

5/2/2024

## PROGRAM ADMINISTRATION

*WATTSMART HOMES UTAH program year 2023*

### *Program Description*

The Wattsmart Homes program is designed to provide access to incentives for using more efficient products and services installed or received by residential customers in the following housing types:

- New Construction Homes
- Single Family Existing Homes
- Multi-family Housing Units
- Manufactured Homes

### *Program Administration*

The *Wattsmart Homes* program is administered by Evergreen Consulting, Resource Innovations, (formerly Nexant), and ICAST (International Center for Appropriate & Sustainable Technology) who are responsible for:

- Retailers –Evergreen Consulting identifies, recruits, supports, and assists retailers to increase the sale of energy efficient appliances, heat pump water heaters, smart devices, and electronics. Evergreen Consulting enters into promotion agreements with each manufacturer and retailer for the promotion of discounted products. The agreements include specific retail locations, products receiving incentives and not-to-exceed annual budgets. Evergreen Consulting is responsible for supporting retailers and ensuring marketing materials are displayed in retail locations for the promotion of discounted products.
- Trade ally engagement – Evergreen Consulting provides participating trade allies with program materials, training, and regular updates. Participating trade allies educate customers on product use and benefits, available rebates and incentives from utilities, manufacturers, and state and federal programs, and provide quality installation. Trade allies also receive utility incentives for some products they install for customers.
- Single family new construction – Resource Innovations is responsible for managing relationships with builders, home manufacturers, and Home Energy Rating Score (HERS) raters. Participating builders and HERS raters are provided with program materials,

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training, and regular updates. When customers purchase a new home from a participating home builder or manufacturer, they benefit from lower energy costs, healthier indoor and outdoor air quality, and indoor comfort.

- Multifamily (new construction and retrofit) – ICAST identifies, recruits, supports and assists builders, developers, and property owners and managers to include energy efficiency products during the build phase and/or as part of renovating multifamily properties. Builders, developers, and property owners/managers who install energy efficient HVAC and water heating systems, appliances, lighting, etc., are providing tenants, both income qualified and market rate, with benefits from lower energy costs, healthier indoor and outdoor air quality, and indoor comfort; property owners and managers also see high occupancy and low vacancy rates.
- Inspections – All program implementers are responsible for inspections to verify quality installation of measures that meet program efficiency requirements.
- All program administrators are responsible for managing savings acquisition to targets within budget for the specific program channels they are responsible for.
- All program administrators are responsible for continual improvement of program operations and customer satisfaction.
- Incentive processing and call-center operations – Rocky Mountain Power call center agents work directly with customers to answer questions about the program, application status, and payment status. Inquiries that require more detailed information are transferred to the appropriate program administrator. Implementers receive requests for incentives, determine whether the applications are complete, work directly with customers when information is incorrect and/or missing from the application, and processes the application for payment of incentives. channel. AM Conservation Group receives and processes orders for Wattsmart starter kits.
- Program specific customer communication and outreach – A summary of the communication and outreach conducted Implementers on behalf of the Company are outlined in *the Customer Communication and Outreach section located at <https://www.pacificorp.com/environment/demand-side-management.html>*