



Connecticut
Department of Energy &
Environmental Protection

Data-Driven Program Design and Outreach

DEEP Technical Session on HER & HEAR Programs
May 16, 2024



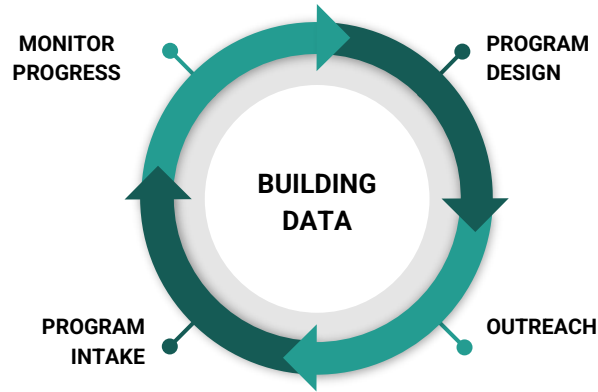
Presentation Overview

- HER & HEAR represent an historic funding opportunity
- Though generous, funds will be quickly exhausted
- Available data can make program designs and outreach more effective by identifying and reaching populations:
 - With greatest potential for improvements
 - Most exposed to extreme events
 - With highest energy burdens
- Engaging with local community organizations will increase impact

*A data-driven,
community-based
approach can be applied
to all HER & HEAR
programs*

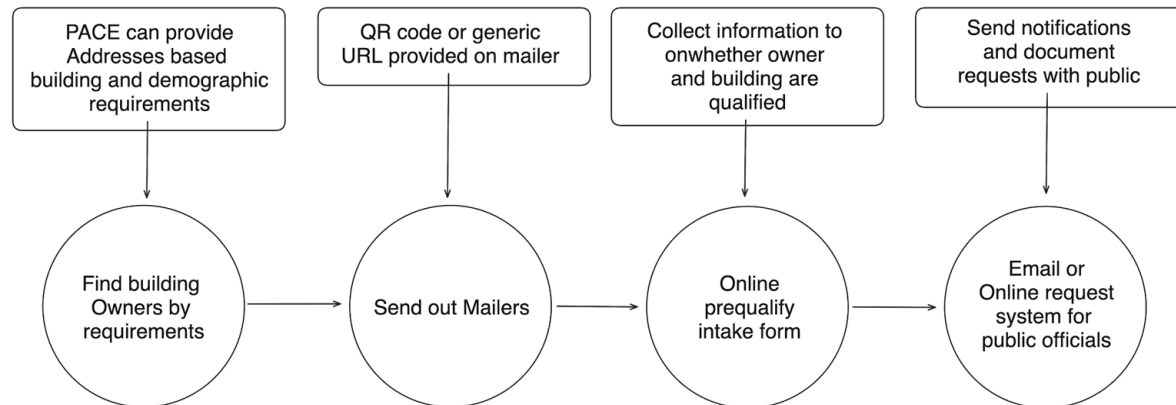


What do data-driven HER & HEAR programs look like?



How can PACE help?

- Building Database
- Energy Action Center
- Engagement with Local Communities



The PACE building database can inform program design and outreach

- Primary source is local property tax assessor data
 - Over many years, PACE has standardized, cleaned and locally vetted this data
- Available Fields:
 - Property Address
 - Owner Address
 - GIS tag
 - Living area
 - Year Built (actual and effective)
 - Heating System
 - Heating Fuel
 - AC Type
 - Building use
 - Number of units
 - Number of stories
 - Building construction (e.g., frame and roof type, interior wall and floor)
 - Occupancy

In recent years, PACE has collaborated with DEEP, OPM & the CT Green Bank to improve this data.

The PACE Energy Action Center facilitates program design and administration

Home
Your Town
Events

PACE
People's Action for Clean Energy

Find qualified buildings

Filter by building attributes

Effective Build Date
Start Year * End Year *

Building Type
 Residential Commercial

Occupancy Type
 Owned by occupant Leased by occupant

Town *

Income Ranking (Median Household Income)
 80% 60% 40% 20%

Create filters based on building and grant recipient requirements

Advanced filtering and draw on map functions

Export addresses for mailing opportunities

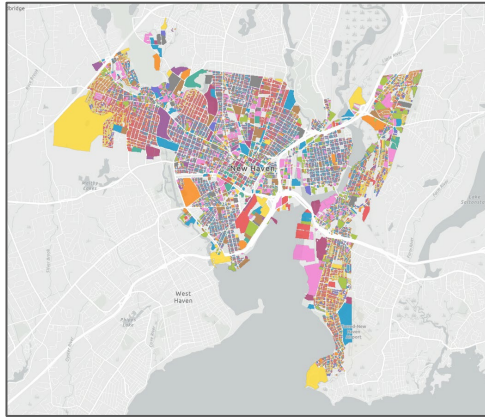
Towns | **Addresses** | Census blocks

Buildings Export to CSV

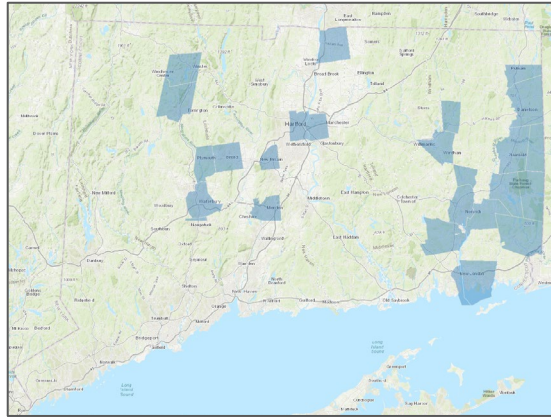
Address	Year built	SqFt	Units	Potential Impact	Overall Score	Waste
1234 Arrow Rd	1984	10,000	10,000	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
1234 Arrow Rd	1984	10,000	10,000	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
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Learn More

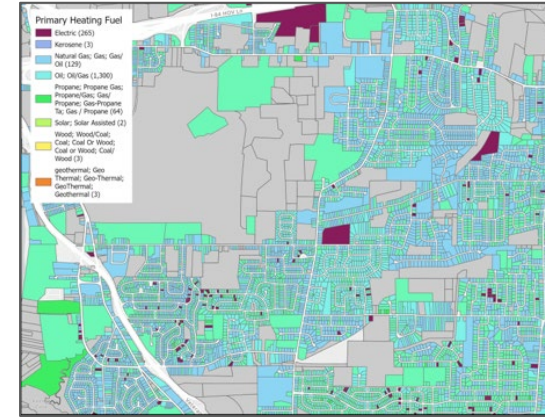
GIS map layers are powerful tools to identify and reach priority populations



Building Use
Characteristics



Environmental Justice
Distressed Communities



Heating System
Characteristics

These examples just scratch the surface of available map layers.

Examples of Likely Rebate Measures

- Year Built
 - Who will need electric panel upgrades?
 - What are likely weatherization needs?
- Heating fuel
 - Who will benefit economically from a heat pump?
- Presence of Air Conditioning
 - Who is exposed to extreme heat events?
- Size of building
 - Who will benefit from electric cooking equipment?
- Type of building (e.g., single- vs. multi-family)
 - Who benefits from improvements?
 - How do we conduct outreach?
 - Do we have addresses of tenant and owner?

Examples of Outreach Criteria

- Individual Characteristics
 - Age
 - Energy Burden
 - Food Insecurity
 - Median income
 - Mobile Homes
 - Single vs. Multi-Unit
- Combining Multiple Characteristics
 - Outreach to landlords
 - Older homes
 - Whose property is in an area with high energy burden
 - Outreach to single family home owners:
 - Homes pre 1980
 - Oil heat/ Propane
 - Outreach to building owners where principal heating fuel is electric (resistance)

The value of local community engagement

- Local community groups, together with municipal staff, have driven climate action.
- PACE and the CT Energy Network have run energy models, created energy plans and conducted initiatives across the state.
- Partnering with these groups can significantly increase the impact of HER & HEAR programs.