

2026 Residential and Income Eligible Energy Efficiency Solutions and Programs

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1. OVERVIEW

The goal of the 2026 Plan is to deliver optimized, tailored programs in an equitable manner to make Rhode Island homes energy efficient through weatherization, advanced building standards, efficient appliances, smart thermostats, and high-efficiency heating, cooling and hot water systems. To attain its energy efficiency savings goals, Rhode Island Energy will make a concerted, sustained effort to ensure the workforce is well trained and that customers are aware of and participate in these programs.

This attachment provides detailed descriptions of the Residential Portfolio, including information regarding the markets (customer/building types) targeted, eligibility requirements, offerings, implementation and delivery strategies, as well as specific program-level changes and other notable items for 2026.

1.1 Residential and Income Eligible Programs

Rhode Island Energy offers the programs listed in Table 1 below to provide comprehensive services to two regulatorily defined sectors: market rate and income eligible.

Table 1. Residential Market Rate and Income Eligible Programs

Market Rate Residential Sector¹	Income Eligible Sector
EnergyWise Single Family	Income Eligible Single Family
Multifamily	Income Eligible Multifamily
Residential High Efficiency Heating and Hot Water	
Residential Consumer Products	
Residential New Construction	

There are several market rate Residential Portfolio programs in which both market rate and income eligible customers can participate, though the program is categorized as market rate residential. These programs include Residential New Construction, Residential Consumer Products, and Residential High Efficiency Heating and Hot Water.

¹ The ConnectedSolutions program is no longer being reported under the Energy Efficiency portfolio. It is anticipated that it will be part of the System Reliability Procurement filing.

Program Description Structure

To streamline review of program information in the Annual Plan, Rhode Island Energy has adopted the following structure for each of the programs:

- a. Description of program offerings
- b. Eligibility criteria
- c. Implementation and delivery
- d. Changes, enhancements, and other notable items for 2026

1.2 2026 Overview

The approach for 2026 planning was to try and provide the measures and services that customers have come to expect and depend on while keeping an eye on costs in light of high bill pressure. ~~The~~ Rhode Island Energy sought to right-size planned targets based on what is deemed feasible, while also seeking to drive uptake of measures that perform well on various metrics including Cost to Achieve, RI Test Net Benefits, lifetime energy savings per measure, and savings per incentive dollar spent.

Some additional areas of note are listed below.

Home Energy Reports

Considering the Automatic Meter Functionality (AMF) deployment to residential customers in 2026 and the corresponding education of new smart tools such as AMF Portal and Sense, Rhode Island Energy is proposing cutting costs for the Home Energy Reports (HER) program by transitioning to a digital-only program. This transition will help Rhode Island Energy significantly reduce program costs while retaining a significant portion of its savings.

Moving forward, Rhode Island Energy will eliminate the Paper Home Energy Reports, which will significantly reduce program costs through the elimination of costs associated with printing and mailing the reports. Rhode Island Energy will continue with the Digital Home Energy Reports, which will reduce the program participants to households with an email on file. Rhode Island Energy will also continue with High Usage Alerts, which are already digital and alert customers when their usage is trending toward 30% or higher relative to the same billing cycle ~~from~~^{as} the previous year.

As AMF Portal and Sense are rolled out, individuals will now also have the tools to learn more about their home's instantaneous energy usage.

Heat Pump Water Heaters

Heat Pump Water Heaters (HP WH) are a strong measure in the electric portfolio. Rhode Island Energy has increased targets in 2026 for this measure and a concerted effort in 2026 is planned to further promote this measure. This includes offering it through the Energy Wise Single Family Program, ~~as well as~~ increased targets in the HVAC and Income Eligible Single Family [programs, and introducing a midstream channel in the HVAC](#) program.

Marketing Costs

For 2026, Rhode Island Energy is pursuing several strategies to cut back on marketing expenses. These include cutting TV ads, as well as moving certain marketing tasks in house: e-mail, direct mail, and bill insert graphic design, copywriting, and coding. These changes will drive savings of approximately \$400,000, to achieve a marketing budget of \$1.6M down from ~ \$2.0M in 2025. Additional details on marketing can be found in Section 8 below.

Further Program Enhancements

Additional program specific changes and enhancements are detailed below, in the “2026 Program Enhancements, Changes, and Notable Items” section of each program. These include, for example, enhancements to barrier remediation for the Energy Wise Single Family program, as well as new tactics and strategies to drive participation in the Multi Family programs.

2. ENERGYWISE SINGLE FAMILY (ELECTRIC AND GAS)

2.1 Offerings

The EnergyWise Single Family (EW SF) program offers comprehensive energy-efficiency services for single family (1-4 unit) homes. The program uses a whole-house approach to identify energy saving opportunities in all major energy systems and end uses, including heating, cooling, and water heating systems, as well as water saving measures, plug loads, and building envelope air leakage and thermal improvements. EW SF provides in-home services in two phases: home energy assessment and weatherization.

Home Energy Assessment

Customers will be able to choose whether to have an in-person assessment or a virtual home energy assessment². Only a small percentage of customers select a virtual assessment over the in-person assessment. However, the virtual home energy assessment is an excellent option for customers who are hesitant to commit to an in-person appointment. The virtual assessment was added due to COVID but at this point is less than 1% of initial audits. If the virtual audit indicates opportunity, an in-person audit is required to generate a scope of work.

During the in-home assessment, an energy specialist(s) (a Building Performance Institute certified building analyst) will look for immediate energy saving opportunities that can quickly be addressed during the visit including aerators, showerheads, pipe insulation for domestic hot water, refrigerator brushes (for cleaning refrigerator and freezer coils), smart strips, and programmable and wi-fi thermostats. In addition, the energy specialist will assess the home to identify deeper energy saving opportunities. The energy specialist will also conduct combustion safety tests of all combustion appliances for both carbon monoxide and proper drafting. Applying a comprehensive, whole-house approach, the energy specialist will evaluate all major energy systems including the heating, cooling and water heating systems, appliances, water fixtures, plug loads, and building envelope.

An Energy Action Plan is presented to the customer at the end of the assessment and reviewed with the customer. The Energy Action Plan gives each customer a clear roadmap for upgrading their home, including a recommended plan for weatherization (air sealing, insulation, duct sealing, and windows if appropriate) and associated costs, including available incentives, customer costs, energy savings, and

² Virtual assessments were introduced in 2020 and provide multiple options to communicate energy savings information depending on customer familiarity with smart phone and video calling technologies. A video call can be used to guide the customer around their home so an energy specialist can assess the home's energy use. If the customer is not able to use video, the energy specialist will ask the customer send in pictures (before or after the virtual assessment) of important areas such as the attic, heating and water heating system, and basement crawl spaces while walking through the assessment by phone.

return on investment. The Energy Action Plan also provides the customer with a streamlined path to engage a qualified independent weatherization contractor to perform the weatherization work. The Energy Action Plan details additional potential energy upgrades and incentives the customer may be eligible for, including high-efficiency heating, cooling, and hot water systems. The Energy Action Plan includes options for financing the customer share of the weatherization (as well as other upgrades). A weatherization contractor will contact the customer directly to schedule a date for weatherization work. [Energy Action Plans also include mention of pre-weatherization barriers, possible remedies and information about funding PWB remediation through the HEAT Loan. In cases where heat pump water heater recommendations are applicable, they are also included in the EAP.](#)

Weatherization

The energy specialist's primary focus during an in-home assessment is to examine the opportunity to improve the home's building envelope through air sealing (decreasing air leaks), duct sealing, and increasing insulation, collectively referred to as "weatherization." Weatherization is a cost-effective way to improve a building's performance. It also offers customers a healthier and more comfortable home that will passively remain cooler in the summer and warmer in the winter, helping reduce energy bills for customers. The standard EW SF incentive currently offers 75% off (up to \$10,000) for insulation and 100% off air sealing.³

Many health and safety considerations are addressed when weatherizing, such as combustion testing (for carbon monoxide and proper drafting) or installing mechanical ventilation to ensure a healthy air exchange rate.

One of the largest impediments to customers proceeding with weatherization are pre-existing health and safety issues or physical barriers, which prevent weatherization until remediated; collectively these issues are referred to as pre-weatherization barriers (PWBs). At this time, EW SF does not substantially pay for remediation of the pre-weatherization barriers, nor are they included in the weatherization scope of work implemented by program contractors. However, the customer is provided with information such as types of contractors to call (with a list of contractors for some barriers) and information on available grants and loans. The information packet also emphasizes the importance of addressing pre-weatherization barriers for reasons other than continuing with the weatherization process (such as health and safety) to further encourage customers to move forward with the process. The program also provides a \$250 incentive to customers who certify that pre-weatherization barriers have been remediated by appropriate licensed professionals, or it can also be used for lower cost barriers such as cleaning and tuning of the heating system. Pre-weatherization costs for knob-and-tube wiring, vermiculite, asbestos, mold abatement, structural concerns, and combustion safety can be included in the HEAT Loan. These are listed on the HEAT Loan application. Rhode Island Energy

³ Duct sealing is offered if relevant. Average time is 2 hours. It is 100% if the ducts are in an unconditioned or semi-conditioned basement (sometimes it is the cause of draft issues for combustion appliances) or an attic.

recognizes this remains a major issue for the success of weatherization, and we present ideas in Section 2.4 below to discuss possible changes.

2.2 Eligibility Criteria

EW SF is the flagship in-home comprehensive energy efficiency offering for all Rhode Islanders in single family residences (defined as one to four units) who are not candidates for the Income Eligible Services Program. All market rate customers with either an electric or natural gas Rhode Island Energy account can participate. Homeowners, renters, and landlords are all encouraged to participate. Customers with any heating fuel type, including delivered fuels (oil and propane), are served (so long as they have a Rhode Island Energy account).

2.3 Implementation and Delivery

EW SF is delivered through a Lead Vendor model where the Lead Vendor provides assessments and schedules weatherization projects with the independent insulation contractors who provide weatherization services. The Lead Vendor provides program oversight of all weatherization work. Before the Independent Insulation Contractor closes the job, the Lead Vendor verifies the completion of all contracted work. This process minimizes return visits and complaints from customers. Spanish and Portuguese speaking energy specialists are available by request and a translation service is available for other languages.

To manage program performance, key performance indicators are tracked to measure and improve consistency of program delivery and to help meet goals. Data tracked includes audits requested, audits scheduled, and audits completed, as well as general progress towards annual saving and spending goals.

The Lead Vendor model facilitates consistent assessments for customers and allows the program to incorporate testing of new concepts as well as generating leads for other programs.

Customers can apply for low-cost financing through the HEAT Loan to finance the customer costs associated with the upgrade(s). Financing the energy upgrades requires selecting an approved lender and applying for the loan. For customers with lower credit scores, there is a lender that specializes in financial coaching and approves HEAT Loans for energy upgrades. [In 2026 Rhode Island Energy will commit to revisiting the potential for tiered interest rates linked to a customer's capacity for repayment.](#)

An independent third-party company provides quality control and quality assurance to 5 percent of all assessments and weatherization projects.

The program is marketed using a multi-channel approach featuring direct mail, target e-mails, bill inserts, radio, local newspaper and magazine print ads, online banner ads, native articles, Facebook/Instagram ads, Facebook/Instagram videos, and Google paid search discovery. The program

also conducts outreach at a variety of community events, home shows, and employer sponsored informational sessions.

2.4 2026 Program Enhancements, Changes, and Other Notable Items

Pre-Weatherization Barriers (PWBs)

In 2025, Rhode Island Energy added two additional items to be covered by the \$250 PWB incentive. These are (1) attic floor removal and (2) gas range venting. Rhode Island Energy estimates approximately 45 additional weatherization jobs to be gained through this addition, or a 2% increase relative to 2024 actuals.

In addition, Rhode Island Energy is continually seeking to provide a more turnkey and seamless experience for the customer to overcome barriers. As such, in 2026 the Rhode Island Energy through its EW SF lead vendor RISE, will offer a relatively turnkey, integrated solution for knob and tube (K&T), vermiculite, and mold remediation/abatement. For mold and vermiculite, the auditor will capture photos and square footage during the site assessment. With the customer's approval, these can be provided to pre-approved sub-contractors for two to three remediation estimates. The best estimate will be provided back to the customer, integrated into the scope of work, which can then be financed through the HEAT Loan. In the case of knob and tube, RISE will, with the permission of the customer, coordinate for an electrician to come to the site to assess and provide the remediation bid. Similarly, this quote would then be available for incorporation into a HEAT Loan application. These enhancements should greatly reduce the work needed from customers to overcome barriers.

Heat Pump Water Heaters

Heat Pump Water Heaters (HP WH) will be added as a measure for EW SF in 2026. During HEAs, energy specialists will identify electric water heaters that are good candidates for future upgrades to HPWH when the original equipment is ready to be replaced. A magnet with program information on HPWH's will be placed on the existing equipment making it easy for the customer to upgrade to a HPWH.

Additional Items

Rhode Island Energy will continue to emphasize electric weatherization and electric resistance heat to heat pump conversions. This includes a 100% incentive for the weatherization of electric heat customers.

EW SF will continue to offer the 100% landlord weatherization incentive which encourages landlords to weatherize homes by removing any direct costs for the landlord. Renters then benefit with lower energy bills and a more comfortable home.

For 2026, Rhode Island Energy updated the savings calculations for weatherization measures to reflect the assumption that some customers who weatherize in 2026 and who heat their homes with delivered fuels, natural gas, or electric resistance heat will eventually convert their heating source to heat pumps. Given the State's electrification initiatives, it is reasonable to assume that some of these customers will eventually electrify their heat although there are some uncertainties about the long-term source of funding to support electrification. Consequently, Rhode Island Energy assumed that, over the 20-year lifespan of weatherization, approximately 40% of market rate and income eligible customers who weatherize in 2026 would eventually switch to a heat pump. Of these, we assumed that the majority of delivered fuel customers who weatherize in 2026 will switch to a heat pump due to OER targeting delivered fuel customers, with relatively lower conversion rates among the other fuels. These assumptions were based on a review of heat pump conversion and weatherization data from 2023 and 2024, comparing heat pump conversions to weatherizations and the types of fuel being converted. We further assumed that the conversion would typically occur around the midpoint of the weatherization measure's life, at approximately 10 years. For the 50% of customers who convert, we calculated the weighted savings over the measure's lifetime, using an analysis based on recent evaluation study results to estimate the savings post-heat pump conversion for various heating fuel types (electric, oil, propane, gas).

3. INCOME ELIGIBLE SINGLE FAMILY (ELECTRIC AND GAS)

3.1 Offerings

The Income Eligible Single Family (IESF) program offers a comprehensive, no-cost⁴, in-home (or virtual) home energy assessment services to increase comfort in the home and decrease a customer's energy costs.

Home Energy Assessment (HEA)

The IESF program offers a comprehensive Home Energy Assessment (HEA) for the customer. In the past, the program offered the Appliance Management Program Assessment and a Weatherization and Heating System Assessment in two separate visits. The elements of these two offerings have been streamlined into one Home Energy Assessment, thereby increasing the services offered to the customer with a smaller time commitment than in the past. The move to a comprehensive assessment ensures that customers will receive a review of all their energy usage in a single visit and will have access to a full suite of program offerings. In specifics, the HEA will offer:

⁴ 100% incentive via the systems benefit charge (SBC) that funds all Rhode Island Energy's energy efficiency programs. Customer incurs no cost for audit, weatherization, or equipment replacement. Income Eligible (IE) is funded roughly 20% by IE SBC and 80% by a mix of C&I and market rate SBC.

- Dedicated support from a BPI-certified energy auditor who 1) educates the homeowner or tenant about their energy bills and monthly usage, 2) assesses the home and learns about the day-to-day activities that consume energy in the home, 3) discusses ways the customer can save energy and money, 4) informs the customer on how to properly operate energy-efficient equipment, and 5) explains to the customer how to identify signs that a water heating system replacement, window air conditioning unit replacement, heating system replacement, or weatherization is needed.
- A comprehensive assessment of the building envelope and heating and cooling systems. This includes visual and equipment-required inspections, infrared camera thermal imaging, and combustion safety testing of heating and water heating systems.
- Installation of instant energy savings measures such as advanced power strips, water saving measures (e.g., faucet aerators and low-flow showerheads), and thermostats.
- Evaluation of existing appliances including refrigerators, freezers, window air conditioning unit(s), clothes washers, and dehumidifiers to determine energy efficiency and eligibility for a no-cost replacement with an energy-efficient appliance model (including delivery and installation).
- Air sealing, duct sealing, and insulation upgrades in attics, walls, and basements.
- No-cost replacement of eligible heating, cooling, and/or water heating systems if they are determined to be inefficient or unsafe. Applicable to existing electric, natural gas, oil, and propane heating and cooling systems.
- If a home has existing electric resistance [space heat](#) [or water heating](#), the customer will be offered a no-cost replacement to energy-efficient air source heat pumps that provide both heating and cooling [and / or to an energy-efficiency heat pump water heater](#).
- [Identification of health and safety hazards including pre-weatherization barriers. Some funds will be used for pre-weatherization barrier remediation to prevent deferral of units when the work needed before a home can receive services is beyond the scope of weatherization. This funding is specifically targeted to reduce the frequency of deferred homes that require other services, outside the scope of weatherization, before the weatherization services can commence.](#)

3.2 Eligibility Criteria

The IESF program serves Rhode Island homeowners, renters, and landlords, who have a Rhode Island Energy account and meet any of the following criteria:

- Household income equal to, or less than, 60 percent of State Median Income levels, which are set each program year⁵ and are consistent with DHS income guidelines, or enrolled in Rhode Island Energy's fuel discount rate plans, Electric A-60 rate and/or Gas 11, 13 rates.⁶
- Customers enrolled in the federal Low-Income Home Energy Assistance Program (LIHEAP)⁷, also known as "fuel assistance".
- Homeowners and renters who live in a one-to-four unit building with either an electric or gas Rhode Island Energy Discount Rate account can participate, including customers with delivered fuel heat (oil, propane, wood, or coal) if they have an electric account.

Additional eligibility criteria, including the 50 percent rule,⁸ shelter and group home eligibility, renter eligibility and repair or replacement eligibility are available in the Rhode Island Weatherization Assistance Program (WAP/IESF) Operations Manual. All criteria adhere to 10 CFR 440⁹ requirements.

3.3 Implementation and Delivery

Program Delivery

The IESF program is administered jointly by Rhode Island Energy, the Lead Vendor, the Rhode Island Department of Human Services, and the six Rhode Island Community Action Program (CAP) agencies. The CAP agencies are embedded in their respective communities and serve as trusted entities through which income-eligible customers can obtain essential resources.

The CAP agencies implement the program work (i.e., weatherization and energy assessments) and the Lead Vendor monitors the overall work pipeline and timeliness of job completion. If a CAP agency determines they cannot complete their work pipeline, then they will refer the job to another CAP agency or to a third-party entity to perform the work. These referred jobs are ultimately counted towards the referring CAP agency's participation and job-completion goals.

To manage program performance, the Lead Vendor tracks key performance indicators to measure and improve consistency of program delivery and to drive the CAP agencies to meet their goals. These indicators measure customer wait times for assessments, timeliness of administrative reporting, monthly and year-to-date spending compared to goals, uptake of new appliances and instant savings measures, electric and natural gas weatherization, and heating system installations and cost.

⁵ <http://www.dhs.ri.gov/Programs/LowIncomeGuidelines.php>.

⁶ <https://www.nationalgridus.com/RI-Home/Bill-Help/Payment-Assistance-Programs>

⁷ <https://www.benefits.gov/benefit/1572>

⁸ Customers that are not on the income-eligible rate but live in a two-to-four-unit building where not less than 50 percent of the units are income eligible are also eligible to receive weatherization and health and safety services. This exception is referred to as the "50 percent rule".

⁹ <https://www.ecfr.gov/current/title-10/chapter-II/subchapter-D/part-440>

Furthermore, the IESF program holds quarterly Best Practices meetings with attendance from Rhode Island Energy, the Lead Vendor, the CAP agencies, DHS, program vendors, and/or speakers that can address a pertinent topic. This same group convenes monthly to conduct a general review of program performance and to coordinate best practices across the CAP agencies.

The Lead Vendor conducts additional coordination with home performance, HVAC contractors, and appliance vendors. These are the parties responsible for installing weatherization, heating (space and hot water), window air conditioners, and appliance measures.

Program Promotion

The IESF program is promoted through a marketing specialist, cross-marketing at community expos, social media outreach, e-mail and direct mail to customers on the discount rate, coordination with non-profits in Rhode Island, and Rhode Island Energy's call center. The primary point for customers to enroll in the IESF program is through the CAP agencies as they provide income verification and comprehensive resources for income-eligible customers. [Income verification typically happens from October through April but can happen at any time of year. If a customer defers a project longer than one year, they have to go through income verification again.](#)

Customer Journey

A customer begins the process ~~for~~[of](#) a no-cost home energy assessment by contacting (e.g., phone, in-person, online through CAP and RI Energy websites) their local CAP agency to submit their information to determine if they meet the income eligibility requirements for participation in the IESF program. Customers learn about the program through the outreach efforts by Rhode Island Energy and the CAPS, detailed above.

With oversight from the Lead Vendor, CAPs provide the full suite of energy efficiency services including:

- Income-eligibility verification
- Customer education regarding energy and cost savings opportunities
- Energy assessments
- Installation of instant energy savings measures
- Recommendations for further energy savings measures

After the CAP agency verifies income eligibility, the CAP will schedule a no-cost home energy assessment. The CAPs provide energy education to the customer regarding the pre-and-post energy assessment process, opportunities to save energy, and the project timeline.

After installing instant energy savings measures, the CAP agency will schedule all necessary follow-up services for insulation (including duct/pipe), air sealing, duct sealing, appliance and eligible heating,

cooling and hot water system replacements. To conduct this work, the CAPs draw from a list of qualified and background-checked contractors maintained by DHS.

If needed, the CAP will also provide health and safety services. The services include replacing smoke and carbon monoxide detectors if they are non-functioning or expired, cleaning and tuning heating systems, and addressing conditions such as mold before the energy efficiency work can be completed.

In several cases, these health and safety items prevent weatherization projects from moving forward, at which point they are considered pre-weatherization barriers (PWBs). Rhode Island Energy designates 2% of the IESF program funds to address PWBs, and it also leverages funding sources from LIHEAP, the Bipartisan Infrastructure Law (BIL), and DHS/WAP to help address these issues and reduce pre-weatherization expenses that customers face. During the home energy assessment, the CAPs identify PWBs, estimate repair costs and remediation eligibility, and then work with the Lead Vendor and Rhode Island Energy to process the request to remediate these PWBs. Once the request is approved, the CAPs complete the PWB work in accordance with local permitting requirements and historic preservation protocols. After the PWBs are addressed, the weatherization work can move forward. Final inspection for PWB work is included in final inspection of the weatherization work.

Funding for weatherization and eligible heating, cooling, and hot water system replacements are leveraged with WAP and LIHEAP. All services, appliances, and eligible heating, cooling, and hot water system replacements are provided at no cost to the customer.

An independent, third-party company provides quality control and quality assurance to at least 5 percent of all assessments and weatherization projects.

The Customer receives a “comment card” to provide their feedback on all aspects of their journey through the IESF program.

3.4 2026 Program Enhancements, Changes, and Notable Items

In 2024 and 2025, the Income Eligible Single-Family Program implemented large structural changes including shifting to a new appliance replacement process and ~~vendors~~[vendor](#) and onboarding new staff with the program’s Lead Vendor. [These changes have enabled much quicker delivery of services due to the new vendor being based in RI.](#) The enhancements to the program in 2026 are designed to capitalize on these changes to drive higher attainment of goals and customer satisfaction.

Cost Management

As macroeconomic conditions persist and inflation continues, Rhode Island Energy recognizes the importance of managing costs while continuing to deliver energy savings to its customers. The IESF program will implement new strategies in 2026 to address rising costs.

Rhode Island Energy will conduct a comprehensive review of appliances offered to income-eligible customers through its appliance replacement program with the goal of removing product models that have higher costs but similar savings to other models. The Income Eligible program funds 100% of the cost of these appliance replacements, and appliances such as certain types of refrigerators can become costly. The program is a give-to-get program, where customers give their old, inefficient refrigerator that RIE recycles and receives a similar, energy-efficient replacement in exchange. In the past, a small percentage of customers were recycling and replacing high-end refrigerators (counter-depth, French door models), for which efficient models can cost upwards of \$3,000. Capping the costs will reduce program costs overall, and the number of customers impacted is expected to be small. If the customer chooses an energy-efficient appliance that is no longer on the list of fully subsidized items, Rhode Island Energy will cap the amount it will pay for the appliance and allow the customer to pay the difference. This change is designed to encourage customers to choose appliances that deliver quality and energy savings at a lower price. Simultaneously, Rhode Island Energy will conduct a review of vendor fees associated with appliance replacement and delivery with the goal of eliminating extraneous costs.

The program's Lead Vendor will take additional steps to vet contractor bids for replacing electric resistance heat systems with heat pumps. In recent years, the cost for this measure has increased and 2026 will see a more rigorous review of labor versus material costs to encourage cost-competitive bids.

Heat Pump Conversions

In 2026, Rhode Island Energy has a goal of ~~upgrading 110 income-eligible~~ installing 280 system tons¹⁰ of air source heat pumps to replace electric resistance heat systems for its income eligible customers ~~to air source heat pump systems.~~ This goal ~~is~~ represents a ~~72%~~ significant increase over 2024 actuals and is commensurate with the IESF program's efforts to increase heat pump adoption in the available market. Rhode Island Energy is surveying customers with higher winter electric usage to identify true electric heating customers and will work towards hitting its targets through continued marketing, education, and outreach through the CAP agencies. Rhode Island Energy has continued to prioritize heat pump upgrades for low-income customers through outreach and market research, and the growing annual participation counts reflect this effort.

The IESF program has also increased its heat pump water heater goal for 2026. The program aims to achieve 35 heat pump water heater installations, up from one installation in 2024. This is a cost-effective measure, and Rhode Island Energy plans to conduct multi-lingual education and outreach to income-eligible customers, including those that have participated in the air-source heat pump offering. Heat pump water heater installations are available for customers replacing an existing electric water

¹⁰ The typical unit size in income eligible households is approximately 1.5 tons, and some households install more than one unit.

heater or installing a water heater for the first time in a newly constructed home. Rebates are not available for replacement of oil, propane, or gas water heating units. [The IESF program provides emergency heating system replacements for delivered fuels \(gas, propane, coal, biomass\); however, oil heating system replacements are only eligible during the 11/1-4/15 emergency heating season. The program will also replace electric hot water systems with an HPWH, if appropriate.](#)

Dehumidifier Replacements

As part of its appliance replacement program, the IESF program offers income-eligible customers no-cost dehumidifier replacements. Rhode Island Energy sees an opportunity to better educate customers on the benefits of energy-efficient dehumidifiers and their ability to deliver comfort in hot weather. 2026 will feature a dehumidifier education and outreach campaign with the goal of driving higher uptake of this measure.

Pre-Weatherization Barriers (PWBs)

Rhode Island Energy will continue to work on the issue of pre-weatherization barriers (PWBs) through improved data collection and analysis, seeking additional funding, and exploring partnerships. Please note the IESF program already provides significant assistance on this front, as detailed in Section 3.3 above. Nevertheless, for such a complicated issue, further work is always needed. Some notable activities on this front from Rhode Island Energy include:

- Partnering with Green and Healthy Homes Initiative (GHHI) on their Providence Whole House and Electrification Program. OER has awarded GHHI \$1.1 million of Regional Greenhouse Gas Initiative (RGGI) funds to support a whole-home low-income residential electrification and decarbonization pilot program. GHHI will leverage RGGI funds to address repairs in homes that have been deferred from weatherization due to barriers such as knob and tube wiring, asbestos, vermiculite, mold, roof issues/leaks, mechanical or plumbing hazards, and improper ventilation. Rhode Island Energy will coordinate with GHHI and Community Action Program of Providence (CAPP) to engage customers that have been deferred and refer them to the Providence Whole House and Electrification Program for barrier remediation. Once the barriers are remediated through the program, Rhode Island Energy and CAPP will proceed with weatherization work. This integrated approach will reduce income-eligible customers' energy consumption and costs while improving health outcomes.
- Partnering with Rhode Island Housing's Lead Abatement Program to develop a comprehensive Healthy Homes audit offering. This initiative aims to streamline pre-weatherization barrier remediation services, with GHHI and RISE serving as the lead vendors. An energy auditor will accompany a lead inspector to the home of a child under the age of six who has been identified with an elevated blood lead level. This joint audit approach ensures that vulnerable households receive timely and coordinated services, addressing both health and energy efficiency needs in a holistic manner.

- Developing more robust tracking and reporting capabilities with the Lead Vendor and CAPs
- Continuing to publicly report on PWBs in quarterly and annual reports

Coordination with RI Department of Human Services

The shifting federal funding landscape will necessitate close coordination between DHS and Rhode Island Energy in 2026. Through ongoing efforts, the IESF program is reviewing its program delivery and cost-sharing arrangement with DHS. This includes discussions on the expected availability of LIHEAP and WAP funding, which the IESF program has historically leveraged.

Inflation Reduction Act Funding & Coordination

IRA has significant carve outs for low-income customers. Rhode Island Energy will continue to coordinate with OER on this initiative. Please refer to the Main Text, Section 5.5 (Coordination with State and Federal Incentive Programs) for further discussion on this topic.

4. MULTIFAMILY (ENERGYWISE AND INCOME-ELIGIBLE, ELECTRIC AND GAS)

4.1 Offerings

The Multifamily program offers comprehensive energy services for multifamily customers (buildings with 5+ dwelling units) including:

- Energy assessments
- Incentives for efficient electricity, natural gas, or delivered fuels equipment including heating, cooling and domestic hot water systems, cooling equipment, thermostats, smart strips, water saving measures, common-area lighting, and eligible air source heat pumps
- Weatherization measures including air sealing and insulation where eligible and applicable
- Coordination of all services for multifamily properties that participate in the market rate and income eligible multifamily programs.

4.2 Eligibility Criteria

Eligible Multifamily program participants are defined as the following:

- Buildings that contain five or more dwelling units

- Properties consisting of four or more one-to-four-unit buildings that meet both of the following requirements:
 - Are within a reasonable geographical distance¹¹ from each other, or to a five plus unit building, and
 - Are owned by the same individual or firm

Both market-rate and income-eligible multifamily properties are subject to the above multifamily eligibility requirements for coordinated services. Customers with any heating fuel type, including delivered fuels, are served (so long as they have a Rhode Island Energy account).

For income-eligible properties, co-payments for energy efficiency services and measures will be waived. The income-eligible multifamily sector is defined by properties that meet one of the following criteria:

- Owned by public housing authorities or community development corporations
- Receive affordable housing tax credits or other types of low-income funds/subsidies from the state or federal government; or
- Consists of building units where 50 percent or more of occupants receive utility service on the A-60 (low-income) rate.
- **If a low-income customer in a building with less than 50% low-income resident's requests energy efficiency (EE) services:**
 - **For 1–4 unit buildings:** The CAP will contact the building owner to see if all units can be served together. IESF via the CAP handles single-family homes; larger buildings are treated as multifamily.
 - **If only one unit requests service:** They'll check if the building has been served before. For example, in a triple-decker with two low-income units and one market-rate, all three may be served at once—RISE would handle the market-rate unit.
 - **In general:** The goal is to serve as many eligible customers as possible, but if it's just one unit, more information may be needed to proceed.

A multifamily property may be eligible for services and incentives under both residential and commercial programs. As an example, a building with 20 dwellings that is electrically sub-metered (20 residential accounts) with a commercial electric account for common areas and one commercial gas account serving a central heating/hot water system will likely qualify for incentives through both Multifamily and the Commercial & Industrial Multifamily Programs (see Section 6 of Attachment 2). While this adds a layer of complexity for Rhode Island Energy, it is critical that Rhode Island Energy maintain accounting

¹¹ "Reasonable geographic distance" is determined at the discretion of the vendor. The prior program guidelines required buildings to be neighboring each other. This revised guideline will allow the vendor to treat more units for a single owner where those units may be located down the street from each other.

via these various program budgets to ensure equity for all customers, funding projects through the energy efficiency program charge. In contrast, customers do not experience this added layer of complexity as the Lead Vendor provides a single point of contact and the customer receives a consolidated incentive for all efficiency work completed at the site. The program's Lead Vendor is well versed in managing projects with multiple types of multifamily designations and helps the customer navigate the process of participating in both programs.

4.3 Implementation and Delivery

The Rhode Island Multifamily program has a single Lead Vendor that utilizes a network of Rhode Island subcontractors to serve all customers, including income-eligible customers. A customer can learn about Rhode Island Energy's Multifamily program offerings in a myriad of ways ranging from communicating directly with the Lead Vendor, accessing the Rhode Island Energy website, direct mail and print marketing, and digital marketing campaigns. The Lead Vendor also conducts direct outreach to help enroll customers in the programs and increase participation. If the customer or landlord is interested in starting the process, the Lead Vendor would perform an eligibility assessment and then schedule an energy assessment. The Lead Vendor then conducts post site screening to identify which measures pass a benefit/cost (B/C) screening on a project level basis. If a measure does not pass, customers can still include it in the project without an incentive. [Cost effectiveness is determined at the project level, which minimizes lost opportunities. Some measures that are not cost effective on their own are integral to the project as a whole.](#)

A final proposal is then presented to the customer that includes the scope of work, costs, available incentives, and an estimated time frame. The customer is made aware of financing options available to them as well. If the customer decides to proceed with the project, installation work is then scheduled. Once installation work is completed, a final walk through with the customer is done. A completion report is then created and presented to the site's authorized representative and signed off on. A customer survey is also conducted once the work is complete.

Individual condo owners within the Multifamily program are eligible for financing under the HEAT Loan.

An independent third-party company provides quality control and quality assurance to at least 5 percent of all assessments and weatherization projects.

4.4 2026 Program Enhancements, Changes, and Notable Items

In 2026, Rhode Island Energy intends to pursue several strategies to enhance participation in the multifamily program, including the continuation of the landlord outreach events that were conducted throughout 2025. Outreach efforts in 2026 will include mailers, emails and social media promotions, direct outreach to multi-family property owners and managers, outreach and coordination with RI

Housing Authority Partners, and the use of targeted marketing lists as well the ALN database¹² that provides information on apartment owners and landlords across RI. In 2026 Rhode Island Energy will also look to build on the development of Multi-Family Retrofit Showcase and Awards. Additional strategies that Rhode Island Energy will explore include offering energy benchmarking services to housing authorities and leveraging the Rhode Island landlord rental registry database, which can facilitate outreach to multi-family property owners. Rhode Island Energy will ~~also explore~~ monitor the Providence Housing Authority's anticipated window heat pump pilot to determine the viability of offering saddle-style window heat pump units as a measure for both heating and cooling and offering heat pump water heaters in 2026 in 2027.

~~The contract for implementing the Multifamily Programs will be extended for the duration of 2026. Rhode Island Energy will go out to bid for delivery of these programs in 2027.~~

5. RESIDENTIAL HIGH-EFFICIENCY HVAC AND HOT WATER PROGRAMS (ELECTRIC AND GAS)

5.1 Offerings

The High-Efficiency Heating, Ventilation, and Air Conditioning (HVAC) and Hot Water programs (often referred to the "Residential HVAC" or just "HVAC" program for short) promotes and incentivizes the installation of high-efficiency electric and gas equipment through the following rebates and services:

Customer rebates on energy-efficient equipment:

- Boilers
- Combined condensing boilers / water heaters
- Furnaces
- ENERGY STAR triple pane windows
- Hot water heaters
- Air source heat pumps (central and ductless)
- Air source heat pump water heaters
- Smart thermostats
- Water saving devices
- Boiler ECM pumps (midstream)

Contractor services:

- Quality installation verification
- Contractor training
- Contractor incentives
- Upstream incentives (discount taken at the distributor level)

¹² <https://alndata.com/>

The HVAC and Hot Water program is cross promoted through the following programs: EnergyWise, Multifamily, Residential New Construction, and Residential Consumer Products. Training elements and best practices of the program are also provided to the IES Program to maintain consistency in contractor skills for accurate sizing, design, installation, and performance verification of high-efficiency HVAC systems.

5.2 Eligibility Criteria

The HVAC and Hot Water program serves all residential customers. Energy-efficient equipment must be installed by a licensed heating or cooling contractor or plumber.

5.3 Implementation and Delivery

The HVAC and Hot Water program is administered by a Lead Vendor that is responsible for contractor training, maintaining distributor relationships, tracking data, providing content for marketing, and documenting monthly, quarterly, and annual energy savings. The Lead Vendor works closely with Rhode Island Energy to deliver the HVAC and Hot Water program and provides strategic insight for program improvements.

Contractor training and education is a primary component of the HVAC and Hot Water program to ensure accurate sizing, design, installation and performance verification of heating, cooling, and hot water equipment and results in energy savings and customer satisfaction. [The HVAC program requires an Air Conditioning Contractors of America \(ACCA\) Manual J load Calculation. RIE's lead vendor provides training on the best installation practices, including using Manual D \(Duct Design\), J & S \(Equipment Selection\).](#)

[RIE requires systems to be on the RI NEEP product list: **RI Energy/NEEP Qualified List**, which also provides access to a NEEP sizing tool and is free to general use.](#)

The Lead Vendor provides regular communication and in-store visits with distributors to provide training and information on the equipment and solicit feedback on customer interactions. The Lead Vendor also ensures distributors have proper promotions and marketing signage within the distribution stores.

Rhode Island Energy and Lead Vendor work with manufacturers to develop special offers, or “flash sales”, to further incentivize customers to participate in the HVAC and Hot Water program to gain the benefit of the energy savings.

Product channels for ease of customer use and for product adoption:

- HVAC contractors during routine maintenance service, emergency service, or contractors' marketing communications

- Residential New Construction/Major Renovation projects can leverage the HVAC programs to provide expertise and additional support during project design consultation.
- ~~Upstream and midstream incentives.~~
- Comprehensive Rhode Island Energy marketing channels including emails, bill inserts, direct mail, social media, radio, and digital media advertisements.
- Rhode Island Energy Online Marketplace (www.rienergy.com/shop) offers customers the ability to purchase instant discount rebates on energy-efficient thermostats and water fixtures.
- The program supports a combination of upstream and midstream incentives as well as post-purchase consumer incentives. The upstream and midstream incentives encourage retailers, distributors, and manufacturers to support ENERGY STAR products with increased production and availability of products. Consumer incentives are designed to bring efficient product costs in line with less efficient equipment, thereby encouraging the adoption of the more efficient item. [The New England Heat Pump Accelerator being developed by the Northeast Energy Efficiency Partnerships \(NEEP\) also plans for midstream incentives as part of the program.](#)
- Rhode Island Energy markets to all residential customers to make them aware of incentives available for heat pump water heaters and updates HVAC contractors on the offering.

A rebate processing vendor verifies and processes post-consumer incentives which can be submitted electronically or by traditional mail. This vendor also processes upstream and midstream incentives. Customers who complete a Home Energy Assessment through the EnergyWise program can apply for financing through the HEAT Loan for qualified high-efficiency space heating and hot water equipment upgrades.

[When customers purchase a qualifying smart thermostat through the Company's Marketplace, they are also given the option to instantaneously enroll in the ConnectedSolutions program. This seamless sign-up process not only simplifies participation but also reinforces the values of demand response and energy efficiency in a single customer journey. These types of cross-program touchpoints help amplify awareness and drive enrollment, supporting broader program goals while delivering a more cohesive customer experience.](#)

5.4 2026 Program Enhancements, Changes, and Notable Items

Right-sizing: In 2026, Rhode Island Energy has sought to right-size the HVAC targets, namely in the form of reductions relative to aggressive 2025 targets. Rhode Island Energy is seeking to increase the uptake of heat pump water heaters and continues to focus on the conversion of electric resistance heat to heat pumps.

~~Rhode Island Energy is currently studying an approach to increase adoption of residential heat pump water heaters (HPWH) by adding this measure to the Residential Midstream Channel. The approach will also include safeguards to minimize the opportunities for providing incentives for (a) projects involving fuel switching (e.g. existing water heater is a natural gas fired water heater) and (b) the same device in~~

~~both the existing downstream application process and the newly launched midstream channel. Further detail is expected to be in the final draft of the Plan.~~ **Midstream HPWH:** The table below shows the number of HPWHs installed over the past four years through the existing downstream process.

Program	Measure	2024 Actuals	2023 Actuals	2022 Actuals	2021 Actuals
HVAC	HPWH > 55 gallon	131	233	186	190
HVAC	HPWH ≤ 55 gallon	49	13	8	50

To increase participation, Rhode Island Energy will work with its Midstream Channel partner Energy Solutions (“Midstream Administrator”) to include HPWHs as an eligible measure. The Midstream Administrator will promote the measure and incentives to distributors and their contractors, through emails, webinars, and ongoing communications. In addition, RIE will promote the availability of HPWHs directly to residential customers, through paid media searches and others marketing channels.

Similar to other Midstream Channel offerings, the contractors and distributors will be required to provide:

- **HPWH Information** such as the manufacturer and model, serial number, size, and efficiency ratings and existing equipment
- **Participant Information** such as residential customer name, address, and billing account;
- **Existing Equipment Information** such as the manufacturer and model, serial number, and size and pictures of the existing water heater equipment and nameplate to confirm that the existing water heater is an electric water heater and the incentive is not for a project where the existing equipment is a natural gas-fired water heater.

Rhode Island Energy intends to continue offering incentives for HPWHs through its existing downstream application so that contractors can continue to promote HPWHs directly to customers. Currently, residential downstream applications involving water heaters are managed by AM Conservation (“Downstream Application Administrator”). RIE will update the downstream application to include an “Acknowledgement and Certification” by the customer and contractor that the project is not also applying for (or have applied for) a Midstream Channel incentive.

Rhode Island Energy will also coordinate the sharing of Participant Information between the Midstream Administrator and the Downstream Application Administrator to verify that the same project is not receiving an incentive through both channels. If a project is identified as receiving two incentives, then the Downstream Channel incentive will be credited back to Rhode Island Energy, savings adjusted, and the contractor notified of the violation. Rhode Island Energy will work with the Downstream Application

[Administrator to identify the number of violations before the contractor is removed as an eligible contractor in the Downstream Application Channel. As 2026 is the final year of the 3-year EE Plan, Rhode Island Energy will use 2026 to develop a process to only incentivize condensing gas equipment incentives when the current/failed equipment is non-condensing. While this will help make efficient use of gas program funds, this will also add another administrative layer of eligibility screening to the process.](#)

6. RESIDENTIAL CONSUMER PRODUCTS (ELECTRIC)

6.1 Offerings

The Residential Consumer Products (RCP) program incorporates the Environmental Protection Agency (EPA) ENERGY STAR categories of consumer appliances, select building products, and some energy-saving items not included by the EPA. The largest savings elements of the RCP program come from recycling older refrigerators, dehumidifiers, and freezers.

RCP supports the following products:

ENERGY STAR Certified:

- Clothes dryers
- ~~Dehumidifiers~~
- ~~Room air cleaners~~
- Room air conditioners

ENERGY STAR Most Efficient:

- Room air conditioners
- [Room air cleaners \(new for 2026\)](#)
- Clothes dryers
- Clothes washers
- [Dehumidifiers \(new for 2026\)](#)
- [Refrigerators](#)

Recycling:

- [Room air conditioners \(new for 2026\)](#)
- Dehumidifiers
- [Freezer](#)

- [Refrigerator](#)
- ~~Refrigerators~~

Additional Products:

- Advanced power strips
- Water saving equipment
- Variable speed pool pumps

Most products on the Online Marketplace are ones that can be installed by the customer. In some instances, products on the Online Marketplace are not incentivized. However, Rhode Island Energy lists these products on the Online Marketplace to provide pre-vetted products to narrow down the selection for consumers and help them avoid potentially unreliable or untested products available through other online retailers.

6.2 Eligibility Criteria

The RCP program serves all residential customers.

6.3 Implementation and Delivery

There is a Lead Vendor that works with retailers, so that they are knowledgeable about the products and ensure proper signage within the retail stores. The Lead Vendor also helps staff customer outreach events and customer information tables at retailer locations. The program supports a combination of upstream and midstream incentives as well as post-purchase consumer incentives.

The upstream incentive is negotiated with major retailers, manufacturers, and distributors while the midstream incentives are typically offered to distributors who are working with smaller retailers. The incentives encourage retailers, manufacturers, and distributors to support ENERGY STAR products by increasing the on-site stocking levels of highly efficient products. By increasing the availability of the products, providing information on the advantages of ENERGY STAR products, and the offer (or promise) of an incentive, the consumer is more likely to acquire products that they might not normally have purchased. [Marketing to customers includes two approaches. The first includes providing in-store signage, including displaying certain products on endcaps, which indicates to customers which products qualify for rebates or discounts. The second approach involves communicating to customers via email, bill inserts, etc. to make customers aware of the products program and to clarify the distinction between the in-store rebate vs the post-purchase rebate.](#)

A rebate processing vendor verifies and processes post-consumer incentives which can be submitted electronically or by traditional mail. This vendor also processes upstream, midstream, and recycling incentives.

The recycling vendor collects refrigerators, freezers and dehumidifiers from customer residences or central recycling locations and transports them to the recycling facility in compliance with the EPA's Responsible Appliance Disposal Program.

6.4 2026 Program Enhancements, Changes, and Notable Items

~~There~~ Most Efficient dehumidifiers, Most Efficient air cleaners, and room air conditioner recycling are ~~no~~ proposed as new measures in the Consumer Products program in 2026.

7. RESIDENTIAL NEW CONSTRUCTION (ELECTRIC AND GAS)

The Residential New Construction (RNC) program offers financial incentives and no-cost education, training and technical support to builders and homeowners to promote the construction of high performing energy-efficient single family, multifamily and income eligible homes. The program helps residential new construction and major renovation projects meet high energy performance standards and provides education and training support to builders, designers, tradespeople, and code officials.

7.1 Offerings

Design and Construction Assistance

- Energy modeling and design assistance to verify compliance with the RNC program's requirements and determination of respective incentives.
- In-field training and inspections to verify compliance with the RNC program requirements and promote efficiency in subsequent projects.

Market Development

- Technical training ~~on~~[in](#) high-efficiency and Zero Energy building practices, all electric new-homes, as well as energy code compliance, to build necessary market capacities. Please refer to the Main Text, Section 2.6.2.5 "Training for Codes and Standards" for more discussion on energy code. [Rhode Island Energy receives credit for the increase in code compliance that results from these trainings.](#)
- Training and certifying Home Energy Rating System (HERS) raters to increase the number of qualified raters based in RI.
- Rating and certification services, including HERS, DOE Zero Energy Ready Home, Passive House, and ENERGY STAR, to promote visibility of energy efficiency in the marketplace.

Incentives

- Whole-home efficiency incentives for buildings based on achieved level of efficiency and number of units.
 - Path to Energy Efficiency incentives ranging from \$200 to \$4,000 per home.
 - Three efficiency tiers, with an entry threshold of 15 percent more efficient than baseline and progressive maximum air leakage requirements.
 - Additional incentive options of \$250-\$1,000 per home for all-electric homes and \$100-\$200 per home for achieving ENERGY STAR certification.
- Path to Zero Energy Ready incentives ranging from \$500-\$1,500 per home in addition to Path to Energy Efficiency.
 - Projects must meet a minimum base efficiency level, be all-electric, and achieve DOE Zero Energy Ready Home, Passive House, or equivalent certification.
 - Projects with more than 75 units are eligible for custom incentives.

- Adaptive Reuse projects are incentivized based on a separate set of prescriptive measures tailored to mill conversion projects.
- Certification incentives are provided to support third-party verification of energy efficiency measures.
- Equipment rebates for qualifying high-efficiency heating, cooling, and hot water equipment.
- Complimentary WaterSense showerheads.

7.2 Eligibility Criteria

The RNC program is designed to advance the Rhode Island housing market toward Zero Energy Homes. The program provides technical services, inspection services, and project incentives for new construction, additions, and major renovations to both one-to-four unit and five plus unit buildings. The program also supports major renovation of adaptive reuse projects (e.g., mill building conversions). The RNC program supports both market rate and income eligible housing units.

7.3 Implementation and Delivery

Design and Construction Assistance, Incentives

The RNC project pipeline is developed primarily through coordination with Rhode Island permitting departments, engagement of the building industry, and referrals from EnergyWise and Rhode Island Housing. A participating customer/project team officially begins the enrollment process by calling or emailing the RNC program. The project team meets with the RNC program team (led by a Lead Vendor) to discuss the project design, learn how to modify design or mechanical systems to improve energy efficiency, and initiate energy modeling of the project to determine the potential for incentives. Once construction has begun, RNC staff provides on-site training as needed and conducts inspections of the completed project to determine energy efficiency and respective incentives. When the project is complete and has met program requirements, the performance and equipment incentives are issued.

Market Development

The RNC program identifies opportunities to build necessary market capacities to advance toward Zero Energy Homes and delivers education and outreach programming designed to achieve this goal.

7.4 2026 Program Enhancements, Changes, and Notable Items

There are no major changes planned for the Residential New Construction program in 2026. [Savings estimates for the program have been updated based on recent program experience.](#)

[In 2026, Rhode Island Energy proposes to identify GSHP installers and notify them that it is seeking potential ground source heat pump \(GSHP\) projects for both Residential and C&I installations. Rhode](#)

Island Energy will screen proposed projects as part of the Residential New Construction Program or as custom measures in the C&I sector and determine if they are cost-effective and what incentive can be provided.

8. MARKETING TO RESIDENTIAL CUSTOMERS

Rhode Island Energy introduced a new brand communications platform in August 2025, **It's Your Energy**, which focuses on how energy powers the local lives and communities that RIE serves and aims to establish RIE as a trusted partner.

The brand campaign platform is funded and managed separately from energy efficiency marketing. However, energy efficiency marketing ladders up to the brand campaign, emphasizing our commitment to the state of Rhode Island and its people by featuring real customers and case studies as much as possible. Awareness level outreach includes mass media which could include TV, radio, and/or print ads. At the program level, energy efficiency solutions are promoted via e-mail, direct mail, bill inserts, digital advertising, and other media.

In 2026, Rhode Island Energy will continue to drive participation through two main pathways – targeted programs and broad-based programs. Targeted programs include Rhode Island Energy's retrofit, new construction, and product rebate programs. These programs serve to drive deeper savings to targeted customer segments and offer a wide array of energy efficiency measures. Rhode Island Energy also reaches broad participation by promoting products upstream and through awareness level marketing that presents all energy efficiency programs, allowing customers to pursue the program(s) that are right for them. These broader based programs provide value by reaching a wide and diverse set of customers, helping to provide more customers with access to energy savings, as well as acting as a gateway to drive participation in other energy efficiency programs. Rhode Island Energy's website was overhauled in August 2024. Customers have a single sign-on experience that allows them to seamlessly access information on all aspects of their energy use, including billing questions and energy efficiency. The website offers language translation through Google Translate to improve accessibility for all customers. In 2026, Rhode Island Energy plans to continue developing educational content on the website such as best practices for using heat pumps and other articles.

Rhode Island Energy plans to hold nine to twelve Customer Assistance Expos¹³ in 2026, plus over a dozen pop-ups each month, located in communities throughout the state. These events help customers better manage their energy bills and connect with available support programs. At the expo, attendees receive personalized, one-on-one assistance from Rhode Island Energy representatives who help them apply for payment plans, discount rates, and energy assistance programs. The event provides information on energy efficiency initiatives and rebates, and features community partners who offer additional services. These events serve as excellent opportunities to engage with customers, offering informative materials, raising awareness, and addressing the relevance of energy efficiency.

¹³ A schedule of upcoming Customer Assistance Expos is available on the [Rhode Island Energy Website](#).

Multichannel marketing enables customers to learn about energy efficiency through a variety of communication methods including print ads, radio ads, streaming video, social media, online/digital, e-mail, direct mail, bill inserts, events, collateral, and Google paid search.

Rhode Island Energy coordinates with State agencies to refer customers and share leads across Rhode Island Energy Efficiency Programs and other state and federal energy efficiency opportunities, such as CHRI. Cross-marketing occurs via strategically timed collateral, leave-behind information and marketing materials that cross-promote programs, and by processes to serve customers and buildings holistically across multiple program pathways. In 2026, Rhode Island Energy will introduce a follow-up marketing campaign triggering communications to customers after they participate, identifying the next best step in their energy efficiency journey. This effort will be piloted in Q3 and Q4 2025 by thanking customers [via email](#) who recycled a refrigerator, freezer, or dehumidifier and encouraging them to take the next step by purchasing a product on our Marketplace. Additionally, Rhode Island Energy plans to test the effectiveness of welcome communications to new accounts on a quarterly basis, encouraging energy efficiency participation shortly after new customers move into their home or apartment. Rhode Island Energy holds routine meetings and has ad hoc channels of communication open with other program administrators, including OER and CommerceRI.

Equity continues to be a key component of Rhode Island Energy's Marketing strategy. E-mails include prominent links at the top of each communication, enabling customers to read the message in Spanish or Portuguese. Direct mail may include all three languages (English, Spanish, and Portuguese) or QR codes to read the text in Spanish or Portuguese, based on the customer's preference.

9. RESIDENTIAL MEASURE TABLES

Please see Attachment 1-1 for a list of all Residential measures with details. Please see Attachment 1-2 for a list of all Income Eligible measures with details.