

THE GREAT MIGRATION

Moving Energy Efficiency Programs to Midstream
and other IEPEC 2019 publications



Why move programs midstream?

Drawn by the prospect of increased adoption, higher savings, and more cost-efficient implementation, program administrators are seeking to gauge the potential for moving traditional, downstream energy efficiency programs to a midstream delivery model.

This IEPEC paper describes NMR's assessment of the potential opportunity for National Grid NY to move its downstream natural gas heating and water heating program to a midstream model, and NMR's literature review of midstream programs nationwide for Commonwealth Edison.

METHODS



- **Phone surveys** with 23 of 60 supply houses in Upstate NY
- **Web and phone surveys** with 43 of 363 heating & water heating contractors in Upstate NY
- **Literature review** of 16 midstream HVAC programs in over 11 states for Commonwealth Edison

Key Findings



A midstream intervention would cast a broader net over the market by influencing supply house stocking practices and leveraging the relationships between supply houses and contractors to better promote the installation of high efficiency equipment.



Midstream programs face a challenge associated with the end user market. They risk becoming more disconnected from their customers who are no longer active and engaged program participants, as they would be in downstream programs.



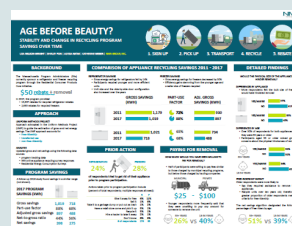
Midstream programs also face a challenge with HVAC installation quality. Without engagement with a downstream program's contractor, programs may have limited leverage to require contractors to adhere to sound installation practices.

The paper also distills lessons from the two studies, which generally fall into one of three categories: (1) program design, (2) implementation strategy, and (3) monitoring and tracking.

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