and programs)
 - funding
 - ongoing support
- coordination across programs



Energy coaching network collaboration with other organizations

Training

Funding

Marketing
and
outreach

Referrals



Discussion Questions

Breakout group discussion questions

- What did you agree/disagree with from the presentation?
- What, if anything would you add?
- What should the next steps be for this group?
- How would you like to stay involved?