

Energy Efficiency Messaging that Works:

Dollars, Comfort & Everyday Life

VAEEC **2025 Energy Efficiency Forum**



Speakers



Charles Paullin
Journalist,
Inside Climate News



Rad Tollett Principle/Owner Rad Tollett LLC



Jake Barnet
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Bill Eger ETHOS Sustainability (Moderator)





Charles Paullin
Journalist,
InsideClimateNews



Building a story is like building a home...

- First do all your research, interviews fact gathering figure out what style you want.
- Identify key message, we call this the nut graf just like a chandelier centerpiece in a home
- Outline the story around that nut graf with different sections and have each point flow into the next one make your design
- Keep it digestible, explain it like you were speaking with your grandma - don't make it with complicated dovetail joints if they're not getting it



RGGI as an example

- Take a broad based example and explain why it is relevant - RGGI, for one, is a carbon market...that makes utility bills more affordable
- Keep it people focused to follow characters - spoke with Community Housing Partners and Piedmont Housing Associates on the insulation, roof repair an other work their team does (should've speak with a homeowner!)
- Talk about the different funding sources to make the work happen -RGGI leading to the Weatherization Deferral Program and Weatherization Assistance Program



PRINCE JUSTICE - PROCESSE DRESSEY - DEVERSANDER - BUT - PROJECTS DRESSESSES MONTHS COMMISSION

As Virginia moves to pull out of carbon market, housing groups worry about funding loss

Millions in RGGI money has gone toward low-income energy efficiency projects since 2021

CHARLEMALLIN AFRICAL TOTAL TOTAL

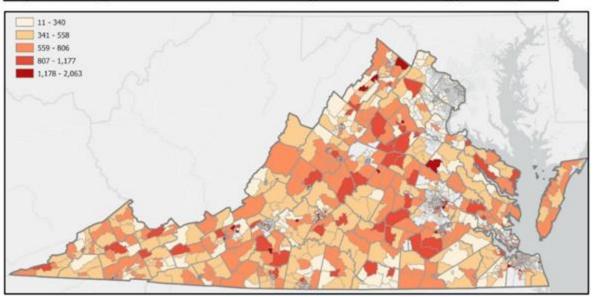
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Evidence to back it up

- Share research showing the impact of efforts - the Nature Conservancy and Virginia Commonwealth University report (more recently the C3 report)
- Use visuals to illustrate the point the study map (and Renewal by Andersen showing an example with a thermometer)
- Tie it back to those people you began with - share their savings and feedback on the work (something I should've done!)
- Broaden it to other programs (The VCEA energy efficiency targets)

Map 2. Housing Units in Census Tracts with High Low-Income Energy Burden (2018)



Source: Low-Income Energy Affordability Data (LEAD), US Department of Energy



Jake Barnet
Energy and Climate Analyst,
ClearlyEnergy



About ClearlyEnergy

ClearlyEnergy works at the nexus of public policy and software solutions using data-driven analytics and reporting to facilitate the energy transition.



ClearlyEnergy for Homes

Home energy cost, consumption and greenhouse gas modeling, labeling, and finance.



ClearlyEnergy for Buildings

Data-driven building analytics and reporting to facilitate the energy transition.



ClearlyEnergy Targeted Assistance

Targeted energy efficiency projects, software development, and policy implementation support.



ClearlyEnergy for Climate Finance

Help lenders measure the GHG footprint of loan portfolios, including residential mortgages, commercial building and auto loans.



Residential Solutions

Remotely

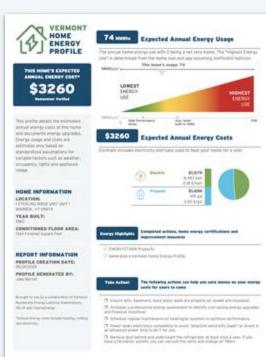
Remotely is a remote assessment application that seeks to remedy the challenges of traditional home energy assessments, high costs, delays, and a time consuming process

- DOE approved Home Energy Score approved software provider
- Assessors using the application in the field found assessments take ¼ the time
- Developed multiple "instances" of the application to perform post install QA/QC, HVAC system nameplate scanning, resilience measure tracking, among others



Vermont Home Energy Profile

- VHEP was developed by ClearlyEnergy in collaboration with NEEP and Efficiency Vermont to support Vermont's statewide voluntary energy labeling and Montpelier's mandatory time-of-listing ordinance
 - Since the programs enactment in 2021, nearly 400 VHEPS have been created
- Uses ClearlyEnergy's Automated Energy Model (AEM), pulling data from:
 - Tax assessor records
 - Real estate and permitting databases
 - Home inspection data
 - HELIX (Home Energy Labeling and Information Exchange)
- Homeowners can review and edit data to reflect data discrepancies or home retrofits



Commercial Solutions

Supporting BPS through Benchmarking

- Building Performance Standards (BPS) are a policy mechanism that set performance targets (EUI or GHG emissions) that buildings must meet by a specific date
- Benchmarking is tracking a building's energy use and measuring its' energy efficiency by comparing it to similar buildings

Benefits of Benchmarking:

- Provides a baseline for building owners to understand how efficient their buildings are and uncover hidden energy waste
- Reduces energy costs by improving building energy efficiency
- Enables equity improvements through quantifying energy efficiency disparities

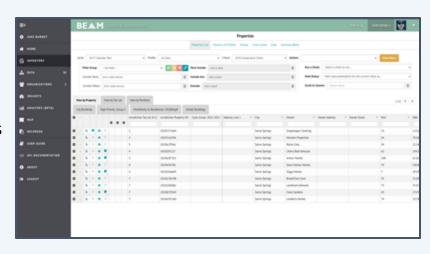
Building Energy Analysis Manager (BEAM)

Serves as a comprehensive **building data management platform** helping jurisdictions implement their BPS policies at track Benchmarking data by:

- Tracking and managing reporting cycles, compliance pathways, milestones, and baselines
- Provides data mapping functionality as well as the creation of building scorecards
- Supported by jurisdiction specific **Helpdesk**, aiding building owners with compliance

BEAM Jurisdictions:

- Used by **40** different partners
 - Small towns, cities, and nonprofits
- Helps manage over 100,000 buildings



Lessons Learned: Making Energy Efficiency Work for People

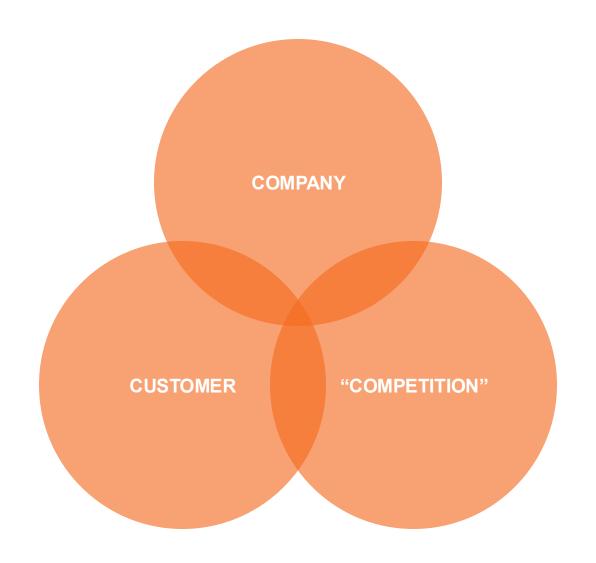
- Traditional retrofit processes are fragmented, from assessments to contractors, incentives, financing, and post-install follow-up
- This complexity discourages participation and slows adoption among homeowners and building owners
- Software tools can simplify and connect the steps, making information and actions more accessible
- Standardized data tracking is critical for states, utilities, and jurisdictions designing effective programs and policies



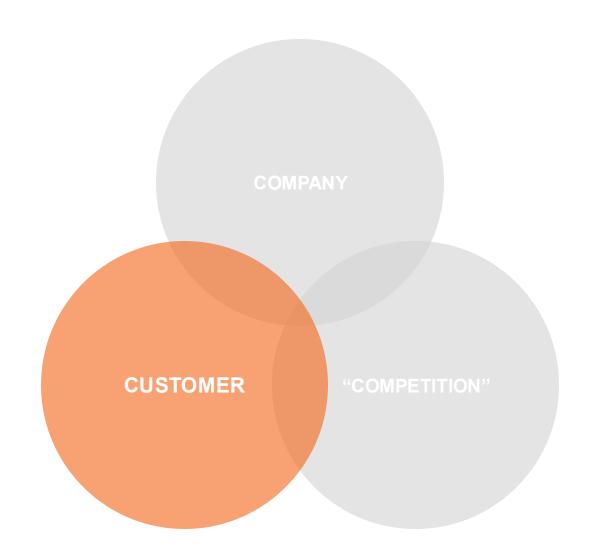
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GETTING CUSTOMERS ONBOARD WITH ENERGY EFFICIENCY







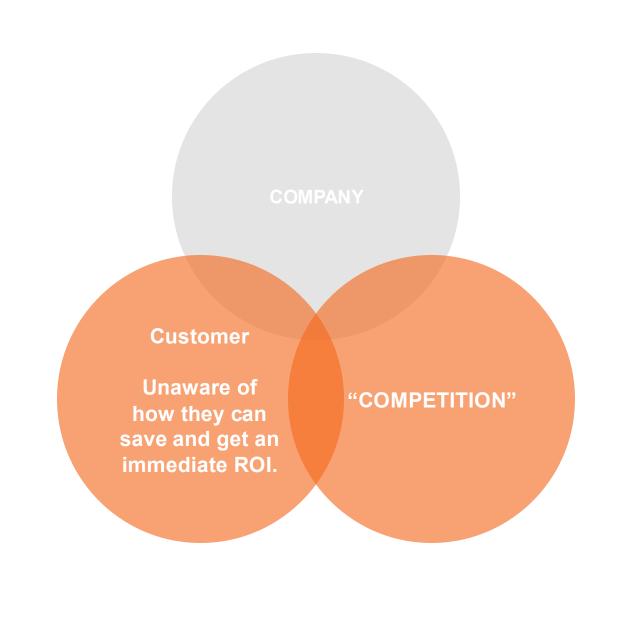




- Ritualistic behaviors common among only half of population
- Price a major factor for one-time efforts
- Awareness and perceived expense are barriers for all
- Rebates and incentives are attractive whereas home audits are not
- Demand response programs may offer promise, especially among lower HHIs

Customer

Unaware of how they can save and get an immediate ROI.













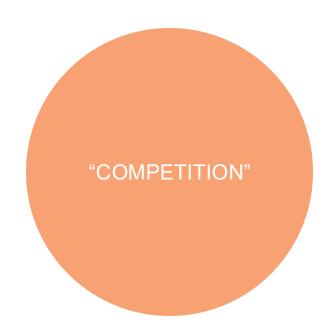








- Savings > Efficiency
- Trying to make demand response programs attractive
 - Beat the Peak
 - PowerShift
 - Manage My Energy
- PG&E has cracked a code on selfservice home energy audits
- Marketplaces for rebates abound
- Calculators noticeably lacking



"Competition"

Promoting savings over efficiency, marketing DR under different names, and still overwhelming with options.



Customer

Unaware of how they can save and get an immediate ROI.

"Competition"

Promoting savings over efficiency, marketing DR under different names, and still overwhelming with options.



Company

Programs that can be easily deployed and make members more proactive.

Customer

Unaware of how they can save and get an immediate ROI. empetition"

Promoting savings over efficiency, marketing DR under different names, and still overwhelming with options.





FOR MEMBERS
WHO DESIRE
WAYS TO SAVE...

...BUT ARE
OVERWHELMED BY
INFORMATION AND
OPTIONS...

...WE OFFER
SIMPLE WAYS FOR
THEM TO TAKE
CONTROL.

Thank You



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