

# A new light for mass-market programs

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# Background

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- Con Edison's Retail Lighting Program successfully delivered products through retailer partnerships. Retail LED market successfully transformed, and program discontinued in 2022.
- Leveraged successful delivery model to include a new set of products.
- The Retail Products Program was launched in July 2023 around appliances, weatherization products and domestic hot water savings devices.
- In 2024, the program focused primarily on self-installed weatherization, including door sweeps, weatherstrips, canned spray foam, liquid caulk, etc.

# Retail Products Program

- Memorandum of Understanding (MOUs) with retailers such as Home Depot, Lowe's and Dollar Tree
- Program available to all purchasers and can be self-installed.
- Purchasers see an instant discount (immediate price reduction) on the promoted products
- Implementation contractor manages regular store visits to assess product visibility and placement



**Instant Savings**  
on Select  
Weatherstripping

Limit 10 per customer

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# Retail Products Program - Offerings

 <b>Air Sealing/Weatherization</b>	 <b>Appliances</b>	 <b>DHW/Other</b>
AC Covers <sup>+</sup>	Air Purifiers*	Advanced Power Strips*
Batt Insulation	Dehumidifiers*	Pipe Wrap
Caulk - Air-Sealing <sup>+</sup>	Induction cooktops*	Showerheads*
Door Sweeps		Smart Thermostats*
Exterior Doors <sup>+</sup>		
Spray Foam Insulation		
Weatherstripping <sup>+</sup>		
Window Shrink Kits		
Windows		

\* Measures removed from the program in 2024. + Measures added in 2024.

# Evaluating the Retail Products Program

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DNV conducted an Impact Evaluation of the Retail Products Program to verify savings and define critical parameters inherent in retail programs.

The following actions were conducted:

- ✓ Verify program tracking databases
- ✓ Engineering Desk Reviews to ensure savings compliance with NY TRM or other sourced references for savings
- ✓ Establish non-TRM parameters such as In Service Rates (ISR), Assumptions for Fuel Saturation % (Heating and Domestic Hot Water) and Leakage Rates

# Key Considerations for Evaluation

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## **Timeframe**

- Con Edison was interested in an accelerated timeframe which required evaluation activities to start during the period of study
- Findings were discussed and incorporated (when agreed upon) in an "ongoing" basis

## **Primary Data Collection**

- In store intercepts performed when some seasonal measures may not be on customer radars (n=118). Customer web surveys also used to gather study information (n=299).

## **Verification with Secondary Literature Review**

- Comparison with other jurisdictions important in providing context around findings from surveys and in-store intercepts

# Key Findings and Outcomes

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- ❑ Purchaser in-service rates (ISRs)
- ❑ Percentages for Purchaser Space and Hot Water Fuel
- ❑ Product leakage outside of Con Edison territory (leakage)

Evaluation outcomes defined parameters for Con Edison to apply for the reporting of verified gross savings from the Retail Products Program.

# In-Service Rates by Measure

2024 Measure	Evaluation Installation Rate	Precision at 90% Confidence Level	Con Edison Placeholder	Secondary Literature Review (# of sources)
AC Covers	60.8%^	±6.7%	50.0%	No data available
Batt Insulation	70.0%*	±33.7%	50.0%	99%-100% (1)
Caulk – Air Sealing	33.9%*	±3.6%	35.0%	60%-100% (2)
Door Sweeps	58.6%^	±7.4%	50.0%	68%-100% (3)
Pipe Wrap	86.2%^	±6.3%	50.0%	100% (1)
Spray Foam Cans	78.5%^	±4.9%	50.0%	69%-100% (3)
Weatherstripping	57.7%^	±3.8%	50.0%	69%-100% (2)
Window Shrink Kits	75.8%^	±7.1%	67.0%	69%-100% (2)
Windows	74.4%^	±7.7%	100.0%	No data available
Exterior Doors	62.1%^	±9.0%	100.0%	No data available
<b>Overall</b>	<b>64.8%</b>	<b>±1.9%</b>	<b>N/A</b>	<b>N/A</b>

Con Edison placeholders represent conservative estimates used to forecast savings for planning purposes

^ Evaluation results are statistically different from the Con Edison placeholder. \* Evaluation results are statistically the same as placeholder.

# Fuel Saturation Rates for Space Heating

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- Survey results were reviewed against other NY specific studies and building stock data collection reports

Source	Description	Electric	Gas
<b>DNV</b>	<b>Evaluation Findings – Surveys</b>	<b>9%</b>	<b>69%</b>
NYSERDA	2019 Building Stock Data for NYC and Westchester	12%	66%
EPRI	NY Building Electrification Study	8%	63%
EIA	2020 NY State RECS Data	16%	61%
PLUTO	NYC Pluto Database (Non-LMI)	12%	82%

# Fuel Saturation Rates for Domestic Hot Water



DHW Fuel	Study Result	Con Edison Placeholder	Secondary Literature Review (# of sources)
<b>Electric</b>	14.0%	25.0%	28%-31% NY-specific (2)
<b>Natural Gas</b>	69.5%	75.0%	27%-57% NY-specific (2)

Electric DHW heating saturation rates from other NY-specific sources were higher than the results of this study and the gas DHW heating saturation rates from these sources were generally lower.

# Verified Gross Savings and Realization Rates by Product

Product	Evaluated Electric kWh	Realization Rate (kWh)	Evaluated Gas MMBTU	Realization Rate (MMBTU)	Evaluated Electric Peak kW	Realization Rate (peak kW)
AC Covers	1,272	21%	33	53%	N/A	N/A
Adv. Power Strips	112,279	62%	N/A	N/A	12.2	61%
Air Purifiers	341,256	62%	N/A	N/A	39.2	62%
Batt Insulation	721,394	77%	23,129	122%	381.7	66%
Caulk (Air Sealing)	7,915,700	100%	166,644	87%	2,582	69%
Door Sweeps	444,151	58%	19,512	103%	165	81%
Dehumidifiers	17,376	62%	N/A	N/A	6.0	62%
Pipe Wrap	5,545,393	71%	122,733	203%	613.5	69%
Showerheads	145,257	34%	3,914	57%	N/A	N/A
Spray Foam Insulation	16,453,065	78%	722,792	137%	7,792.8	109%
Weatherstripping	279,810	100%	7,010	103%	108.6	80%
Window Shrink Kits	680,171	35%	73,557	90%	N/A	N/A
Windows	31,527	41%	1,011	65%	12.3	70%
<b>Total</b>	<b>32,688,650</b>	<b>77.6%</b>	<b>1,140,335</b>	<b>125%</b>	<b>11,712.5</b>	<b>91%</b>

# Conclusions

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- The Retail Products Program demonstrated effective delivery of both electric and fossil fuel savings through its retail-based approach.
- The “rolling” evaluation enabled timely, data-driven decisions and increased confidence in savings claims.
- Web surveys proved more reliable than intercepts for measuring actual installation and fuel use.
- This study approach offers a replicable framework to understand key savings parameters for administrators operating broad retail-based programs.



Thank you for your time!