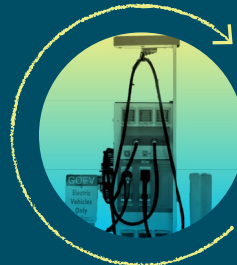


ADAPTATIONS



PROGRAM YEAR
2023 ANNUAL REPORT

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LETTER FROM THE EXECUTIVE DIRECTOR

ALOHA,

It is an honor to share Hawai'i Energy's Annual Report for Program Year 2023-2024. As I reflect on this year, the theme of adaptation, defined as changing to make something suitable for a new situation, rang true across all areas of our work. There was no shortage of new situations this program year. Through it all, I remain ever humbled by our team's perseverance and passion for our mission to help our state reach our 100% clean energy goals.

This year brought with it unprecedented circumstances. Just one month into the program year, Hawai'i was forever changed by the devastating Maui wildfires, with major impacts to all facets of the economy. In addition to an increased need for financial support, many of our community partners shifted their focus to the critical needs of displaced fire victims. Hawai'i Energy also pivoted to support these community organizations providing recovery services, while also setting in motion long-term planning efforts for rebuilding.



Our Accessibility & Affordability initiatives remained at the heart of program implementation. While challenging, each unexpected program pivot led to the emergence of something new and meaningful. Hawai'i Energy continued to redirect funds as effectively as possible. We worked closely with communities across the state to offer appliance trade-ups, Energy Smart 4 Homes installations, small business and nonprofit grants, and significantly-subsidized LED lighting upgrades so that those facing the toughest financial situations could still benefit from energy-saving programs. We provided 278 households with new appliances and over 1,300 more with free energy-saving devices. More than \$2 million was distributed via grants and through Energy Advantage in support of 480 projects at organizations grappling with the highest electricity prices in the country.

The residential Clean Energy Technologies portfolio continued its strong performance, issuing over 17,000 rebates. Collectively, residents that installed energy-efficient equipment this year – from small devices addressing plug loads to appliances, water heating and air conditioning – will avoid paying \$7.5 million in energy costs just in the first year. To further this, Hawai'i Energy also joined the ENERGY STAR® Retail Products Platform, an initiative facilitated by the U.S. Environmental Protection Agency that helps increase inventories of ENERGY STAR® products at local retailers.

For businesses, we continue to feel the effects of labor shortages and the high cost of capital improvements that keep many commercial energy projects from getting off the ground. Addressing these challenges has required innovation and asking our teams to be bold, to reimagine our outreach tactics, and to find new ways to communicate the benefits of energy efficiency. With a focus on transparency and clarity

in program requirements, Advisors now provide personalized, step-by-step guidance, helping customers navigate the complexities of their projects from start to finish. These concerted efforts are starting to yield results, as year closed with over 1,200 projects completed and over \$13.5 million in first year customer bill savings.

Commitment to building energy literacy and workforce capacity is also more important than ever. Our Market Transformation efforts prioritized Clean Energy Ally focus groups to hear firsthand what technical skills are needed in the field, and received invaluable insights into how market factors are affecting industry and opportunities to streamline rebate processes.

As each year passes, it is increasingly clear that ongoing program adaptation is our only pathway to success. Hawai'i Energy continues to shift, grow and pivot in all facets of our program. We know that efficiency and conservation are a foundation upon which to build our collective clean energy future, but there is no one way to get there. Careful consideration of market factors, customer and clean energy ally input, and our unwavering commitment to community well-being remain central to effective program implementation.

The Hawai'i Energy team remains laser-focused on our mission of supporting Hawai'i residents and businesses in their journey towards a cleaner, more affordable energy future. We are grateful to all who have supported us along this journey.

Mahalo for your support!

CAROLINE CARL

EXECUTIVE DIRECTOR, HAWAI'I ENERGY

PROGRAM OVERVIEW

The Hawai'i Energy program is funded through contributions to the Public Benefits Fund (PBF), which is collected as a fee on electric bills from electric utility customers and managed by the Hawaii Public Utilities Commission (PUC). Hawai'i Energy is the administrator of these funds, providing opportunities and solutions for Hawai'i residents and business to save money and energy.

As a result of the support from Hawai'i Energy in Program Year 2023, customers across the state of Hawai'i are expected to save the following:

FIRST YEAR ENERGY SAVINGS TOTALING
88,983,433 kWh

SAVINGS OVER THE FIRST YEAR
\$ 24,532,747

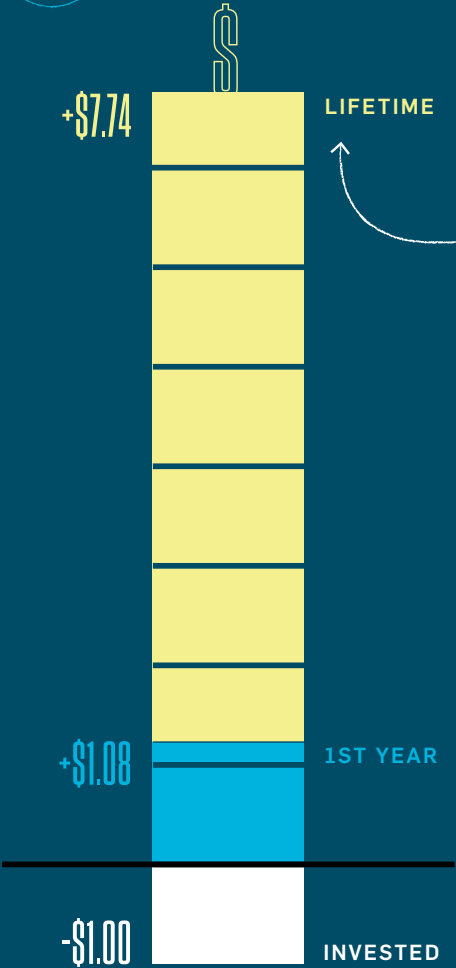
WITH LIFETIME SAVINGS OF OVER
\$ 277,000,000

PBF RETURN ON INVESTMENT




Purchasing energy-efficient products remains the most inexpensive form of clean energy on the market — and Hawai'i Energy is proud of the tremendous value we continue to provide to all participants. This program year, for every \$1 a customer contributed to the Public Benefits Fund, they received an average of \$1.08 back in value, (a 108% return on investment) which grow to an average of \$7.74 over the lifetime of their energy-efficient products.

\$1.08 ON THE **\$1.00** FOR THE 1ST YEAR




\$7.74 LIFETIME BILL SAVINGS



PBF CONTRIBUTIONS BY COUNTY

			
HAWAI'I	HONOLULU	MAUI	PY23 TOTAL
\$2.9M	\$21.5M	\$3.1M	\$27.5M
COMMERCIAL	COMMERCIAL	COMMERCIAL	COMMERCIAL
\$3.2M	\$11.5M	\$2.7M	\$17.4M
RESIDENTIAL	RESIDENTIAL	RESIDENTIAL	RESIDENTIAL

PARTICIPANTS BY COUNTY

			
HAWAI'I	HONOLULU	MAUI	PY23 TOTAL
171	1,605	170	1,947
COMMERCIAL	COMMERCIAL	COMMERCIAL	COMMERCIAL
2,472	13,299	1,265	17,057
RESIDENTIAL	RESIDENTIAL	RESIDENTIAL	RESIDENTIAL

Savings values presented in this report are claimed by Hawai'i Energy, but have not yet been verified.

01



SUST'AINABLE MOLOKAI



SHINSHU KYOKAI MISSION

AFFORDABILITY & ACCESSIBILITY

Hawai'i Energy remains committed to ensuring all residents and businesses have access to energy-saving technologies and can receive the benefits of doing so. As the cost of living and doing business in Hawai'i continues to increase, Hawai'i Energy has evolved programs to continue helping insulate income-constrained customers from these shifts. Though it may require additional funding to achieve similar amounts of energy reduction*, it remains abundantly clear that many of the customers helped through Accessibility & Affordability programs would not have chosen energy-efficient equipment without Hawai'i Energy's support.

*when compared to Hawai'i Energy's other incentive programs

RESIDENTIAL PROGRAMS

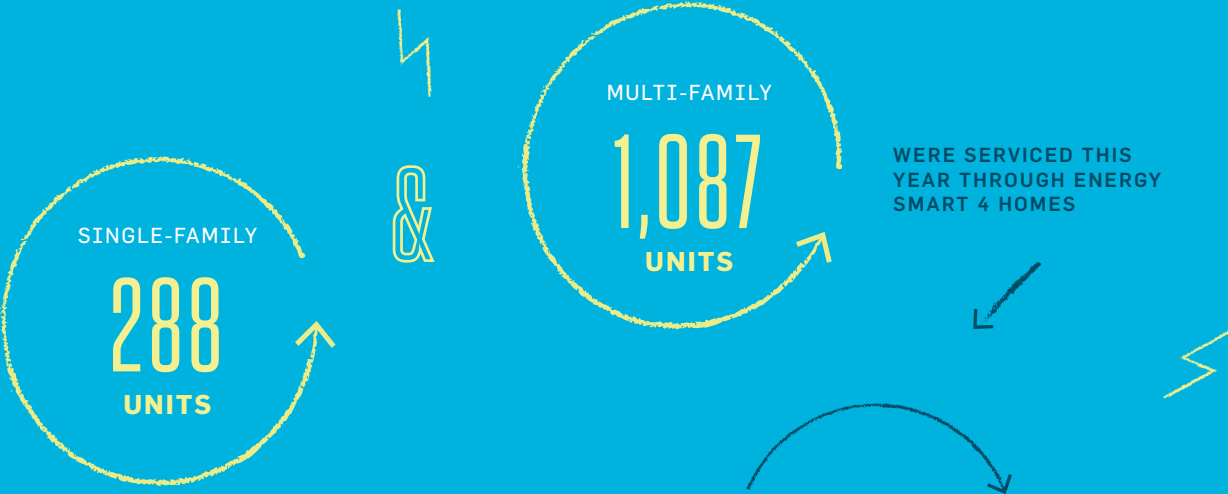
AFFORDABILITY & ACCESSIBILITY

Hawai'i Energy planned to increase the quantity of Maui and Hawai'i island projects this program year; however, the Maui wildfires in August unfortunately led to the suspension or delay of some new construction projects and multiple solar water heater installations, and reduced the number of contractors available to support program efforts.

Some disruption to the supply chain also occurred, so by leaning on strong relationships and positive history with other organizations, businesses, and entities, Hawai'i Energy was able to pull together several strong efforts in support of this mission-driven work.

PONO HOME

Energy Smart 4 Homes remains one of Hawai'i Energy's most accessible offerings, reducing household electricity bills by up to \$340 per year at no cost to customers.



\$190,000

WENT TOWARD FULLY-FUNDING 15 SOLAR WATER HEATER INSTALLATIONS AND MAINTENANCE PROJECTS IN LOW-TO-MODERATE-INCOME IDENTIFIED COMMUNITIES

AFFORDABILITY & ACCESSIBILITY

ADDRESSING AND RESPONDING TO THE MAUI WILDFIRES

The impacts of the devastating Maui wildfires were felt all across the state, in many facets of the economy. The number of customers in need of additional (financial) support grew overnight as thousands of homes and businesses were destroyed, while an overwhelming amount of donations and support materialized from large companies, nonprofits/social service organizations, and government agencies who pivoted rapidly to allocate significant time and resources toward recovery.



This shift tremendously impacted the work Hawai'i Energy had in progress for PY23. For example, plans to do an appliance trade-up with new partner Maui United Way fell through as they became one of the most widely-utilized wildfire support organizations, and Partners in Development Foundation (PIDF) on Hawai'i island also delayed their scheduled trade-up as they shifted efforts toward supporting displaced fire victims. Several new construction projects and solar water heating installations were also suspended.

Despite these impacts, the Program remained committed to supporting relief and recovery efforts, focusing on those that were community-led. Leveraging on-the-ground updates and information gathered through having a daily pulse on relief efforts, the Program made several operational changes to provide a high level of service and care to Maui customers while also being respectful of community needs. These changes included removing Lahaina customers from promotional messaging, pausing staff travel to Maui in the weeks immediately after the fires, and quickly expanding eligibility for A&A programs to include all Maui residents as housing situations (and thus, home electricity consumption) all over the island changed rapidly.

In one case, the disaster even provided an opportunity to deliver on a promise

to customers that may not have been kept otherwise. Hawai'i Energy employs a regular practice of attempting to combine appliance shipments to the outer islands for different programs to keep costs down, but does sometimes need to break shipments apart to meet deadlines. When disaster relief organizations started to ship cargo regularly to Maui, a long-time relationship with Global Empowered Mission allowed us to utilize extra space in their containers for appliances, which saved Hawai'i Energy from having to break a shipment up, and ultimately led to fulfilling appliance trade-up orders in Hana and helping an additional six Department of Hawaiian Home Lands (DHHL) families at the 7th Ukumehame disaster recovery site (12 homes in total). Because of this, the Program saw a substantial increase in customer net total resource benefits and the partnership highlighted the importance of the relationships we have built over many years. Ukumehame was an especially memorable achievement as it gave us an opportunity to turn a negative into a positive and to be part of the many relief efforts.

Similarly, in place of the five direct-install projects lost, the Program pivoted those resources toward helping 120 families in hard-to-reach O'ahu zipcodes who would not have had this opportunity otherwise.

COMMUNITY OUTREACH

APPLIANCE TRADE-UPS

AFFORDABILITY & ACCESSIBILITY

Momentum from last year continued into this year as the effects of marketing and participant testimonials created buzz about the Appliance Trade-Up program in Waimānalo, Wai‘anae, Hāna, and on Molokai, where we implemented additional rounds of the program at the request of our community partners.



IMPACTS BY COMMUNITY

	HĀNA	WAIMĀNALO	WAI‘ANAE	MOLOKAI
↓				
FRIDGES	17	33	45	70
FREEZERS	10	15	9	44
WASHERS	-	26	-	30
DRYERS	-	25	-	30
FAMILIES SERVED	18	60	45	155

“The process for the program was very easy for me because it was simple for a kupuna like me, and it will save on electricity, which is so important. Electricity bills are so high.”

ELAINE REYES





THE APPLIANCE TRADE-UP PROGRAM BRINGS TO LIFE THE CONNECTIONS BETWEEN ENERGY EFFICIENCY AND OTHER SOCIAL ISSUES LIKE WORKFORCE DEVELOPMENT AND 'ĀINA STEWARDSHIP.




APPLIANCE TRADE-UPS
HĀNA, MAUI
3RD ENGAGEMENT

COMMUNITY PARTNER:
MA KA HĀNA KA 'IKE

Ma Ka Hāna Ka 'Ike, an award-winning youth vocational training organization, was instrumental in facilitating a third appliance trade-up effort in Hāna, Maui. Hawaii'i Energy worked to build capacity and scale the operation this year by increasing the order quantity of appliances. This was achieved by being transparent about the costs associated with shipping appliances to Maui (shipping containers are billed at a flat rate, regardless of fill level), and

working collaboratively toward a goal of filling two containers' worth of orders. Unfortunately after the fires, on-island delivery service became limited and a designated disposal area became inaccessible. The slow recycling/disposal timing meant that the used appliances – which are considered hazardous waste – sat for longer than normal awaiting removal at Hāna High and Elementary School.



APPLIANCE TRADE-UPS
WAIMĀNALO, O'AHU
2ND ENGAGEMENT

COMMUNITY PARTNER:
NA PONO NO NA 'OHANA

In Waimānalo, our community partner communicated that many residents were in need of efficient washers and dryers. In comparison to the original goal of replacing refrigerators and freezers for residents, replacing washers and dryers achieves less energy savings per appliance. Despite the lower energy savings (and thus, lower cost-effectiveness) that would be achieved with these appliances, Hawai'i Energy wanted to find a way to help. The team sourced a grant offered by First Hawaiian Bank and supported the partner with their application, which

led to them receiving \$25,000 in funding that covered half the cost of the washers and dryers needed. While the Program fell short of its total appliance distribution count goals for this round, the washers and dryers sold out within days, even despite the community partner experiencing staffing changes and challenges with support outreach and marketing.

\$25,000

COVERED HALF THE
COST OF THE WASHERS
& DRYERS NEEDED

"Anyone looking to save their energy, this is the route to go. Just grab it, no question no wondering about, just take it because I know I'm going to benefit and save a lot of money, that's for sure."

MAGGIE OLIVER





APPLIANCE TRADE-UPS
WAI'ANAE, O'AHU
3RD ENGAGEMENT

COMMUNITY PARTNER:
MĀKAHA LEARNING CENTER



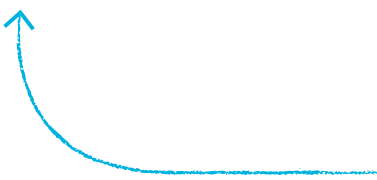
Midway through the recruitment period for Hawaii Energy's third appliance trade-up event in Wai'anae, community partner Mākaha Learning Center communicated they would no longer be able to support marketing and customer outreach initiatives due to a staffing challenges, and it became apparent that Hawaii Energy staff needed to figure out how to generate participation to meet our targets.

Thanks to a long-time working relationship with community fixture Wai'anae Store, Hawaii Energy was able to "pop

up" at the storefront for multiple weekends, sharing about the offer with many residents in person, while learning a great deal about residents' lifestyles. Staff found that in Wai'anae, the busiest days at the store tended to be after people received government food assistance checks, and that some Wai'anae residents did not know how to read and required extra assistance with filling out application forms.

Though it required significant weekend labor over two months, the additional outreach helped tremendously and led

to a larger number of participants than originally expected. In fact, compared to previous outreach led by the community partner at the local farmers' market, this pop-up allowed the team to speak with many more residents (and fewer visitors), while also gaining valuable firsthand insight into residents' lives.





APPLIANCE TRADE-UPS
ISLAND OF MOLOKAI
8TH ENGAGEMENT

COMMUNITY PARTNER:
SUST'ĀINABLE MOLOKAI

Community partner Sust'ĀINable Molokai continues to be a shining example of why strong and consistent community partners are important to program implementation. Despite ongoing supply chain issues that slow the deployment of many clean energy technologies on the island – everything from efficient appliances to solar panels – residents' consistent commitment to creating energy security for their island has led to them becoming a model for the rest of the state.

Sust'ĀINable Molokai leverages programs like ours to help achieve their sustainability goals, many of which are developed by the community itself. This year, the group proposed a new model of appliance trade-in, where they ordered appliances based on maximizing shipping container space instead of taking pre-orders for a set number of appliances. This was an effective approach because Sust'ĀINable Molokai continues to manage a waitlist of hundreds of people, thus were confident they would be able to find homes for all incoming appliances.

"This program has long-term effects for our families on island and just our 'āina in general. Folks are able to see a decrease in their electric bill, which allows them the space, the capacity, to invest in their families or invest in improving their lives in other ways. It also reduces the amount of electricity needed on island and helps us do a better job at taking care of our 'āina."

LEILANI CHOW
SUST'ĀINABLE MOLOKAI

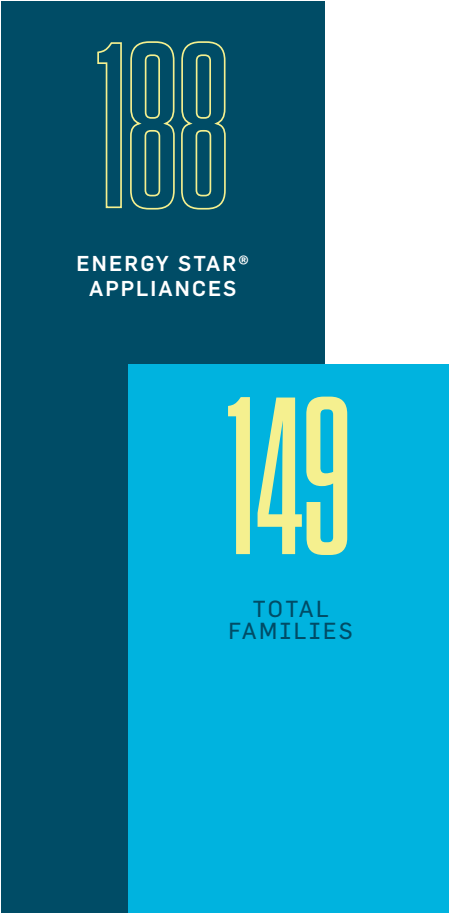


DIRECT-INSTALL SERVICES FOSTER CONTINUED ENGAGEMENT

AFFORDABILITY & ACCESSIBILITY

Hawai'i Energy also ensures ENERGY STAR® appliance adoption en masse through meaningful direct-install projects, which typically involve coordinating with a property manager to implement a large delivery and installation for many individual homes.

Affordable housing properties are targeted for these projects, and Hawai'i Energy leverages a bulk purchasing format and connections with local appliance distributors and movers. Altogether, 188 ENERGY STAR® appliances (including refrigerators, clothes washers and dryers) went to 149 families this program year, including 44 refrigerators on Hawai'i Island that went to Ke Kumu 'Ekahi, an affordable workforce housing development in Waikoloa, and 79 refrigerators on O'ahu that went to The Salvation Army's Wahiawā Silvercrest senior-living complex.

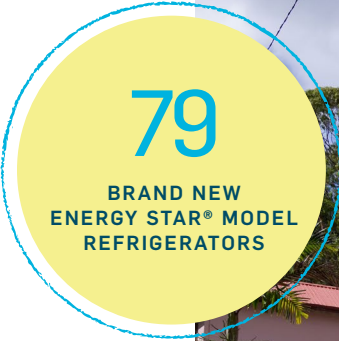


CASE STUDY

WAHIAWA SILVERCREST APARTMENTS, SALVATION ARMY HAWAIIAN & PACIFIC ISLANDS DIVISION

Hawai'i Energy and The Salvation Army began working towards energy-savings goals in 2018 with the introduction of the Energy Smart 4 Homes program. Since then, they have retrofitted several single-family residences and their 79-unit senior-living complex, Wahiawa Silvercrest Apartments. The Energy Smart 4 Homes program also includes a free home energy assessment, and

The Salvation Army's assessment identified 79 inefficient refrigerators throughout the complex. With the help of Hawai'i Energy, The Salvation Army replaced all of them this year with new ENERGY STAR® models. This upgrade is expected to have a substantial impact on the energy costs for the organization and the low-income seniors residing at Silvercrest.



COMMERCIAL PROGRAMS

AFFORDABILITY & ACCESSIBILITY



- 1 ENERGY EQUITY HUI
- 2 EMPOWER GRANT
- 3 ENERGY ADVANTAGE

250
CUSTOMERS

CUSTOMERS RECEIVED FREE OR DISCOUNTED
LIGHTING UPGRADES THROUGH ENERGY ADVANTAGE

\$867,000

IN FUNDING WAS DISPERSED THROUGH
THE EMPOWER GRANT, HELPING 230
PROJECTS REACH COMPLETION



ENERGY EQUITY HUI

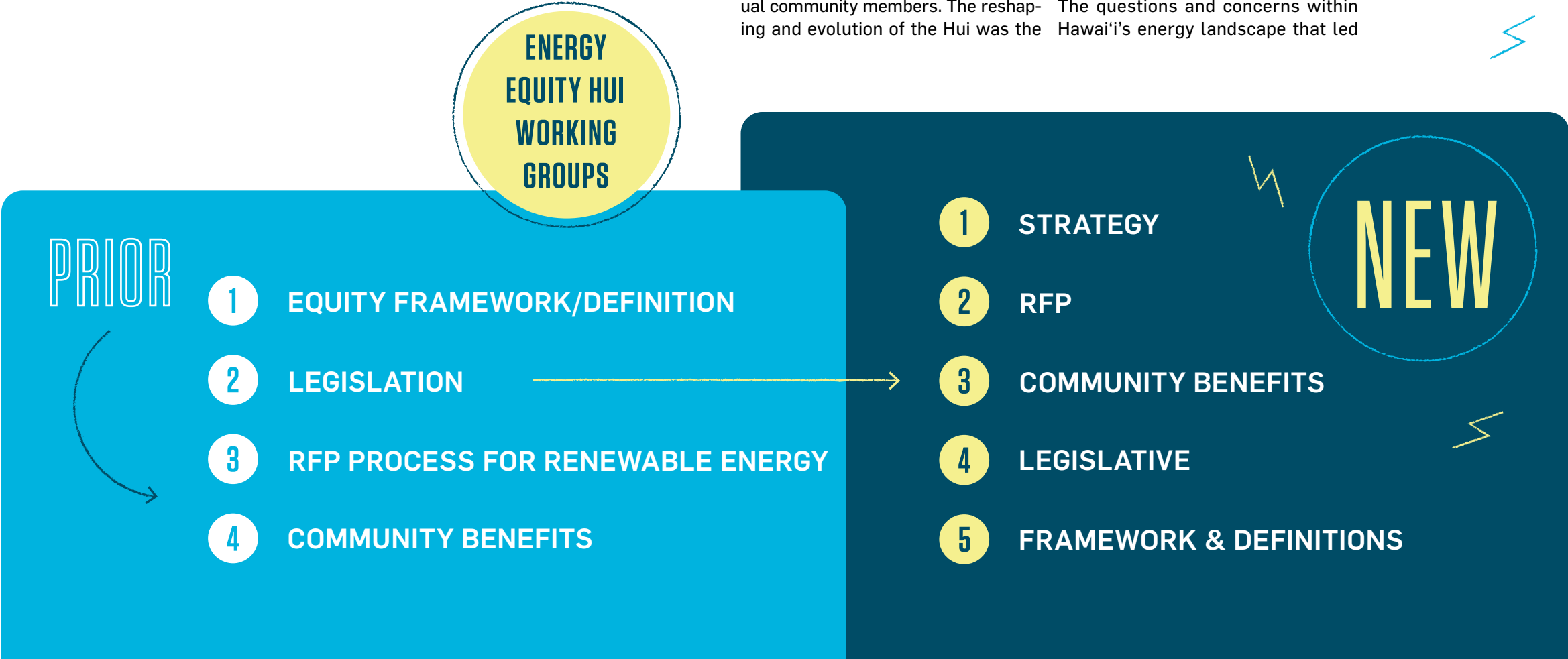
AFFORDABILITY & ACCESSIBILITY

The Energy Equity Hui was originally conceived to address Hawai'i's complicated and heavily siloed energy landscape. The goals of the Hui have been to address the lack of access to accurate information in the energy space, to build trust within/between the energy industry and the community, to further engage the community, and to connect statewide clean energy goals and plans that are often disjointed.

The Hui continues to seek to create stronger equitable outcomes through increased education, partnerships, transparency, and economic development. Notably, the PUC, a participant of the Hui, established the Energy Equity Docket in 2022 that seeks to investigate how to better integrate equity and justice considerations across Commission proceedings and broader work. Now several years old, the Hui has grown in membership, and participants now include government organizations, private entities, non-profits, and individual community members. The reshaping and evolution of the Hui was the

primary priority in PY23, and the ongoing process has so far included a revisioning of the original four working groups and developing a near-term roadmap for the Hui (under the new Strategy working group). To aid the long-term sustainability of the Hui, Hawai'i Energy also facilitated the involvement of two of its partners, Hua Nani Partners and Hawaii Alliance for Community-Based Economic Development, to develop a structure and framework in which the Hui can independently exist, grow, and have long-term impact. The questions and concerns within Hawai'i's energy landscape that led

to the conceptualization of the Hui in the first place remain highly-relevant factors that make equitable and timely support and funding for energy-saving initiatives crucial to the clean energy transition.



EMPOWER GRANT

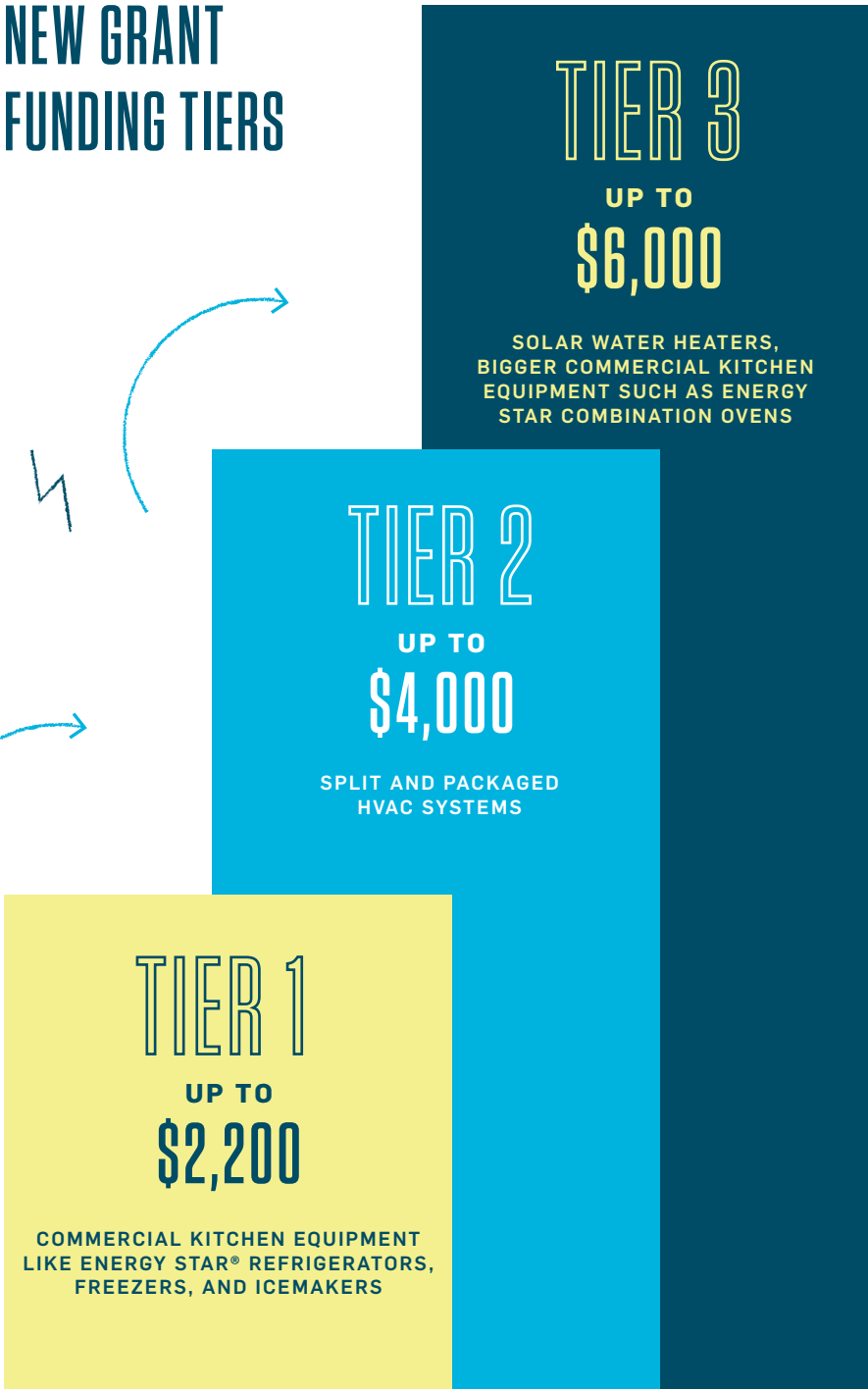
AFFORDABILITY & ACCESSIBILITY

Hawai'i Energy facilitated a successful fourth year of awarding grant funds to small businesses, nonprofits, and restaurants grappling with the highest electricity prices in the country. In total, we received nearly 300 applications requesting funding support for more than \$2.2 million worth of total project costs. More than \$850,000 was distributed to support 230 projects, generating an estimated cumulative savings of more than \$1.2 million at organizations who represent some of the most in-need sectors of our business community.

This year, the structure and cadence of the grant program's timeline was altered in an effort to boost participation. With only about 150 applications received after the initial two-month application period closed at the end of September, we shifted to a rolling acceptance format to allow more organizations to learn about the program and apply. This move – based on Advisors' confidence in untapped interest from the small business and nonprofit community – helped to double the application volume and use 100% of the program's allocated budget by spring. 2023 also marked the first time a tiered approach to grant reimbursement awards was used. Rather than capping grant awards by a single dollar amount, tiers were used and based on equipment type and associated energy savings – essentially awarding higher funding amounts for more expensive equipment and/or equipment that saves more energy.

As the energy needs and motivations of Hawaii's small businesses, nonprofits, and restaurants continued to evolve, the program is committed to ensuring grants are reaching as many customers who would otherwise be unable to upgrade to energy-efficient equipment as possible.

NEW GRANT FUNDING TIERS



EMPOWER GRANT

AFFORDABILITY & ACCESSIBILITY

CASE STUDY

KO'OLAU DISTILLERY –
KAILUA, O'AHU

COMMERCIAL KITCHEN UPGRADES

Ko'olau Distillery is a local producer of spirits, based on the windward side of Oahu. After hearing about the EmPOWER Grant program on the local news, their team realized that with grant funding, they could afford to purchase brand new equipment - which would provide them with warranties and improve their overall product - instead of buying secondhand, as they had done in the past. This prompted them to invest in not just one piece of equipment, but three, and as a result, will avoid paying nearly \$1,500 in electricity costs over the lifetime of these appliances.

\$1,500

SAVINGS OVER
THE LIFETIME OF
APPLIANCES



“ENERGY IN HAWAII IS A HUGE BURDEN TO ANY BUSINESS, AND A PROGRAM LIKE THIS THAT’S TRYING TO HELP US REDUCE THAT BURDEN REALLY MEANS WE CAN DO BETTER BUSINESS, MAINTAIN BETTER PRICES, AND STAY IN HAWAII.”

JUSTIN RIVERA
RETAIL GENERAL MANAGER & DISTILLER



EMPOWER GRANT

AFFORDABILITY & ACCESSIBILITY

“IN THIS ECONOMY, CURRENTLY BUSINESSES ARE BEING SQUEEZED FROM ALL SIDES. EVERYTHING COSTS MORE – ENERGY, RENT, PAYROLL, INSURANCE – AND THE HAWAI’I ENERGY PROGRAM HAS REALLY HELPED US. THEY DID THE RETROFIT, WHICH I MYSELF COULDN’T AFFORD AT THE TIME, SO I REALLY LIKED THAT IT HELPS SAVE ENERGY AND HAS A RIPPLE EFFECT OF HELPING CLIMATE CHANGE.”

LESLIE MALU MIKI
OWNER/PRESIDENT
ABUNDANT LIFE NATURAL FOODS



CASE STUDY

ABUNDANT LIFE NATURAL FOODS

APPLIANCE UPGRADES

Abundant Life Natural Foods is a small health food store in Hilo, Hawai’i. Having first participated in the Energy Advantage program, the discounted lighting retrofit opened owner Leslie Miki’s eyes to the power of efficient upgrades. When the time came to purchase a commercial steamer, Miki applied for and received a \$6,000 EmPOWER Grant and \$2,750 in additional rebates that helped her afford it. The steamer will be used to expand her ready-made product selection to include kulolo and meat-free manapuas.

\$6K
EMPOWER GRANT +
\$2,750 IN ADDITIONAL
REBATES



ENERGY ADVANTAGE

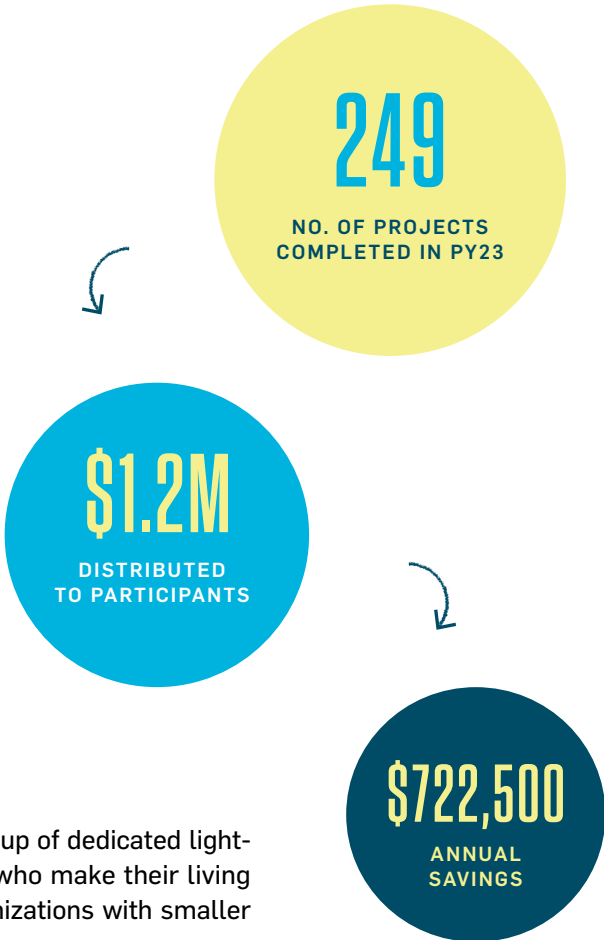
AFFORDABILITY & ACCESSIBILITY

PY23 marks the Energy Advantage program’s 13th year providing low-cost turnkey options for small businesses, restaurants, and nonprofits to retrofit and upgrade the efficiency of their lighting. This long-standing offer often serves as the entry into energy efficiency for many participants and helps Hawai’i Energy ensure equity around and access to energy efficiency technologies.

Over the years, Hawai’i Energy has seen many participants who don’t speak English as their first language, are new business owners, or are those facing ballooning renovation or monthly lease costs that place them on the verge of closure. The extra financial and technical support provided through Energy Advantage helps participants overcome some of these business challenges, and provides much-needed business

for the small group of dedicated lighting contractors who make their living supporting organizations with smaller facility footprints.

In all, 249 projects were completed in PY23, with more than \$1.2 million distributed to participants. Those 249 projects are estimated to save recipients over \$722,500 annually going forward.



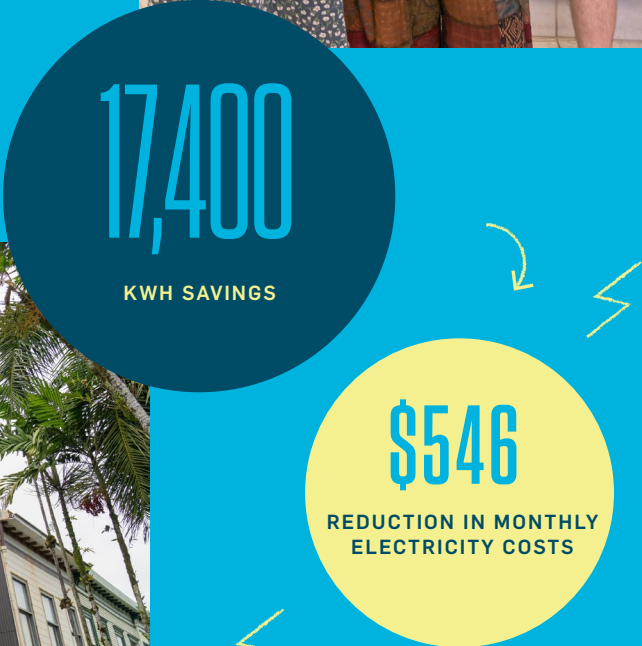
CASE STUDY

PACIFIC TSUNAMI MUSEUM – HILO, HAWAI’I

MAJOR UPGRADES TO LIGHTING AND SPACES

The Pacific Tsunami Museum, nestled in downtown Hilo, Hawai’i, is on a mission to save lives from tsunami and other natural disasters. This museum required specialized lighting to enhance and preserve their many historic artifacts, displays, and collection of over 700 stories of tsunami survivors, and they were prompted to reach out to Hawai’i Energy through a referral from another small business in the area.

The Museum received a full retrofit of lighting, including offices, a basement space, and exhibit areas, saving over 17,400 kWh and reducing monthly electricity costs by \$546.



"BE A LIGHT, GIVE A LIGHT" CAMPAIGN PROMISES FULFILLED

AFFORDABILITY & ACCESSIBILITY

Hawai'i Energy launched a first-of-its-kind nonprofit support campaign last year, leveraging incentive and marketing dollars to provide up to \$25,000 in lighting upgrades for local charitable organizations at no cost to them. Through the "Be A Light, Give A Light" campaign, three nonprofits were chosen in June 2023 to receive these upgrades, and by working with several contractors through the Energy Advantage program, all the upgrades were completed this program year. The organizations are expected to reduce their electricity costs by a total of \$9,261 every year, which will enable them to reinvest in their organization, creating a more welcoming space for the communities they serve.

CASE STUDY

HAWAI'I ISLAND HUMANE SOCIETY UPGRADES TO KEA'AU SHELTER

With their award, the Hawai'i Island Humane Society chose to upgrade their Kea'au Shelter, the largest nonprofit animal shelter on the island of Hawai'i. Built in the 1970s, the Kea'au Shelter provides animal housing, medical exam rooms, a dog park, staff offices, and more. The project included upgrades to outdoor walkway lighting, offices, and even some unexpected areas uncovered through a modified "treasure hunt" process with Hawai'i Energy advisors.



"WE'RE JUST TREMENDOUSLY GRATEFUL THAT WE HAD THIS OPPORTUNITY TO MODERNIZE AN OLDER FACILITY. IT IS NOT SOMETHING THAT WE ARE ABLE TO GIVE ATTENTION TO. A LOT OF THE TIME WE'RE SO BUSY TAKING CARE OF THE ANIMALS THAT WE JUST KIND OF ACCEPT THAT WE ARE IN AN OLDER PLACE AND WE MAKE IT WORK HOWEVER WE CAN. IT WAS JUST REALLY NICE JUST TO HAVE PEOPLE CARE TO HELP US MODERNIZE IN THE WAYS THAT WE COULD THROUGH HAWAI'I ENERGY."

LAUREN NICKERSON
CHIEF EXECUTIVE OFFICER



"BE A LIGHT, GIVE A LIGHT" CAMPAIGN PROMISES FULFILLED

AFFORDABILITY & ACCESSIBILITY

CASE STUDY

RYSE HAWAII

UPGRADED LIGHTING AT KAWAILOA ACCESS CENTER

RYSE Hawai'i, established in 2018, provides shelter and support services for homeless youth and young adults. With the award, RYSE upgraded the lighting at their Kawaiiloa Access Center in Kailua, a 24/7 facility that offers hot showers, laundry facilities, food, case management and other services to an increasing number of clientele each year. Their new interior and exterior lighting increases safety for their participants and staff, offers better visibility in bedrooms and offices, and allows them to funnel roughly \$3,400 more per year toward their much-needed programs.



"WE NEED COMMUNITY PARTNERS. WE NEED FOLKS LIKE HAWAI'I ENERGY AND HAWAI'I ENERGY SYSTEMS IN ORDER TO BE ABLE TO DO THIS GREAT WORK, TO BE ABLE TO PUT RESOURCES TOWARDS PROGRAMMING, TOWARDS STAFFING, INSTEAD OF MAINTENANCE AND REPAIRS ON BUILDINGS. THOSE DOLLARS GO A LONG WAY, AND IT ALLOWS US TO IMPACT MORE YOUNG PEOPLE AND CREATE MORE GOOD IN THE WORLD."

CARLA HOUSER
EXECUTIVE DIRECTOR

"BE A LIGHT, GIVE A LIGHT" CAMPAIGN PROMISES FULFILLED

AFFORDABILITY & ACCESSIBILITY

CASE STUDY

SHINSHU KYOKAI MISSION LIGHTING UPGRADES

Shinshu Kyokai Mission is a 110-year-old Japanese Jodo Shinshu Buddhist temple located in the heart of Honolulu. A fixture of the Makiki/Mō'ili'ili neighborhoods for generations, their award made it possible to complete much-needed lighting upgrades (and fixture cleaning) in well-used community spaces like their temple, social hall, and student dormitory. In line with the church's commitment to environmental stewardship, this project has become a welcomed example for the congregation on the positive impacts of reducing energy consumption.



"IT'LL BE ABOUT 25% A MONTH COST SAVINGS JUST ON THIS ELECTRICITY USE, SO THAT REALLY WILL GO A LONG WAY IN HELPING US MEET OUR FINANCIAL NEEDS AS WELL AS DOING OTHER PROGRAMS. BUT ALSO WE LOOK AT OUR IMPACT ON OUR ENVIRONMENT – THAT WE WERE ABLE TO DECREASE OUR ENERGY USE, OUR CARBON FOOTPRINT. HOPEFULLY IN THE FUTURE, WE'LL BE ABLE TO SEND THIS MESSAGE OUT TO OUR OWN TEMPLE MEMBERS SO THEY CAN BE MORE AWARE OF THEIR OWN ELECTRICITY USE AND IMPACT ON OUR 'ĀINA."

REV. ALAN URASAKI
ASSISTANT MINISTER



02

Hawai'i Energy continues to have a strong residential portfolio that contributes incredible value to ratepayers. From small devices addressing plug loads and energy waste to large appliances that generate decades of electric bill savings, the Program achieved 31,268,656 kWh in savings from over 19,000 products and service completions this year. Top-of-mind priorities included maximizing assistance opportunities from the federal government, researching and troubleshooting unexpected lows in the water heating industry, and strategizing around new and innovative ways to support the community, particularly in the wake of the Maui wildfires in August that massively changed the residential energy landscape on the island for the foreseeable future.

CLEAN ENERGY TECHNOLOGIES
RESIDENTIAL

RESIDENTIAL

17,057

TOTAL NUMBER
OF REBATES
ISSUED

\$7,861,540

TOTAL AMOUNT
AVOIDED IN CUSTOMER
ELECTRICITY COSTS

36,132,210
kWh

TOTAL ELECTRICITY SAVED

TRANSFORMING THE RETAIL EXPERIENCE WITH THE ENERGY STAR® RETAIL PRODUCTS PLATFORM

The program continued to leverage the opportunities for customer and supply chain engagement as new federal energy efficiency standards continue to roll out. Frequent store monitoring finally confirmed lower levels of incandescent lighting on shelves this year as retailers faced mandatory “sell-by” deadlines, and on the customer side, the mandates are a huge win toward normalizing LED lighting in the home. The program continues to focus on incentivizing areas of the lighting market where inefficient products are still prevalent, such as specialty bulbs, to ensure both customers and retailers can access these higher price-point products with ease. Careful incentive adjustments throughout the year helped increase participation and boost branding visibility in stores.

Hawai'i Energy also joined the national ENERGY STAR® Retail Products Platform (ESRPP) in PY23. ESRPP is a relatively new midstream initiative facilitated by the U.S. Environmental Protection Agency that brings together efficiency programs, big box retailers, and others to leverage resources and streamline reporting efforts across the country. Hawai'i Energy leverages ESRPP to encourage retailers to increase their inventories of ENERGY STAR® certified products, transforming the market in favor of energy-efficient consumer goods. This approach

is particularly helpful in Hawai'i, as shipping costs are high, and inventory capacity is very tight. The extra incentive to import efficient products ensures products are regularly stocked and available at multiple retailers across the state. Joining the ESRPP program was even more favorable this year due to the anticipated tax and future funding available through the Inflation Reduction Act. Customers dollars can stretch farther, and retailers are incentivized to carry high-efficiency products – including

some not previously rebated by Hawai'i Energy, such as induction cooktops and high-efficiency all-in-one washer/dryer units. The result was substantial traction during the year with solid performance across all categories, landing a total savings of 1,528,277 kWh (17,236,883.39 kWh lifetime). This addition of new products helps the state achieve its ambitious energy reduction targets in a time where consumers are being asked to make larger investments in their homes to do so.

RESIDENTIAL



"I'm very thankful for my new energy efficient refrigerator. It was a blessing since my old refrigerator wasn't working properly and probably using a lot of energy. I've noticed a significant savings on my electric bill since the installation of the new refrigerator."

RENEE YASUMURA
REFRIGERATOR TRADE-UP

WATER HEATING

RESIDENTIAL

Water heating upgrades remain the largest per-unit savings measures in the residential portfolio, yet the local water heater market continues to evolve, forcing Hawai'i Energy to explore new methods to reach customer participation goals.

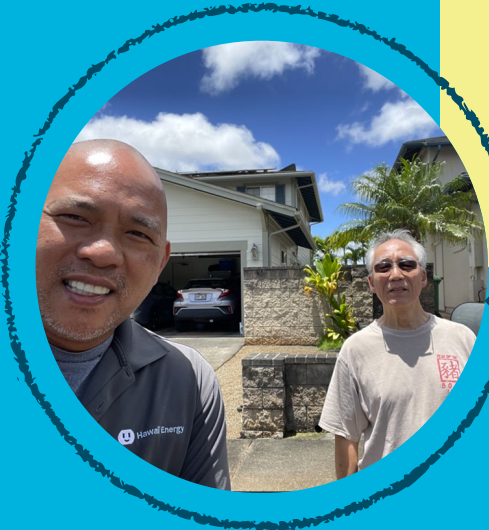
Solar water heating installations and tune-ups seem to have plateaued, so Hawai'i Energy spent much of the year researching root causes and deploying various operational and marketing levers to boost participation levels. Several updates were made to shore up the rebate submission process based on feedback collected during last year's contractor focus group, which also revealed that there are many factors that are affecting the lack of growth within this space, rather than a single

root cause. To address as many of these as possible, the rebate amount was increased to \$1,500 (up from \$1,250) and was paired with a large marketing initiative that included digital advertising, a first-ever paid email campaign to a third-party distribution list of over 368,000 addresses, and a promotional giveaway for a free tune-up service provided by a Clean Energy Ally – in addition to scheduled past participant-targeted marketing campaigns which run periodically throughout the year.



GARY HANAOKA MILILANI, O'AHU

The Hawai'i Energy rebate was a key factor in Gary Hanaoka's decision to install a solar water heater. He also wanted to take advantage of the tax credits before he retired. Mr. Hanaoka tries to take advantage of as many rebates as possible by searching the website for the latest incentives, and so far, has also received them for an air conditioning system and for participating in the Refrigerator Trade-Up program.



IRINEO VIERNES HONOLULU, O'AHU

During a site visit, Mr. Viernes expressed his deep appreciation for the inspections conducted by Hawai'i Energy. He wasn't home for the Solar Water Heating Tune-Up, so having a third party verify that the work was in accordance with program requirements made him feel better. According to Mr. Viernes, over 14 people live on his property, and he also plans to buy another solar water heating system to replace the current electric resistance water heater in the back of the house. He hopes to continue utilizing the Hawai'i Energy rebates for services and new installations.



RESIDENTIAL

WATER HEATING

In October, a substantial 122-unit **solar water heater tune-up** project was completed at the Ka Makana Town Homes in 'Ewa Beach, which helped make up roughly 6% of shortfall in this area and generate over 14,604 kWh in savings. The success of this joint effort between the Hawai'i Energy and a Clean Energy Ally signifies the potential for future large-scale maintenance projects in other communities. In total, while these efforts did appear to generate a small lift, Hawai'i Energy finished the year at 1,242 installations (78% of goal target) and 1,507 tune-ups (60% of goal target) completed and remains committed to ongoing problem-solving in this area and continuing to encourage the adoption of installations and maintenance.

On the other hand, retail sales data shows that **heat pump water heaters** have risen in popularity, perhaps due to the lower price point in comparison to solar water heaters. Continued monthly engagement with local retail partners has helped Hawai'i Energy better understand sales volume at various store locations, which locations need more support building product knowledge, and specific customer questions/ issues that arise during the sales process.



KEY FACTORS

Contractor and customer insights helped pinpoint several key factors attributing to the slowed participation in the solar water heating rebate. Hawai'i Energy addressed each of these factors as outlined below:

- HIGH PRICE OF SYSTEMS DECREASING CUSTOMER INTEREST**

Hawai'i Energy updated messaging on solar water heating to include mentions of federal tax credits, and graphics outlining the potential upfront cost savings by utilizing credits in combination with rebates.
- STAFFING SHORTAGES AND TURNOVER AT CONTRACTOR COMPANIES**

Hawai'i Energy provided more frequent training for Ally companies on the rebate process, and fixed application process inefficiencies where possible to shorten learning curves for new staff.
- HIGHER COSTS OF MATERIALS**

Hawai'i Energy raised the rebate by \$250 in an effort to alleviate these costs.
- MARKETING SUPPORT**

Hawai'i Energy deployed more inventory of digital advertising, and for the first time, created an email marketing campaign using a paid distribution list of over 360,000 recipients.

RESIDENTIAL

WATER HEATING

Hawai'i Energy also collaborated with water heater manufacturer Rheem® this year for the first time, accompanying their regional representatives on their visits to local Home Depot stores across the state. In addition to answering floor staff questions and training them on product features, Rheem reps shared their insights on sales performance in other territories across the country and how other rebate programs are working around market challenges.

Once again, Hawai'i Energy exceeded goal targets for heat pump water heater purchases, claiming 1,808,204 kWh in savings for over 1,000 units sold. Because of this traction, Hawai'i Energy prepared to enter the

maintenance market for these heaters this year, recognizing that many households are at or would hit the recommended five-year servicing mark within the next year or two. To start, a focus group was held to gauge current contractor appetite, validate measure life given Hawai'i's unique weather conditions, and share best practices for troubleshooting the most common maintenance issues. Results from the session revealed a need for more specialized training on how to specifically service different brands and their diverse models, which Hawai'i Energy has committed to hold in the first quarter of PY24, along with a pilot period to collect in-field data before fully launching the rebate program for the entire customer base.

1,808,204
kWh

SAVINGS OVER

1,000+

HEAT PUMP WATER
HEATER PURCHASES



Hawai'i Energy's Retail Marketing Specialist accompanies regional representatives from Rheem®, one of the leading heat pump water heater manufacturers, on visits to local Home Depot stores to speak with store staff and provide product knowledge.



TURNING UP THE HEAT FOR AC MEASURES

RESIDENTIAL

Climate change continues to cause increasingly higher temperatures, and Hawai'i Energy recognizes that this impacts how and when residents turn to air conditioning for relief, as well as the salescycle for local HVAC contractors.

At an HVAC contractor focus group in February, CEAs expressed their appreciation for the Hawai'i Energy rebate program and confirmed they were using the incentives in their sales efforts to win business, especially as the "summer" busy season is no longer limited to just May through August. For central AC retrofits, Hawai'i Energy finished the year at just over 220 completed projects, down slightly from last year despite a rebate increase in April. However, other measures like VRF installations, window AC purchases, and AC tune-up services all performed within 3% of target or in some cases exceeded target, which could be an indicator that customers were just turning to more economical choices.

With limited resources for marketing, contractors also shared their appreciation for Hawai'i Energy's annual targeted email marketing campaign for tune-ups, which helps to buoy them between seasons. To this end, Hawai'i Energy deployed several additional marketing initiatives – a new promotional giveaway for a tune-up service, enhanced digital advertising, and the debut of a new customer video testimonial – which helped to drive business and spotlight some of the more engaged HVAC contractors in the CEA network.

"I love both my Daikin 18K and 9K split-ACs! They're so quiet you hardly know they're on, and the 18K is powerful enough to cool almost the whole house. Best of all, I'm saving over 50% on my energy costs!"

JACKIE YOUNG
O'AHU



"It was so easy! We found a contractor through Hawai'i Energy, and they worked so efficiently. Plus, we got a \$400 rebate."

KEVIN & LEIGH SCHMID
O'AHU

03

CLEAN ENERGY TECHNOLOGIES
COMMERCIAL

1,253

TOTAL NUMBER
OF COMPLETED
PROJECTS

\$13,651,794

TOTAL AMOUNT
IN BILL SAVINGS

52,851,224
kWh

TOTAL ELECTRICITY SAVED

BUSINESS

The commercial program ventured into deeper waters for 2023, embarking on bold outreach initiatives and innovative educational efforts. By reimagining sector responsibilities and crafting strategies that leverage the many benefits of energy efficiency projects, the team aimed to lighten the load for customers. In today's economic climate, energy efficiency is sidelined in favor of more pressing priorities, leaving many local businesses hesitant to invest in capital improvements.

To keep customers engaged, the business team prioritized deepening their technical expertise, ensuring tailored support that met each customer's unique needs. Advisors provided personalized, step-by-step guidance, helping clients navigate the complexities of their projects from start to finish. With enhanced transparency and clearer program requirements, particularly for custom projects, the initiatives made participation more accessible to the community. These concerted efforts are starting to yield results, as more customers recognize the value of investing in efficiency projects.

As the landscape of facility management shifts with a new generation of decision makers, the loss of institutional knowledge from retiring staff has made facility managers increasingly reliant on the savviness of our energy advisors. The business team focused on consistent engagement and compelling messaging, increasing their credibility by positioning themselves as integral members of the customer's success team. The goal of each outreach effort? To uncover the customer's unique pain points and add value every time.

ADDRESSING THE KNOWLEDGE GAP & INVESTING IN THE FUTURE

BUSINESS - CLEAN ENERGY TECH.

This year, we identified a persistent knowledge gap across all areas of the energy efficiency market primarily due to staffing shortages and shuffles, affecting everyone from contractors to onsite facility managers and even the Hawai'i Energy team. In response, the Program took steps to equip these groups with technical upskilling opportunities, foster more collaboration across groups, and even streamline the rebate submission process.

In November, over 50 contractors attended an inaugural "Custom Projects Lunch 'N' Learn" event, hosted by Hawai'i Energy as a means of helping to clarify rebate processes and eligibility, and address pain points contractors were experiencing. Additionally, Hawai'i Energy established an informal peer mentoring initiative, where newer Advisors and engineers were paired with senior counterparts, with a new emphasis on customer/contractor relationship management and learning to more quickly identify project opportunities at a site. Skill development for this initiative included phone outreach techniques, understanding benchmarking calculations, review of mechanical-electrical-plumbing (MEP) drawings, building management system checkups, and site audits and walkthroughs. Together, these steps aimed to bridge the knowledge gap and invest in a more knowledgeable and efficient future for the energy efficiency sector.

50

CONTRACTORS AT CUSTOM PROJECTS LUNCH 'N' LEARN EVENT



CASE STUDY

DOWN TO EARTH

Down to Earth, Hawai'i's leading retailer of organic and natural foods, had an older refrigeration system that housed inefficient condenser fans. Thanks to a recommendation from a contractor, Down to Earth opted to replace the old fans with newer units that came with controls, which meant Down to Earth's team could now ramp up and ramp down the power needed throughout the day. This simple change led to an immediate drop of about 250 kWh hours per day, which equates to a savings of \$36,000 per year.

"It makes us want to move forward with other energy programs that we can to save ongoing electrical use and also to have the opportunity to work with Hawai'i Energy again."

ARIEL DUGAN

IT ADMINISTRATOR
DOWN TO EARTH HAWAII



\$36,000

IN ANNUAL SAVINGS

TRYING TIMES ARE FOR TRYING NEW THINGS: SEARCHING FOR CUSTOM PROJECTS

This program year, Hawai'i Energy made significant investments to fuel the custom project pipeline by responding to ongoing market challenges with perseverance.

One strategy was to focus on a carefully selected short list of known custom project opportunities projected to have the biggest impacts to the portfolio, then aiming to aggressively pursue them – figuring out and troubleshooting roadblocks with customers and contractors, each with their own unique set, including everything from budget restrictions, pending approvals from upper management, labor shortages, shipping delays, and more.

Persistence paid off as seven of the 20 initially-scoped projects were successfully completed within the year, and many of the remaining projects not only remain viable, but have moved the needle closer to completion in the following year. Further efforts to court the short list included hosting a first-ever "Customer Success" event, which leveraged an existing advertising partnership with the University of Hawai'i into a special event designed for customers and Advisors to solidify connections and keep the momentum on projects strong. Many of the attendees' projects have since moved forward.



CASE STUDY

WET'N'WILD HAWAII

Wet'n'Wild Hawai'i is a shining example of how efficient management and continual engagement with Hawai'i Energy results in significant energy and cost savings. As part of a large project, they installed 16 variable frequency drives (VFDs) on pumps for various rides across the water park in two phases over the course of several months. They received a rebate of \$134,837.51, and in total, they will save annually 936,729 kWh and \$261,098.14, resulting in a nearly 40% kWh reduction and 30% reduction in their overall energy bills. Their savings won't end there, as they have plans to complete one more VFD installation, as well as a battery storage project with Clean Energy Ally Sunspear Energy in the near future.

BUSINESS - CLEAN ENERGY TECH.

TRYING TIMES ARE FOR TRYING NEW THINGS: SEARCHING FOR CUSTOM PROJECTS

In-person outreach efforts grew exponentially this year, as Advisors conducted a record 85 customer site visits, uncovering approximately \$450,000 in annual savings opportunities. Advisors also worked to improve contractor engagement and approach projects more collaboratively with them. Focus group discussions helped to ensure contractors' voices were heard and brought forward large custom HVAC project opportunities that materialized into a total of 1.7 MWh of savings.

The lessons learned from PY23 have been invaluable, and though incremental, the strategy is starting to pay dividends. The Program met 113% of the kWh savings goal for prescriptive measures (a 65% increase from PY22), increased its overall custom lifetime kWh savings by 15%, and reached an impressive 299% of the kWh goal for grid services projects – an increase of 96%.

CASE STUDY

HAWAII DEPARTMENT OF HEALTH

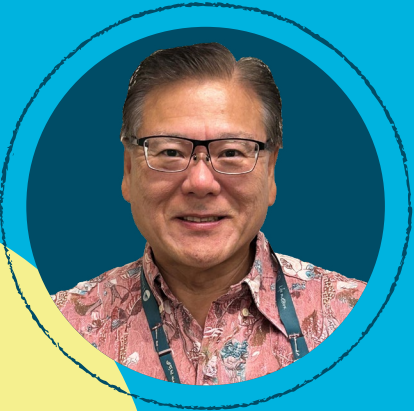
The State of Hawaii's Department of Health's laboratories conduct essential testing in support of environmental and public health programs statewide. At the Kamaulele Laboratory in Pearl City, DOH replaced three old, 500-ton chillers with variable speed, water-cooled screw chillers, which offer exceptional part-load efficiency, enabling significant energy savings, requiring reduced maintenance and providing faster payback periods on the equipment investment. Hawaii Energy awarded a \$67,500 rebate for the project and the State is expected to save \$80,673 annually.



CASE STUDY

RISE APARTMENTS AT THE UNIVERSITY OF HAWAII AT MĀNOA

A brand new, six-story, 374-unit student housing complex and innovation hub, the Residences for Innovative Student Entrepreneurs (RISE) Center is located on the University of Hawaii at Mānoa campus and was designed with sustainability in mind. Hawaii Energy assisted the developer in building this LEED-certified building through a new construction rebate package, that helped secure energy-efficient features such as solar water heating, high-efficiency lighting, and VRF heat pumps for most cooling needs. For their efforts, they received \$50,197 in incentives for achieving 36 kW in peak demand savings and 306,451 kWh in savings.



STATE OF HAWAII DEPT. OF DEFENSE

"Hawaii Energy's Treasure Hunt was a big help to identify actions we can take to reduce our energy usage. We have also worked with them to obtain energy-related rebates for our construction projects."

TAD T. NAKAYAMA

PROJECT MANAGER,
ENGINEERING OFFICE

INNOVATION SYMPOSIUM

BUSINESS - CLEAN ENERGY TECH.

Hawai'i Energy hosted its third Innovation Symposium this year, bringing the event back for the first time since 2019. More than 160 building managers, commercial facility designers, and industry professionals attended the event, providing opportunities to make valuable connections with current and potential customers and Clean Energy Allies in support of the commercial program goals.



Speakers included representatives from the Los Angeles Department of Water and Power, Central Pacific Bank, and Highgate Hotels addressing topics such as HVAC system optimization, deep energy retrofits, and how to access federal funding for projects. Attendees were also awarded a \$1,000 rebate bonus toward the completion of their next energy efficiency project as a thank you for attending.

Central to developing the Symposium was an intent to provide meaningful networking opportunities for attendees. The event featured a vendor fair of 20 Clean Energy Allies and sponsors, and ended with a hosted pau hana event, both of which helped to provide exposure for Allies while also spurring collaboration on current projects.

04

\$2,451,680
TOTAL
REBATES
AWARDED



“My take away from this whole experience is to leverage your partners – for us, it’s Hawai’i Energy and EMCC (contractor) – and look at your systems. It’s easy to get into a “set and forget it” mode, but the reality is, over time you lose efficiency, and over time there’s new technologies and new ways to do business, so if you take advantage of that, you can do a benefit to yourself and to the surrounding environment.”

SEAN GAHINHIN
GENERAL MANAGER,
PRINCE WAIKIKI

ENERGY OPTIMIZATION INITIATIVES

Hawai’i’s electricity generation has shifted substantially to prioritize the adoption of clean energy resources as we progress to our goal of 100% renewable electricity by 2045. This progress also necessitates changes in the way customers use energy in their homes and businesses, and Hawai’i Energy’s energy optimization initiatives focus on maximizing the productive use of energy, minimizing waste, and achieving significant cost savings by aligning customer with the availability of more affordable clean energy resources like solar power during the day.

Much of this optimization occurs through a method called demand response (or “DR”), which refers to actions by customers that change their consumption (demand) of electric power in response to any price signals, incentives, or directions from the utility. “Doing” DR can include things like installing a battery storage system and allowing a portion of stored energy to be dispatched to the utility when it’s needed, or using a smart water heater whose energy use can be ramped up or down by the utility depending on the needs of the grid at that time.

Increased incentives remain effective at driving the adoption of these technologies for both residents and businesses, so Hawai’i Energy added several services and financial incentive programs to empower customers

to adopt innovative products and collaborate with companies on the cutting edge of energy management. Hawai’i Energy continued to prioritize interactive water heating controls for renters and families and increased our support for smart electrical panels in homes. For larger facilities, our focus remains on sophisticated controls for air conditioning, hotel guest room management with demand response capabilities, and commercial energy storage.

In addition to tracking the number of energy optimization devices deployed, Hawai’i Energy has begun reporting on a new tracking metric for Demand Flexibility for PY22-24. This is an effort to quantify the potential or additional load flexibility available from grid service ready technologies installed. For PY23, the program estimates 1,161 flexible kW installed.

INCREASING ACCESS WITH SHIFTED ENERGY

ENERGY OPTIMIZATION INITIATIVES

Hawai'i Energy continues to support local clean energy technology provider Shifted Energy in their work to create innovative and inclusive programs that provide underserved communities agency in their clean energy transition. In PY23, Shifted and Hawai'i Energy partnered on two main programs: the Grid Service Purchase Agreement (GSPA) rebate for grid-interactive water heater controls, and the Whole Home Energy Systems Upgrade and Electrification Capabilities Trial (RISE). Shifted Energy also continued to support the Heat Pump Water Heater capabilities trial from PY21 and PY22 through continued grid services demonstration, fleet monitoring, troubleshooting and maintenance. One hundred percent of Hawai'i Energy funding supported energy measures installed at LMI and native Hawaiian residences.

Shifted's Grid Maestro platform can track performance and schedule demand response events for all water heaters in their fleet, both electric resistance and heat pump. Receiving access to this data in anonymized form, Hawai'i Energy has visibility into how water heaters are typically used by households in these programs, as well as how Shifted can modify their energy use to assist the grid. With this data, we have been able to better understand demand response options for water heater and other technologies to recommend to customers.

Working with Shifted has been a critical piece of helping the program develop a deeper understanding of the many challenges and opportunities within ensuring clean energy equity. While it may seem like a no-brainer to many to accept free products that drastically reduce energy bills, for some, the hurdles within the acquisition, registration, and installation processes are frequent, can be disheartening, and discourage participation.



SHIFTED ENERGY

Shifted Energy is proud to partner with Hawai'i Energy on programs and initiatives that align with the mission of both organizations. Data and insights obtained through Shifted Energy's advanced energy software and energy asset management system are utilized to measure and verify energy savings and support equity and program adoption. Hawai'i residents living in low-income, multi-family, workforce housing, and rental communities are excited about the opportunity to participate in programs that provide financial relief and support renewable energy. In Shifted Energy's conversations with hundreds of frontline and Native Hawaiian households over the past few years, many families expressed their gratitude and hope for relief on their energy bills and a chance to help shift Hawai'i away from fossil fuel dependency.

To further this effort, Hawai'i Energy and Shifted have teamed up to create innovative and inclusive programs that provide underserved communities agency in the energy transition.

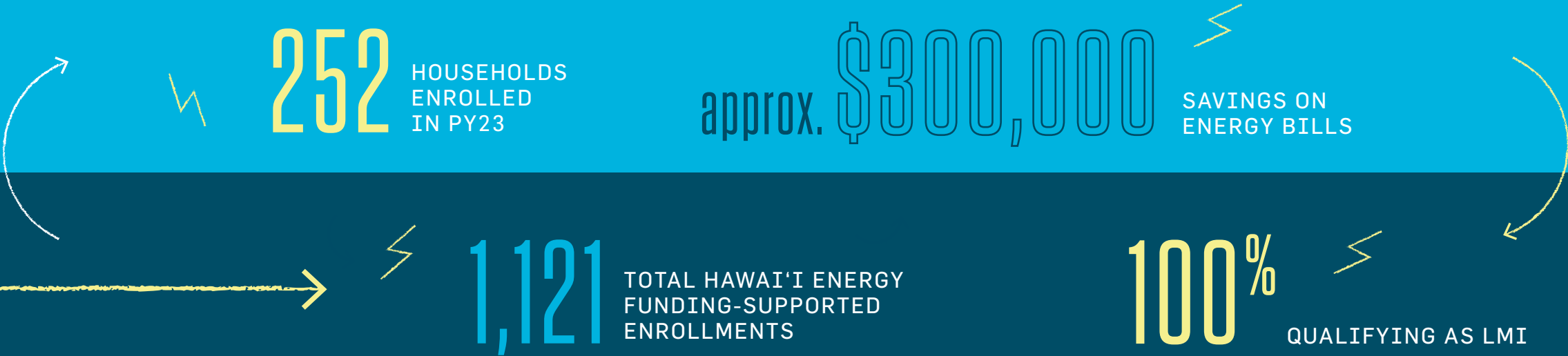
ENERGY OPTIMIZATION INITIATIVES

INCREASING ACCESS WITH SHIFTED ENERGY

GRID SERVICES PURCHASE AGREEMENTS (GSPA)

Hawai'i Energy provides rebates for participants who enroll in the Hawaiian Electric Companies' (HECO) GSPA-1 demand response program through the installation of Shifted Energy direct-load water heater controllers. Hawai'i Energy support targets multi-family residents who have historically had limited options to participate in clean energy programs. In addition to the sustainability and grid services bill credit

benefits, Shifted Energy further developed energy and maintenance insights which have proven valuable to property managers and driven up program participation. To-date, Shifted has enrolled more than 4,000 households in Hawai'i, with over 90% of the fleet qualifying as LMI.



ENERGY OPTIMIZATION INITIATIVES

INCREASING ACCESS WITH SHIFTED ENERGY

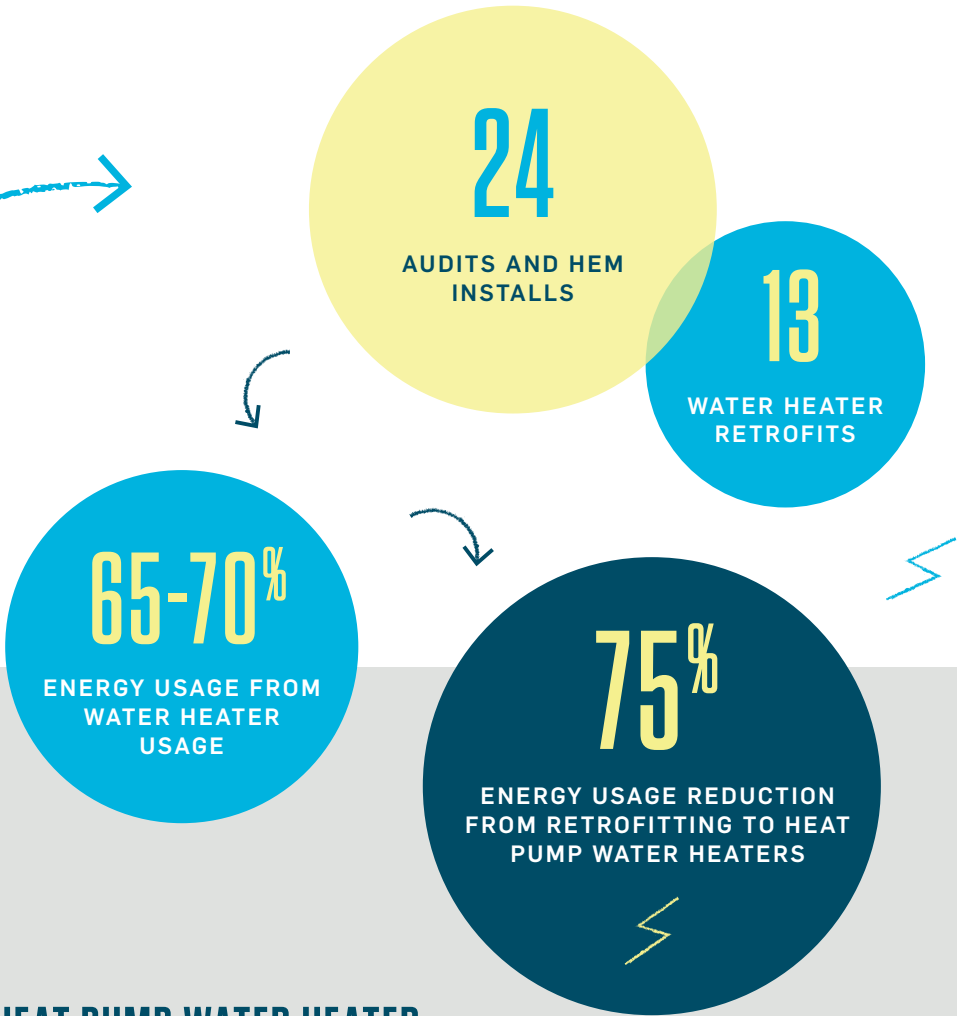
WHOLE HOME ENERGY SYSTEMS UPGRADE AND ELECTRIFICATION CAPABILITIES TRIAL (RISE)

The goal of the RISE program is to provide comprehensive whole home energy systems audits and upgrades to facilitate holistic deployment of energy conservation, energy efficiency and distributed energy generation in homes. Hawai'i Energy provided funding for the installation of whole home circuit-level energy monitors (HEM), heat-pump water heaters, and universal communication modules (UCM) for water heater controls for fifteen Hawai'i Energy customers in Department of Hawaiian Homeland (DHHL) communities. Additional funding was secured for ten more Hawai'i Energy customers through AES Hawai'i.

This program focused on providing customers with a comprehensive energy management plan and resources to reduce energy use first while pursuing PV and battery solutions for their home. Shifted performed 24 audits and installed 24 HEM for participants of varying occupancy, energy loads, and properties. Water heater retrofits were completed for 13 participants, with several different existing water heater types and conditions. Customers received resources on general energy literacy, understanding

utility bills, as well as any other incentives and guidance on complimentary financing and federal rebate programs available. A custom solution for each home was proposed to maximize utility bill savings and provide the largest impact for each family based on their individual needs.

Monitoring results showed that water heater energy usage accounted for 65-70% of participant's monthly energy usage. The second highest energy-intensive appliance in the households were usually clothes dryers. There was an average of 75% reduction in energy usage from retrofitting to heat pump water heaters, immediately lowering the monthly electricity bill of participants in the program. In the coming year, this program will focus on facilitating access to PV financing solutions leveraging local on-bill financing programs and federal IRA funding.



HEAT PUMP WATER HEATER CAPABILITIES TRIAL

Hawai'i Energy continued to work with Shifted to monitor progress of the PY21-22 Heat Pump Water Heater Capabilities Trial. Despite some ongoing maintenance, defect and WiFi connectivity challenges experienced with the 32 HPWH installed, we are able to see average use profiles for multiple hard to reach communities (military community, high-rise multi-family buildings, Hawaiian homelands).

POWER MOVE ROLLS ON

ENERGY OPTIMIZATION INITIATIVES

POWER MOVE

The Power Move family of rebates continued encouraging energy efficiency improvements and energy storage projects that reduce demand in commercial facilities during the utility peak hours of 5:00 – 9:00pm. In PY23, the first three commercial batteries supported by Hawai'i Energy came online at a university campus, a housing community, and a health clinic. These batteries dispatch a combined 581 kW to the grid for two hours daily during the evening peak as participants in Hawaiian Electric's Scheduled Dispatch Program. Power Move incentives combined with other programs helped make these commercially sited projects financially viable.

Additionally, buildings that made custom efficiency improvements to equipment operating during the utility peak hours were eligible for a bonus incentive to drive peak demand reduction. Upgraded equipment included transformers in municipal buildings, exterior lighting at multifamily properties, a hotel chiller plant, and grocery store refrigeration—all of which operate in the evening or 24/7. Hawai'i Energy's Power Move bonus resulted in energy efficiency projects that collectively reduced peak demand by 426 kW.

CASE STUDY

PRINCE WAIKIKI

Prince Waikiki, one of Waikīkī's most iconic hotels, has implemented sustainability practices throughout their operation and has been working with Hawai'i Energy on progressively addressing inefficiencies for many years. This year they finalized a large retro-commissioning project that studied their central plant for over a year to identify waste areas and fine-tune operations. These improvements are estimated to save 528,000 kWh, translating to \$153,000 in bill savings annually – paying back their investment in retro-commissioning in less than one year.



CASE STUDY

PA HONUA

Since August 2022, Pa Honua, a residential military community, has been conducting a pilot project retrofitting water heaters with heat pumps that have controls and software with demand-response capability. Hawai'i Energy incentivized 143 of these units in PY22 and expanded the installations to 137 additional units in PY23. This project phase earned a \$89,050 rebate, leading to a savings of 281,980 kWh and \$68,507. The energy savings and network capability satisfied the residents, and the community management team are planning to expand this technology to the Marine Corps Base communities in the future.

SMART ELECTRICAL PANELS

Hawai'i Energy continued to support the deployment of residential smart electrical panels to further drive the adoption of clean energy solutions for Hawai'i's families. We established the Smart Electrical Panel Pilot in PY21 and have continued through PY23 with 8 installations completed. While interest in this pilot has been slower than anticipated, Hawai'i Energy is excited about the opportunity to provide residential customers with increased insight into their energy usage by installing a smart electrical panel.

HOTEL GUEST ROOM ENERGY MANAGEMENT SYSTEMS

ENERGY OPTIMIZATION INITIATIVES

Hawaii Energy supported the installation of guest room energy management systems in 1,393 rooms across 4 hotels. The system pairs smart thermostats and occupancy sensors to either increase the temperature setpoint or power down cooling of the room when unoccupied, resulting in energy savings for the HVAC system. The hotels that installed these systems in PY23 will save 1.3 million kWh annually and reduce utility peak demand by 401 kW. These guest room energy management systems were installed with demand-response capability where they have the potential to provide flexible demand capacity to the grid. Hawaii Energy estimates the systems installed this year may provide 1,198 kW of flexible kW.

401 kW IN PEAK DEMAND REDUCTION



1,393
UNITS ACROSS
4 HOTELS

1,198 kW
IN PEAK DEMAND REDUCTION

1.3M
kWh
ANNUAL ENERGY SAVINGS



CASE STUDY

FOUR SEASONS RESORT AT KO OLINA

The 410-room Four Seasons Resort at Ko Olina took advantage of Hawaii Energy's Power Move rebates and initiated two energy projects with Clean Energy Ally Hawaii Energy Systems. First, by connecting guest bathroom vanity LEDs and downlights to occupancy sensors, lighting in the bathrooms automatically turns off when unoccupied. Four Seasons went one step further, connecting these sensors to their recently-installed smart AC thermostat controls with built-in occupancy sensors. Both projects help to reduce peak demand by nearly 160 kW, earning them a \$7,431 rebate and reducing their electricity bill by over \$142,000.

05

"I learned that if your charger is still plugged into the wall and you're not charging the phone you're still using electricity."

STUDENT, NĀNĀKULI
ELEMENTARY 5TH GRADE



"I learned that we will only use renewable energy by 2045."

STUDENT, NĀNĀKULI
ELEMENTARY 5TH GRADE

MARKET TRANSFORMATION & ECONOMIC DEVELOPMENT

The Market Transformation program took an active role in supporting the business team with outreach to targeted audiences, continued to strengthen partnerships with allied organizations who share similar training goals, and kicked off its new internal STEM Squad for youth education.

YOUTH EDUCATION

MARKET TRANSFORMATION & ECONOMIC DEVELOPMENT

This year marked the start of Hawai'i Energy's STEM Squad, a group of eight engineers, Advisors and other staff from several program areas who volunteered to deliver presentations to K-8 students.

After receiving training from Blue Planet Foundation in PY22, the Squad deployed in fall of 2023 and quickly found its footing. Members expressed the enjoyment of interacting with enthusiastic audiences of keiki and gained satisfaction from helping equip them to be concerned, energy savvy citizens. Our subcontractor Blue Planet Foundation also completed workshops, focusing on Maui county and Hawai'i island. STEM-based content on climate, clean energy and how to be more energy efficient was delivered to 2,860 students across four islands. Blue Planet also delivered a successful Climate Crew cohort for high school students doing problem-based work on behalf of community organizations tackling climate concerns, and conducted a comprehensive half-day workshop for high school educators on how to teach climate science and policy.

2,860 STUDENTS REACHED

OUR STEM TEAM SHARED THEIR EXPERIENCES AT 'EWA MAKAI MIDDLE SCHOOL'S CAREER EXPOSURE FAIR. THEY SPOKE WITH OVER 200 6TH, 7TH, AND 8TH GRADERS IN SMALL GROUPS ABOUT HAWAII ENERGY, ENERGY EFFICIENCY, AND POTENTIAL CAREER PATHS IN THE ENERGY INDUSTRY.



'EWA MAKAI MIDDLE SCHOOL

MARKET TRANSFORMATION & ECONOMIC DEVELOPMENT

YOUTH EDUCATION

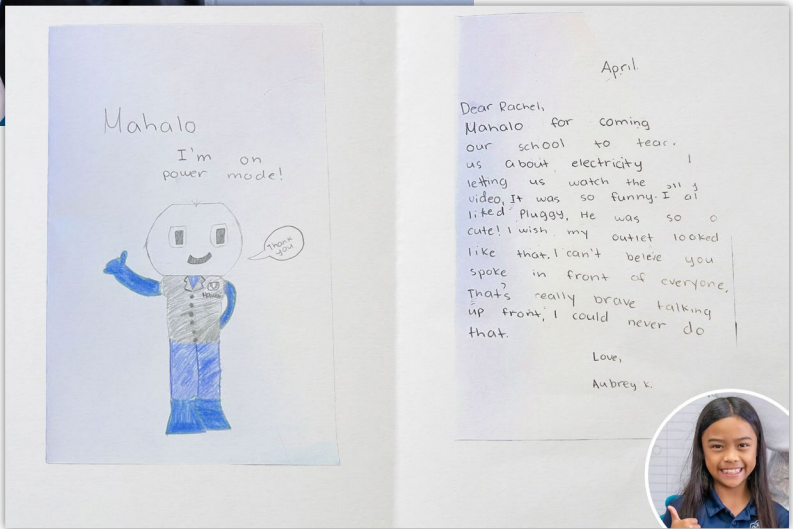
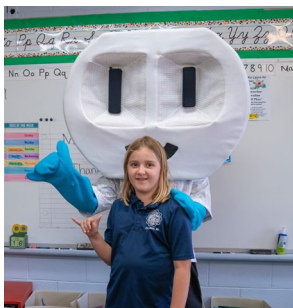
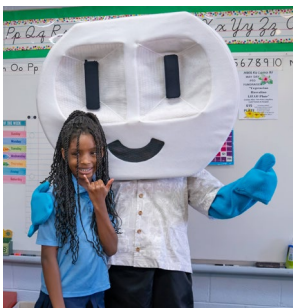
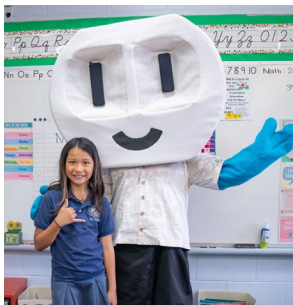
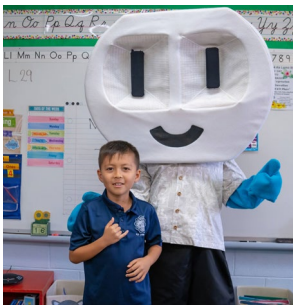
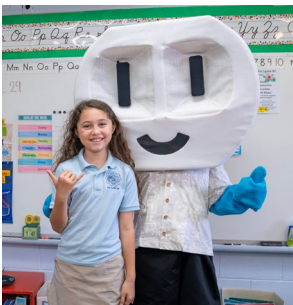
Hawaiian Mission Academy Ka Lama Iki received a special visit from our mascot, Pluggy, to teach 3rd and 4th graders all about energy efficiency. They played card games and tested their knowledge with hands-on activities. After the presentation, the class even wrote thank you notes sharing what they learned.

ONE STUDENT SAID:

“Thank you for teaching me and all my friends about how to save power. I will totally use all of these tips. I will remember to turn off the lights when I don’t need them, unplug my charger, take shorter showers, use colder water, and I’ll make sure to tell my mom to change our old lights to LED lights!”



HAWAIIAN MISSION
ACADEMY



Can you calculate the savings from changing your household lighting to LEDs into plate lunch equivalents? Trips to Las Vegas?

Our popular Energy Unplugged workshops for adults and community groups breaks down energy efficiency into relatable concepts with humor and a local-style delivery. In 2023-2024, we reached 2,017 individuals across Honolulu, Hawai'i and Maui counties, totaling 2,620 participant hours. Workshops included a small fundraising incentive for diverse community groups, which drove participation and created a viral "buzz" for those attending to spread the word to their networks. With useful tips for renters and homeowners alike, the workshops highlight new programs and targeted residential rebates. The Energy Smart 4 Homes direct install program is promoted during the workshops, which resulted in 424 residents signing up to receive 100% free light bulbs, water conservation and power management devices.

2,620

TOTAL WORKSHOP HOURS

2,017

TOTAL PARTICIPANTS



ENERGY UNPLUGGED WORKSHOP PARTICIPANTS SAY:

“Wonderful information, I can share with my mom who owns Hawaiian homes and has 3 refrigerators! She can use this info.”

**“Na kākou ke
kuleana e mālama
i ka ‘āina!”**
(It's our responsibility
to care for the earth!)

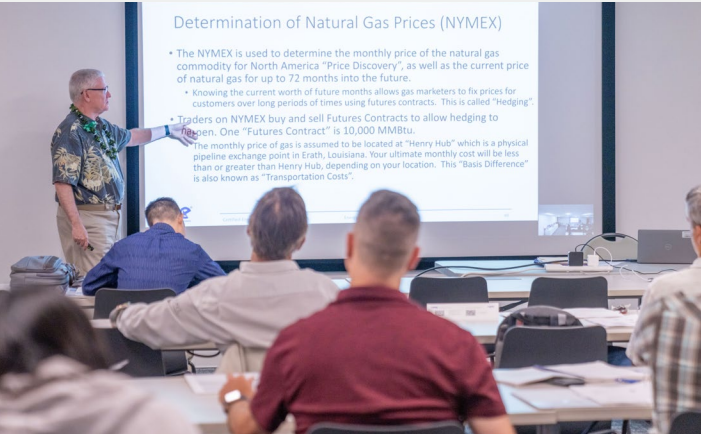
“My family is going to make a real effort to be more energy efficient and mindful of our usage, and how we can keep our usage down! The top 10 tips were practical and I feel confident we can make a real difference!”

The presenter got me all excited to get more energy efficient in my home. I will definitely be sitting down with my family tonight. There are several areas we can & must improve upon in our home. Mahalo!

PROFESSIONAL DEVELOPMENT

CERTIFIED ENERGY MANAGER®

An Energy Manager is an individual who optimizes the energy performance of a facility, building, or industrial plant. A person in this key role analyzes and integrates systems for electrical, mechanical, process, and building infrastructure, and devises ways to optimize energy consumption and lower utility costs. The Association of Engineers Certified Energy Manager® credential is sought after in the industry as a mark of mastery of a comprehensive body of knowledge about efficiency. In June, the Program hosted 22 in-person students for the CEM® course. This rigorous five-day training attracted professionals from government, hospitality, military, utility, energy consulting, facilities management and engineering.



NATIONAL ASSOCIATION OF REALTORS GREEN® DESIGNATION / GREEN REAL ESTATE CEA PROGRAM

Real estate agents are often seen by clients as trusted resources on many aspects of home ownership and the renovation and maintenance of a home. With this in mind, the Hawai'i Energy Green Real Estate program was created to train Realtors in the leading edge of residential home efficiency so that they could relay this critical knowledge to their network. This year we also hosted two certification courses of the perennially popular National Association of Realtors (NAR) GREEN® designation. Hawai'i is now second in the nation for GREEN® designations (only behind California); 289 Realtors® have an active designation, largely due to Hawai'i Energy funding support for these classes. Over the last six years, 742 Realtors have received their GREEN® designation via the Program. These Realtors' clients benefit from knowing how to make energy-efficient, healthy, money-saving upgrades to their home. Our CEA program further supports Realtors with the information and generous marketing support to grow their green real estate business and keep up with the latest trends and tips on energy.

2,274 CONTACT HOURS

SPRING TECHNICAL TRAININGS

Building on the popularity of courses last year, Hawai'i Energy again teamed up with ASHRAE Hawai'i Chapter to bring instructor David Wylie, PE back in April to present on Air Handling Systems, Chilled Water Systems, Cooling Tower Efficiency and Water Conservation, and Energy Management Systems (EMS). Many detailed photographs, diagrams and videos enhanced the learning from the perspective of a practitioner with decades in the field. Local industry veteran Les Taniyama, P.E., assisted with the presentation, adding practical experience in Hawai'i's climate zone. The four-day series tallied 2,274 contact hours and an average of 94 attending in person or online each day, reflecting the appetite for this information and how hybrid delivery gives neighbor island energy professionals and those now accustomed to webinars a convenient option.



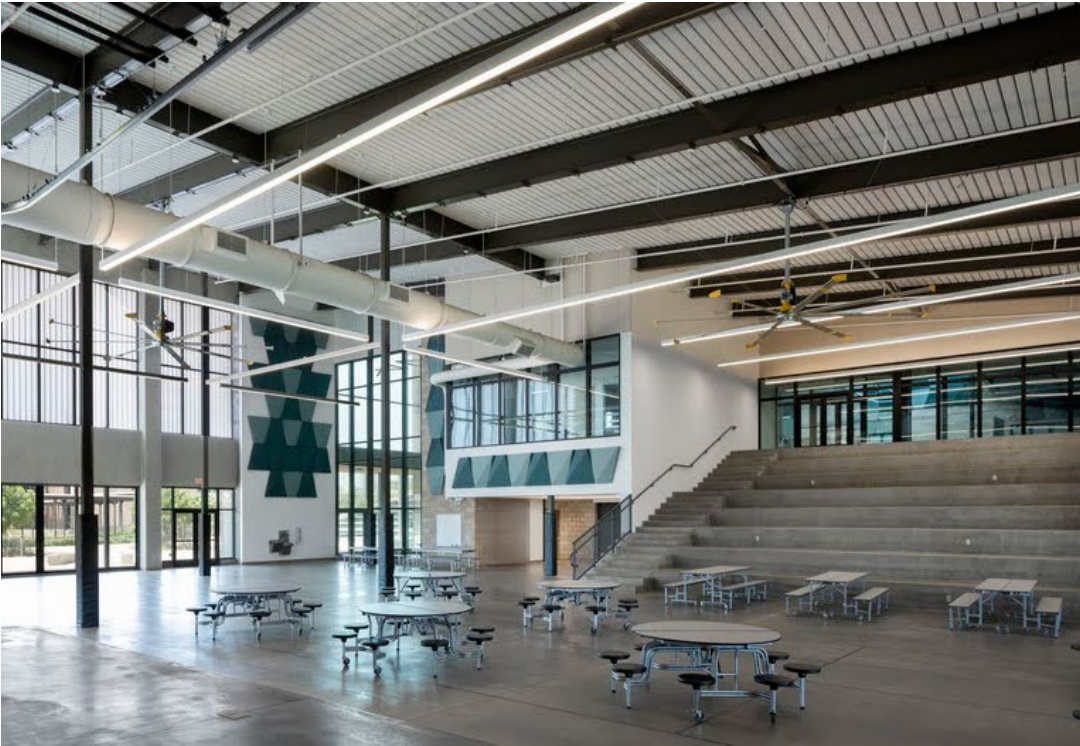
CODES & STANDARDS

The Program continued its close collaboration with the Hawai'i State Energy Office (HSEO), supporting HSEO's efforts to educate the design, construction and development community about the importance of energy conservation code and how to comply with and exceed the code. Hawai'i Energy supported a consulting engineer and code expert who prepared informational slides on Maui IECC 2018 amendments and updated design professional checklists. These slides were shared at the State Building Code Council meeting in July, 2023 which was attended by 41 code officials, policymakers, stakeholders and interested members of the public. Four free trainings this year highlighted the City and County of Honolulu's IECC 2018 (residential and commercial) which was enacted in November 2023, as well as Maui County's amended code, which came into effect in late 2022. The Maui code will be of particular interest to design professionals as the significant rebuilding work of Lahaina town picks up in the immediate and near term.

ARCHITECTURE & DESIGN

MARKET TRANSFORMATION & ECONOMIC DEVELOPMENT

Led by the American Institute of Architects, Honolulu Chapter (AIA-Honolulu), the architecture and design sector continues to be a key partner in transforming the market for high-performance, energy-efficient buildings. Hawai'i Energy annually sponsors the award for Excellence in Energy-Efficient Design at AIA Honolulu's Design Awards to recognize exemplary efforts to incorporate energy efficiency into modern buildings. This year's award went to G70, Inc. for the 77-acre Kūlanihāko'i High School campus in Kihei, Maui. This stunning design achievement is net-zero energy; other features include the utilization of thermal chimneys and stack effect, daylighting, high-performance glazing, automatic louvers with night flush of heated air, south-facing sunshades, LED lighting, ENERGY STAR® equipment, and 100% on site storm water management.



“EXCELLENCE IN ENERGY-EFFICIENT DESIGN” AWARD

KŪLANIHĀKO’I HIGH SCHOOL

Kihei, Maui

PROGRAM AREA	# PARTICIPANTS	# TRAININGS/ WORKSHOPS
YOUTH/STEM	2,860	49
ADULT/COMMUNITY	2,017	48
PROFESSIONAL DEVELOPMENT	1,932	38

“This project emphasizes our commitment to sustainability and community impact.

Designed to be a model for future schools in the state, Kūlanihāko'i High School will ultimately serve 1,600 students and is set to be net-zero energy, integrating passive sustainable strategies that minimize environmental impact while inspiring future generations.” -G70



IMAGES: OLIVIER KONING

06

11,000+

PROJECTS GENERATED
BY CEAS

445

PARTICIPATING
CEAS



“The CEA program and its rebate are fantastic because they encourage Hawaii residents to explore solar hot water as a viable option. Once they make the switch, they never go back to electric or gas heating, recognizing that solar hot water is the most efficient and cost-effective way to heat water in the islands. Not only does it provide substantial monthly savings, but it also harnesses a renewable energy source, contributing to a more sustainable future.”

MANA MAUI SOLAR

JOINED IN PY23

Hawai'i Energy continues to invest in its Clean Energy Ally member network as an essential piece of achieving performance targets, and most importantly, ensuring energy-efficient products are being recommended, sold and installed throughout Hawai'i.

Now in the 10th year of this Ally community, Hawai'i Energy focused on smaller, but higher-impact engagements as part of making participation valuable to members.

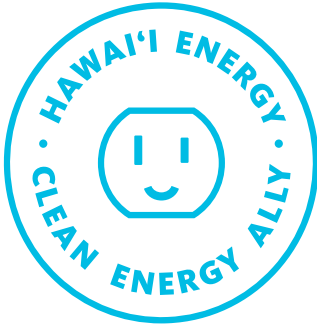
Hosting specialized focus groups for Allies in the same industry continued to produce value through Ally feedback and the noting of both operational challenges and market trends. Ally member benefit packages were refined as well, including improvements to the co-op marketing service and enhancements to the Clean Energy Ally online portal.

CLEAN ENERGY ALLIES

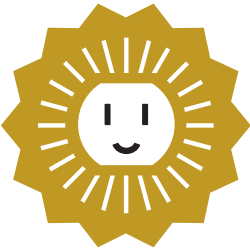
ENERGY INSIDERS REWARDS

CLEAN ENERGY ALLIES

The Energy Insiders Rewards tier continues to be an attractive benefit for many Allies. Many have leveraged the recognition they receive as one of Hawai'i Energy's top performers or most-engaged companies into marketing, referrals, and more. This year, Hawai'i Energy added a new eligibility category for Energy Insiders Rewards: Allies who install EV charging systems. This new category aligns with Hawai'i Energy's administration of the state EV charging system rebate fund and now allows Allies who may not provide other rebate-qualifying services to show their affiliation with Hawai'i Energy.



THE CEA REWARDS PROGRAM



COMMERCIAL & RESIDENTIAL ENERGY INSIDERS

Earn rewards by frequently participating in the Hawaii Energy rebate program. Rewards include bonus incentive coupons, special feature spotlights in a Hawaii Energy newsletter, and much more!



ENERGY ADVANTAGE INSIDERS

Earn rewards by frequently participating in the Energy Advantage program. Rewards include special recognition on the Hawaii Energy vendor directory, an exclusive Energy Advantage seal to show off your status, and much more!



EV CHARGING INSIDERS

Earn rewards by frequently participating in the Electric Vehicle Charging Station program. Rewards include special recognition on the Hawaii Energy vendor directory, an exclusive EVCS seal to show off your status, and much more!

ENERGY INSIDERS REWARDS

CLEAN ENERGY ALLIES

TOP ALLIES

Hawai'i Energy annually recognizes top-performing Allies as Energy Insiders, which earns them special placement within the online vendor directory and other special benefits. Winners this year included:

- AE SOLUTIONS
- HAWAII ENERGY SYSTEMS, LLC
- INNOVATIVE AIR CONDITIONING LLC
- KOO ELECTRIC SERVICES
- KK AIR CONDITIONING LLC



CLEAN ENERGY ALLIES

MARKETING BENEFITS CONSTANTLY BEING REFINED

Marketing benefits can offer big value for Clean Energy Ally members, especially for those in ultra-competitive industries or those with limited marketing staff. Hawai'i Energy annually evaluates the slate of marketing-related benefits based on previous year's engagement, Ally feedback, and wanting to maintain equity and access to benefits for as many members as possible. This program year two major changes were made:

1

LAUNCHED A "PREFERRED MEDIA VENDOR" LIST TO ENHANCE THE CO-OP ADVERTISING BENEFIT

By creating this list, Hawai'i Energy was able to train 10 advertising reps from various TV, radio, print, and digital outlets (many of whom would likely approach members for business anyway) on the co-op subsidy requirements, while also providing members direct connections to reputable outlets for their advertising projects.

2

ALLOWED MEMBERS TO USE THE HAWAI'I ENERGY TRAINING ROOM AS A FREE VENUE FOR EVENTS

Allies are also eligible for subsidies good toward hosting community or business events, as a means to drum up business. Allies who do not have the means to rent a venue can now utilize the Hawai'i Energy training room, which in turn boosts their participation, allows more visibility to HE by bringing future CEAs into our office and allows more opportunities for HE to speak to audiences.



PREFERRED
MEDIA
VENDORS



FREE VENUE

FOCUS GROUPS: COMMERCIAL HVAC, RESIDENTIAL HPWH, RESIDENTIAL HVAC

Small focus groups have been a fruitful endeavor for both Hawai'i Energy and CEA members. Building off last year's success, Hawai'i Energy invited three new contractor groups – commercial HVAC, residential HVAC, and residential heat pump water heater – to participate in intimate, in-person sessions that allowed for quality one-on-one and group discussions with program staff.



Surrounded by only a handful of handpicked peers from other companies, attendees shared feedback on Hawai'i Energy's rebate processes and shed light on how other market factors such as costs of goods, the political landscape, and labor have been impacting business. In the past, Hawai'i Energy has asked for these insights via online surveys with low engagement, so this format ensures CEAs feel valued in addition to achieving the strong and detailed insights that are critical to success.

In our HVAC workshop/focus group, the Program received positive feedback on incentive amounts, timely processing of rebate submissions and payments received, and marketing support (as many do not have this resource), especially during slow seasons. Contractors also validated assumptions about their reliance on referrals, and that our marketing tactics (like targeting past participants via email) have been key in building a steady pipeline of business.

TAKEAWAYS

During the residential HVAC focus group, members requested that rebate check and invoice numbers be added to the CEA online portal "rebate tracker" feature, as they use these numbers to keep track of their incoming cash flow and reconcile with their customer records. By raising this issue during the focus group, Hawai'i Energy staff could evaluate the feasibility of this request in the room and provide a plan of action to get this done immediately.

Hawai'i Energy										
Accounts > RT's Plumbing, Inc										
50+ Items • Sorted by Opportunity Name • Updated a minute ago										
Opportuni...	Progr...	Account Name	Stage	Calculated L...	Check...	Payment...	Invoice Nu...			
1	HE-000123838	2024 ANTHONY GIASOLLI	Payment Appr...	\$400.00			5612			
2	HE-000122201	2024 CALVIN ENOKI	Check Mailed	\$200.00	661333	12/5/2024	5618			
3	HE-000122199	2024 MASAMORI TAKAKI	Check Mailed	\$200.00	661327	12/5/2024	5622			
4	HE-000121860	2024 PATRICIA NAKAMOTO	Check Mailed	\$200.00	661177	12/6/2024	5616			
5	HE-000121859	2024 RICHARD MIYAHOTO	Check Mailed	\$200.00	661175	12/6/2024	5613			
6	HE-000121057	2024 MICHAEL HAYASHIDA	Check Mailed	\$200.00	661174	12/6/2024	5617			
7	HE-000121055	2024 MYRON A MANLIGUIS	Check Mailed	\$200.00	661172	12/6/2024	5615			
8	HE-000120616	2024 GLENN K HARA	Check Mailed	\$200.00	659943	11/11/2024	5606			
9	HE-000120615	2024 SCOTT OSATO	Check Mailed	\$200.00	659942	11/11/2024	5607			
10	HE-000120156	2024 MATTHEW H T MAS...	Check Mailed	\$200.00	659515	11/12/2024	5601			

07



Hawai'i Energy's support for clean energy policy includes testifying on relevant energy-efficiency bills at the state and county levels, drafting and providing letters of support to partner organizations on request, and engaging with stakeholders to raise awareness around potential legislation that might impact our progress toward Hawai'i's clean energy goals. The 2024 legislative session featured progress on some important energy-efficiency measures and we fully expect in 2025 to build upon the momentum gained in both 2023 and 2024 to expand and extend the state's Energy Efficiency Portfolio Standard – as well as a crucial clarification on a state-level program that will make it easier for more people to access a financing tool to implement safety and energy efficiency upgrades in condo buildings.

POLICY & ADVOCACY

POLICY WINS

POLICY & ADVOCACY

ACT 041 COMMERCIAL PROPERTY ASSESSED FINANCING

The passage of Act 041 allows condominiums to be eligible for the commercial property assessed financing program, also known as Commercial Property Assessed Clean Energy & Resiliency (C-PACER). Act 183, SLH 2022, which authorized the C-PACER financing mechanism as a voluntary special assessment similar to a property tax, was signed into law on June 27, 2022. Because it was a voluntary mechanism, Act 183, SLH 2022 required each County to pass an ordinance approving C-PACER and enter into a Memorandum of Agreement with the Hawaii Green Infrastructure Authority. The City & County of Honolulu passed Bill 56 on December 6, 2023, authorizing C-PACER to finance qualifying improvements on eligible properties. What became clear as the bill was being heard by the Committees of the City Council was that condominiums in need of installing fire safety measures or upgrading resiliency, energy and/or water efficiency measures could also benefit from C-PACER financing. Act 041 clarifies and ensures that condominiums in Hawai'i have the option to utilize C-PACER financing to implement safety, water and energy efficiency measures.



LEGISLATOR OUTREACH

In conjunction with legislative advocacy partner Blue Planet Foundation, Hawai'i Energy coordinated an in-person site visit for legislators in December to Hale Kalele, an affordable, all-rental apartment complex to check out their energy efficiency, clean energy, and sustainable transportation features. With the affordable housing shortage remaining a top issue throughout the state, legislators were able to see firsthand how energy efficiency measures and Hawai'i Energy rebate funding can be leveraged successfully to keep developer and tenant costs down while building sustainably. Scheduling this visit prior to Opening Day also helped to attract more participation from lawmakers than expected during session – a valuable lesson learned for future engagement.

The Hawai'i Energy team also participated in the 2024-25 Legislative Session Opening Day in January to visit with legislators and their staff and share about Hawai'i Energy's suite of programs, grants, and rebates. This annual event remains a critical launching pad for engagement activities throughout the year, particularly for our Accessibility & Affordability initiatives.



When meeting with lawmakers on Opening Day, the Hawai'i Energy team typically presents specific initiatives tailored toward the relevant needs of each's constituent base. This year, sharing about the Appliance Trade-Up program with Rep. Darius Kila (who represents parts of west O'ahu) led to a personal referral to family members in Wai'anae who ended up receiving a new refrigerator through the program.

"THE GREATEST PART OF THIS PROGRAM WAS THAT THEY TOOK THE OLD FREEZER OUT THAT WAS TAKING UP TOO MUCH ELECTRICITY AND REPLACED IT WITH A BRAND NEW ONE. DEFINITELY RECOMMEND THIS PROGRAM – IT WAS SUPER EASY!"

REP. DARIUS KILA
REFERRAL TO HOLU & HERMAN KILA



Hawai'i Energy

