



Home Performance with ENERGY STAR Northern Virginia Pilot

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- Recovery Through Retrofit — VP, CEQ, DOE, HUD, EPA, DOL, SBA, USDA

http://www.whitehouse.gov/assets/documents/Recovery_Through_Retrofit_Final_Report.pdf

- DOE Competitive EECBG
 - \$390 Million “Retrofit Ramp-Up” program
 - \$64 Million for small cities, counties, and Indian tribes

<http://www.eecbg.energy.gov/Downloads/EECBGCompetitiveFOA148MON.pdf>

- New EPA/DOE Partnership
 - DOE will lead National Building Rating Program
 - EPA will lead ENERGY STAR

Contractor Partnership Pilot



What: Test pilot an ENERGY STAR partnership with home performance contractors

Where: Northern Virginia (Arlington Co., Fairfax Co., Prince William Co., Loudoun Co., City of Alexandria, City of Falls Church)

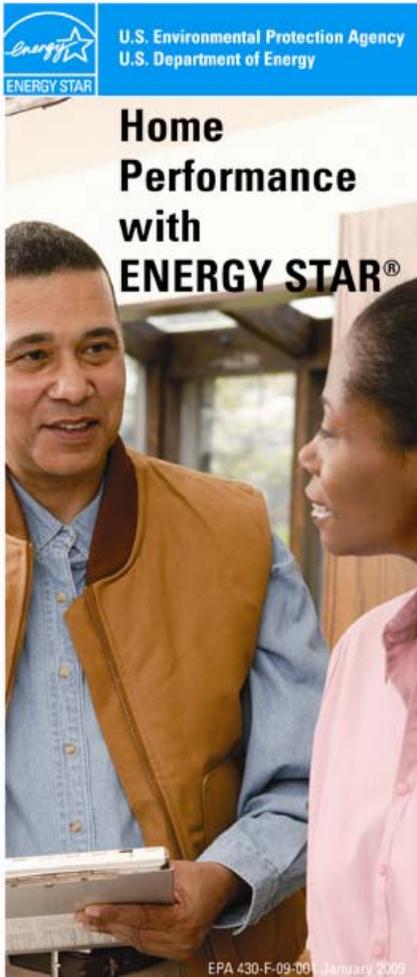
When: Winter 2010 (originally Summer 2009)

Who: Contractors Accredited by the Building Performance Institute and Home Energy Raters

Proposed Plan and Comments Database on web

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

Home Performance with ENERGY STAR

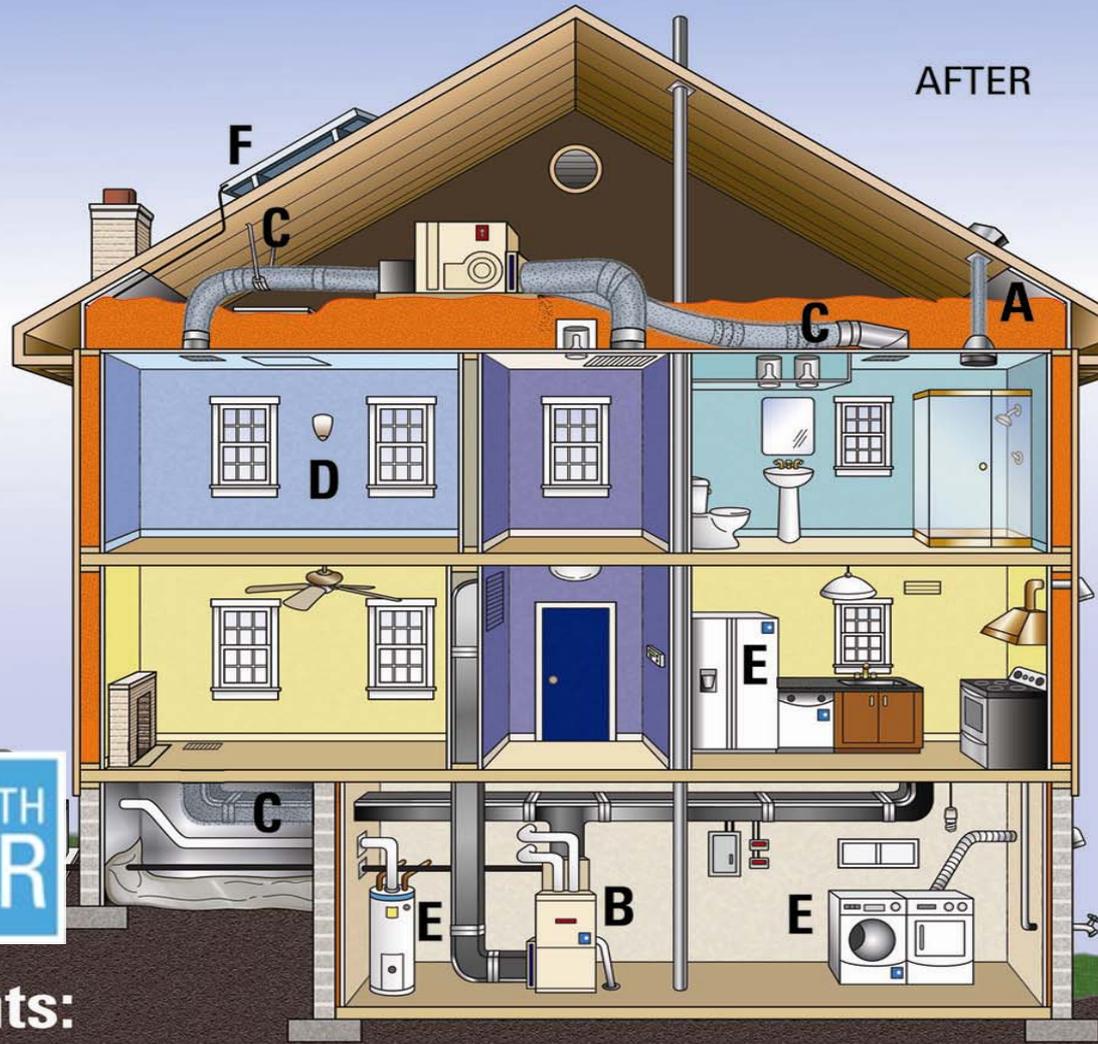


- Sponsored by a utility, state or local gov.
- A network of specially-trained contractors
 - ✓ Comprehensive energy audit using state-of-the-art equipment
 - ✓ Recommend a package of improvements that typically will reduce total energy use by 20% to 30%
 - ✓ Ready to complete the work or refer to someone 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

BEFORE



AFTER



Typical Home Improvements:

- A** Sealing Air Leaks and Adding Insulation
- B** Improving Heating and Cooling Systems
- C** Sealing Ductwork

- D** Replacing Windows
- E** Upgrading Lighting, Appliances, and Water Heating Equipment
- F** Installing Renewable Energy Systems



Purpose of the Pilot

- Test the feasibility of an ENERGY STAR partnership with contractors
- Test a performance goal - reduce energy use by at least 20%
- Test the feasibility of having an independent quality assurance provider
- Test if the market can supply the infrastructure and oversight typically provided by a program sponsor

How will the Pilot be Different?



- Contractors partner directly with ENERGY STAR instead of local program sponsor
- Home Performance with ENERGY STAR defined as
 - a package of improvements to reduce total energy use by at least 20%
- Third-party accreditation of contractors to participate
 - The Building Performance Institute (BPI)
- Third-party Quality Assurance provider will review and inspect contractors work
 - Building Performance Institute
- Consumer incentives separate from pilot
 - Federal Tax Credits
 - State of Virginia Rebates
 - <http://www.dmme.virginia.gov/DE/ARRA-Public/SEPRebate.shtml>
 - Local Government Incentives

Tentative Schedule



- Fall/Winter 2009: Contractor meetings and trainings (being planned)
- Winter/Spring 2009: Begin Phase I Marketing Campaign
- Winter 2010: Preliminary Evaluation
- Spring 2011: Final Evaluation



- HOME
- WHAT TO EXPECT
- TYPICAL HOME IMPROVEMENTS
- FIND A CONTRACTOR

HOME PERFORMANCE with ENERGY STAR in Northern Virginia

Home Performance with ENERGY STAR, helps Northern Virginia homeowners save energy & money and improve the comfort of their homes.

- Do you have high energy bills?
- Is your heating and cooling system not keeping your home comfortable?
- Does your home have drafty windows and doors?

Installing replacement windows, a new heating or air conditioning system, or adding more insulation may fix part of the problem. But if you want an energy-efficient home, greater comfort, and lower utility bills, the way to get the best results is with the comprehensive, "whole-house approach" offered by Home Performance with ENERGY STAR.

BENEFITS of HOME PERFORMANCE with ENERGY STAR

- Utility bill savings of 20% or more
- Fewer drafts and more comfortable rooms
- Work performed by specially trained contractors
- Third-party quality assurance to make sure work gets done right



What's Your Score?

Compare your household's energy use to others around the country and get recommendations for improvement.

[LAUNCH](#)



What to Expect

This short video answers many of the questions you may have about Home Performance with ENERGY STAR.

[WATCH](#)



Find A Contractor

See list of participating Home Performance contractors in your area.

[BECOME A HOME PERFORMANCE CONTRACTOR](#)

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.



Promotion



- Marketing Campaign – multiple channels
- Marketing Toolkit – HPwES templates for contractors to build own ads
- HPwES Brochure
- Materials for local governments

- Local TV station is planning a Home Energy Makeover Contest that will happen near the launch date

Eligibility Criteria



BPI has been selected to accredit that contractors meet the Pilot's eligibility criteria:

- Commitment to performing services according to consensus-based building science standards and best practices;
- Commitment to quality management practices;
- Hold general liability, professional liability, and workers compensation insurance;
- Hold registrations, and licenses required by state or local government to conduct business;
- Practice internal quality management.

BPI will review the quality of service delivered by contractors annually through on-site verification and customer feedback

Partnership Commitments



1. Provide homeowners with a Home Performance Assessment (HPA) summary report that meets HPwES guidelines. The summary report includes findings from the HPA and fuel-neutral recommended improvements (i.e. scope of work) that will save at least 20% on total energy use.
2. All home improvements must meet applicable state or local building codes and consensus based building science standards.
3. Annually complete at least 20 HPAs **and** test-out inspections (requires that energy efficiency improvements were completed to homes) per HPwES guidelines during the 24-month pilot.
4. Report information about all home improvement projects completed to EPA and DOE through a designated third-party quality assurance provider for the purpose of quality assurance review.
5. Use the HPwES marketing graphic to promote a comprehensive, whole-house process for improving the energy efficiency of homes to prevent pollution, protect the environment, and save money on energy bills.
6. Follow the HPwES Marketing Graphic Guidelines (available at www.energystar.gov/marks) and ensure that authorized representatives, such as advertising agencies also follow them.

Contractor Training Opportunities



- Multiple training sessions will take place to further develop and expand the home performance market.
- A BPI affiliate organization has been selected and the task is being finalized to provide the following;
 - Recruiting / Screening
 - Training (classroom & field),
 - Certification exam proctoring,
 - Job review,
 - Mentoring,
 - And ongoing support for contractors.
- Training sessions will include the BPI Building Analyst and Building Envelope certifications.

Contractor Training Rebates



- Contractors will receive a 50% reimbursement on both training and exam costs with the completion of 10 HPwES jobs in 6 months.
- Contractors desiring to receive training will be screened based on commitments to home performance work and business model capabilities.
- Multiple contractors from individual companies are eligible for training on a first come first serve basis for training.
- Eligibility for contractor training coincides with all Pilot participation requirements.

Tentative Training Schedule



- November 2009: Contractor Informational Session
- December 2009: Contractor Training Sign-Ups / Applications
- January 2010: Launch of training classes including examinations: Up to 6 sessions will take place over 4 to 7 months.

Estimating Energy Savings



- Energy Bill Analysis as part of HP delivery
- Modeling Software
 - WAP approved or used in existing HPwES program until alternative established by DOE
 - Potential alternatives: BESTEST-EX or DOE National Building Performance Rating Program
- Home Energy Rating until alternative established by DOE
 - Potential alternatives: DOE Building Performance Rating Program or
 - Savings tools used in existing HPwES programs
- Guidance on making energy savings predictions

Home Energy Raters



- May need additional training on combustion safety, preparing a scope of work and test-out inspection process
- Will need to report completed jobs to stay active partner – audits don't count
- Will need to build business ties with installation contractors

Next Steps – For Contractors



Stay tuned

- We will be finalizing the Partnership Agreement
- We are finalizing the training schedule
- We are planning an informational meeting so you can get your questions answered
 - November 2009