



May 19, 2023
Ms. Maddie Koewle
National Association of State Energy Officials
1300 North 17th Street, Suite 1275
Arlington, Virginia 22209
Email: mkoewler@naseo.org

Re: NASEO Request for Information (RFI) – Implementation Options for Home Energy Performance-Based Whole-House Rebate Program and High-Efficiency Electric Home Rebate Program

Dear Ms. Maddie Koewler:

Thank you for the opportunity to allow us to indicate our interest regarding implementation options for the Home Energy Performance-Based Whole-House Rebate Program and High-Efficiency Electric Home Rebate Program. We responded to category two and will be able to provide further details on our company and capabilities around helping to implement these programs at a future date. Our response is as follows:

Company Characteristics

16. Name, contact information, company or organization that you represent.

Name: Adam Farabaugh
Email: adam.farabaugh@uplight.com
Company: Uplight (www.uplight.com)

17. An overview of your approach to equity, diversity, inclusion, and accessibility (DEIA).

Our company works primarily with electric and gas utilities and a number of the programs we implement are centered around equity, diversity, inclusion and accessibility. We implement low and moderate income programs for utilities that focus on these elements specifically by providing easy access to information and providing energy efficiency measures targeted to underserved populations. With our non-low income programs we also work to include elements that may be more useful to populations with varying backgrounds or incomes.

18. As applicable, a short description and a link to programming that your company is contracted or has been contracted to implement for planning, administering, and/or field delivery of federal or state programs. Note which, if any, provides low- and moderate-income and affordable home energy upgrades, especially with and in disadvantaged communities.



Our company is not contracted to deliver any federal or state programs. We primarily deliver programs on behalf of electric and gas utilities. However we are considering expanding past these two segments particularly relating to the IRA HOMES and HEEHR programs. A more detailed summary of some of the programs we implement for low income households is described in the next response.

Program Elements

19. Summarize the services your company or organization could provide to a State Energy Office in the execution of these programs.

Uplight is a software provider to electric and gas utilities implementing customer engagement and demand side management solutions for their residential and commercial customers. The products and services we offer range from behavioral energy efficiency measures to online marketplaces for rebated smart energy devices and a Demand Response Management System (DRMS). These solutions include a variety of tools to help customers learn about ways to save energy and money on their utility bills, and enroll in programs like time-varying rates or electric vehicle (EV) managed charging. A number of these programs have specific implementations targeting low and moderate income households.

One of these programs particularly related to SEO IRA implementation is our online marketplace called Giveaway Hub where qualified customers can receive no-cost energy saving devices such as light bulbs, low flow showerheads, and smart thermostats, among other measures. Our Giveaway Hub allows utilities to provide a platform where they can target specific customer segments in order to inform them of the free energy saving measures that they may be eligible for. A significant barrier when giving away free energy saving measures is that customers don't know about them and think that they may have to pay for shipping or that it can't be completely free. Also, requiring income verification, account numbers, and other data points, increases the friction in the process causing customers to not go through with obtaining the measure. By only requiring basic information such as name and address, we can verify if a customer is eligible for the free energy saving measures available from their utility and we can ship them directly with no payment information required for shipping or otherwise. This allows utilities to be able to reach large segments of their low and moderate income populations with measures that interest them and are convenient to obtain.

We have implemented Giveaway Hub programs in California, Michigan, and Mississippi as well as a number of other low and moderate income programs that don't directly pertain to IRA related programs. Listed below are three examples of Giveaway Hubs that are currently



live: (note these are currently live as of the date of this RFI response but depending on utility timelines of these programs they potentially may not be live if significant time has past when reviewing responses - screenshots of the main page of each are also included at the end of this response)

- <https://free.elizabethtowngasmarketplace.com/conservation-kit/products/conservation-kit>
- <https://free.southjerseygasmarketplace.com/kit/products/kit>
- <https://offercenter.pseg.com/smart-thermostat/products/smart-thermostat>

Our Giveaway Hub and other program implementations could be adjusted around the HOMES and HEEHR rebate programs to efficiently and effectively reach a large number of households with eligible measures that they may qualify for including heat pumps, heat pump water heaters, weatherization and insulation upgrades, and other measures that qualify under these two programs. Our implementations can also be streamlined with other implementation efforts be it on the point-of-sale side or with contractors.

Other

20. Any additional comments.

No proprietary or confidential information has been included in our response and it is suitable for public dissemination by NASEO.

RFP and Contract Language

21. Any RFP language that could be used to execute your program idea.

None at this time.

We look forward to seeing the DOE guidance on these two programs coming out shortly as well as how State Energy Offices are thinking about implementing these programs. We welcome any outreach and look forward to creating programs to help implement these two, potentially very impactful initiatives.

Sincerely,

/s/ Adam Farabaugh

Adam Farabaugh
Market Development Manager
Email: adam.farabaugh@uplight.com

Screenshots of Giveaway Hub if the utility programs linked above are no longer live upon reviewing this RFI response.



SJG Conservation Kit

\$20.23 retail value

Free (No shipping or tax charges)



Description

BEGIN YOUR HOME ENERGY EFFICIENT UPGRADES WITH AN ENERGY SAVING KIT.

The Energy Saving Kit makes it easy to increase your home's energy efficiency. Start by switching four of your most frequently used light bulbs to LEDs and decrease your water use by upgrading your water faucets and showerhead. The Energy Saving Kit makes it simple!

- 4 - 9W A19 LED light bulbs (2700k)
- 2 - Niagara Bubble Faucet Spray Aerator
- 1 - Niagara Earth Showerhead (Chrome)

Eligibility

Shipping

Receipt

Check your eligibility

Verify your South Jersey Gas account information and fill out the rest of this page to check your eligibility for the free product.

Verify your account

Enter your service address

This must be the address at which you receive South Jersey Gas service. Please fill out all fields in the form below. They must match the same fields on your South Jersey Gas Account.

How will my address be used? ●

First Name	Last Name
Phone Number	Email Address
Address	Apt, suite, etc. (optional)
City	State New Jersey
ZIP Code	

Free products from South Jersey Gas are only available for eligible customers who live in New Jersey.

Or choose another way to verify your account:

Enter your South Jersey Gas account number

ETG Conservation Kit

\$20.23-retail-value

Free (No shipping or tax charges)



Description

BEGIN YOUR HOME ENERGY EFFICIENT UPGRADES WITH AN ENERGY SAVING KIT.

The Energy Saving Kit makes it easy to increase your home's energy efficiency. Start by switching four of your most frequently used light bulbs to LEDs and decrease your water use by upgrading your water faucets and showerhead. The Energy Saving Kit makes it simple!

- 4 - 9W A19 LED light bulbs (2700k)
- 2 - Niagara Bubble Faucet Spray Aerator
- 1 - Niagara Earth Showerhead (Chrome)

Eligibility

Shipping

Receipt

Check your eligibility

Verify your Elizabethtown Gas account information and fill out the rest of this page to check your eligibility for the free product.

Verify your account

Enter your service address

This must be the address at which you receive Elizabethtown Gas service. Please fill out all fields in the form below. They must match the same fields on your Elizabethtown Gas Account.

How will my address be used?

First Name	Last Name	
Phone Number	Email Address	
Address		Apt, suite, etc. (optional)
City	State New Jersey	
ZIP Code		

Free products from Elizabethtown Gas are only available for eligible customers who live in New Jersey.

Or choose another way to verify your account:

Enter your Elizabethtown Gas account number

Google Nest Thermostat Snow

~~\$99.99~~ retail value

Free (No shipping or tax charges)



- [Product Info](#)
- [Installation](#)

Description

Meet the Nest Thermostat, the helpful thermostat with a cozy price. It can turn itself down to save energy when you leave the house. You can control it from anywhere with the Google Home app – whether you’re running an errand or on vacation. You can even change the temperature without getting off the couch or out of bed. Just say, “Hey Google, turn up the heat.”¹ The Nest Thermostat looks out for your heating or cooling system. If something doesn’t seem right, it can send an alert. And it’s easy to install yourself, usually in 30 minutes or less.

¹ Voice control with Google Assistant requires a compatible smart device.

Eligibility
Shipping
Receipt

Check your eligibility

Verify your PSE&G account information and fill out the rest of this page to check your eligibility for the free product.

Verify your account

Enter your service address

This must be the address at which you receive PSE&G service, as well as the name on your PSE&G account.

[How will my address be used?](#)

First Name	Last Name
Address	
Apt, suite, etc. (optional)	
City	State New Jersey
ZIP Code	

Free products from PSE&G are only available for eligible customers who live in New Jersey.

Or choose another way to verify your account:

[Enter your PSE&G account number](#)