

April 16, 2025

EVERSOURCE



CT Optimization Plan – Part B

Contractor Service Offering Diversification

PROUD SPONSORS OF



Part B - Key Areas of Focus

Equipment Costs

Federal Tax Credits and Incentives

Contractor Service Offering Diversification

Customer and Contractor Experience

Contractor Impacts

Program Tracking



Contractor Service Offering Diversification

Initial Direction from DEEP

The Companies must provide information pertaining to opportunities and barriers for contractors to diversify their service offerings across Energize CT programs and in other related market-based fields so that they are not fully dependent on the budget of a single program. This must include opportunities to cross train employees in different fields to diversify their work qualifications, and to provide business owners with training about opportunities in other programs or related fields. The Companies must also identify a pathway, based on this information, for contractors to diversify their portfolio in a way that will allow them to maintain their workforce and limit the impacts of budgetary constraints.

Contractor Service Offering Diversification - Overview

Barriers to Diversification

- Existing knowledge base or credentials
- Misalignment between customer needs and company offerings

Opportunities for Contractors

- Cross-training opportunities to diversify offerings
- Trainings about opportunities in other programs

Types of trainings

- General Training Initiatives
- Specialized Training
- Intra Program Diversification
- Inter Program Diversification

Contractor Service Offering Diversification - Training Initiatives

General Training Initiatives

- Focus on workforce development and training opportunities
- Monitoring workforce needs through various channels
- Building science-oriented trainings for foundational knowledge

Specialized Training

- Weatherization training for skill application in different sectors

Intra Program Diversification

- Weatherization training for Small Business program vendors

Inter Program Diversification

- Encouraging or training vendors active in one C&LM program to participate in others

Overview of 2024 C&LM Trainings

Training	Sector	Description
Selling Energy	C&I	Training focused on equipping industrial energy optimization professionals with sales strategies tailored to EE project
Weatherization	C&I	Sessions aimed at preparing contractors in the SBEA program to deliver effective weatherization solutions for commercial clients following the launch of the Prescriptive Weatherization offering and tool.
Networked Lighting Controls (Introductory + Intermediate)	C&I	Training designed to enhance contractor knowledge of advanced lighting control systems, enabling them to meet the continuing demand for energy-efficient commercial lighting solutions that go beyond “standard lighting” opportunities
Building Operator Certification (through the Northwest Energy Efficiency Council)	C&I	Comprehensive training for building operators to optimize commercial building energy performance through improved maintenance and operational strategies.
Insulation Bootcamps (1-Day and 4-Day)	Residential	Hands-on training sessions for HES and HES-Income Eligible contractors, covering weatherization/insulation techniques and best practices to improve home energy efficiency.
Manual J/S Training	Residential	Specialized training for Residential HPIN professionals, focusing on system sizing (Manual J) and equipment selection (Manual S) to ensure optimal performance of residential HVAC systems.
High-Performance All-Electric Home Design and Construction for Cold Climates	New Construction	Training on designing and building efficient, all-electric homes that perform optimally in cold climates.
Hot Water Innovations for Decarbonization	New Construction	Skills related to the integration of advanced hot water systems, such as heat pump water heaters, to support decarbonization efforts.
Whole-House Mechanical Ventilation Options	New Construction	Training on selecting, installing, and maintaining ventilation systems that ensure indoor air quality and EE in high-performance homes.
Passive House Training	New Construction	Courses such as Passive House 101 and Passive House 201 provide foundational and advanced knowledge of Passive House principles.
Passive House and All-Electric Homes for Real Estate Professionals	New Construction	Webinars to educate real estate professionals on the benefits and features of Passive House and all-electric homes to drive market awareness.
Overview of the 2024 IECC Residential Provisions	New Construction	Training on the latest International Energy Conservation Code updates for residential construction, ensuring compliance with EE requirements.
Geothermal Heating and Cooling	New Construction	Skills in the design and installation of geothermal systems as a sustainable heating and cooling solution for new construction projects.

Overview of 2024 HPIN Trainings

Course Name	Assigned Learners	% Complete
A2L Refrigerant Overview	115	81%
Air Source Heat Pump Design Principles	199	66%
Commercial Heat Pump Installation Considerations	96	77%
Energize Connecticut Heat Pump Program Overview	537	94%
Energy Optimization Rebate Registration Overview	114	44%
Heat Pump 101 for HES and HES-IE Vendors	432	96%
Integrated Controls for Heat Pumps	131	75%
Manual J Overview	51	29%
Mini-Split Heat Pump Installation Best Practices	126	85%
Qualified Products List Walkthrough	120	88%
Rebate Portal Overview	1	0%
Weatherization and Heat Pump Sizing	115	82%
Total	2037	83%

Contractor Service Offering Diversification - Participant Training Demographics

Data Collection Methods

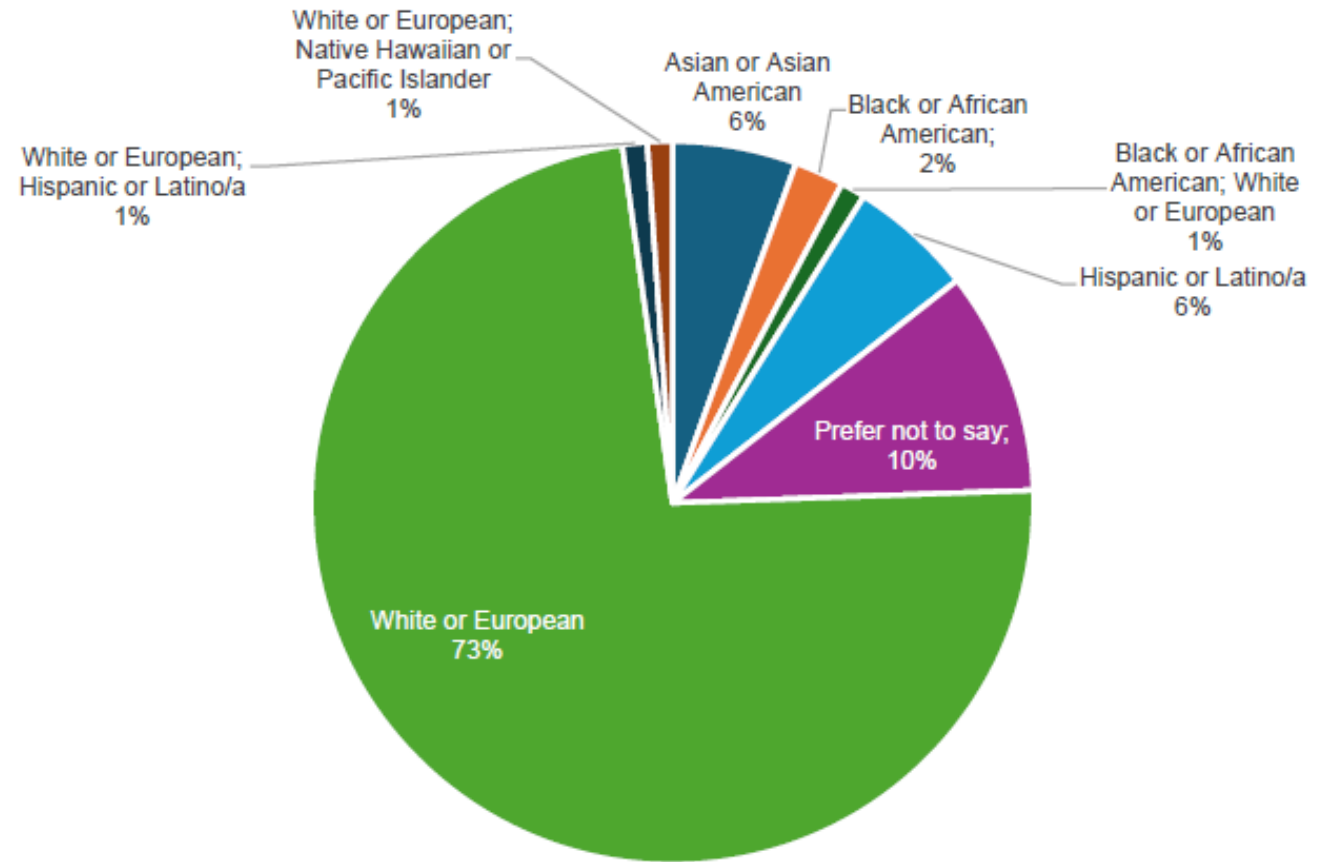
- Pre-training survey collects demographic data
- Post-training survey gathers feedback on training experience
- Data from 90 contractors

Demographic Data Collected

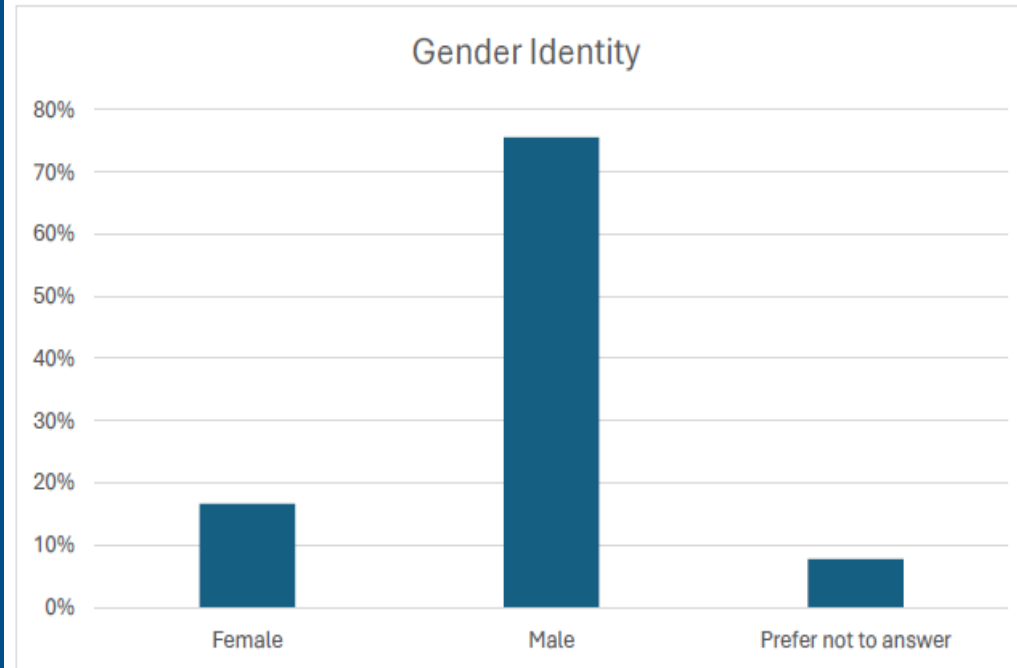
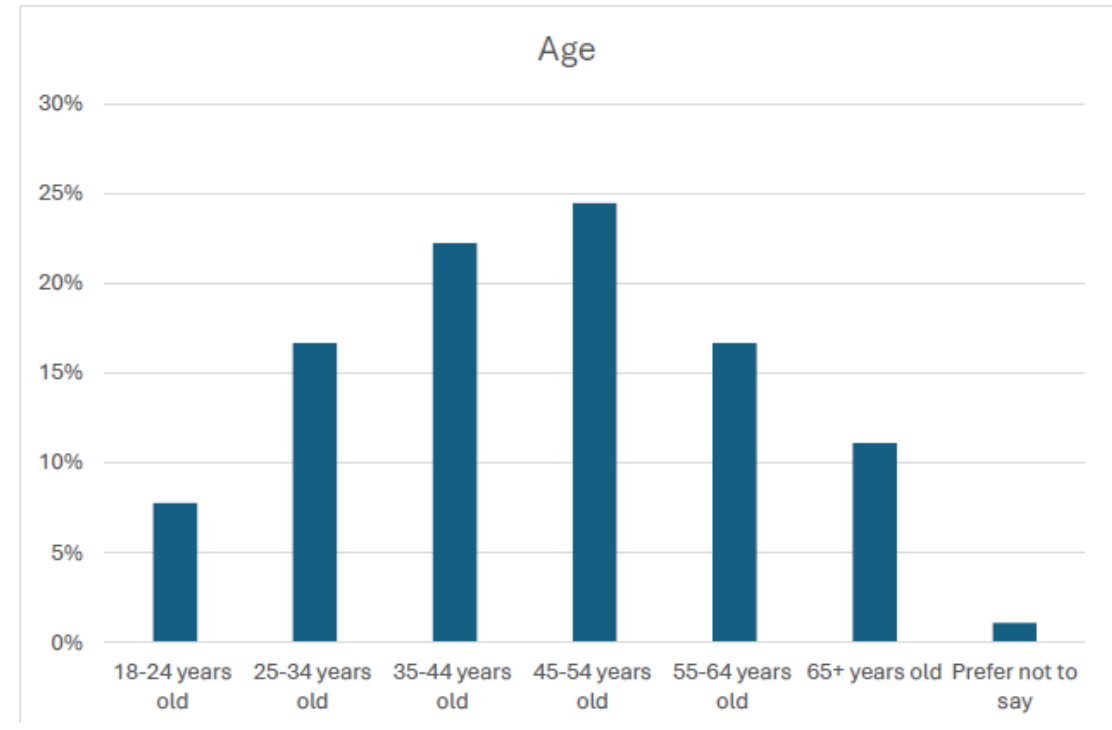
- Age
- Race/Ethnicity
- Gender Identity
- Education Level
- Years of Industry Experience

Contractor Service Offering Diversification - Participant Training Demographics

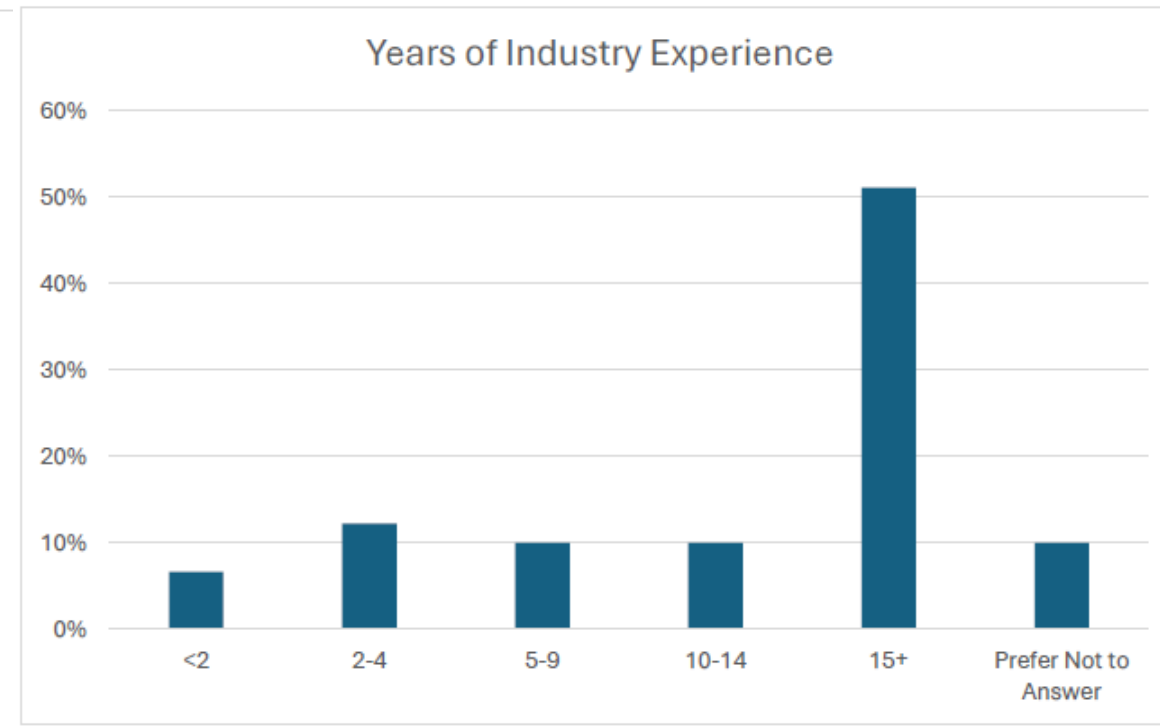
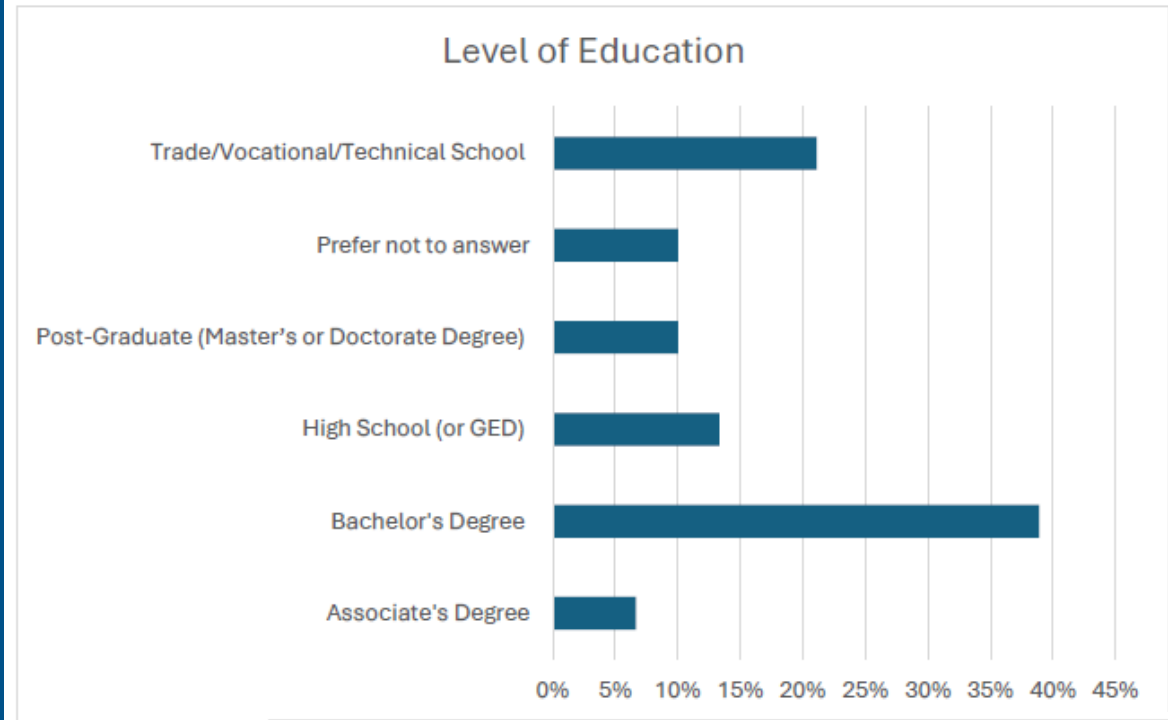
Race/Ethnicity Data of Contractors Participating in
Energize CT Training



Contractor Service Offering Diversification - Participant Training Demographics



Contractor Service Offering Diversification - Participant Training Demographics



Contractor Service Offering Diversification - Opportunities for Primary Research and Areas for Further Exploration

Identify other trainings that may be suitable for contractors that could help expand and diversify their knowledge base even further.

Investigate whether it is possible to open some Energize CT trainings to all types of contractors/vendors, even if it is not directly applicable to the types of projects they are currently working on to help cross-train them

Provide program overviews for each of the programs so contractors have better awareness of other Energize CT programs and could possibly participate in other programs if desired.

Primary research opportunities

Are contractors aware of Energize CT trainings?

- If yes, how did they find out about the trainings?
- If no, why have they not taken any trainings?

Do contractors provide services outside of Energize CT?

What percentage of their business is through Energize CT vs. outside the program?

What resources could the Companies provide to help contractors diversify their businesses?

As part of any contractor outreach/survey, demographic data such as MWBE status, number of employees, etc...