



# NASEO RFI - Implementation Options for HOMES and HEEHR

Radiant Labs (in partnership with Snugg Home) authorizes NASEO to publish and distribute this response to the NASEO RFI on its website and through other means to the states and general public. We have included no confidential or proprietary information in our response.



Adam Stenftenagel  
CEO



# Category 2: Program Elements

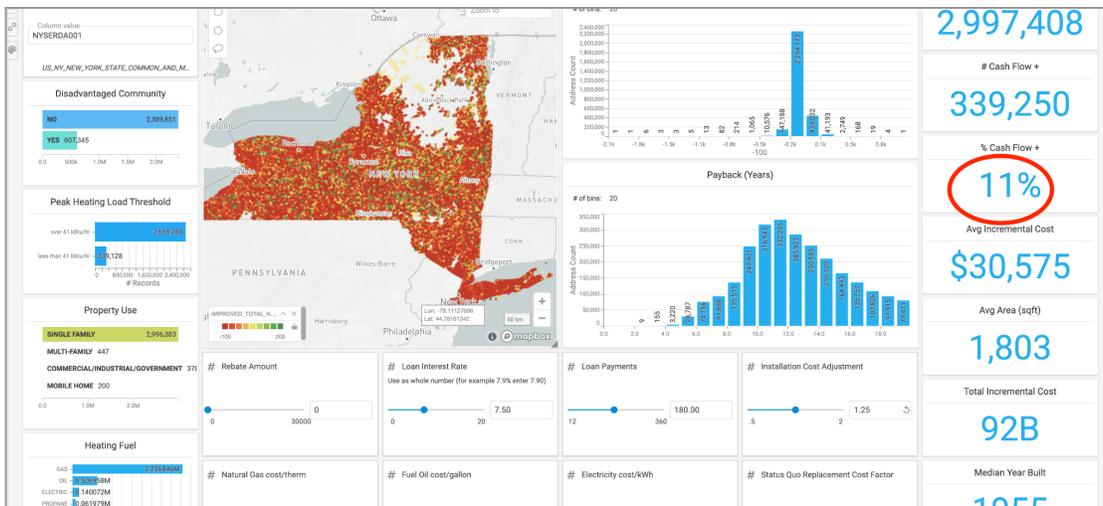
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Radiant Labs builds large scale analysis of entire cities and states to help with program design and customer targeting as well as consumer facing tools for customer education and engagement. We've deployed our platform for cities such as Boulder, Berkeley and San Francisco as well as the state of NY for NYSEERDA. Our platform helps programs understand the impacts of rebates, financing, contractor education, workforce development, and energy prices on the economics of home energy upgrades.

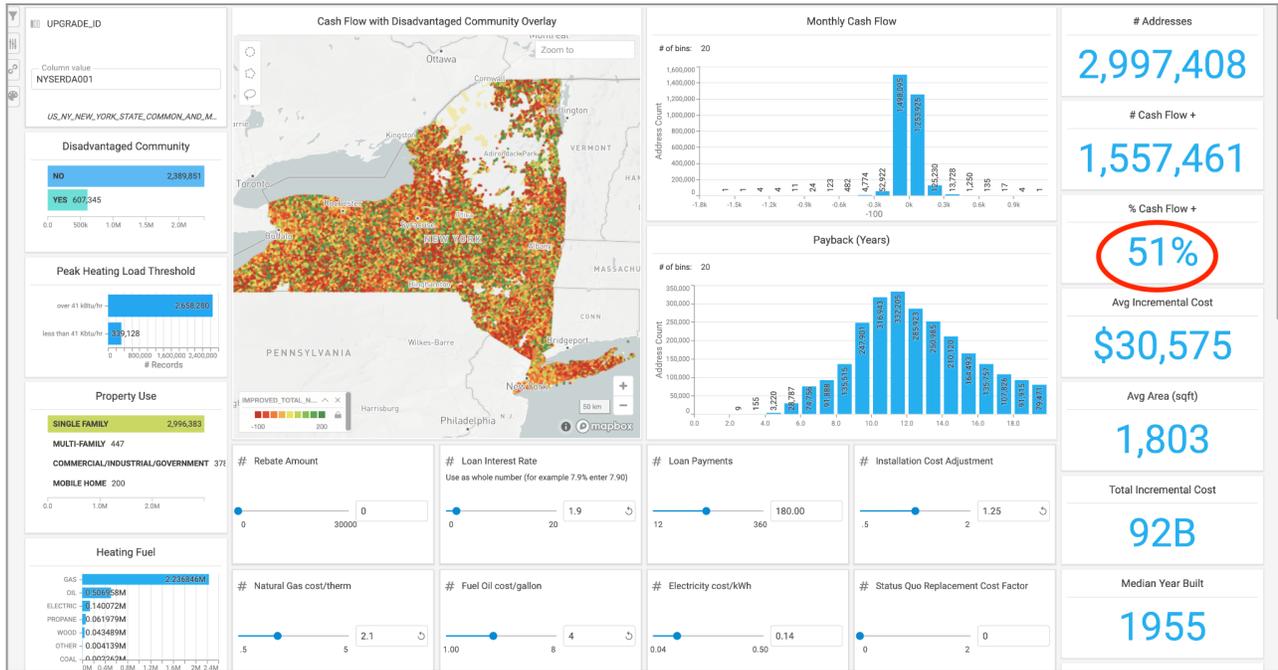
We build hourly energy models of all homes in a community, state, or utility territory and can do so with as little information as an address. Our analytics dashboard allows a state agency or consultant to filter by hundreds of data points such as income, disadvantaged communities, and building types. In addition the platform can be used for customer targeting down to the individual address level, highlighting the best homes for various improvement packages. In many areas, we have historical building permits that allow us to forecast equipment replacements, such as furnaces, on a home-by-home basis. This allows agencies to target homes proactively to minimize emergency replacements. These emergency replacements often result in poorer economics and the homeowner burning fossil fuels for another 15 years. If utility bills are obtained in bulk, models can be calibrated. Otherwise, the platform is fully virtual, with no observed data necessary.

The following are screenshots of our analytics platform. Monthly cash flow is the focus of these charts. Cash Flow Positive means the monthly payments on the loan for the improvements are less than the average monthly savings on the utility bills. The improvement package modeled here includes attic insulation, air sealing, heat pumps for space heating and cooling, and a heat pump water heater.

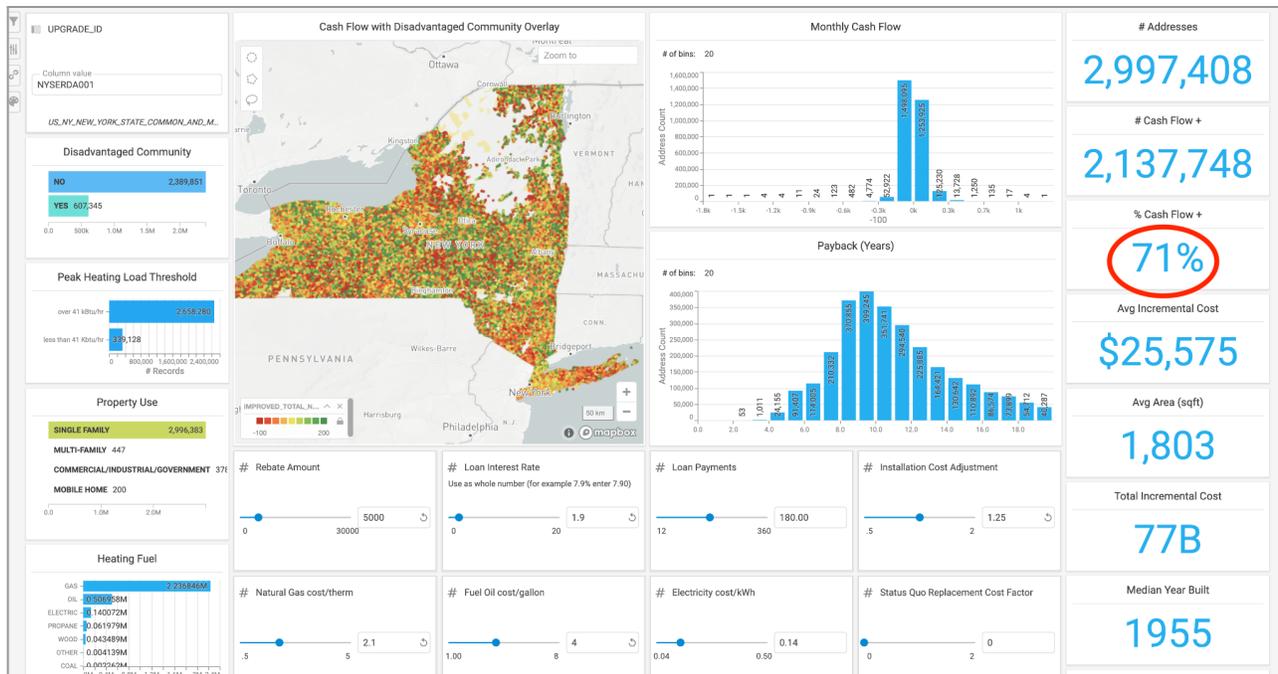
This first screenshot shows all 3 million single family homes in the state of New York and only 11% of them as cash flow positive when there are \$0 rebates and 7.5% interest financing.



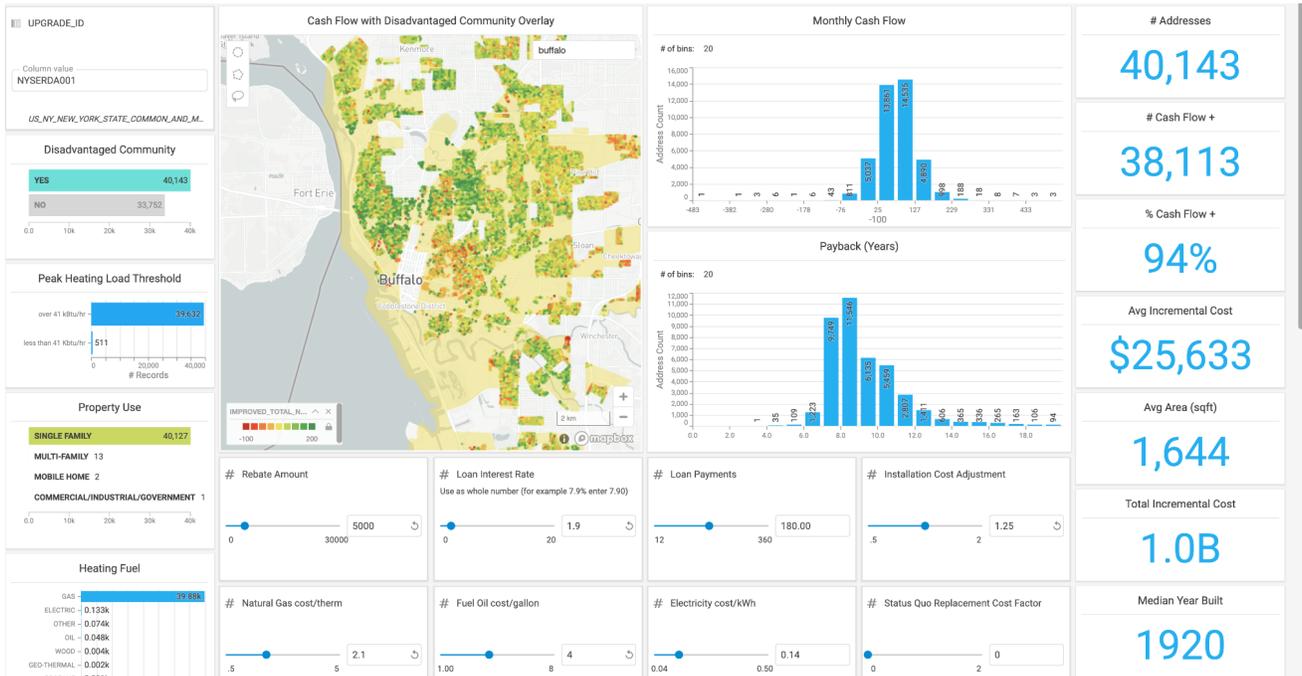
Here is the same scenario but with 1.9% interest financing. Notice that the percentage of homes that are cash flow positive jumps from 11% to 51%.



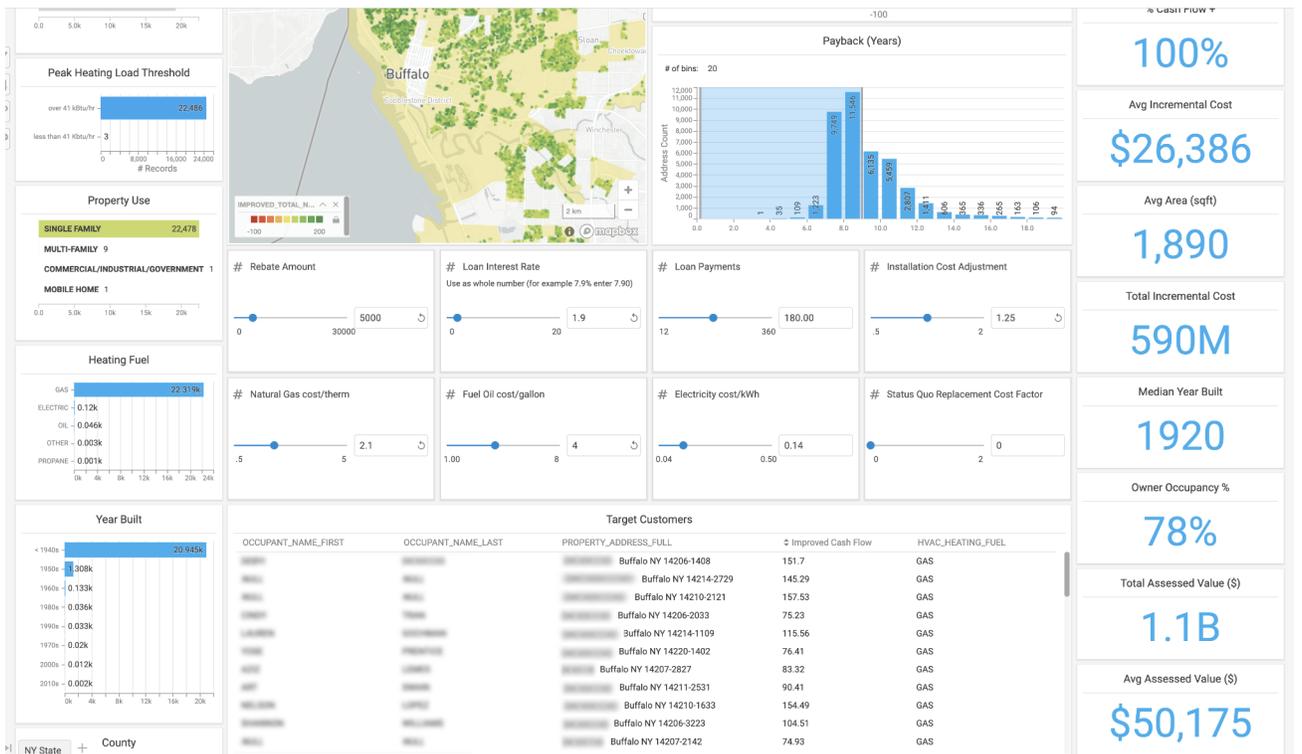
Next we add a \$5,000 rebate. 71% of the homes in the state would be cash flow positive in this scenario.



This slide zooms in to Buffalo, NY and shows the disadvantaged communities (DAC) layer in light yellow overlaid with the homes and only DAC homes selected.



The final screenshot shows the customer targeting. We've selected only the homes that have a payback of less than 8 years. (We've blurred the customer names and addresses for privacy):



This is a view of our consumer facing tool called Domo. It is a DIY interface for homeowners that provides a detailed long term cash flow analysis for home energy retrofits and will include all potential rebates and incentives available through HOMES and HEERH as well as any available utility or local rebates. A Domo roadmap can be deployed for every targeted home in our analytics platform and we can push those leads to contractors.


Roadmaps / Ria's Home 1 ▾

🔔 10
RZ

Proactive Timeline ▾

🏠 Projects

**Ria's Home 1** [🔗](#)  
504 Randall, Ballston Spa, NY 12020

**OVERVIEW**

Timeline  
**10 Years**

Components in Timeline

🌱 EE
🔧 HVAC
☀️ PV
🚗 EV

**\$ 49,524** ⓘ

Project + Energy Costs

**\$ 6,907** ⓘ

10 year savings

**71 tons** ⓘ

CO2 Savings

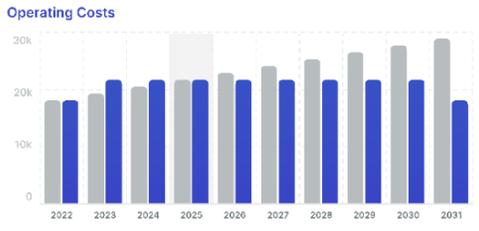
[📄 Current specs](#)

**KEY METRICS** [Compare this with other timelines →](#)

**Cumulative cost**



**Operating Costs**



**INFO**

**Electrify your commuter car**

Save money, skip the lines at the pump and reduce your carbon footprint with an electric car.

Add an EV

Explore other projects



**TIMELINE**

Jul 2022

Jul 20, 2022 Roadmap Created [view & edit starting home](#)

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JAN 2022



**Envelope Upgrades + Heat Pump**

Cost  
**\$ 14,239** [🔗](#)

Incentives  
[Add Incentives](#)

Energy savings  
**\$ 101/mo**

Financing  
**\$ 144/mo**

CO2 Reduction  
**6 tons/yr.**

**Contractors**

Weatherization

Bestway Insulation Select Remove

Weatherize Me! Invite sent

Select Remove

Add contractor or request bids

📊 Chart Completed

🌱
📊
🌬️
🚗

## Category 3: Indication of Vendor Interest

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### **Services available to aid in the execution of HOMES and HEEHRA:**

- Hourly energy modeling of every address in a state deployed through our data analytics dashboard that assists in program design and customer targeting.
- Model multiple SEO defined improvement packages for all addresses in the state
- Consumer education and engagement through our virtual audit tool Domo