



ELECTRIC UTILITY  
MARKETING MANAGERS  
OF TEXAS



# EEIP Program Summary

FEBRUARY 28, 2024



# CENTERPOINT ENERGY

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PROGRAM PLAN SUMMARY



2024 Projections			
Program	Budget	kW	kWh
<b>Large Commercial</b>	<b>\$20,526,173</b>	<b>183,375</b>	<b>122,850,000</b>
Commercial SOP	\$6,754,798	13,200	70,000,000
Commercial MTP (SCORE, Healthcare, Data Center)	\$6,386,590	7,100	36,500,000
Commercial Load Management SOP	\$3,508,590	110,000	660,000
Retro-Commissioning MTP	\$980,335	1,350	7,090,000
Commercial High Efficiency Foodservice MTP	\$899,429	500	4,300,000
Winter Load Management Pilot Program	\$1,589,176	50,000	300,000
Retail Products and Services MTP	\$407,257	1,225	4,000,000
<b>Residential and Small Commercial</b>	<b>\$11,914,504</b>	<b>45,085</b>	<b>82,586,000</b>
Retail Products and Services MTP	\$2,674,178	7,550	40,665,000
CenterPoint Energy High Efficiency Home MTP	\$4,310,155	9,000	25,000,000
Residential & Small Commercial Standard Offer Program	\$387,872	535	1,400,000
Midstream MTP (HVAC and Pool Pump Distributor)	\$2,678,898	3,500	9,855,000
Residential Load Management Standard Offer Program	\$973,409	22,000	66,000
Multi-Family MTP Market Rate	\$889,991	2,500	5,600,000
<b>Hard-to-Reach</b>	<b>\$5,500,272</b>	<b>5,550</b>	<b>9,600,000</b>
Hard-to-Reach SOP	\$629,989	875	1,000,000
Multi-Family MTP HTR	\$570,892	275	1,500,000
Targeted Low Income MTP (Agencies in Action)	\$4,299,391	4,400	7,100,000
<b>R&amp;D</b>	<b>\$250,000</b>		
<b>TOTAL</b>	<b>\$38,190,949</b>	<b>234,010</b>	<b>215,036,000</b>
<b>EM&amp;V</b>	<b>\$524,367</b>		
<b>Total</b>	<b>\$38,715,316</b>		

# 2025/26 POTENTIAL PROGRAMS



COMMERCIAL	RESIDENTIAL	LOW INCOME
Large Commercial SOP	CenterPoint Energy High Efficiency Homes MTP	Hard-to-Reach SOP
Commercial MTP <ul style="list-style-type: none"> <li>- <i>SCORE</i></li> <li>- <i>Healthcare</i></li> <li>- <i>Data Center</i></li> </ul>	Retail Products & Services <ul style="list-style-type: none"> <li>- <i>REP Residential</i></li> <li>- <i>Smart Thermostat</i></li> <li>- <i>Advanced Retail Products</i></li> </ul>	Multi-Family MTP
Commercial Load Management	Residential & SC SOP	Targeted LI MTP (Agencies in Action)
Retail Products & Services <ul style="list-style-type: none"> <li>- <i>REP Commercial</i></li> </ul>	Multi-Family MTP	
Retro-Commissioning MTP	Mid-Stream MTP (A/C and Pool Pump Distributor)	
Commercial High Efficiency Foodservice (CHEF) MTP	Residential Load Management	
Winter Load Management Pilot	Residential Solar Program	

# PROGRAM HIGHLIGHTS



## Load Management Expansion

- 2023 Pilot extended Summer LM Programs to support shoulder months
- Winter LM Pilot scaled-up for 2023-2024
- LM will be an available resource 24/7, year-round.



## Strategic Energy Management

- Incorporated into Commercial MTP in 2023
- Long-term approach to energy efficiency that includes setting goals, tracking progress and reporting
- Targets persistent savings with a focus on low/no cost measures



## EV Managed Charging R&D

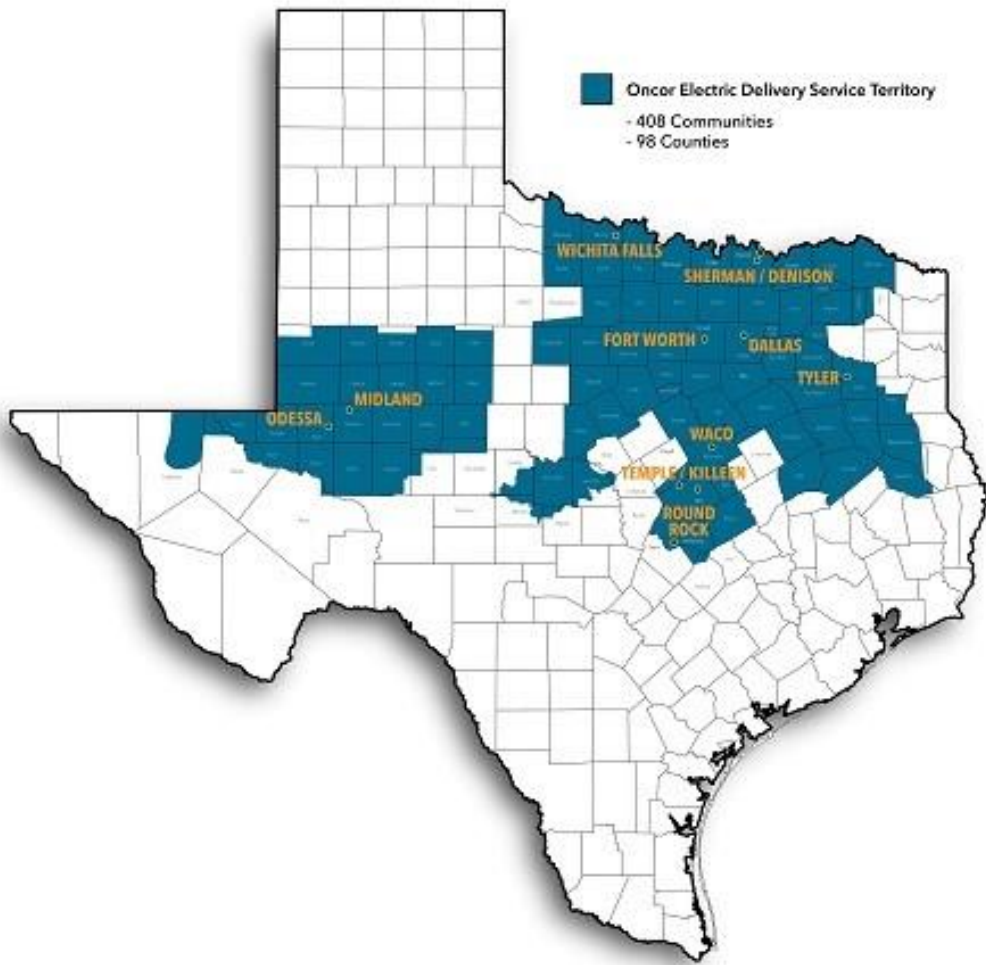
- Research impact potential of managed charging for electric vehicles
- Develop/evaluate program design



# ONCOR

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## PROGRAM PLAN SUMMARY



2024 Projections			
Programs	Budget	kW	kWh
<b>Commercial</b>	<b>\$16,719,520</b>	<b>108,594</b>	<b>83,484,266</b>
Commercial SOP	\$9,495,850	15,211	66,093,340
Commercial Load Management SOP	\$2,564,100	70,000	210,000
Small Business Direct Install MTP	\$821,980	781	3,694,597
Commercial Midstream MTP	\$550,310	191	1,250,000
Strategic Energy Management MTP	\$2,118,480	1,411	10,173,329
Winter Commercial Load Management	\$907,200	21,000	63,000
Master-Metered Smart	\$261,600	0	2,000,000
<b>Residential</b>	<b>\$18,209,291</b>	<b>66,410</b>	<b>81,836,957</b>
Home Energy Efficiency SOP	\$8,520,550	17,209	33,316,204
Solar PV SOP	\$1,506,581	1,015	3,409,927
Residential Load Management SOP	\$1,540,000	40,000	120,000
Retail Products MTP	\$3,475,840	5,754	36,328,263
Residential New Home Construction MTP	\$2,572,720	2,432	6,512,563
Multi-Family Smart Thermostat Direct Install (Pilot)	\$593,600	0	2,150,000
<b>Hard-to-Reach</b>	<b>\$13,829,090</b>	<b>20,125</b>	<b>35,351,667</b>
Hard-to-Reach SOP	\$7,159,980	15,470	21,423,558
Targeted Weatherization Low-Income SOP	\$5,572,810	3,432	6,301,159
Low-Income HVAC Tune-Up MTP (Pilot)	\$878,300	1,223	5,626,950
Low-Income MF Smart Thermostat Direct Install (Pilot)	\$218,000	0	2,000,000
<b>R&amp;D</b>	<b>\$400,000</b>		
<b>Total</b>	<b>\$49,157,901</b>	<b>195,129</b>	<b>200,672,890</b>
<b>EM&amp;V</b>	<b>\$742,852</b>		
<b>Total</b>	<b>\$49,900,753</b>		

# 2025/26 POTENTIAL PROGRAMS



COMMERCIAL	RESIDENTIAL	LOW INCOME
Commercial SOP	Home Energy Efficiency SOP	Hard-to-Reach SOP
Small Business Direct Install MTP	Solar PV SOP	Targeted Weatherization Low-Income SOP
Master Metered Smart Thermostat Program (Pilot)	Retail Products Program MTP	LIW A/C Tune –Up
Commercial Midstream Program MTP	Residential New Home Construction MTP	LI Multi-Family Smart Thermostat Program (Pilot)
Strategic Energy Management MTP	Multi-Family Smart Thermostat Program (Pilot)	
Commercial Summer Load Management SOP	Residential Summer Load Management SOP	
Commercial Winter Load Management MTP	Residential Winter Load Management MTP (New 2024)	



# Program Highlights



## New Programs or Program Expansion

**New Homes Program:** Incentives for units of MF New Construction Properties

**24/7 Load Management**  
(All programs)

**Smart Thermostat Program for Multifamily, LI Multifamily and Master Metered**

**Commercial Midstream:** Commercial Kitchen Equipment

## New Measures

Radiant Barrier (HEE, LIW and TLIW)

Small Commercial Smart Thermostat (CSOP and SBDI)

**SBDI:** Refrigeration, HVAC and AC Tune-Up

**RPP:** Clothes Washer, Clothes Dryer, Heat Pump Water Heater, Pipe Insulation.

## Emerging Technology Studies

CEE Window Unit Heat Pump

Cold Climate Heat Pumps

Managed EV Charging Study

# Electric Vehicle Fleet Charging Study

## OBJECTIVES



- Educate commercial customers with EV fleets and/or charging locations about peak demand shifting and energy consumption reduction strategies.
- Develop a MTP encouraging fleet owners to implement managed charging strategies

## ELIGIBILITY



- Valid ESIID
- Deploy a minimum of 5 electric vehicle chargers or at least 2 medium-heavy duty electric fleet vehicles.

## BENEFIT



Understand strategies that can decrease utility costs from managed fleet charging and reduce Oncor peak demand

## REQUIREMENT



Participants agree to have monthly touch point with Oncor to discuss ongoing research for at least a year.

## INCENTIVE



Oncor will provide incentives for participation.

- Enrollment up to \$10,000
- Participation up to \$10,000
- Maximum incentive \$25,000



## MORE INFORMATION

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# High Efficiency Window Unit Heat Pump



- Opportunity for customers using window unit A/C and portable electric resistance heaters
- Operates down to  $-13^{\circ}$  F
- 21.8 SEER2 / 11.6 HSPF
- DIY installation and plug in 120V /15A
- Prototypes are under development
- Expect production in 2025
- Availability may be limited initially

# Cold Climate Heat Pump Study



## OBJECTIVES



- Determine if cold climate heat pumps (CCHP) produce additional demand and energy savings over traditional air source heat pumps (ASHP)
- Given the cost and demand for CCHP in northern states, are they a viable alternative for Texas

## INITIAL OBSERVATIONS



- CCHPs do produce additional savings over traditional ASHPs
- Savings are primarily seen at low temperatures when ASHPs turn on backup electric heat
- There are summer savings due to the higher efficiencies of CCHPs

## BENEFITS



- Customers could save up to \$1,500 per year by replacing a electric resistance heating system with a CCHP and up to \$520 over a traditional ASHP

## NEXT STEPS



- Manufacturer interviews to evaluate supply chain availability
- Cost analysis for incentive determination
- TRM updates if needed



# AEP TEXAS

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## PROGRAM PLAN SUMMARY



2024 Projections			
Program	Budget	kW	kWh
<b>Commercial</b>	<b>\$8,521,695</b>	<b>51,327</b>	<b>46,534,287</b>
Commercial Foodservice Pilot MTP	\$305,000	41	276,622
Commercial Solutions MTP	\$1,018,733	1,664	7,458,262
Commercial SOP	\$2,094,229	3,133	16,316,286
CoolSaver <sup>SM</sup> A/C Tune-Up MTP	\$885,222	3,466	8,047,475
Load Management SOP	\$823,000	26,308	26,308
Open MTP	\$1,364,000	1,215	5,234,159
SCORE/CitySmart MTP	\$1,334,184	2,463	8,259,385
SMART Source <sup>SM</sup> Solar PV MTP	\$322,327	269	903,022
Winter Load Management SOP	\$375,000	12,768	12,768
<b>Residential</b>	<b>\$6,428,414</b>	<b>7,353</b>	<b>24,456,695</b>
CoolSaver <sup>SM</sup> A/C Tune-Up MTP	\$916,667	1,594	6,250,000
High-Performance New Homes MTP	\$1,072,222	2,215	3,703,316
Residential SOP	\$3,524,525	2,785	11,187,718
SMART Source <sup>SM</sup> Solar PV MTP	\$750,000	759	2,484,661
Smart Thermostat Multi-Family MTP	\$165,000	0	831,000
<b>Hard-to-Reach</b>	<b>\$3,555,703</b>	<b>2,248</b>	<b>6,597,665</b>
Hard-to-Reach SOP	\$1,569,400	1,408	5,065,232
TLI EE Program	\$1,986,303	840	1,532,434
<b>R&amp;D</b>	<b>\$353,646</b>		
<b>Total</b>	<b>\$18,859,458</b>	<b>60,928</b>	<b>77,588,647</b>
<b>EM&amp;V</b>	<b>\$233,450</b>		
<b>Total</b>	<b>\$19,092,908</b>		

# 2025/26 POTENTIAL PROGRAMS



COMMERCIAL	RESIDENTIAL	LOW INCOME
Commercial Solutions MTP	CoolSaver A/C Tune-up MTP	Hard-to-Reach SOP
Commercial SOP	High Performance New Homes MTP	Targeted LI Energy Efficiency
CoolSaver A/C Tune-up MTP	Residential SOP	
Load Management SOP	SMART Source Solar PV MTP	
Open MTP	Smart Thermostat Multi-Family MTP	
SCORE/CitySmart MTP	Residential Demand Response SOP	
SMART Source Solar PV MTP		
Commercial Foodservice Pilot MTP		
Winter Load Management SOP		

# Highlights

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## HVAC Project – Heat Pumps

- North Division – Abilene
- Three-year project (2023-2025)
- Hard-to-Reach SOP multi-family
- 256 (15.2 SEER) HP units ranging from 2-2.5 tons

## Smart Thermostat Pilot Program

- Approx. 1000 Energy Star Certified Smart T-Stats installed annually (2024-2025)
- Targets multi-family





# TNMP

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## PROGRAM PLAN SUMMARY



2024 Projections			
Program	Budget	kW	kWh
<b>Commercial</b>	<b>\$2,036,460</b>	<b>3,122</b>	<b>9,616,297</b>
Small Business MTP	660,316	1,630	3,171,247
SCORE/CitySmart MTP	663,100	680	2,678,571
Commercial Solutions MTP	713,044	812	3,766,478
<b>Load Management</b>	<b>\$343,743</b>	<b>7,750</b>	<b>7,750</b>
Winter Load Management	66,531	1,500	1,500
Summer Load Management	277,212	6,250	6,250
<b>Residential</b>	<b>\$2,004,817</b>	<b>2,129</b>	<b>5,268,098</b>
High-Performance Homes MTP	408,545	419	991,782
Residential SOP	1,596,272	1,711	4,276,316
<b>Hard-to-Reach</b>	<b>\$1,198,515</b>	<b>911</b>	<b>1,844,321</b>
Hard-to-Reach SOP	463,498	413	993,377
Low-Income Weatherization	735,017	498	850,943
<b>Total</b>	<b>\$5,583,535</b>	<b>13,912</b>	<b>16,736,466</b>
<b>EM&amp;V</b>	<b>\$52,588</b>		
<b>Total</b>	<b>\$5,636,123</b>		

\*R&D already included

# 2025/26 POTENTIAL PROGRAMS



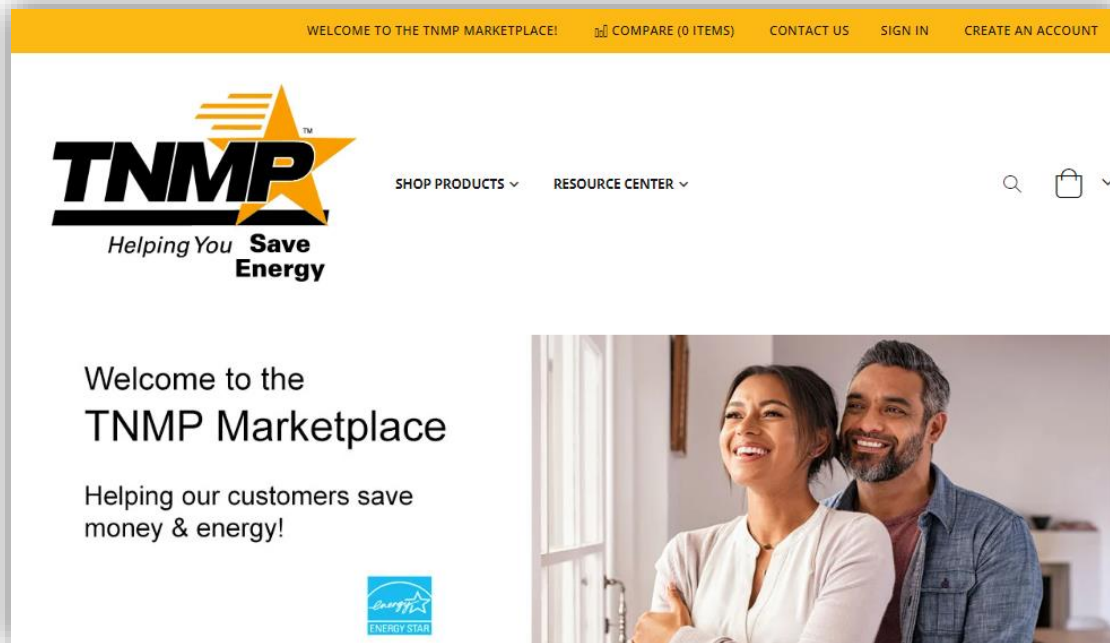
COMMERCIAL	RESIDENTIAL	LOW INCOME
Small Business MTP	High-Performance Homes MTP	Hard-to-Reach SOP
SCORE/CitySmart MTP	Residential SOP	Low-Income Weatherization
Commercial Solutions MTP	Online Marketplace	
Winter Load Management		
Summer Load Management		

# Highlights



## ★ Online Marketplace Pilot

- ★ Reach rural/hard-to-reach customers
- ★ Smart Thermostats



## ★ Marketing and Internal Education

- ★ Marketplace
- ★ Lunch & Learns
- ★ Community Liaison Coordination

## ★ Low Income Participation Expansion

- ★ Quasi-Agency
- ★ Priority Lists
- ★ Brainstorming/concerted effort to expand participation

## ★ RFP

- ★ Going out for bid on all Market Transformation Programs

## ★ Demand Response updates



# El Paso Electric

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## PROGRAM PLAN SUMMARY



2024 Projections			
Program	Total Budget	kW	kWh
<b>Commercial</b>	<b>\$2,411,413</b>	<b>10,411</b>	<b>17,468,496</b>
Small Commercial Solutions MTP	\$461,115	730	3,197,400
Commercial Solutions <b>Plus</b> MTP	\$1,475,298	2,631	14,100,096
Commercial Load Management SOP	\$460,000	7,000	21,000
Residential Marketplace Pilot MTP	\$15,000	50	150,000
<b>Residential</b>	<b>\$2,251,346</b>	<b>15,968</b>	<b>7,422,688</b>
Residential Solutions MTP	\$315,000	545	954,840
LivingWise <sup>®</sup> MTP	\$346,346	200	727,600
FutureWise <sup>®</sup> MTP	\$300,000	106	494,000
<del>Texas Appliance Recycling MTP</del>	<del>\$255,000</del>	<del>195</del>	<del>1,579,200</del>
Residential Marketplace Pilot MTP	\$285,000	950	2,850,000
Residential Load Management MTP	\$750,000	13,972	817,048
<b>Hard-to-Reach</b>	<b>\$600,000</b>	<b>800</b>	<b>1,051,200</b>
Hard-to-Reach Solutions MTP	\$600,000	800	1,051,200
<b>Administration</b>	<b>\$87,793</b>		
<b>Research and Development</b>	<b>\$25,000</b>		
<b>Total</b>	<b>\$5,120,552</b>	<b>26,984</b>	<b>24,363,184</b>
<b>EM&amp;V</b>	<b>\$67,486</b>		
<b>Total</b>	<b>\$5,188,038</b>		

\*Does not include EECRF Proceeding Expenses

# 2025/26 POTENTIAL PROGRAMS



COMMERCIAL	RESIDENTIAL	LOW INCOME
Small Commercial Solutions MTP*	Residential Solutions MTP	Hard-to-Reach Solutions MTP
<b>Large</b> Commercial Solutions <b>Plus*</b> MTP (2024)	Smart Students MTP (2025)	
Commercial LM SOP	<del>Texas Appliance Recycling MTP</del>	
	Residential LM MTP	
	Residential Marketplace <del>Pilot</del> MTP	
* Midstream Component to be added in 2025		

# Successes & Opportunities

## Programs Exceeding Goal

### Residential

- Residential Solutions 545 kW >> **800 kW**
- Hard to Reach Solutions 800 kW >> **1092 kW**

### Commercial

- Large Commercial 2011 kW >> **2032 kW**
- SCORE (Gov. and Educational) 620 kW >> **893 kW**

## New Educational Program

### Outreach

- Future Wise H.S. Program Added
  - Exceeded projected kW 106 kW >> **227 kW**
  - Wifi LED, APS, Dimmable LED, Digital Therm.

### Behavioral

- Water Heater Temp Setbacks
- Refrigerator and Freezer Temp Setbacks
- Energy efficiency tips

## Commercial and Residential Opportunities

### Breaking the Barriers

- Payment App linking to EE Program Websites and Forms
  - Increase general awareness
  - Trust
- Upstream

### R&D

- Advanced Construction Techniques (DOE AF, ICFs, Passive Solar, 3D Printing)
- BYOB battery DR, Window AC DR, Hot Water Heater DR
- Virtual Audits





# Entergy Texas

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## PROGRAM PLAN SUMMARY



2024 Projections			
Program	Budget	kW	kWh
<b>Commercial</b>	<b>\$3,339,216</b>	<b>13,268</b>	<b>21,713,164</b>
Commercial Solutions MTP	\$2,981,716	4,935	21,704,831
Load Management SOP	\$357,500	8,333	8,333
<b>Residential</b>	<b>\$3,349,607</b>	<b>2,924</b>	<b>6,596,621</b>
Residential SOP	\$2,043,750	1,415	2,741,249
Residential Solutions MTP	\$1,305,857	1,509	3,855,372
<b>Hard-To-Reach</b>	<b>\$1,559,100</b>	<b>1,218</b>	<b>2,192,510</b>
Hard-To-Reach SOP	\$1,559,100	1,218	2,192,510
<b>R&amp;D</b>	<b>\$35,000</b>		
<b>Total</b>	<b>\$8,282,923</b>	<b>17,410</b>	<b>30,502,295</b>
<b>EM&amp;V</b>	<b>\$93,735</b>		
<b>Total</b>	<b>\$8,376,659</b>		

# 2025/26 POTENTIAL PROGRAMS



COMMERCIAL	RESIDENTIAL	LOW INCOME
Commercial Solutions MTP	Residential SOP	Hard-to-Reach SOP
Load Management SOP	Residential Solutions MTP	

# Areas of Program Growth

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## COMMERCIAL

Importance of Commercial Load Management

Commercial HVAC measures

- Commercial CoolSaver Tune-Ups
- HVAC Midstream sub-program

Synergy with electrification programs

## RESIDENTIAL

Focus on new innovative programs

- Focus for R&D spending

Increase customer participation in residential load management

- Demand Solutions
  - Increase device count
  - Add more device categories



# Xcel Energy

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## PROGRAM PLAN SUMMARY



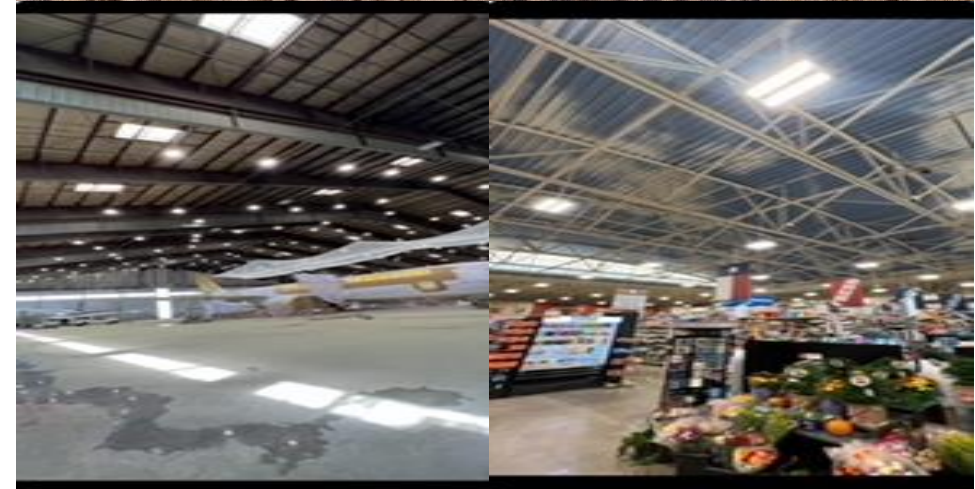
2024 Projections			
Program	Budget	kW	kWh
<b>Commercial</b>	<b>\$1,945,426</b>	<b>7,280</b>	<b>9,328,000</b>
Commercial SOP	\$437,654	1,020	3,826,000
Retro-Commissioning MTP	\$800,000	900	3,969,000
Load Management SOP	\$286,836	5,000	20,000
Small Commercial MTP	\$405,793	220	1,000,000
Home Lighting MTP	\$15,144	140	513,000
<b>Residential</b>	<b>\$1,090,970</b>	<b>1,120</b>	<b>4,079,000</b>
Residential SOP	\$299,486	360	810,000
Home Lighting MTP	\$287,731	470	1,718,000
Smart Thermostat MTP	\$33,899	-	600,000
Refrigerator Recycling MTP	\$184,246	50	395,000
Residential HVAC MTP	\$210,609	240	360,000
Residential Codes MTP	\$75,000	-	196,000
<b>Hard-to-Reach</b>	<b>\$1,078,816</b>	<b>1,040</b>	<b>3,271,000</b>
Hard-to-Reach SOP	\$405,329	450	1,180,000
Hard-to-Reach Food Bank	\$208,487	340	1,326,000
Low-Income Weatherization	\$465,000	250	765,000
<b>R&amp;D</b>	<b>\$160,000</b>		
<b>General Admin</b>	<b>\$217,591</b>		
<b>Total</b>	<b>\$4,492,803</b>	<b>9,440</b>	<b>16,678,000</b>
<b>EM&amp;V</b>	<b>\$52,415</b>		
<b>Total</b>	<b>\$4,545,219</b>		

# 2025/26 POTENTIAL PROGRAMS

COMMERCIAL	RESIDENTIAL	LOW INCOME
Large Commercial SOP	Residential SOP	Hard-to-Reach SOP
Retro-Commissioning MTP	Home Lighting MTP	Low-Income Weatherization
Load Management SOP	Smart Thermostat MTP	HTR Food Bank Program MTP
Small Commercial MTP	Refrigerator Recycling MTP	
	Residential Codes MTP	
	Residential HVAC MTP	
	Home Lighting MTP	

# Highlights

- Engaging with program participants CSOP and Small Commercial
- Seeing the benefit of our HTR and Res program from the customer directly
- Energy efficiency is about helping people
- Xcel Energy Food Bank Success
- R&D: School Kits for Hard-to-reach areas and Residential Codes







An **AEP** Company

BOUNDLESS ENERGY<sup>SM</sup>

# AEP SWEP CO

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## PROGRAM PLAN SUMMARY



An **AEP** Company

2024 Projections			
Programs	Budget	kW	kWh
<b>Commercial</b>	<b>\$2,066,014</b>	<b>9,718</b>	<b>9,019,764</b>
Commercial SOP	\$662,706	789	3,576,416
COMPASS Large Commercial MTP	\$364,706	362	1,713,708
COMPASS for Schools MTP	\$466,706	1,120	2,791,758
COMPASS Small Business MTP	\$277,778	219	827,998
Load Management SOP	\$294,118	7,228	109,883
<b>Residential</b>	<b>\$1,552,941</b>	<b>1,217</b>	<b>2,444,722</b>
Residential SOP	\$1,552,941	1,217	2,444,722
<b>Hard-to-Reach</b>	<b>\$973,529</b>	<b>956</b>	<b>1,754,015</b>
Hard-to-Reach SOP	\$973,529	956	1,754,015
<b>R&amp;D</b>	<b>\$125,000</b>		
<b>Total</b>	<b>\$4,717,484</b>	<b>11,891</b>	<b>13,218,500</b>
<b>EM&amp;V</b>	<b>\$36,913</b>		
<b>Total</b>	<b>\$4,754,397</b>		

# 2025/26 POTENTIAL PROGRAMS

COMMERCIAL	RESIDENTIAL	LOW INCOME
Commercial SOP	Residential SOP	Hard-to-Reach SOP
COMPASS for Large Commercial MTP	Residential Load Management	
COMPASS for Schools MTP		
COMPASS for Small Business MTP		
Load Management SOP		

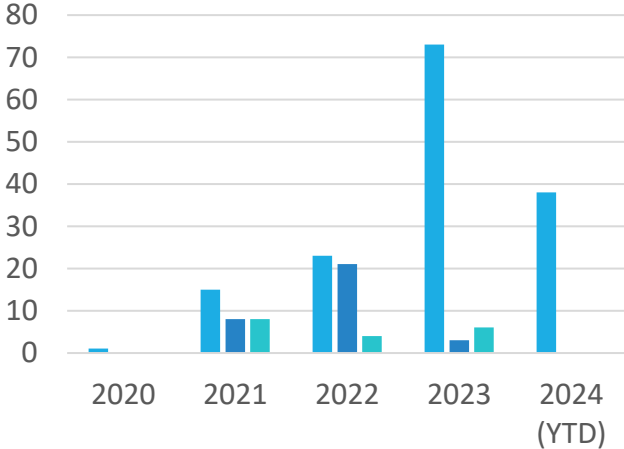
# Heat Pump Water Heater Distributor Program



An AEP Company

## APPROACH:

- Kicked-off in March 2023
- Met with manufacturer(s) and distributor(s) to align goals
- Streamlined data collection points and paperwork
- Develop a strong contractor network
- Continue building consumer awareness



■ Louisiana ■ Texas ■ Arkansas



**5 Ways to Save While Keeping Your Resolutions**  
It's a new year. You can make it a great one by keeping your resolutions and saving energy.

[WATCH NOW](#)

YOU MAY ALSO ENJOY



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