



Home Performance with **ENERGY STAR**

Contractor Partnership Pilot

Conference Call January 7, 2009

1:00 PM EST

Teleconference: 1-866-299-3188

Code: 2023439013



U.S. DEPARTMENT OF
ENERGY

Learn more at energystar.gov

Purpose of Pilot



- Define the standards and protocols for contractors to become an HPwES partner
 - Test the logistical and financial feasibility of partnering with home performance contractors
- Create a sustainable quality assurance infrastructure
 - Test if the market can supply the quality assurance infrastructure and oversight typically provided by a program sponsor at lower cost



What is New?



- Define Home Performance as a package of energy efficient home improvements that can reduce total energy use by at least 20%.
- Contractors and Raters partner with ENERGY STAR
- A third-party organization verifies each contractor's procedures and reviews completed projects
- Pilot allowed in Northern Virginia until May 2011



Pilot Website



- Information about the benefits of HPwES,
- What the homeowner should expect
- A list of participating contractors
 - Number of completed projects reported
- The responsibilities of the contractor and homeowner

Example Website



HOME PERFORMANCE WITH ENERGY STAR
Colorado Home Performance with ENERGY STAR®

What makes Home Performance with ENERGY STAR different?

Common Recommendations

Typical Results

Get More Information

Information for Contractors

Colorado Home Performance with ENERGY STAR - Advancing Home Energy Efficiency

Home Performance with ENERGY STAR, sponsored locally by E-Star Colorado, offers a comprehensive approach to home improvement that provides comfort and both energy and cost savings for Colorado homeowners.

- Does your home have drafty windows and doors?
- Does your home have rooms that are too hot or too cold?
- Do you have high energy bills?

These are common issues faced by many homeowners in Colorado. Installing replacement windows; a new heating or air conditioning system; or adding more insulation may only fix part of the problem. But if you want an energy-efficient home, greater comfort, and lower utility bills, the way to address these problems is through a "whole-house approach."

[Learn More](#)

[What is Home Performance with ENERGY STAR?](#) | [Why You Need It](#) | [What are the Results](#)
[Find a Contractor](#) | [Information for Contractors](#) | [Site Map](#) | [Contact Us](#) | [E-Star.com](#)

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➔ [Why should I hire a Home Performance Contractor?](#)

Please complete the form below and a representative from E-Star Colorado will contact you with more information about the Home Performance with ENERGY STAR program and available contractors in your area.

Name

Street Address

City

Daytime Phone Number

Preferred Method of Contact
 Phone

E-mail Address

Apartment Number

State Zip Code

Evening Phone Number

Your Home Performance Issues (Please check all that apply)

High energy bills

Drafty windows/doors

Cold or hot rooms

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Estimating Energy Savings



- Use a Home Energy Rating
- Use audit procedures approved by DOE Weatherization program
- Based on conditions before and after improvements
- Documentation of savings must be reported to receive summary certificate and get credit on web site for completed project.



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Example Summary Certificate



Home Performance with ENERGY STAR® Summary of Energy Improvements Performed



Home Address:

OWNER NAME
Address
City, State, Zip

Work Performed by:

Company Name

Work Verified by:

Company Name

Work Completed on:

Month 00, Year

Program Representative (Signature Optional)

Home Performance Improvements:

(Sample List)

- Air Sealing Performed
- Attic Insulation Increased to R-30
- Wall Insulation Added
- Ducts Sealed
- Seer 14 Air Conditioning Installed
- 90% AFUE Furnace Installed
- High-Performance Windows Installed
- ENERGY STAR Qualified Dishwasher and Refrigerator Installed
- 5 ENERGY STAR Qualified CFLs Installed

Environmental Impact of Improvements:

(Optional)

- CO₂ Emissions reduced by: 1380 lbs

Home Performance Results Achieved:

(Optional)

**Existing Homes E-Scale
Could go here**

Home Performance with ENERGY STAR® offers a comprehensive, whole-house approach to home improvement that results in better energy efficiency, greater comfort, and lower energy bills.

ENERGY STAR is a voluntary partnership sponsored by the U.S. EPA and U.S. DOE to protect the environment through superior energy efficiency.



HOME PERFORMANCE WITH
ENERGY STAR



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Primary Participants



- Contractors
 - Accredited by third-party quality assurance program
- Certified Home Energy Raters

Quality Assurance Provider



Verify

- Contractor is committed to performing services according to consensus-based building science standards and best practices
- Contractor is committed to quality management practices
- Contractor has \$1 million in general liability insurance
- Contractor has workers compensation insurance
- Contractor has registrations, licensing and/or bonding that is required by state or local government to conduct business
- Contractor has practices for internal quality management
- the quality of service delivered by contractors annually through on-site verification and customer feedback



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Collaborating Organizations



- Energy Efficiency Program Sponsors
 - Local and State Government
 - Utilities
- Manufacturers and Retailers
- Lenders



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Tentative Schedule



- Winter 2009 – request for comments
- 2/27/09 – comments due
- 3/16/09 – contractor meetings
- 4/1/09 – contractor training
- 5/1/09 – begin phase 1 marketing (12 weeks)
- 6/1/10 – preliminary evaluation
- 6/1/11 – final evaluation



Awareness Campaign



- Plan to be developed
- Phase 1 (proposed start 5/1/09)
 - 12 weeks
 - Possible tactics
 - Sponsored search
 - NPR sponsorship
 - Print ads
- Phase 2 (proposed start TBD)
 - 12 weeks
 - Possible tactics
 - Sponsored search
 - NPR sponsorship
 - Print ads



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Example Design Templates



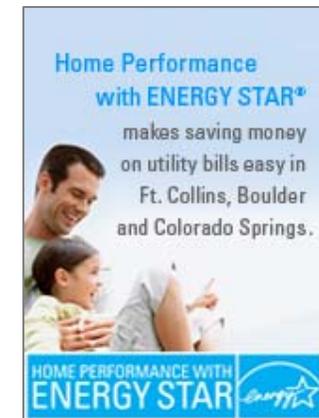
- Marketing Toolkit will be available to participating contractors



Print Ads



Web Buttons





**Send comments
on the proposed pilot plan to**

homeperformance@energystar.gov

by February 27, 2009



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