

CUSTOMER BRIEF: NYSEG/RG&E

NYSEG/RG&E leverages Virtual Energy Audit to drive efficiency at scale

NYSEG and RG&E used a Virtual Energy Audit to assess building electric efficiency in their operating region, enabling intelligent planning and targeted marketing for energy efficiency programs

Challenge

New York State is pursuing an ambitious statewide decarbonization target that calls for significant adoption of energy efficiency and electrification measures. An official estimate calls for up to “two million efficient homes... [to] be electrified with heat pumps by 2030.” As NYSEG and RG&E developed their plans to respond to this important policy objective, it sought ways to maximize the impact of funds available for its conservation and load management programs. Specifically, it needed to identify an approach to inform investment decisions relating to building shell upgrades and fuel conversion of space heating systems—for its operating companies as well as their end-use residential customers.

Solution

Through NYSERDA’s Remote/Virtual Energy Audit Challenge, NYSEG and RG&E leveraged Clean Power Research’s patented Virtual Energy Audit (VEA) method to evaluate single-family residential customers in upstate New York. With energy billing data and basic details about a home’s size, the VEA/solution quantifies the home’s energy performance. For each home, the audit estimates the heating and cooling energy requirements along with an Effective R-value, a quantitative metric of thermal efficiency for individual homes. Comparative analysis of these attributes is easily scalable to cover an entire utility service territory and does not require any input from the homes’ occupants.

Results

Using the VEA, NYSEG and RG&E evaluated 220,000 homes in New York State Electric & Gas (NYSEG) and Rochester Gas and Electric (RG&E) territories. Clean Power Research compiled the results into a list of homes, prioritized by their readiness for efficiency upgrades or electrification, to inform a more targeted marketing campaign, thereby increasing the efficiency of dollars spent to achieve NYSEG and RG&E program goals. As an added benefit, NYSEG and RG&E can leverage the identified customer-level heating loads to quantify the scope of the electrification challenge in their territories and inform future customer programs. With the VEA, NYSEG and RG&E now have the tools to confidently justify, de-risk, and optimize their home efficiency and electrification efforts.



“There is great value in the Clean Power Research data, which is helping us deliver highly targeted outreach and marketing campaigns to effectively reach customers in the market for and/or need of home insulation. Using this data and focusing our outreach on those most in need has the potential to increase close rates on the installs due to more favorable return on investment (ROI) for our customers, as well as improve savings per home.”

Michael DeNegro
Manager, Conservation and
Load Management, NYSEG/RG&E

Clean Power Research enables utilities to plan and optimize for the clean energy transformation.

[Contact us](#) to learn more about Clean Power Research products and utility solutions, including PowerClerk.

Disclaimer: NYSERDA has not reviewed the information herein, and the opinions expressed in this document do not necessarily reflect those of NYSERDA or the State of New York.