

ILLUME



# Georgia Environmental Finance Authority

Meet and Greet with ILLUME

Liz Kelley, Pace Goodman  
Anne Dougherty

March 18, 2024

# Agenda

Introductions

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Areas of Interest for GEFA

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Select Georgia-specific Insights

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# On Today's Call



**Anne Dougherty**

Founder & Co-Owner

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20+ years of experience in the human dimensions of energy programs, research, and evaluation



**Pace Goodman**

Senior Director

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10+ years of experience leading complex R&D and evaluations of emerging technologies



**Liz Kelley**

Director

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15+ years of experience conducting ethnography and qualitative research, more than 7 in the energy industry

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# ILLUME Overview

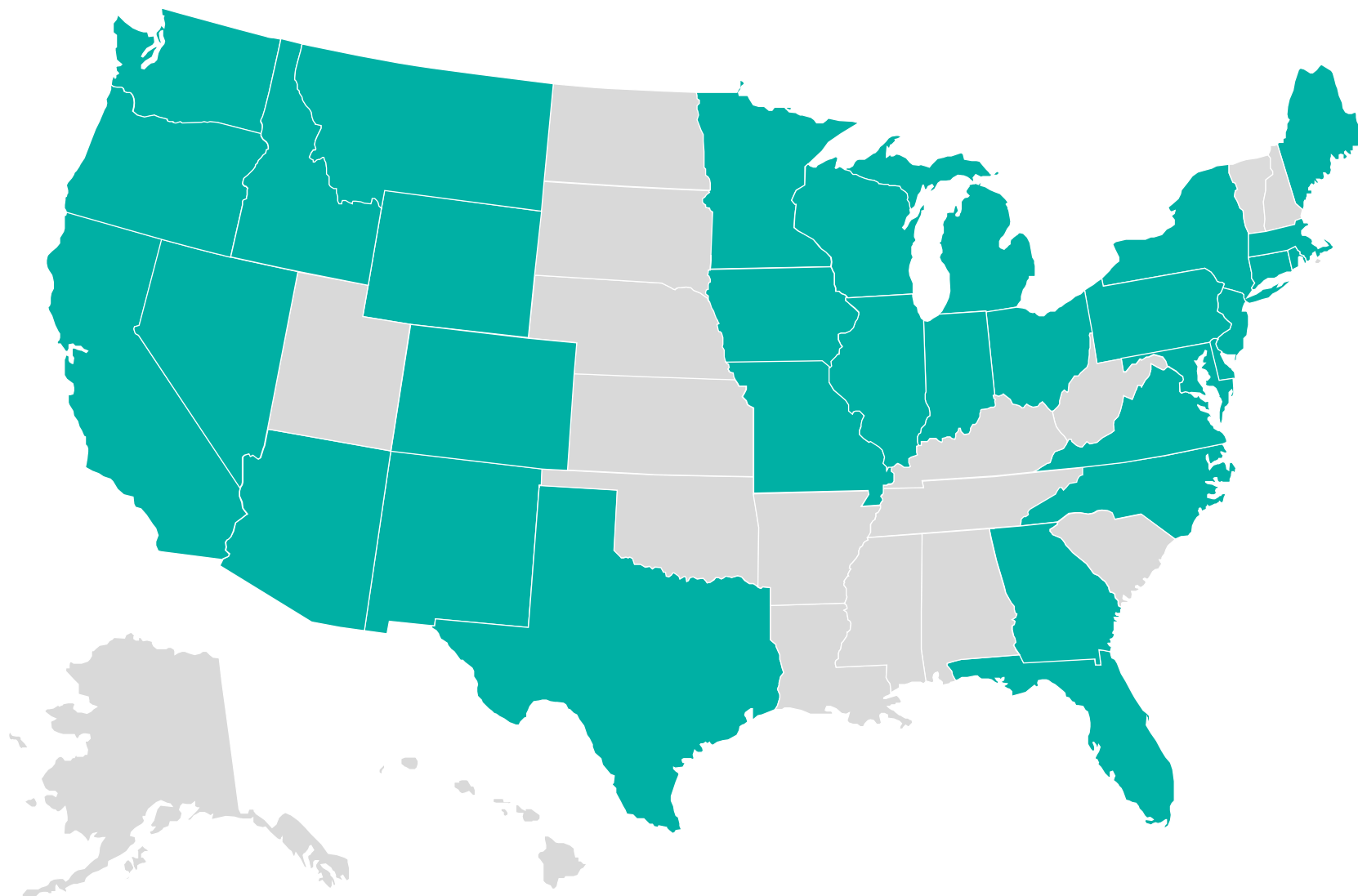
# About ILLUME

ILLUME is a wholly women-owned consultancy that provides research, evaluation, market assessment, and technical advisory services energy efficiency and clean energy program policy-makers, regulators, and program administrators. We have served more than 50 public and investor-owned utilities across the U.S. by delivering insights that focus on the human dimensions of clean energy.

We support our clients as they aim to leverage emerging technology, empathy-focused research, data analytics, and customer-centric design strategies to build cleaner, safer, equitable, and more resilient energy infrastructure and, ultimately, healthier and more sustainable communities.

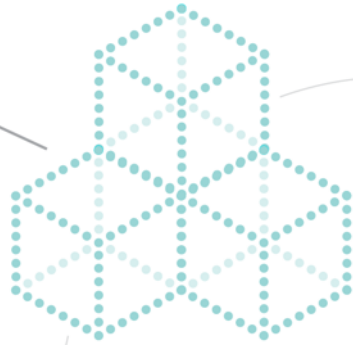






## Emerging Opportunities

What solutions are needed to achieve our goals?



## Human Insights

How can we make solutions more meaningful and relevant?



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## Equity

Who is and should be served through our solutions?



## Evaluation and Success Planning

How can we ensure that our solutions are measurable and impactful?







Human  
Needs

Technology  
Solutions



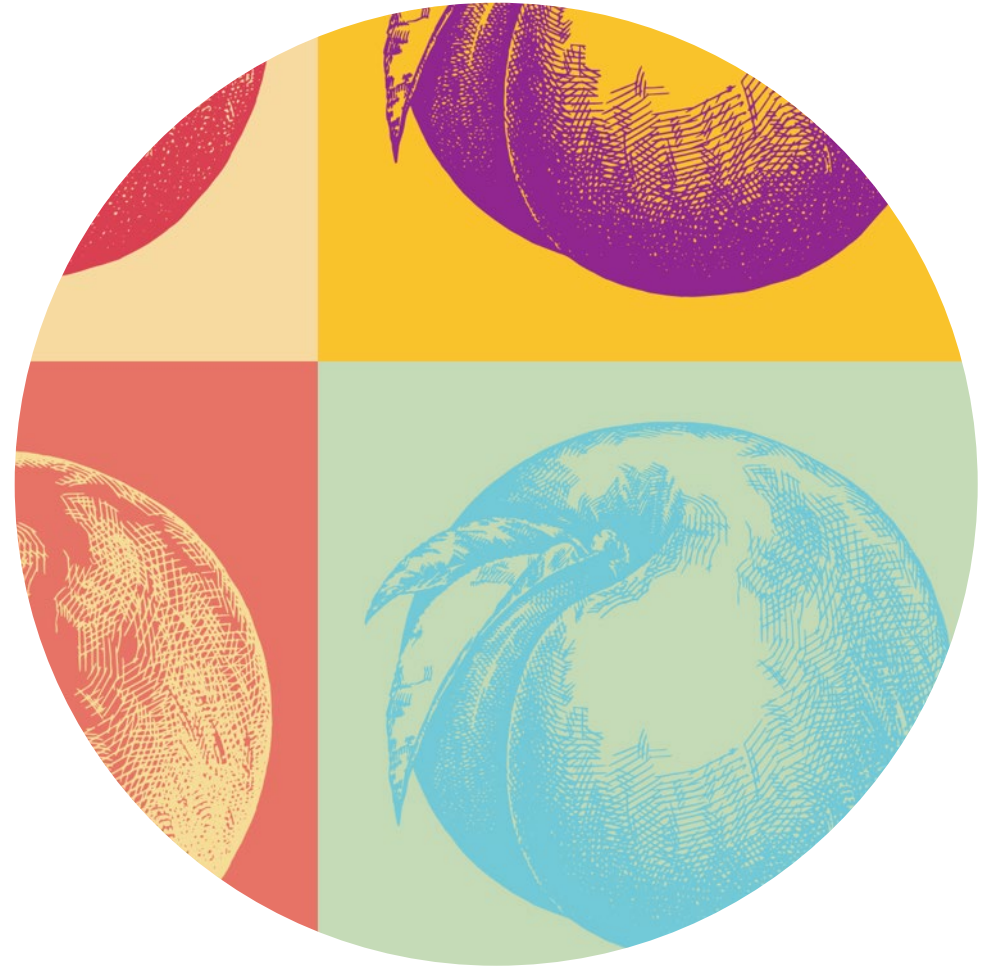
# Georgia

Our engagement history.

ILLUME has worked in Georgia for nearly nine years, supporting commercial and residential marketing, communication, new technology pilots, and program evaluations.

We have intimate knowledge of the state's geography, climates, cities, communities, and populations.

Combined, we have delivered over 20 studies focused on Georgians' energy use, technologies, and household needs.





# Technical Solutions

# Electrification is proving costly, and benefits accrue more among certain households

**Electrification programs (nationally) are experiencing higher costs than expected.**

- Electrification programs are most financially beneficial to customers in specific niches (e.g., for propane customers)

**Broader market transformation approaches can be important for the success of electrification programs alongside traditional program designs (like HER, HEAR).**

Although, the economics between natural gas and electricity are more favorable in Georgia and the southeast generally than other regions.

- The GEFA could consider a wide range of market interventions to promote EE, including support for workforce development.



# Strategy and planning are critical to program success

**Many new technology programs fail - not because of bad ideas – but bad planning.**

EE teams receive well-pitched pilot ideas for new technology. Many of these technologies don't result in savings because strategic thinking and planning is undervalued.

- The GEFA is well positioned to strategically plan for HER, HEAR - and the needed workforce – to garner maximum impact from IRA investments.



# Workforce development can build on existing momentum & diversity workforce

**Intentional workforce development efforts can build on existing local momentum while diversifying the existing workforce.**

- Local ordinances and energy goals provide a platform for state workforce development and can help to create market momentum and continuity.

**However, to maximize the impact of investments, close attention needs to be paid to diversifying the workforce on multiple dimensions.**

- The energy efficiency industry is less diverse than the overall workforce in Georgia: 75% of the workforce in Georgia is white, while 59% of the entire Georgia workforce is white and the energy efficiency workforce is 74% male. Furthermore, **the energy efficiency workforce is disproportionately white and male particularly among higher-paying positions.**
- **Nearly 20% of energy efficiency workers are over 55.** The industry will need new entrants to meet expected growing demand as well as fill positions vacated by retirements.



# Recruitment requires thoughtful and tailored engagement

**Program offerings can be generous and beneficial for customers, and still struggle with recruitment.** Communities and different demographics have unique outreach and recruitment needs. Tending to these differences are critical to program success.

- The GEFA can leverage multiple tactic to engage align the needs of different constituents to enhance adoption.





# Engagement Opportunities

# Information management is a necessity.

**Customers want – and need – a reliable source of information on home maintenance and upgrades.** Replacing equipment is a major investment for homeowners, and people often don't know who to trust. Contractors may be able to provide the right information, but homeowners are wary of getting duped or oversold.

- As state-administered and utility-administered programs hit the market, carefully curated information and communication will be necessary to build trust and ensure adoption.



# Family and connection drive energy use culture.

Use the language of family and connection to engage customers. Terms like “energy efficiency” fail to connect with many audiences.



**Energy efficiency is a family value, even if most people don't explicitly think about it that way.** Across cultures and generations, people talked about how they use energy and efficiency as tools to translate and pass down their ethics to their children. People use their energy bills to engage their children in contributing to the success of the family and understanding budgets. Others ask their child to turn off the lights to teach them responsibility. The primary purpose of these conversations isn't energy use, but the broader idea of limiting waste and being a good steward for your family and community.

# Ensure workforce has the tools to engage overlooked decision-makers

**Women are key decision-makers but are often under engaged or ignored.** Women often manage budgets, influence upgrades, and decide how spaces in the home are used. Women expressed frustration that this role was not always acknowledged and that they were not taken seriously by contractors or technicians because of their gender.

- Outreach strategies, messaging, and trade ally trainings needs to directly address engaging women in ways that build trust and respect, gain access, and ensure success.

**Non-English-speaking communities are underserved but interested.** Atlanta's Korean- and Vietnamese-speaking communities tend to have similar or higher rates of homeownership, income, and education compared to the general population, and yet have limited options engage due to language barriers.

- Investments in translation and culturally appropriate materials are important steps toward including programming.



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# Energy Office Services

# Capturing Justice40 Benefits for Communities

- Identifying Qualifying Communities
- Align J40 Policy Priorities with Program Design
- Develop Community Benefits Agreements
- Embed J40 in Funding Agreements (FA)
- Identify, Track, and Report on J40 Policy Outcomes and Community Benefits





# Technical Assistance for State Energy Program

- Ensure the state is equipped with an energy and resiliency plan
- Provide ongoing and ad hoc technical assistance
- Track, identify, and pursue funding
- Facilitate team creation
- Match community needs with funding opportunities
- Develop and implement assessment frameworks



# Community-Grounded Solutions

- Create trust and build personal connections
- Pursue mutually beneficial partnerships
- Set realistic expectations
- Involve communities throughout the lifecycle
- Minimize burdens



# Our clients are confident knowing we bring best-in-class customer work

“ As Georgia Power sought to evaluate our pilot behavioral program, we wanted input from a nationally recognized industry leader in behavioral program evaluations to perform this analysis. Accuracy and proven results were of utmost importance to us, being that this is an emerging field and industry-standard evaluation practices were not yet available. Illume Advising is widely known as a thought leader in this field, has an expert knowledge of how these programs truly work, and were therefore a natural choice for us to develop and deliver a sound evaluation plan and report. They were able to quickly develop an evaluation plan and managed the project from start to finish and ensuring that we hit all deliverables and deadlines. Illume was able to use their program management skills and industry expertise to deliver an excellent pilot program evaluation on time and on budget. ”

– Jeff Smith,  
Energy Efficiency Strategy & Implementation Manager,  
Georgia Power Company



# ILLUME's efforts have garnered the support of industry visionaries

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“ As we face challenging times ahead in the energy and climate world, we will need the help and assistance from experts who are experienced, thoughtful and sensitive to the issues at hand. Illume fits that role in looking forward, in proposing and analyzing different strategies and scenarios, and in sharing their wisdom in planning for an uncertain future. ”

– Dr. Ed Vine,

Nobel Peace Prize Laureate as part of the Intergovernmental Panel on Climate Change,  
affiliate at the Lawrence Berkeley National Laboratory (LBNL)  
and at the California Institute for Energy and Environment (CIEE)



# Our partners rely on ILLUME to bring vision and a fresh perspective to their projects

“ Since bursting onto the advisory scene, ILLUME has quickly catapulted to the top of the energy consulting field, becoming one of the most respected research firms in the space. ILLUME's leadership brings a strategic vision, technical excellence and a fresh voice that is exactly what this changing industry needs. ILLUME pushes the bar higher, asks the difficult questions, and brings innovative solutions--- and industry leaders are taking note. ”

– Michael Mernick,  
Senior Vice President,  
Market Development & Strategic Partnerships, ICF



# Questions?

We've Got Answers

# Contact Us



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**Pace Goodman**

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