

# Empowering Every Home

## Transforming Residential Decarbonization with Cloud-Based Energy Modeling



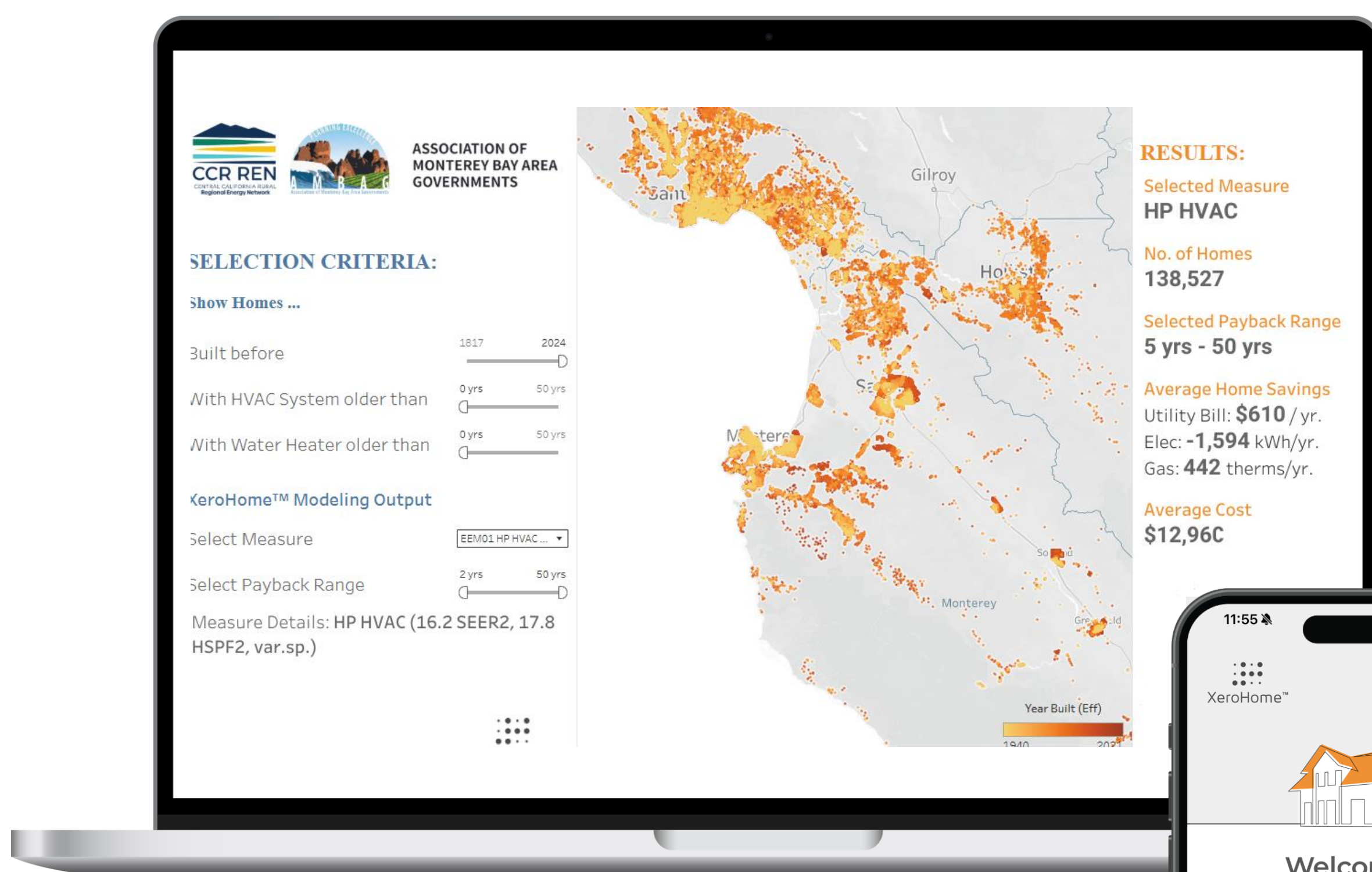
ASSOCIATION OF  
MONTEREY BAY AREA  
GOVERNMENTS

### PROBLEM:

- **AMBAG**, as a partner of **CCR REN**, sought to expand outreach to households on energy efficiency and electrification.
- Traditional in-person outreach and energy audits were hard to scale across a large, rural region due to cost and geography.

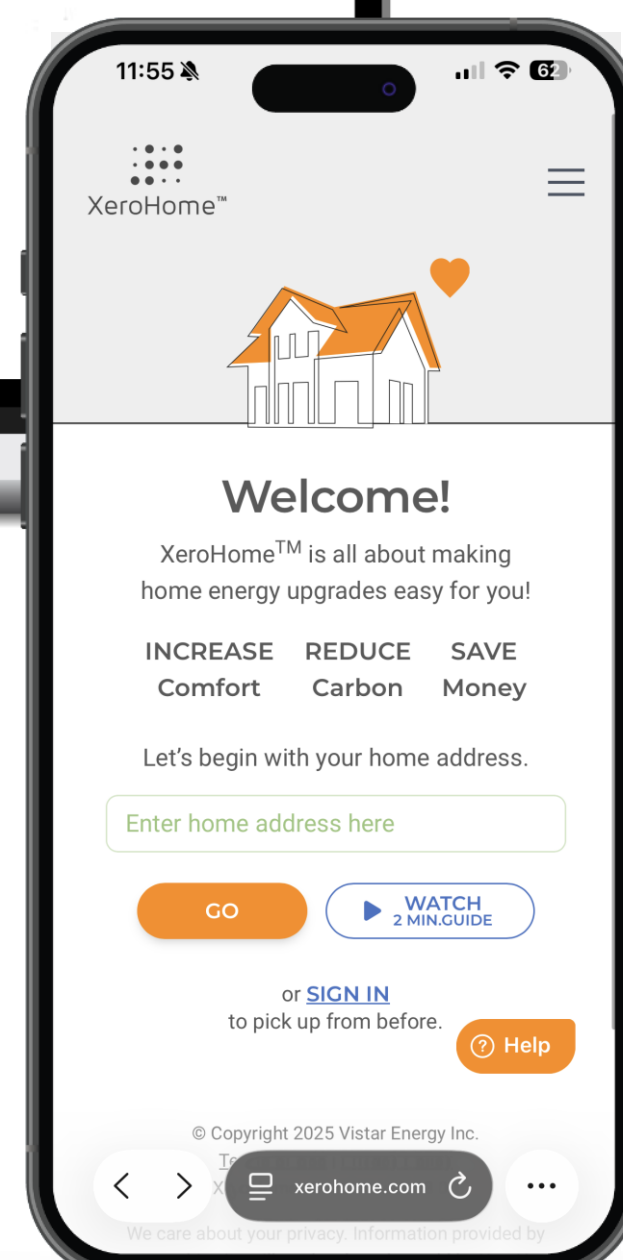
### SOLUTION:

- CCR REN identified a cloud-based modeling platform as a scalable outreach approach and foundation for innovative program design.
- AMBAG deployed **XeroHome™** across its 150,000+ homes in Monterey, San Benito, and Santa Cruz counties.
- Enabled a scalable, data-driven outreach beyond traditional field-based delivery models.

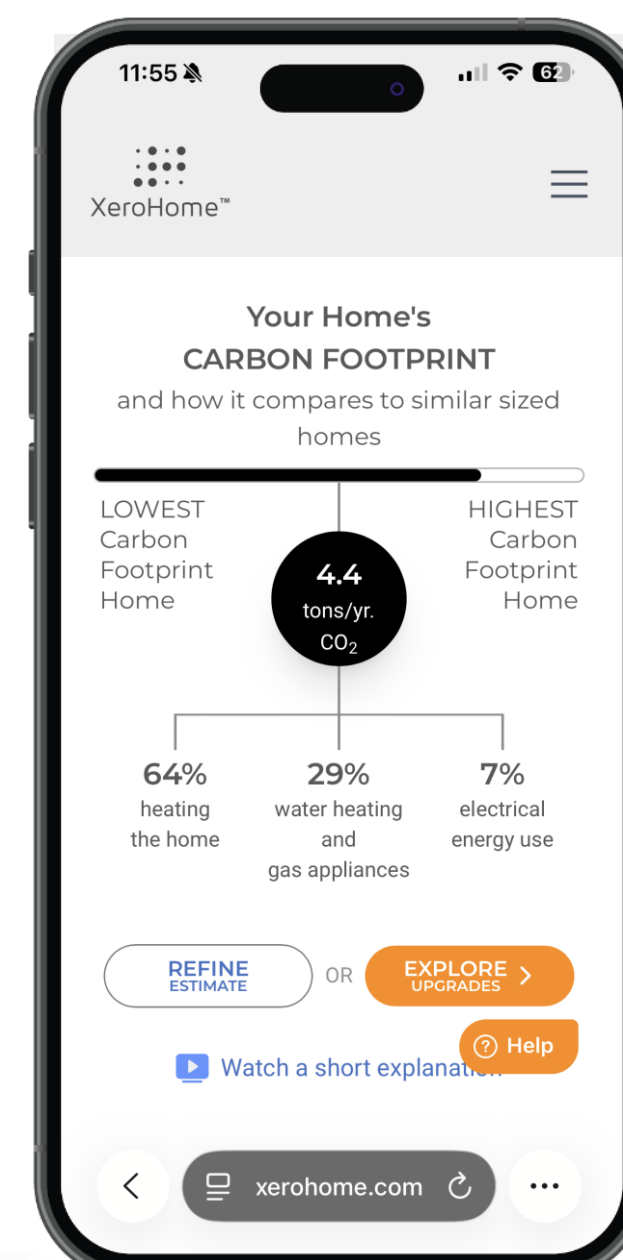


**XeroHome Insights Portal™** provided a macro view of the housing stock, turning large-scale energy modeling data into actionable program insights.

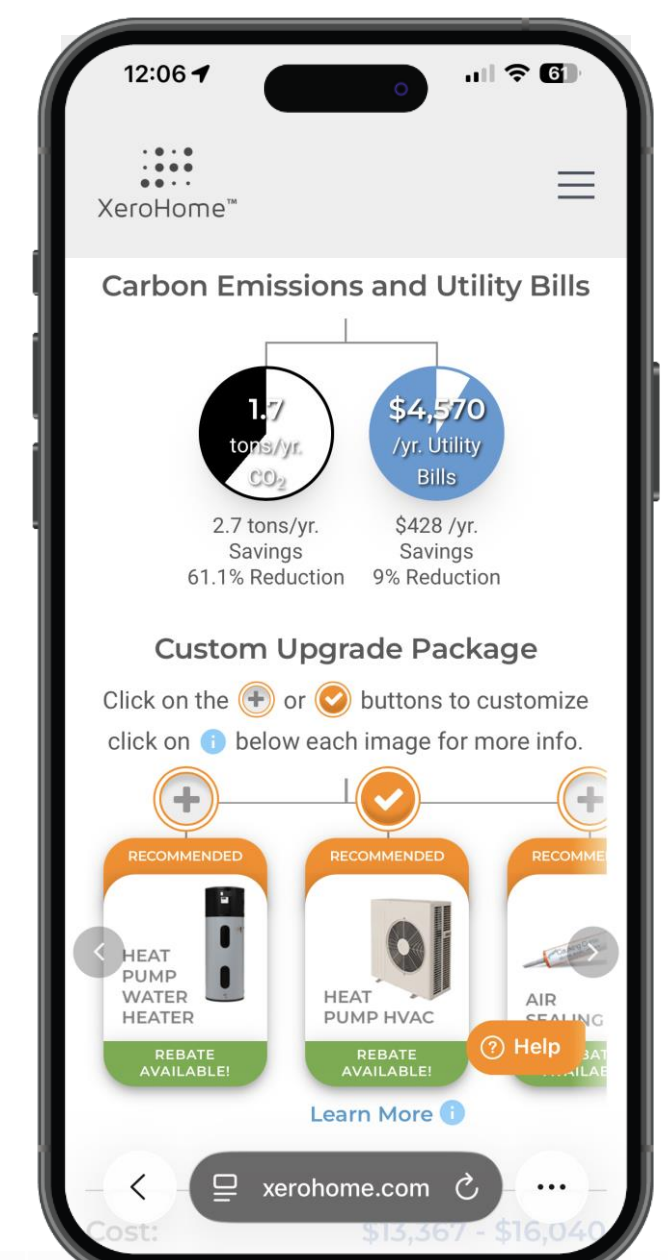
**XeroHome Engagement Platform™** provided personalized upgrade plans to homeowners with costs, savings, incentives, and next steps



1. TYPE AN ADDRESS

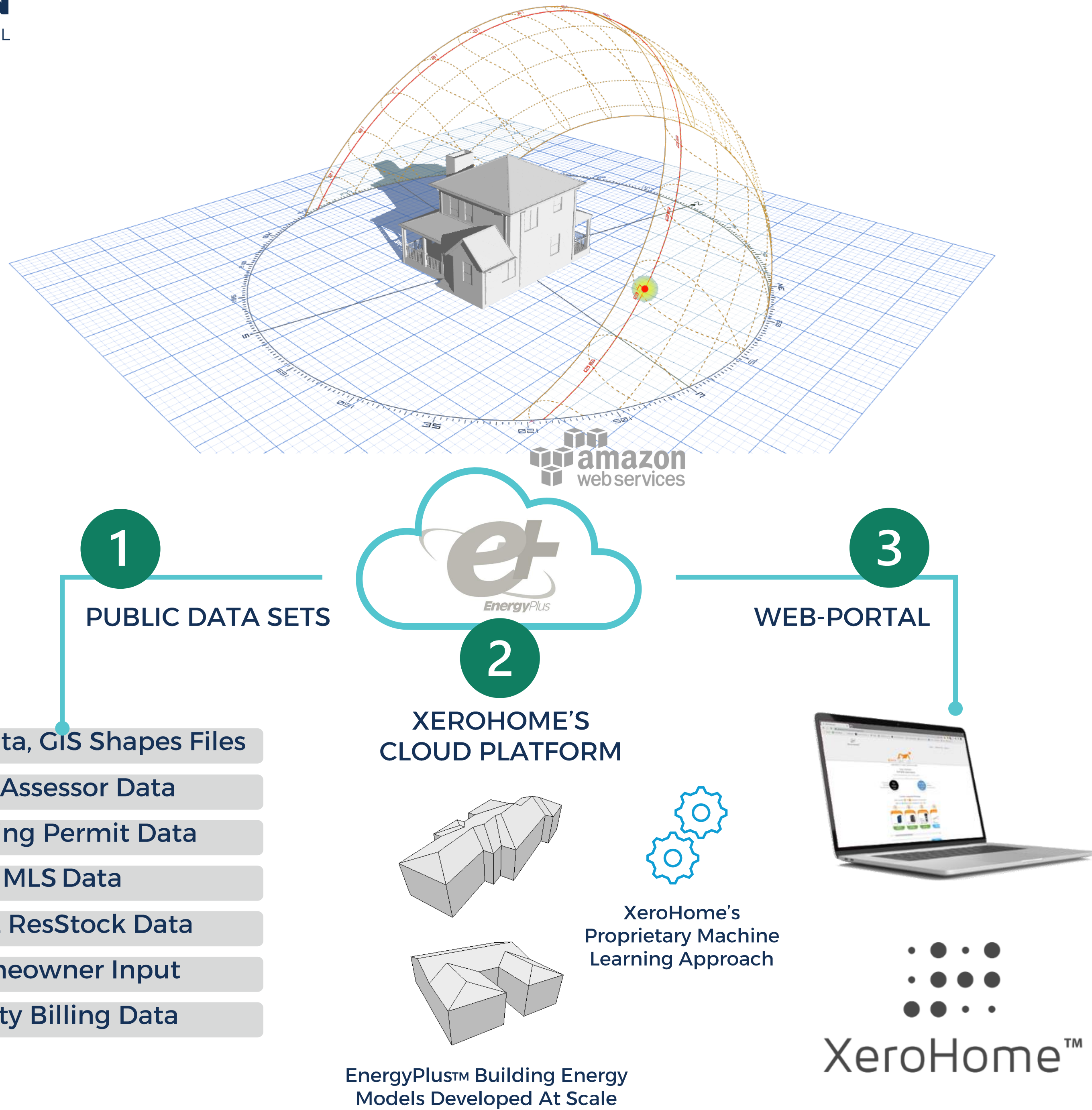


2. REVIEW ASSUMPTIONS



3. EVALUATE UPGRADES

# Tool Implementation



## EXAMPLE:

A homeowner in Santa Cruz, CA can quickly identify the highest-impact upgrades using the cloud-based modeling tool – without needing an initial energy audit.



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