



## **Filing Receipt**

**Filing Date - 2024-10-15 05:02:31 PM**

**Control Number - 38578**

**Item Number - 140**



# REP Smart Thermostat Program

October, 2024

# Program Objectives

- Increase the deployment of smart thermostats across Oncor's service area
- Provide energy savings to help Oncor achieve State mandated energy efficiency goals
- Provide incentives to assist REPs in meeting the requirements of SB1699
- Test program design concepts to identify opportunities for REPs and TDUs to work together on energy efficiency programs
- Reduce customers' energy use
- Facilitate demand response and load management programs in Texas

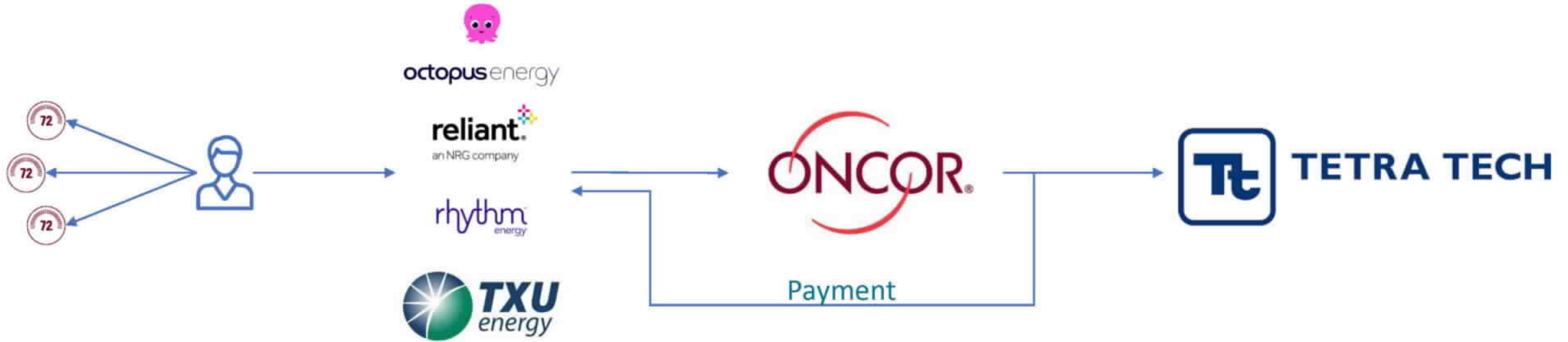


# Pilot Program Parameters



- **Budget and Timeline**
  - Total Budget \$800k
  - \$200k per REP
  - \$100 incentive per thermostat
  - Pilot Program operates from August 2024 through Nov 2024
- **EPPM interface**
  - Each REP will bulk upload installed thermostats to EPPM for review
  - Projects will automatically be created and submitted with the upload file
  - Duplicate measure checks will be implemented to ensure the ESIID hasn't already received a thermostat
  - Maximum of two thermostats per household
  - REP IDs will be created to be used with the file upload
  - REPs will have the ability to log into EPPM and review project status
  - No BYOT enrollment
- **Review and inspection process**
  - Oncor desk reviews
  - Possible on-site inspections for a small percentage of customers
  - Demonstrate control functionality (TBD)
- **Installers**
  - REPs are responsible for identifying and contracting thermostat providers
  - Oncor has a list of installers who have expressed their willingness to work in the program

# Program Workflow



**Thermostats**  
>1,000 / Month

**Installers**  
5 – 10 per REP

- Installs thermostat
- Photos and documentation
- Input into REP system

**REPs**  
50 – 125

- Verifies information
- Ensures Oncor ESIID
- Batch submits to EEPM
- REP identifying code\*
- If REP does not have a system, use EEPM implementer model

**Oncor**

- Automatically creates and submits project
- Duplicate measure check by ESIID
- AI check on input data
- PM review
- Spot inspections
- PM generates invoice
- AP pays invoice net 30

**Evaluation**

- Review projects
- Verify installs, savings and documentation
- Feedback on process and program

# Evaluation, Measurement, and Verification



- **Savings determination**
  - TRM 2.2.8 Energy Star Connected Thermostats
  - Savings tables will be used
- **Documentation requirements\***
  - Customer sign-off that the thermostat was installed to their satisfaction
  - Invoice / proof of purchase from installer or bulk purchase invoice
  - Thermostat brand / model / quantity
  - Energy Star certificate or certification number
  - Did the customer enroll in the REP demand response program
- **Review / inspection processes\***
  - Demonstrate control (TBD)
  - Desk review
  - On-site inspections?
- **Post pilot follow up**
  - REP pre and post interviews
  - Customer surveys (Evaluator or REP)
  - Oncor program attribution

\*subject to revision as program progresses

# Challenges and Opportunities



- **Contractual**
  - Umbrella contract
  - W9
- **Infrastructure**
  - Use of API vs portal
  - Quantity of thermostats when full program opens
- **Review / inspection processes\***
  - Demonstrate control (TBD)
  - Desk review
  - On-site inspections?
- **Post pilot follow up**
  - REP pre and post interviews
  - Customer surveys (Evaluator or REP)
  - Oncor program attribution
- **Great collaboration between REPs, State Evaluator, and Oncor**
  - The program could efficiently deploy a large number of smart thermostats into the residential market, providing demand response opportunities to customers
  - This is an opportunity to offset some of the significant energy savings Oncor lost
  - Could be a model for future programs and collaboration

# Where are we today?

- All four REPs have completed the umbrella contract and are authorized to install thermostats
- Approximately 200 thermostats have been paid under the program
- We are working closely with the REPs and the State evaluator to ensure documentation and savings calculations are correct
- Project submissions should increase significantly between now and the end of the year
- We hope to open the program to all REPs in early January 2025



# Questions?

**VISTRA**

# Benefits & Challenges

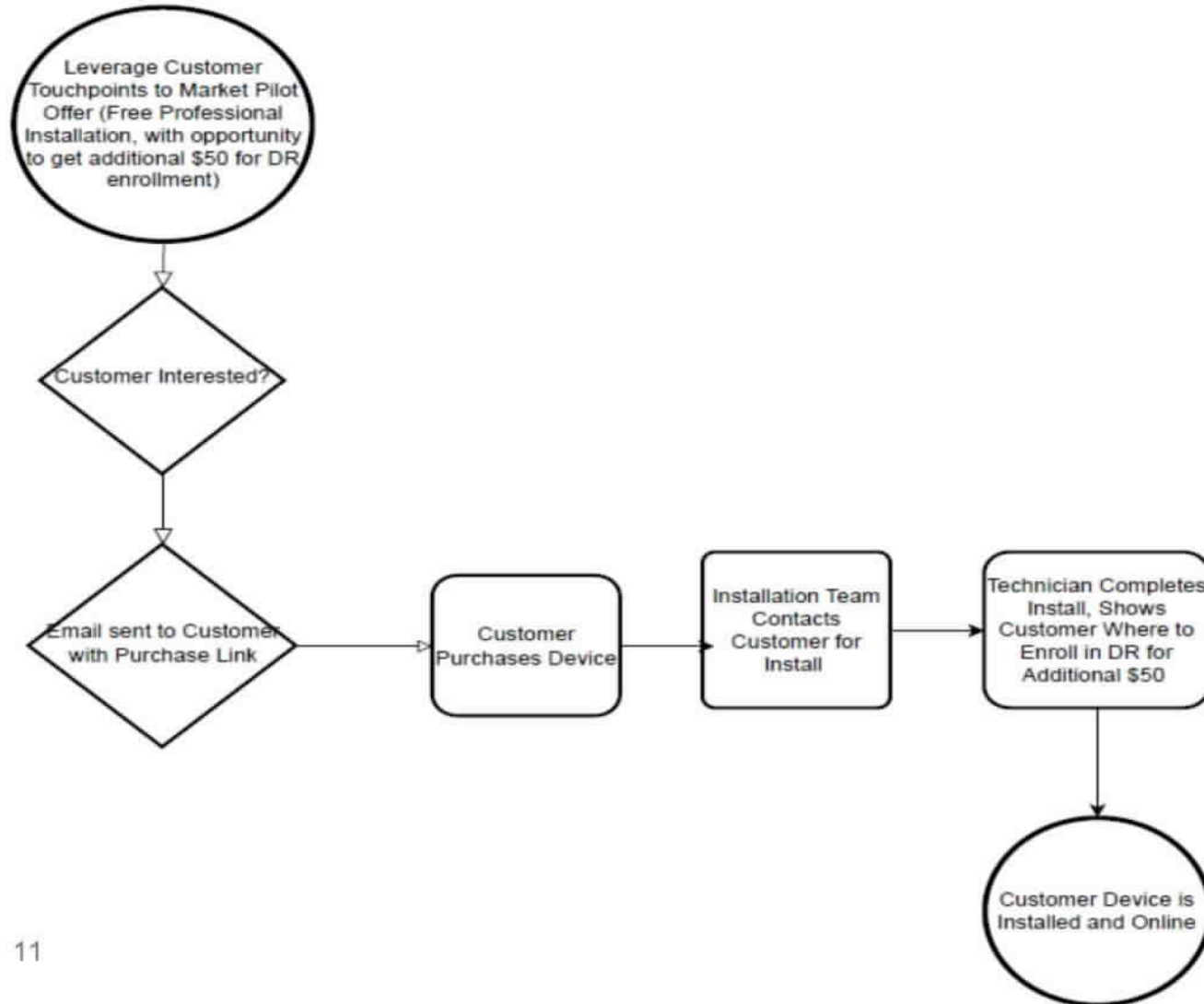
## Benefits:

- The Pilot provides additional incentives beyond those available via the traditional DR structure. We believe this will assist in scaling smart thermostat penetration and DR enrollment/participation.
- Pilot is adding incremental value/incentives to help align value to consumer expectations... Residential customers, unlike commercial customers with economies of scale, demand higher per kW incentives to participate due to the inconvenience/discomfort inherent in a thermostat DR program.

## Opportunities:

- Strong start but still very early; feedback limited. It will take some time to ramp up the program to full scale.
- Planning on testing various offers to determine the most effective customer options.
- Program fees help offset some costs, but REPs will still need to take upfront funding risks to scale (customer churn) due to all-in costs vs. upfront incentive dollars potentially impacting participation rates.

# Pilot Flow (Current)



Here for you 24/7 at [800-242-9113](tel:800-242-9113) | [MyAccount](#)

Customer,

Thank you for choosing TXU Energy! Here are the details on our special, limited-time offer in partnership with Oncor:

**Service Address:** 1234 Main St, Dallas, TX 12345

- **Honeywell T5 Smart Thermostat:** Available for just \$99.99
- **Free Professional Installation for Service Address above.** Valued at \$150, included at no extra cost\*
- **Energy Savings:** Save up to 16% on heating and cooling costs annually
- **Additional Reward:** Earn an extra \$50 by enrolling in our Connected Conservation Program

[Buy Now](#)

Once you place your order, our installation partner will schedule your complimentary professional installation.

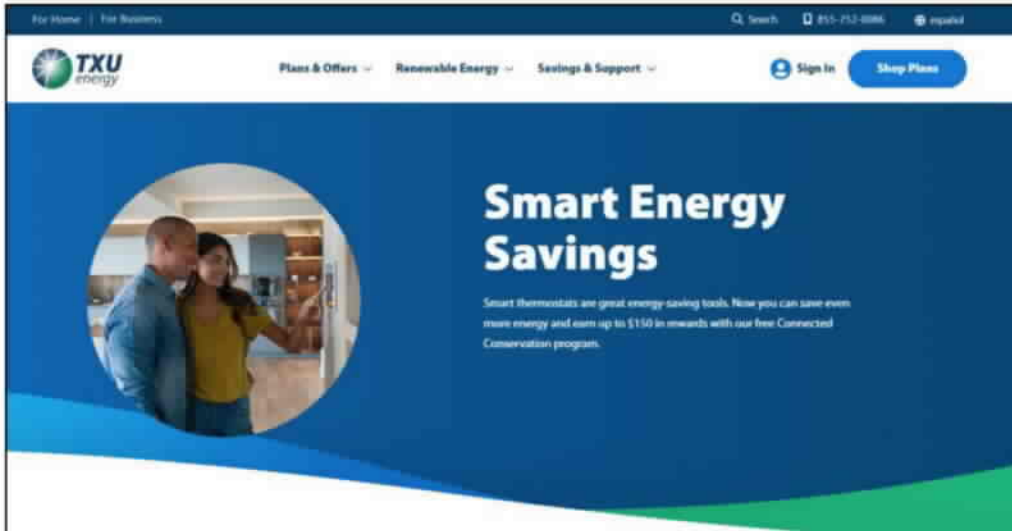
This offer is available for a limited time on a first-come, first-serve basis and will expire on Dec. 31. Don't miss out!

[MyAccount](#) | [Refer Friends](#) | [Ways to Save](#) | [Help Center](#)

\*Please Note: Limit 2 free installations per service address.




# Current DR Program (Connected Conservation)



The screenshot shows the TXU Energy website header with navigation links for 'Plans & Offers', 'Renewable Energy', and 'Savings & Support'. The main content area features a circular image of a family and the heading 'Smart Energy Savings'. Below the image, text states: 'Smart thermostats are great energy-saving tools. Now you can save even more energy and earn up to \$150 in rewards with our free Connected Conservation program.'


### Support your community & earn a reward




**Use less, save more**

Conserving energy helps you save and it's something we can all do to reduce demand for electricity when there's an urgent need across the state while still keeping comfortable.


### Get started in a few quick steps



Enroll with Sensi →



Enroll with Amazon →




Enroll with Total Connect Comfort →

Enroll with Resideo - Smart Home →

Don't own a smart thermostat? You can buy one at a great price through our partner, EE Incentives.

### Increase your reward value

You can choose to redeem your reward for a \$50 prepaid card, \$50 in shopping or dining credits or \$150 for energy-saving home products from our partner.



\* Similar programs offered through other Vistra retail brands.



# REP Smart Thermostat Program

October 2024



# Reliant: Oncor Smart Thermostat Pilot

## Pilot Offer

- Limited-time offer for existing customers: Get a no-cost Google Nest Thermostat + professional installation
- Additional bill credit if professionally installed
- Offer contingent on Demand Response (DR) enrollment
- Channels: Email, Online Account Management (OAM), Outbound call

## Challenges

- Short pilot time-frame impacted ability build ideal customer experience, test & learn, gain customer insights and implement any enhancements
- Pilot timeframe occurred during non-peak season
- Eligibility limited to ERCOT Oncor territory
- Low (\$100) reimbursement amount

## Early Pilot Results

- Expect to deploy at least 50% of Oncor funding by December but will most likely not deploy all funds allocated by the program
- Better than expected response rates and installation rates for email campaign
- Even with professional install offer and incentive, ~8% of customers opted to self-install
- Higher than expected incompatibility rate during professional installation

## Opportunities

- Expand program and funding across all ERCOT TDSPs
- Channel expansion and CX optimization
- Increase funding level per thermostat/install
- Partner with additional thermostat providers to enhance offer incentives
- Conduct customer surveys earlier in the process for customer experience insights and challenges

# Reliant: Promotional Offer for Oncor Pilot

## Online Account Promotion

Welcome [redacted]

Notifications (2) | I want to [dropdown]

Account balance

**\$196.67**

AutoPay enrolled

AutoPay Scheduled for 10/15/2024

[View bill summary](#)

Projected electricity cost for your next bill

**\$59.65** **\$134 - \$140\***

As of Oct 5 | Projected amount

1 days remain in billing cycle

\*This is projected through the end of the billing cycle and may vary from your actual bill. A standard billing cycle is 29-32 days.

[View plan details](#)

Your electricity plan

Reliant Secure® 18 plan

Plan Expires: 02/16/2026

[View plan details](#)

Limited-time offer: Get a no-cost Google Nest Thermostat + professional installation

Enroll in the Degrees of Difference with Smart Thermostats program to get a no-cost Google Nest Thermostat and FREE professional installation by OnTech — the preferred installation partner of Google (a total value of \$329). Plus, **get a \$50 Bill Credit** once your installation has been completed by OnTech.

[Sign up now](#)

Targeted existing customers with an offer to receive a Free Google Nest Thermostat + Free Professional Installation (with a limited time \$50 bill credit)

## Email



### Limited-time offer: Get a no-cost Google Nest Thermostat + professional installation

Take advantage of this opportunity to receive a Google Nest Thermostat at **no cost** when you enroll in the Reliant Degrees of Difference with Smart Thermostats program. Plus, we'll cover professional installation by OnTech, the preferred installation partner of Google. That's a **\$329 retail value** — at no charge!

Once your thermostat is installed by OnTech, you'll earn a \$50 bill credit<sup>2</sup>

#### Here's how it works:

- Complete your online enrollment to request your no-cost<sup>1</sup> Google Nest Thermostat (a \$129.99 value)
- Once your thermostat arrives, schedule a FREE professional installation with OnTech — the preferred installation partner of Google
- You'll earn a **\$50 bill credit**<sup>2</sup> and be automatically enrolled in the Degrees of Difference with Smart Thermostats program after your OnTech installation is complete