

## EE.1: REDUCE NATURAL GAS USE FOR RESIDENTIAL CUSTOMERS

### SUMMARY

Partners will research, develop, and implement customer-specific and group tailored strategies to double residential participation in building envelope and high-efficiency equipment programs across the City with a specific goal for Green Zone participation.

Key Takeaways	
Project Lead	CenterPoint Energy
Primary/Secondary Support	City of Minneapolis
Customer Segment	Residential
GHG Reduction	2,280 MTCO <sub>2</sub> e
Equity Element	Yes
Workforce Element	TBD

### DESCRIPTION

The Partners have identified research objectives to: 1) utilize home energy audit and conservation improvement program participation data and City assessor data to quantify and describe residential building characteristics by census tract, 2) calculate the energy savings potential from high residential natural gas users, 3) compare residential natural gas use intensity across geographic areas, and 4) assess strategies to drive customers with high energy savings potential to make energy efficiency home upgrades, especially building envelope upgrades.

The Partners, with assistance from EVAC, will work together to develop and implement strategies to engage customers with high energy savings potential and double participation in specified conservation improvement programs. As a best practice first-step with multiple benefits beyond energy savings, building envelope upgrades will be encouraged with outreach and City franchise fee supported incentive resources.

To improve equitable access to energy efficiency opportunities, Partners will target customers that qualify for low-income services or reside in the City's Green Zones. The Partners will also consider strategies to ensure the local workforce can sufficiently accommodate the anticipated influx of energy efficiency jobs caused by this activity.

### ANTICIPATED IMPACT

The research and data analysis produced from this activity will better inform goal-setting and strategies to reduce energy use in the residential sector and for under-resourced communities. This activity is expected to reduce GHG emissions by 2,280 MTCO<sub>2</sub>e by 2021 from approximately 4,500 rebated projects saving an estimated 43,000 dekatherms of natural gas. Half of these projects should benefit residents of the City's Green Zones or income qualifying customers. The Partners will develop and track metrics related to equity and workforce goals.

### ESTIMATED IMPLEMENTATION TIMELINE

No.	Supporting Efforts	Time Frame
1	Engage EVAC to help identify existing resources and needs.	Early 2019
2	Develop a research scope of work, timeline, and budget.	Early 2019
3	Acquire necessary resources and funding for research analysis.	Early 2019
4	Compile and analyze research and data.	Mid 2019
5	Engage EVAC to provide feedback on research findings.	Mid 2019
6	Vet customer engagement strategies.	Mid 2019
7	Ramp up execution of customer engagement strategy	Late 2019

No.	Supporting Efforts	Time Frame
8	Receive regulatory approval, <i>if necessary</i> .	<i>Early 2020</i>
9	Develop a strategy scope of work, timeline, and budget.	<i>Early 2020</i>
10	Monitor and evaluate customer engagement strategy	<i>2020-2021</i>
11	Collaborate on ways to encourage and incentivize deep energy retrofit and Passive House projects with natural gas heating in new and existing residential buildings	<i>2019-2021</i>