

Downstream to Midstream – A Case Study & Reflections on Shifting HVAC Program Design

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Background

There are many benefits to Midstream programs. Midstream incentives may potentially influence distributor stocking practices, reduce the administrative burden for customers and trade allies, and provide a system for instant verification of eligibility and point-of-sale incentives for customers. However, they are not without pitfalls and potential challenges. Benefits of Midstream program design may vary across market sectors and equipment types. Further, utilities that seek to shift away from downstream programs that have historically relied on networks of contractors to engage with and promote them may face challenges retaining engagement when payment structures shift. This poster presents information on Midstream program design, implementation strategies, benefits, potential pitfalls, and a survey of incentive structures for commercial Midstream HVAC programs across multiple utilities. The poster also details findings from an active commercial Midstream HVAC program that was launched in 2019 for commercial customers serviced by a large investor-owned electric utility in the United States. We explore participation data as well as program engagement from distributors and contractors in the utility's downstream program in the years before and after the shift in design.

References/Resources

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