



May 19, 2023

National Association of State Energy Officials  
1300 North 17th Street, Suite 1275  
Arlington, Virginia 22209  
E-mail: [mkoewler@naseo.org](mailto:mkoewler@naseo.org)

**RE: NASEO RFI – Implementation Options for Home Energy Performance-Based Whole-House Rebate Program and High-Efficiency Electric Home Rebate Program**

Dear Ms. Koewler,

Thank you for the opportunity to respond on behalf of BlocPower to the NASEO Request for Information (RFI) regarding Implementation Options for Home Energy Performance-Based Whole-House Rebate Program (HOMES) and High-Efficiency Electric Home Rebate Program (HEEHR).

BlocPower is a Black-founded climate tech company launched in 2014 in Brooklyn to deliver smarter, greener, healthier buildings to all, with a strong focus on serving the needs of low- and moderate-income (LMI) residents and property owners in environmental justice and Justice40 communities. To date, BlocPower has completed over 5,000 energy efficiency and/or electrification retrofit projects in single-family homes and multi-family buildings, and houses of worship. All BlocPower programs contracted with municipalities have featured a distinct focus on meeting objectives for residential energy efficiency and electrification upgrades in LMI communities.

For state HOMES and HEEHR program implementation, BlocPower will meet energy offices where they are - offering either a full program-in-a-box design and implementation solution, or partnering with states and program implementers via modular offerings, like BlocPower's program planning and execution software [BlocMaps](#), to fit each state's specific needs. Specifically, BlocPower can offer any or all of the following services to state energy offices tasked with implementing HOMES and HEEHR rebate programs:

- 1. Data-Driven Program Design, Execution, Reporting** - BlocPower partners with states to support data-driven programs via [BlocMaps](#) to help states maximize impact and achieve LMI and Justice40 goals.
- 2. End-to-End Program Management** - BlocPower manages all elements of implementation including community / building owner outreach, construction / project management, and managing incentive programs
- 3. Financing** - BlocPower has developed unique, equitable financing tools tailored towards the needs of LMI residential building owners. States can leverage these optional financing tools to amplify the impacts of state HOMES and HEEHR program funding.
- 4. Workforce Development** - BlocPower has extensive experience developing innovative and inclusive workforce development programs - especially in historically underserved communities - to make sure programs have the workers they need to be successful and create new local, non-exportable jobs.

Below, please find responses to Category 1 (Comprehensive Program Design) for an overview of all four above offerings; Category 2 (Program Elements) for more detail on the above offering #1; and Category 3 (Indication of Vendor Interest) from the NASEO RFI. Thank you again for the opportunity to provide these comments, and we look forward to working with you on successful implementation of these crucially important state programs across the country.

Sincerely,  
Donnel Baird  
CEO, BlocPower

## Category 1: Comprehensive Program Design

### 1. Name, contact information, company or organization that you represent.

Donnel Baird; CEO, BlocPower; [Donnel@blocpower.io](mailto:Donnel@blocpower.io)

Clare Doyle Dowd; Director of Policy & Community, BlocPower; [partnerships@blocpower.io](mailto:partnerships@blocpower.io)

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

As noted, BlocPower is a Black-founded climate tech company launched in 2014 in Brooklyn to deliver smarter, greener, healthier buildings to all, with a strong focus on serving the needs of low- and moderate-income (LMI) residents and property owners in environmental justice and Justice40 communities. With 10 years of experience, BlocPower helps government and utility partners execute program goals, including Diversity Equity Inclusion and Accessibility (DEIA) objectives, through four key components:

1. **Data-driven program design** that is visualized through the [BlocMaps](#) planning tool.
  - BlocPower developed BlocMaps to help states and cities target residential buildings in greatest need of retrofits and track program performance, all while integrating transparency, performance metrics, and trust into the identification and impact evaluation process.
2. **End-to-end program management** tailored to the LMI / Justice40 segment
  - BlocPower's focus on underserved communities features a combination of marketing methods to meet households and building owners in underserved communities where they are - including via outreach to Community-Based Organizations and Community Advisory Boards, enlisting multilingual program ambassadors, performing phone banking, supporting digital ads and social media outreach, and hosting community events. BlocPower also provides project and construction management oversight, facilitating all phases of the retrofit project through a trusted contractor network.
3. **Financing**
  - BlocPower uses unique, equitable financing mechanisms designed to support LMI building owners unlock building efficiency and electrification upgrades. This was established through BlocPower's deep understanding of LMI communities and how best to meet their financial needs - including offering optional financing for pre-retrofit health and safety upgrades, which are frequently barriers for LMI home energy efficiency and electrification.
4. **Workforce development**
  - BlocPower has proven experience implementing green economy career development in communities most impacted by climate change and historical underinvestment, taking a whole-of-person approach and partnering with local community based organizations to apply local knowledge and build trust.

### 3. 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.

As noted, to date, BlocPower has completed over 5,000 energy efficiency and/or electrification retrofit projects in single-family homes, multi-family buildings, and houses of worship. All BlocPower programs contracted with municipalities have featured a distinct focus on meeting objectives for residential energy efficiency and electrification upgrades in LMI communities.

BlocPower has contracts with a number of states, municipalities and utilities for planning, design, program administration and implementation programs. In addition, BlocPower has technical assistance contracts with the National Energy Renewable Lab (NREL), and is a sub-contractor for other federal grants. Examples of these contracts include:

- **Ithaca, NY** - Ithaca [selected](#) BlocPower to electrify and decarbonize its building stock. The contract represents the first large-scale, city-wide electrification initiative in the U.S.
- **Oakland, CA** - BlocPower has completed several [pilot](#) projects in Oakland, CA in preparation for city-wide electrification efforts, with a focus on incentivizing retrofits for LMI customers.

- **Denver, CO** - The City and County of Denver [selected](#) BlocPower and Energy Outreach Colorado to decarbonize 200 LMI multi-family households, delivering health and economic benefits
- **New York City, NY**
  - BlocPower [won](#) a competitive bid from the NYC Mayor's Office of Sustainability and Economic Development Corporation contract to analyze and retrofit 500 multi-family buildings in underserved communities in Brooklyn. BlocPower exceeded this to deliver over 620 retrofits, which were completed on time and under budget. Over a three-year period, the Community Retrofit NYC program engaged with hundreds of hard-to-reach building owners.
  - The NYC Mayor's Office of Criminal Justice [selected](#) BlocPower to implement a large multi-year workforce contract to train, provide wrap-around services and develop job placement opportunities for workers in city improvement and retrofit jobs. Over 3,000 workers have been trained to date.
- **Peterborough, NH** - BlocPower is in the early stages of a [partnership](#) with the Town of Peterborough, NH on a pilot program to electrify ten buildings in this rural community, leveraging our software, financing, and building electrification expertise.

**4. How would you describe the goals of this program design? What kind of market transformation are you looking to achieve?**

A market transformation without inclusion is not a market transformation at all. As a potential program implementer of state HOMES and HEEHR programs, BlocPower's program design goals are to: 1) deliver performant and affordable energy efficiency and electrification projects in LMI / Justice40 communities, at scale; 2) deliver projects that result in lower utility bills, improved indoor air quality and health, and greater climate resilience; and 3) create new local, non-exportable jobs in communities that are historically underserved. The program design will accomplish the goals by maximizing impact and adoption of the IRA's rebate programs within LMI single-family homes and multi-family buildings. BlocPower seeks to achieve a scalable market transformation by leveraging data and software to help states fulfill their rebate program objectives. For more on BlocMaps, see response to Category 2.

**5. Does your program address a specific building type? If yes, which?**

**Yes** - BlocPower's flexible programs and products can support states for all types of single- and multi-family residential buildings and tailor programs to their specific needs, whether broadly (e.g. Ithaca's full city electrification) or focused on a particular segment (e.g. Denver's [multi-family LMI segment](#)). BlocPower's experience with buildings of different ages, sizes, and uses enables them to diagnose and support the needs of each state's building stock.

**6. Does your program target a particular income level? If yes, which? If not, what income levels can your program effectively reach?**

**Yes** - BlocPower's envisioned implementation program focuses on LMI households, in alignment with BlocPower's business model and demonstrated focus on addressing the specific concerns of low-income customers. For the HOMES rebates, BlocPower's solutions are relevant to all income levels.

**7. Does your program design address HOMES, HEEHR, or both?**

BlocPower's envisioned program design addresses **both HOMES and HEEHR**. Additionally, pending official DOE guidelines regarding braiding state, utility, and federal dollars, BlocPower is uniquely positioned to integrate dollars within the same home or building via distinct projects to maximize savings for an individual household, in compliance with IRA statute.<sup>1</sup> For more information, see our response to Q19, Category 2.

**8. If your program design addresses HOMES, are energy savings measured, modeled, or both?**

**Both.** BlocPower's data engine is flexible, and supports both the modeled and measured approaches to evaluate each project opportunity individually and prescribe a custom incentives stack to maximize affordability for that household.

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<sup>1</sup> While the IRA explicitly includes prohibitions related to combining funds between the two rebate programs (or any other Federal grants or rebates), the statute limits this combination "for the same single upgrade," per IRA Sec. 50121(c)(7) and "for the same upgrade," per IRA Sec. 50122(c)(8). Neither provision mentions financing support, and neither contains a prohibition related to federal grants for other upgrades within the same home project.

**9. Does your program design promote any efficiency or electrification technology in particular? How will you determine which technologies are eligible for rebates?**

BlocPower determines best fit technologies at the property level based on advanced modeling from [BlocMaps](#). For more on BlocMaps, see response to Category 2. Following initial predictive scoping in BlocMaps, BlocPower engages with customers to assess project needs, complete a site visit, and complete engineering custom scopes of work to design a project, or phases of projects that address the customer's needs and maximizes affordability.

**10. What market conditions are necessary for your program design to be successful? What policies are necessary? What relationships? If these conditions are not available, how would a state create them?**

BlocPower's experience in diverse markets has solidified the team's expertise in the market conditions necessary for successful program design. BlocPower will partner with states to ensure the listed conditions are met and supported via existing relationships and services. Where these conditions are not available, BlocPower has demonstrated experience building them out.

- **Public Engagement and Awareness** - BlocPower has expertise in deploying community-based education campaigns for building owners and renters to drive awareness and interest in retrofits
- **Trusted Community Networks** - reaching LMI communities requires an engaged relationships with community leaders and an on-the-ground presence
- **Access to Utility Data** - BlocPower does not rely on data-sharing relationships with utilities, as it has national energy models in partnership with the Department of Energy and utility data providers. BlocPower has a track record serving utility clients to integrate their data when available. This experience will be critical for successful implementation of HEEHR and HOMES programs.
- **Training and Availability of Contractor Workforce** - BlocPower recognizes that skilled labor constraints limit project deployment, and has responded by developing innovative and inclusive workforce development programs to make sure each program has the labor supply it needs to be successful. See Civilian Climate Corps example in NYC in Question 3 for more information.
- **Project Financing** - The average cost of building electrification projects often exceeds the availability of incentives and rebates; thus, a flexible financing solution option tailored towards the needs of LMI building owners is critical. BlocPower has extensive experience with incentive design to maximize conversion of electrification projects.
- **Universal WiFi Access** - For smart home technologies to succeed and maximize energy and cost savings, households need reliable WiFi access—particularly in rural and underserved communities. Many LMI households lack reliable internet access, and BlocPower has [responded](#) by implementing community WiFi networks in neighborhoods affected by the digital divide.
- **Reliable Supply Chain** - BlocPower has relationships with manufacturers to drive project affordability, however we also see a need for increased availability of electrification and energy efficiency products nationwide as demand for these products rise in response to IRA programs.

**11. How would building permits and inspections impact the program?**

As part of the process of establishing a program, BlocPower researches all permitting requirements to fully map out the process for completing energy efficiency projects. BlocPower ensures these guidelines are adhered to and that permits and inspections are completed at the required phase of each project, through a robust set of design and construction standards and maintenance procedures.

**12. Describe your vision for implementation in as much detail as possible.**

The power of the BlocPower offering is that it can be a full program-in-a-box design and implementation solution, or modular to fit the specific needs of a state, municipality and/or utility. To support state HOMES and HEEHR rebate programs, BlocPower can offer any or all of the following services to state energy offices, in a program management and/or aggregator role:

## Planning Tools

- BlocPower's [BlocMaps](#) tool can help states assess their residential building stock and better weigh different opportunities for investment under HOMES and HEEHR.

## Program Implementation

As program manager, BlocPower creates a simple commercial framework to orchestrate all relevant partners in a market. BlocPower catalyzes and enables the ecosystem, and manages the underlying flow of funds to present a fair cost to building owners. This maximizes the operational efficiency of the program:

- **Customer outreach and acquisition strategies.** BlocPower's community engagement approach leverages data-driven marketing programs built on community relations, including grassroots, institutional, and civic relationships, to evaluate and aggregate projects at low cost through its targeting software, BlocMaps. For more, see our response to Category 2.
- **Project cost reduction.** BlocPower's strategies and tools to reduce costs and address financial barriers includes assessing engineering, financial, and construction costs; an in-house project assessment and analysis tool; negotiated discounts on purchases from manufacturers/distributors; and project management systems adapted to the needs of energy projects.
- **Project Execution** - BlocPower projects generally include either an air source heat pump and/or a heat pump water heater, insulation, air sealing, LED lighting, electrical upgrades, and appliance electrification, as well as other activities not covered by the HOMES and HEEHR rebate programs, like non energy related health/safety improvements, water saving measures, on-site solar PV and battery storage installation to manage electric peak demand and heat pump operating costs.
- **Maintenance and equipment guarantee.** BlocPower's standard offer includes preventative operations and maintenance services in the lease agreement to ensure optimal operation, decrease the risk of heat violations and associated fines, and preserve the asset for its expected life cycle.
- **Optional Equitable Financing.** BlocPower financing can be done by "leasing" the equipment to the building owner, and the loan is secured against the equipment itself, as opposed to traditional "loan/grant/cash" financing. BlocPower never puts a lien on the property and the equipment is owned by BlocPower with customer buy-out options available. Because BlocPower fronts project financing and secures incentives directly based on performance, the program builds in protection against waste, fraud, and abuse, protecting taxpayer dollars and insulating states from risk by aligning incentives and leveraging private capital.

## Reporting and Performance Tracking

- **Project impact measurement and verification:** BlocPower's post-project installation process includes ongoing measurement and reporting on each project's energy and GHG savings and co-benefits including customer cost savings and health benefits
- **Aggregate program reporting:** BlocMaps' live updating capabilities make it an excellent tool for states to use to track ongoing HOMES and HEEHR program results, including investment in Justice40 communities. For more, see our response to Category 2.

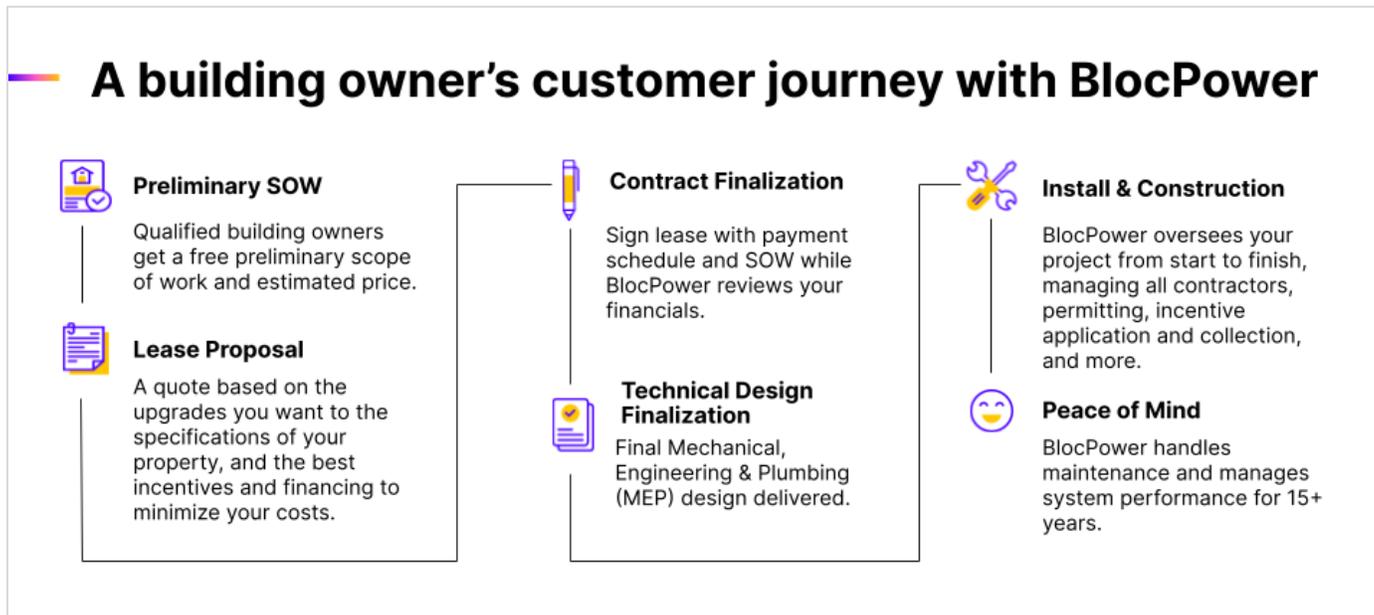
### HEEHR Single-family & Multi-family

For both single and multi-family homes, BlocPower will use the advanced models powering BlocMaps to provide a list of measures for the building owner, braided with Weatherization Assistance Program funds and/or tax incentives (if applicable), ensuring that the incentives are layered to ensure that grants and rebates do not overlap per statute, but take maximum advantage of opportunities to get the deepest, most cost-effective energy and carbon savings possible. BlocPower reduces the complication by financing the entire project and organizing the incentives.

### HOMES Single-family & Multi-family

BlocPower is well positioned to serve as an aggregator under state HOMES modeled pathways or as an implementer of the HOMES modeled pathway, already accustomed to calibrating models using utility data. BlocPower conducts site-specific M&V to evaluate and quantify the energy savings achieved by energy efficiency upgrades. BlocPower's experience in the LMI and multi-family space, and financing capabilities for the full upgrade, allows States the flexibility to target disadvantaged communities with comprehensive, whole-house retrofits.

## Participant Journey



## Roles and Responsibilities

Under an envisioned BlocPower program design, the SEO would be responsible for contracting program implementation out to BlocPower. BlocPower has best-in-class construction management software that integrates project and risk management on every project, and features reporting to meet forthcoming requirements.

SEO	BlocPower as Implementer	BlocPower as Aggregator
<ul style="list-style-type: none"> <li>Hire the implementer</li> <li>Approve marketing materials</li> <li>Pursuant to DOE guidance, set program rules based on state policies: allowable technology, contractor requirements, open-source M&amp;V method (Measured), and modeling software (Modeled)</li> <li>Pay aggregators for demonstrated energy savings (Measured).</li> <li>Establish payment cadence.</li> <li>Optional: GHG emissions adder, time and location (grid reliability).</li> </ul>	<ul style="list-style-type: none"> <li>Manage partnerships with aggregators and support SEO.</li> <li>Manage relationships with qualifying contractors and support SEO.</li> <li>Train contractors and ensure they meet all state requirements.</li> <li>Market the program (branding, messaging, website).</li> <li>Issue a certificate (or partner with a certification entity).</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate compliance with all program requirements.</li> <li>Take on the performance risk of the program's success.</li> <li>Engage with contractors and consumers by providing upfront incentives and/or value-add services.</li> <li>Receive payment for delivered impacts based on the state incentive rate for their portfolio of homes.</li> </ul>

### 13. Types of partners, businesses or other entities will be necessary for program implementation

BlocPower's flexible approach can provide an end-to-end program support and/or partnerships with local contractors, community-based organizations, utilities, and program implementers. Priority community stakeholders include: non-profits focused on climate change, social justice, and workforce development; faith leaders; environmentalists and local advocates; architects, sustainability and engineering firms; building owners, developers and managers; labor unions; and others.

## Category 2: Program Elements

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

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Clare Doyle Dowd; Director of Policy & Community, BlocPower; [clare@blocpower.io](mailto:clare@blocpower.io)

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

See response to Category 1.

### 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.

[BlocMaps](#) is an interactive software tool state energy offices (SEOs) can use to target, execute, and track the equitable and inclusive deployment of IRA rebates and the resulting transformation of their state housing stock. BlocMaps targeting models can identify needs and project potential of buildings across the state, including building-level recommendations for scopes of work that include estimated costs, energy and GHG savings, and incentive eligibility. BlocMaps supports program reporting (both internal and external) to quantify impact and integrate visibility, transparency, and trust into the process, and features support for additional layering, including Federal Justice40 requirements to track state program investments.

The following entities have contracted use of BlocMaps for electrification programs:

- **New York City, NY** - The City of New York's Mayor's Office of Sustainability [engaged](#) BlocPower to initiate or complete retrofits in 500 properties, which was successfully accomplished on time and under budget using the BlocMaps building targeting.
- **Cambridge, MA** - The City of Cambridge used BlocMaps to identify high potential buildings for a multi-family program followed by a [retrofit pilot](#), with additional state incentives for gap financing
- **San Jose, CA** - The [City of San Jose](#) is using BlocMaps as a pathway to execute 250 building retrofits in concert with BlocPower's workforce development and retrofit services.
- **Denver, CO** - The City of Denver's [engaged](#) BlocPower to execute 200 LMI retrofits, with BlocMaps targeting, financing, and retrofit services.
- **ComEd** - ComEd procured BlocMaps to support project targeting and building owner outreach for their LMI [incentive programs](#) for single-family homes and multi-family buildings.
- **San Luis Obispo, CA** - San Luis Obispo [selected](#) BlocPower in a competitive evaluation to assess the city's building stock. San Luis Obispo started with BlocMaps, and continued with BlocPower's technology-based design, electrification, community organizing, and finance services in a second phase of work.

### 19. Describe the program element that is important for State Energy Office consideration. Be as detailed as possible.

[BlocMaps](#) is a program planning, execution, and reporting tool that can help SEOs and their program implementers maximize and amplify impact of HOMES and HEEHR investments.

BlocMaps applies ongoing machine learning to optimize project targeting, scoping, and pricing, reducing soft costs in project execution and contributing to market transformation. BlocMaps provides a digital needs assessment of the state's building stock, analyzing parameters like building envelope, home square footage, heating fuel type, building type, resident income level, environmental justice criteria, and utility bills (when available) to match retrofit needs

with what incentives are available for each building. BlocMaps can also generate a predictive scope of work and initial price, incentive, and energy and cost savings estimates for every building.

After this modeling and target identification, outreach teams can use BlocMaps estimates to pre-qualify and engage building owners through marketing campaigns with custom outreach based on a building's project potential. This pre-vetting process improves outreach efficiency and effectiveness, helps the owner more quickly and easily engage with project development, and supplies additional data to improve estimates.

As projects are completed, BlocMaps continuously collects project data as an input into project recommendation models to improve accuracy over time and scale the program's impact. As a program progresses, BlocMaps serves as an automated reporting tool, giving State Energy Officers, city governments, and the public a live view of electrification and energy efficiency progress across the state as the IRA rebates and other local incentive programs are deployed over time.

If an SEO wants to support amplification and centralization of local electrification and energy efficiency programs across the state, BlocMaps can function as a shared tool between SEOs and local governments to better coordinate incentive program deployment, and share results of programs for public engagement.

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

### **From the City of San Mateo's RFP "[San Mateo Building Decarbonization Strategy](#)"**

"The Consultant shall propose a detailed work plan to successfully complete all work described herein...

1. Use data and building modeling tools to develop a building segmentation study and identify building and market segments to be addressed by the proposed strategies
2. Define segments by variables including building age, building type, number of stories, rental or owner-occupied, building condition, and household income
3. Analyze scenarios for eliminating fossil fuel use in San Mateo's existing buildings by 2030 and
4. earlier and later target dates
5. Identify and analyze policy options to decarbonize San Mateo's existing building stock. Provide long-, mid-, and near-term strategies" (p.3)

### **From the City of San Luis Obispo, CA's RFP "[Proposals for Consultant Services for BETTER BUILDINGS SLO - Needs Assessment](#)"**

"The City of San Luis Obispo has initiated the development of a comprehensive building retrofit program to create a pathway for achieving deep emissions reductions across the existing building stock. The City wishes to lead by example both in the community and amongst peer climate leadership cities and is seeking proposals from highly innovative, creative, and qualified consulting organizations or teams to support the development of an existing conditions assessment of the building stock in San Luis Obispo. This assessment will provide critical and contextualized insight into the current state of buildings in the jurisdiction, characterize those buildings based on factors relevant to program needs, and act as the foundation for informed market-based solutions and policy development processes." (p.6)

"Staff seeks work that provides the foundation for and enables the following (including, but not limited to):

- Sufficient information about existing buildings to inform and accelerate emerging collaboration with energy efficiency programs, and other organizations with capacity to fund decarbonization measures.

- Sufficient information about existing buildings to inform potential creation of sector specific, effective, and equitable policy and regulation.
- Sufficient information to have a general understanding of what decarbonization measures are going to be economically and environmentally beneficial for building owners, tenants, or both and related understanding of market potential by sector.
- Ability to have an ongoing understanding of site or sector level energy use in the community.
- Ability to incorporate equity and resilience considerations including onsite generation and storage potential.
- Building of staff level capacity to access and manipulate energy or building data for ongoing or periodic updates.” (p.7)

**From the City of San Jose, CA’s RFP “[Residential Building Electrification Upgrades and Workforce Development Acceleration Partnership](#)”**

**“Scope of Services and Requirements**

Assess all buildings prior to being issued a recommendation to improve overall energy performance and eliminate carbon emissions, which may include but are not limited to the following measures:

1. Envelope intervention to maximize performance and reduce energy loads
2. Replacement of low-performance windows
3. Installation of energy recovery ventilation systems
4. Efficient and automated LED lighting
5. Electrical panel and installation upgrades
6. Substitution of electric appliances with highly efficient, smart electric alternatives
7. Substitution of natural gas space heating systems with air-source heat pumps for space heating and cooling
8. Substitution of natural gas and propane water heaters with heat pump water heaters with storage tanks
9. Substitution of natural gas cooking stoves with electric cooktops
10. Substitution of natural gas clothes dryers with electric heat pump dryers
11. Load flexibility, grid interacting, and advance control systems
12. Solar PV and onsite energy storage systems
13. Bi-directional electric vehicle charging systems” (Attachment A, p.1)

**“It is preferred that Proposers meet the following desired qualifications:**

- 1) Experience in planning and executing multifaceted electrification acceleration programs, including identifying audiences, strategies and tactics; evaluating based on measurable results, and outcomes targeted towards historically marginalized communities, and municipal audiences
- 2) Experience with conducting assessments for individual buildings to determine potential energy efficiency improvements
- 3) Experience with electricity load data analysis
- 4) Experience with local and state regulations and knowledge of energy use, energy service systems, and financing assistance programs” (RFP, p.6)

**“Technical Capability Questions:**

- A) Describe your expertise in executing multifaceted electrification acceleration programs, including: identifying audiences, strategies and tactics; utilizing software, evaluating based on measurable results, and outcomes targeted towards historically marginalized communities, and municipal audiences.

- B) Describe your expertise in conducting assessments for individual single-family and multifamily residential buildings to determine potential energy efficiency improvements.
- C) Describe your expertise in making program funding assessments and assisting clients in pursuing funding opportunities.
- D) Describe your experience with encouraging residential program participation, including outreach in multiple languages and focusing on historically marginalized communities.” (RFP, p.10)

**From the [City of Denver’s Healthy Affordable Home Electrification Program](#)**

**CASR is seeking a consultant to perform the following:**

- “Through these services, the proposer (Contractor) will provide electrification upgrades, energy efficiency services, weatherization upgrades, health and safety upgrades necessary for the energy improvements, and resident education, for targeted residential homes located in the City and County of Denver. “ (RFP, p. 5).
- “We expect a successful proposal to incorporate a partnership with an entity that specializes in working with under-resourced families living with chronic respiratory health conditions in order to ensure that this target group is identified and prioritized for this program, though a lack of a healthcare partner will not disqualify a proposal.” (RFP, p. 5).

**From NYSERDA’s Regional Clean Energy Hubs to Advance an Inclusive Clean Energy Economy**

**[NYSERDA Inclusive Clean Energy Hubs - RFP#4359](#)**

**“Section 1 d. Community Campaigns**

Over the next several years, NYSERDA expects that the model for implementing community campaigns will shift towards a more integrated, technology-agnostic approach that will promote a range of clean energy technologies and solutions including but not limited to energy efficiency, air source heat pumps, ground source heat pumps, solar photovoltaics (PV), community solar, electric vehicles, etc. The goal of campaigns is to increase awareness of clean energy solutions and to aggregate demand, similar to the Solarize or HeatSmart Communities models, to reduce soft costs (such as marketing and customer acquisition) and drive installations.” (RFP p.9)

**From Arlington County, VA Energy Services RFP ■ 23-DES-RFP-230 Energy Services.pdf**

**B. ENERGY/CLIMATE PROGRAM DESIGN AND IMPLEMENTATION**

**4. Buildings**

- 4.1. Building Energy Analysis, including but not limited to electrification, passive building, zero net building, etc.
- 4.2. Energy Performance/Decarbonization Program Design
- 4.3. Green Building Bonus Density Incentive Program Support (policy development and implementation)
- 4.4. Energy Performance/Decarbonization Program, Project, or Pilot Implementation
- 4.5. Water Efficiency Strategies and Measures
- 4.6. Innovative Program Design and Implementation, including community- or neighborhood-scale programs, public-private partnerships, upscaled block programs for energy efficiency, renewables, and building performance, including affordable housing” (RFP p.13)

### Category 3: Indication of Vendor Interest

#### 22. Name, contact information, company or organization that you represent.

Donnel Baird; CEO, BlocPower; [Donnel@blocpower.io](mailto:Donnel@blocpower.io)

Clare Doyle Dowd; Director of Policy & Community, BlocPower; [clare@blocpower.io](mailto:clare@blocpower.io)

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

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1. **Data-driven program design** that is visualized through the [BlocMaps](#) planning tool.
  - BlocPower developed BlocMaps to help states and cities target residential buildings in greatest need of retrofits and track program performance, all while integrating transparency, performance metrics, and trust into the identification and impact evaluation process.
2. **End-to-end program management** tailored to the LMI / Justice40 segment
  - BlocPower's focus on underserved communities features a combination of marketing methods to meet households and building owners in underserved communities where they are - including via outreach to Community-Based Organizations and Community Advisory Boards, enlisting multilingual program ambassadors, performing phone banking, supporting digital ads and social media outreach, and hosting community events. BlocPower also provides project and construction management oversight, facilitating all phases of the retrofit project through a trusted contractor network.
3. **Financing**
  - BlocPower uses unique, equitable financing mechanisms designed to support LMI building owners unlock building efficiency and electrification upgrades. This was established through BlocPower's deep understanding of LMI communities and how best to meet their financial needs - including offering optional financing for pre-retrofit health and safety upgrades, which are frequently barriers for LMI home energy efficiency and electrification.
4. **Workforce development**
  - BlocPower has proven experience implementing green economy career development in communities most impacted by climate change and historical underinvestment, taking a whole-of-person approach and partnering with local community based organizations to apply local knowledge and build trust.

#### 24. 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.

To date, BlocPower has completed over 5,000 energy efficiency and/or electrification retrofit projects in single-family homes, multi-family buildings, and houses of worship. All BlocPower programs contracted with municipalities have featured a distinct focus on meeting objectives for residential energy efficiency and electrification upgrades in LMI communities. BlocPower has contracts with a number of states, municipalities and utilities for planning, design, program administration and implementation programs. In addition, BlocPower has technical assistance contracts with the National Energy Renewable Lab (NREL), and is a sub-contractor for other federal grants. Examples of these contracts include:

- **Ithaca, NY** - Ithaca [selected](#) BlocPower to electrify and decarbonize its building stock. The contract represents the first large-scale, city-wide electrification initiative in the U.S.
- **Oakland, CA** - BlocPower has completed several [pilot](#) projects in Oakland, CA in preparation for city-wide electrification efforts, with a focus on incentivizing retrofits for LMI customers.
- **Denver, CO** - The City and County of Denver [selected](#) BlocPower and Energy Outreach Colorado to decarbonize 200 LMI multi-family households, delivering the health and economic benefits of building electrification

- **New York City, NY**
  - BlocPower [won](#) a competitive bid from the NYC Mayor’s Office of Sustainability and Economic Development Corporation contract to analyze and retrofit 500 multi-family buildings in underserved communities in Brooklyn. BlocPower exceeded this to deliver over 620 retrofits, which were completed on time and under budget. Over a three-year period, the Community Retrofit NYC program engaged with hundreds of hard-to-reach building owners.
  - The NYC Mayor’s Office of Criminal Justice [selected](#) BlocPower to implement a large multi-year workforce contract to train, provide wrap-around services and develop job placement opportunities for workers in city improvement and retrofit jobs. Over 3,000 workers have been trained to date.
- **Peterborough, NH** - BlocPower is in the early stages of a [partnership](#) with the Town of Peterborough, NH on a pilot program to electrify ten buildings in this rural community, leveraging our software, financing, and building electrification expertise.

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

BlocPower can offer any or all of the following services to state energy offices, in a program management and/or aggregator role:

**Planning Tools**

- BlocPower’s [BlocMaps](#) tool can help states assess their residential building stock and better weigh different opportunities for investment under HOMES and HEEHR.

**Program Implementation**

As program manager, BlocPower creates a simple commercial framework to orchestrate all relevant partners in a market. BlocPower catalyzes and enables the ecosystem, and manages the underlying flow of funds to present a fair cost to building owners. This maximizes the operational efficiency of the program:

- **Customer outreach and acquisition strategies.** BlocPower’s community engagement approach leverages data-driven marketing programs built on community relations, including grassroots, institutional, and civic relationships, to evaluate and aggregate projects at low cost through its targeting software, BlocMaps. For more, see our response to Category 2.
- **Project cost reduction.** BlocPower’s strategies and tools to reduce costs and address financial barriers includes assessing engineering, financial, and construction costs; an in-house project assessment and analysis tool; negotiated discounts on purchases from manufacturers/distributors; and project management systems adapted to the needs of energy projects.
- **Project Execution** - BlocPower projects generally include either an air source heat pump and/or a heat pump water heater, insulation, air sealing, LED lighting, electrical upgrades, and appliance electrification, as well as other activities not covered by the HOMES and HEEHR rebate programs, like non energy related health/safety improvements, water saving measures, on-site solar PV and battery storage installation to manage electric peak demand and heat pump operating costs.
- **Maintenance and equipment guarantee.** BlocPower’s standard offer includes preventative operations and maintenance services in the lease agreement to ensure optimal operation, decrease the risk of heat violations and associated fines, and preserve the asset for its expected life cycle.
- **Optional Equitable Financing.** BlocPower financing can be done by “leasing” the equipment to the building owner, and the loan is secured against the equipment itself, as opposed to traditional “loan/grant/cash” financing. BlocPower never puts a lien on the property and the equipment is owned by BlocPower with customer buy-out options available. Because BlocPower fronts project financing and secures incentives directly based on performance, the program builds in protection against waste, fraud, and abuse, protecting taxpayer dollars and insulating states from risk by aligning incentives and leveraging private capital.

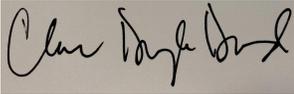
**Reporting and Performance Tracking**

- **Project impact measurement and verification:** BlocPower’s post-project installation process includes ongoing measurement and reporting on each project’s energy and GHG savings and co-benefits including customer cost savings and health benefits
- **Aggregate program reporting:** BlocMaps’ live updating capabilities make it an excellent tool for states to use to track ongoing HOMES and HEEHR program results, including investment in Justice40 communities.

May 19, 2023

To whom it may concern:

BlocPower 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.

A handwritten signature in black ink on a light gray rectangular background. The signature is written in a cursive style and reads "Clare Doyle Dowd".

Clare Doyle Dowd  
Director of Policy and Community  
Authorized eRepresentative  
BlocPower