



10 Years of Continued Growth!

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Agenda

- I. What is Home Performance with ENERGY STAR® (HPwES)?**
- II. How did HPwES get started?**
- III. HPwES Successes**
- IV. How do you become a HPwES Sponsor?**
- V. Q&A/Discussion**

What is HPwES?



- **National voluntary program from the U.S. DOE**
- **Whole-house approach to improving energy efficiency and comfort, while helping to protect the environment**
- **Since 2002, HPwES have been locally sponsored by utilities, state energy offices, and energy NGOs**
- **A network of specially-trained contractors**
 - ✓ Comprehensive energy audit using state-of-the-art equipment
 - ✓ Recommend a package of improvements that typically will reduce total energy use by 20% to 30%
 - ✓ Ready to complete the work or refer to someone who can
 - ✓ Post-work performance tests
- **Quality assurance program checks work of participating contractors to verify program standards are met**
- **Homeowner chooses and pays for improvements based on credible information**

How did HPwES start?

The vision of a few in the 1990's led to the vast and expanding HPwES Program that we have today.



Status of the National HPwES Program

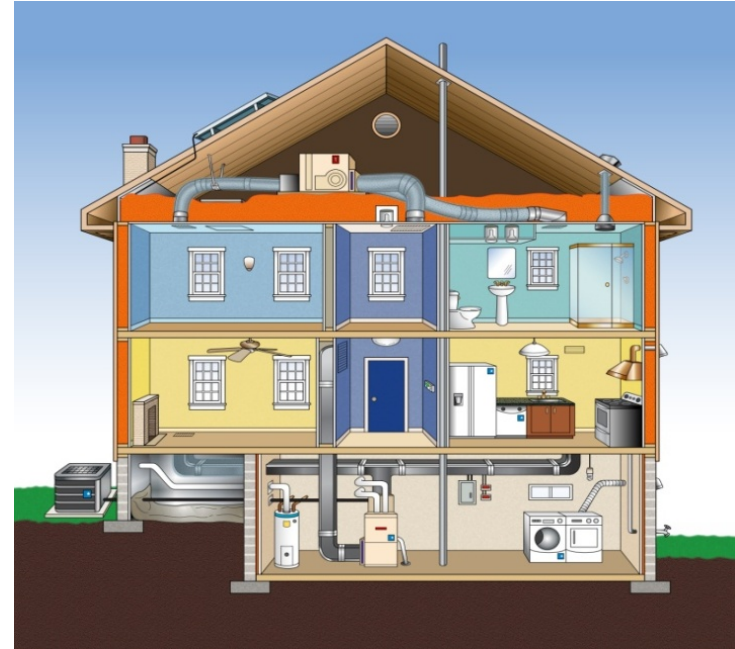
DOE began administering HPwES program in October 2011

- Established Account Managers
 - ✓ Supporting access to the national Program
 - ✓ Fostering regional coordination among Sponsors
- Initiated greater coordination with DOE resources including:
 - ✓ Better Buildings Neighborhood Program
 - ✓ Workforce Guidelines
 - ✓ Building America
 - ✓ Home Energy Score
- Evaluating opportunities to evolve HPwES
 - ✓ Issued proposed HPwES V2 in March 2012
 - ✓ Gathering/reviewing stakeholder comments



Successes of HPwES?

- Over 50 Program Sponsors nationwide
- Nearly 200,000 homes improved since 2002
- Over 1,800 participating contractors
- Almost \$2 billion invested in home energy retrofits under the HPwES program to date²
- Average energy retrofit investment hovers around \$9,000¹ but varies widely

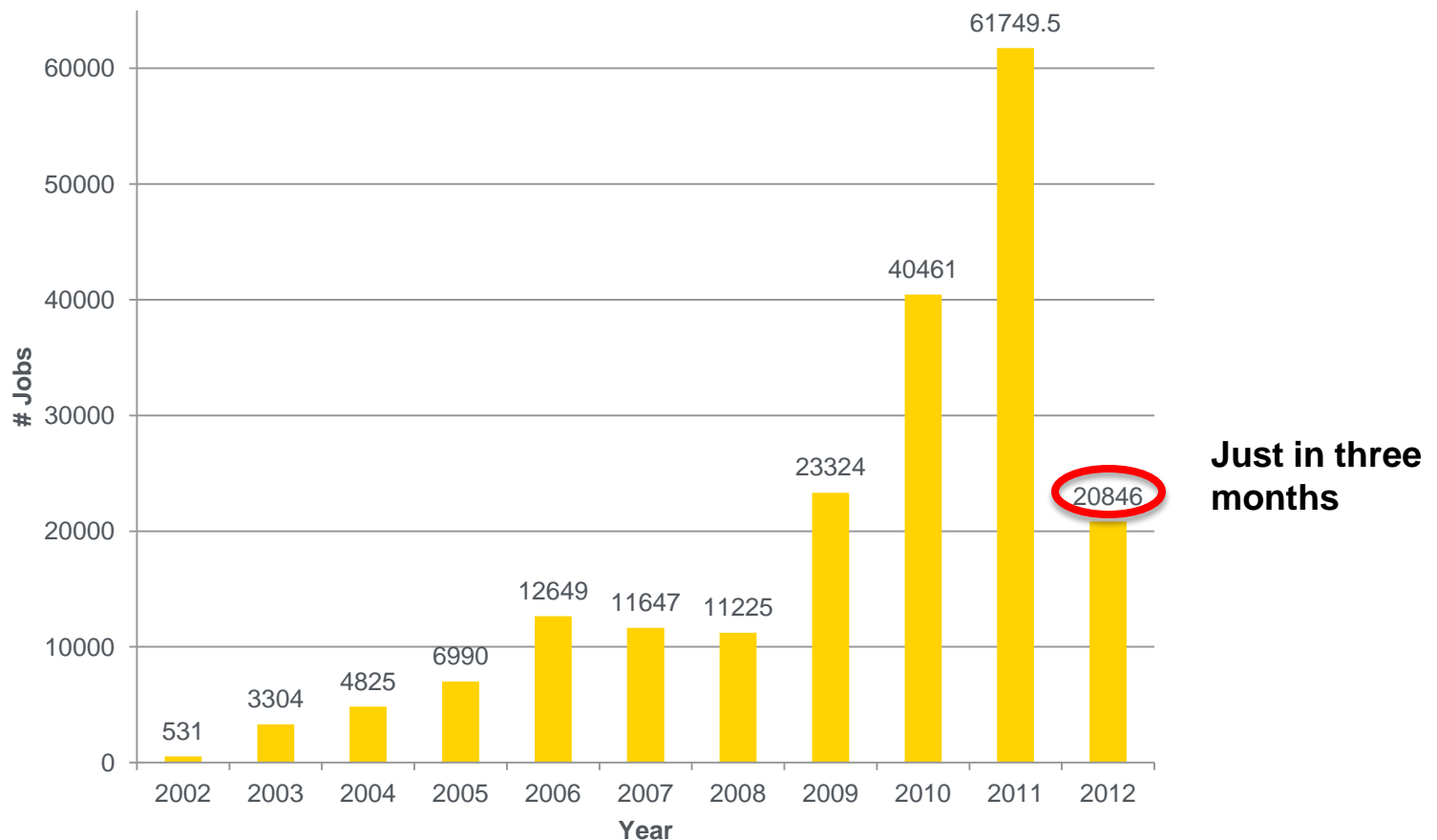


(1) Joint Center for Housing Studies of Harvard University (JCHS), *Improving America's Housing 2007: Foundations for Future Growth in the Remodeling Industry* (2007)

(2) 200,000 retrofitted homes times \$9,000 average retrofit cost equals \$1.8 billion

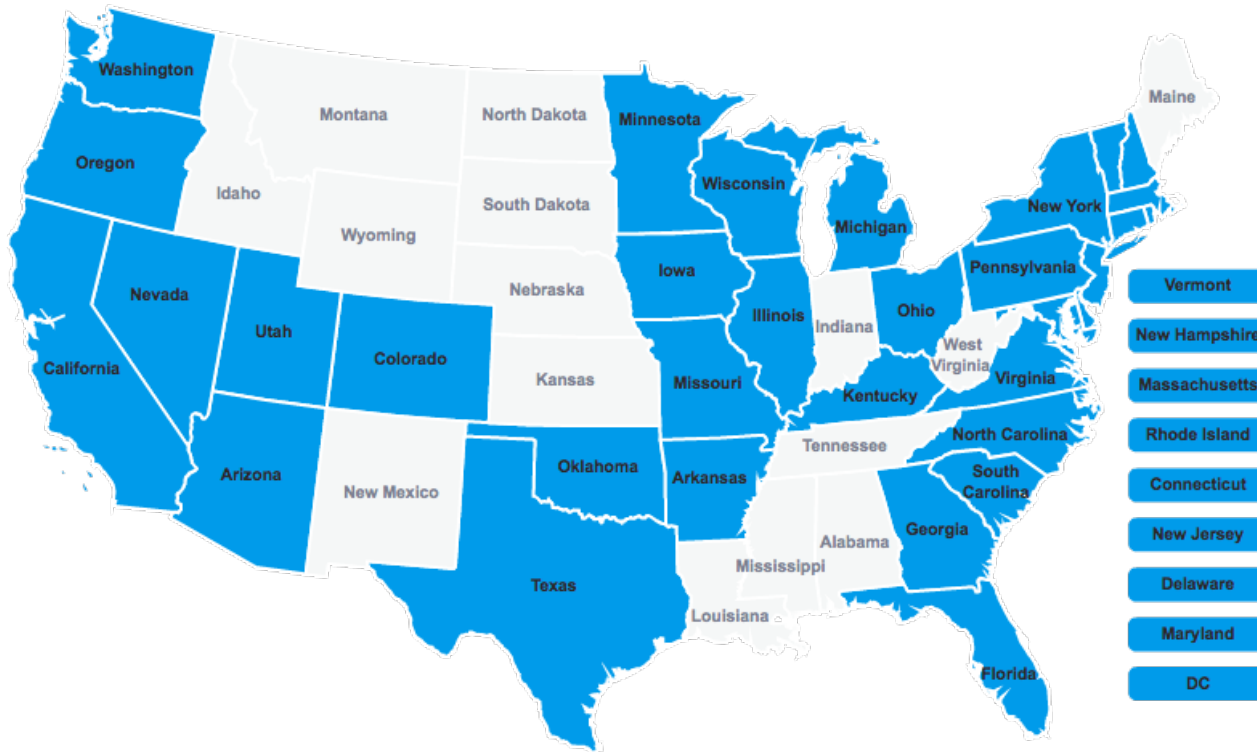
10 Years of Continued Growth

HPwES National Program Job Numbers through Q1, 2012



HPwES Sponsors Map

We have a strong partnership base with over 50 Sponsors in 34 states, including DC – reaching



Importance of the ENERGY STAR® Brand

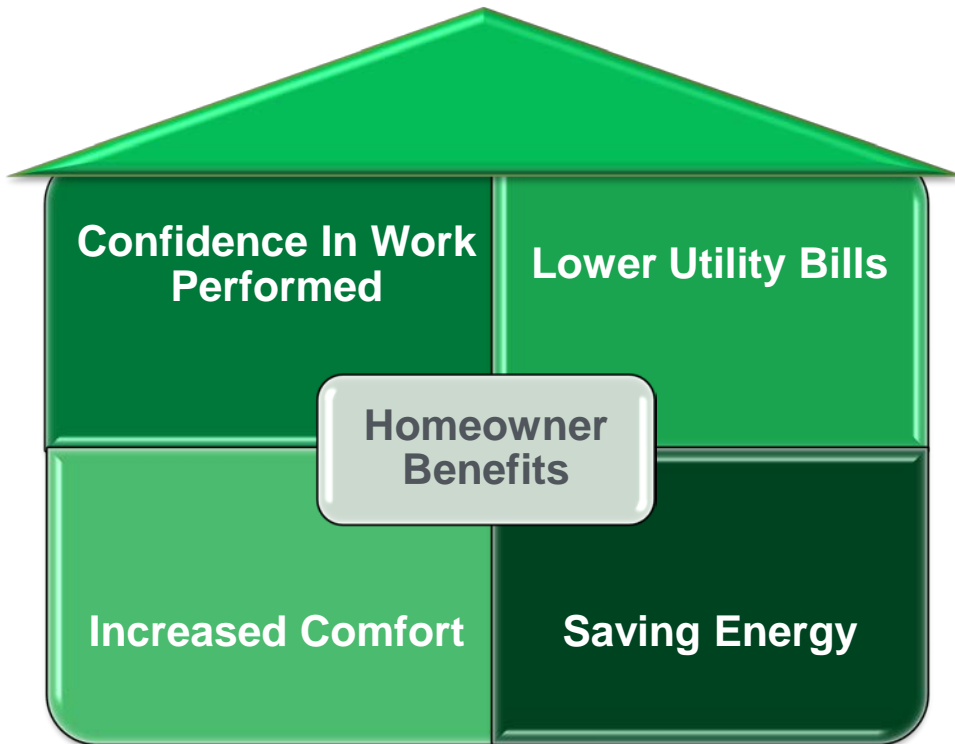


- 84% of households recognized the ENERGY STAR® label when shown the label
- 85% percent of households had a high or general understanding of the label's purpose
- 64% percent of households associated the ENERGY STAR® label with “efficiency or energy savings”
- Publicity efforts of active regional/local energy efficiency program sponsors are associated with increased recognition (unaided) and understanding of the ENERGY STAR® label

National Awareness of ENERGY STAR for 2011 (Analysis of CEE Household Survey)

What are the benefits for homeowners?

Typical home energy improvements



- Sealing air leaks and adding insulation
- Improving heating and cooling systems
- Sealing ductwork
- Upgrading lighting, windows, appliances, and water heating equipment

What are the benefits for potential Sponsors?

Brand, Platform, Network, and DOE Resources



- Reduce homeowners' high energy bills and address comfort problems;
- Focus attention on cost-effective, energy-efficient home improvements that go beyond traditional equipment and appliance replacement rebate programs
- Stimulate the local economy and create jobs
- Improve public perception by being an advocate for energy efficiency and renewable energy
- Reduce air pollution and greenhouse gas emissions

How do you become a HPwES Sponsor?



Austin, TX: According to Austin, TX homeowner Michael Wright, the result of all these improvements is a, “much more comfortable house with a 55% decrease in the monthly electric bill. The temperature throughout the house stays at its thermostat setting without the wild swings we used to experience. Even Franklin, our family dog, enjoys his new indoor environment!”

Starting a Program



- Long-term planning and funding
- Build a network of specially-trained contractors
- Incentives and financing
- Marketing plan to raise consumer awareness

HPwES Sponsor Responsibilities

- **Sign partnership agreement with DOE and EPA**
- **Adhere to program guidelines including rules on use of the HPwES logo**
- **Ensure consistent process**
 - a. Home Performance Assessment or “Test-In”
 - b. Provide inspection results and recommended improvements
 - c. Post-Installation Test or “Test-Out”
 - d. Perform quality assurance
 - e. Report quarterly and annually to DOE
- **Manage contractors participating in their local program**
 - Designate a primary point of contact for participating contractors
 - Track contractors participation and performance in the program



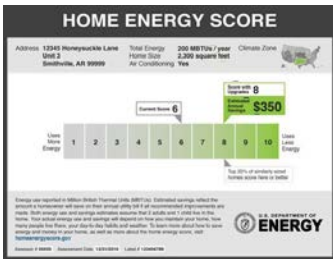
Other HPwES Sponsor Responsibilities

- **Develop Quality Assurance (QA) Requirements**
 - The minimum inspection rate is set at 5% or 1 in every 20 jobs
 - Must record and track inspections
- **Provide a customer feedback mechanism**
- **Promote the HPwES Program**
 - Market the benefits of the program
 - Conduct marketing training with contractors
 - Incorporate federal or local tips and recommendations for improvements



DOE Resources for HPwES Program Sponsors

- **Access to current HPwES news, information, and relevant documents**
- **Regional Account Managers & Technical Support**
- **Networking with HPwES community**
- **Coordination with other federal programs**
 - Support integration with Home Energy Score and Guidelines for Home Energy Professionals
 - Provide research opportunities through Building America teams
 - Share lessons learned with the Better Building Neighborhood Program
 - Link to national laboratories



Success Stories for HPwES Sponsors



Austin Energy:

- Encouraging HPwES participants to implement all recommended efficiency measures through consumer education and incentives
- Surpassed its 2011 HPwES retrofit goals by completing more than 2300 retrofits
- More than 40 percent, or over 1,300 households, completed all of the recommended measures

Utah Home Performance with ENERGY STAR Program

- Supporting the completion of 2,154 Home Performance assessments with a 58-percent conversion rate to completed jobs, which has saved homeowners more than 660,000 kWh
- Offering homeowners up to \$2,000 in incentives to offset the costs of efficiency upgrades and processing more than \$2 million in program rebates claimed by participants

Success Stories for HPwES Sponsors *Continued*



Foundation for Senior Living (FSL)

- Completed over 3,500 HPwES jobs in 2011
- In 2010, only had over 1100 HPwES jobs
- Arizona Public Service (APS) and Salt River Project(SRP) are key players
- Sponsorships with the Arizona Diamondbacks, Phoenix Suns and Phoenix Coyotes

New Jersey Board of Public Utilities

- Supporting more than 2,500 Home Performance with ENERGY STAR completions and offering homeowners incentives of up to \$5,000 in addition to zero-percent interest loans
- Providing marketing support for participating contractors through direct mail, radio, and cooperative advertising strategically targeting specific areas across the state
- NJBPU also promotes the program at local events to engage directly with homeowners



HPwES Sponsor Recognition

2012 ENERGY STAR® Awards



- **ENERGY STAR® Award for Sustained Excellence**

- ✓ Austin Energy
- ✓ Arizona Public Service
- ✓ Energy Trust of Oregon
- ✓ Focus on Energy
- ✓ NYSERDA
- ✓ New Jersey Public Board of Utilities

- **ENERGY STAR® Partner of the Year**

- ✓ Consumers Energy
- ✓ Kentucky Housing Corporation
- ✓ Long Island Power Authority
- ✓ Utah HPwES

HPwES Participating Contractor Benefits

- Able to use the widely-recognized ENERGY STAR® brand
- Access to marketing toolkit on password protected ENERGY STAR® website
- Access to other resources such as standardized forms, templates, “pitch book” and lead forms



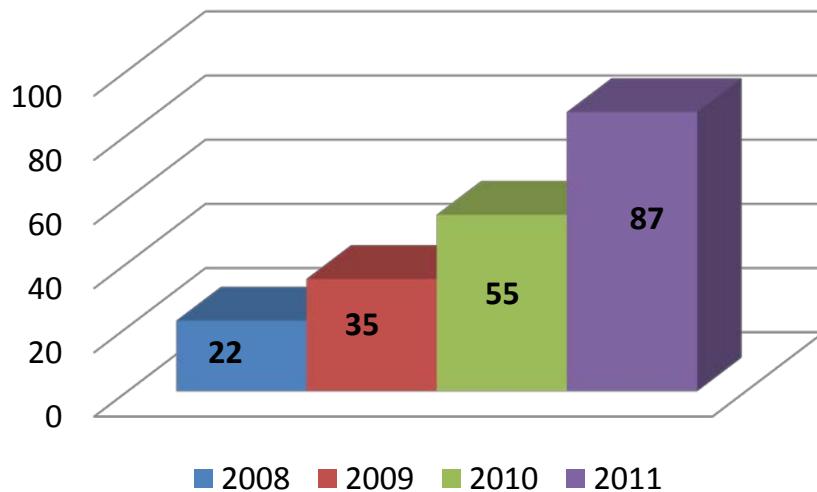
- Development of internal quality management system
- Contractor recognition (Century Club)
- Access to classroom and field BPI training and mentoring support
- Access to sales and marketing training workshops
- Access to mentoring opportunities

HPwES Contractor Recognition

HPwES Century Club Award

The Century Club Award recognizes contractors that have improved the energy efficiency of more than 100 homes in the past year through the Home Performance with ENERGY STAR program.

Century Club Award Winners



2011 Century Club *In the Spotlight*

2011 Century Club... *in the Spotlight*

Home Energy Performance by HALCO Phelps, New York

- Began in 1984 as HVAC/plumber; added home performance in 2006; grown to 100 employees
- Always offers: good (single measure); better (whole house) and best (solar)
- Make same profit margins on HVAC or insulation
- In-house Training Center
- Co-owned by Tammy and Hal Smith
- NYSERDA recognized for "Outstanding Achievement and Excellence" at 2011 ACI New York Conference



ACCREDITED
CONTRACTOR



Program Sponsored by NYSERDA

2011 Century Club... *in the Spotlight*

REEIS

Phoenix and Tucson, Arizona



- Began in 2008 as home performance co.
- Inspired by experiences as home builder and development master planner
- Proper system design and installation is low-hanging fruit; every pre-2005 home is a prime candidate
- Aggressive marketing with a lot of radio
- "Arizona Public Service's contractor-driven program design is a key to our success," says Todd Russo



Program Sponsored by Foundations for Senior Living

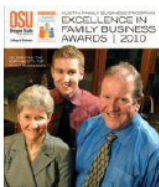


2011 Century Club... *in the Spotlight*

Neil Kelly Portland/Eugene/Bend, Oregon



- Began in 1947 as weatherization co. and remodeler; entered home performance in 2006
- Every remodel gets whole house approach
- Do air seal and windows in-house and outsource other measures
- Offices in Oregon and Washington
- Tracking carbon impacts
- Chad Ruhoff presenting at 2011 ACI National Conference



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Program Sponsored by Energy Trust of Oregon

2011 Century Club... *in the Spotlight*

TerraLogos Energy Group Baltimore, Maryland



- Began in 2006 as home performance company
- Inspired by Home Energy magazine special edition
- General Contractor with in-house auditors and all installation handled by subcontractors
- Proper equipment, people and website are key
- Co-owned by Susan and Peter Van Buren

CONTRACTOR OF THE YEAR



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Program Sponsored by BGE/Excelon

HPwES Lessons Learned



- Start small then expand
- Don't spend too much on infrastructure
- Incentives for right action
- Simple guidance for contractors
- Plan marketing strategy early
- Take the lead on marketing; contractors will follow
- Follow-through on QA

For more information



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<http://www.energystar.gov/homeperformance>