



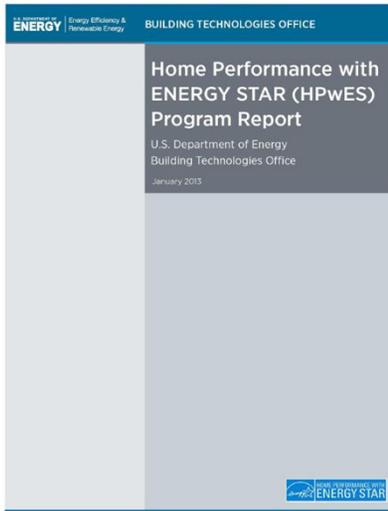
Home Performance with ENERGY STAR Program Report

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January 2013

1. Overview of the January 2013 HPwES Program Report
2. Update on HPwES v1.5 efforts and the Sponsor Guide Revisions
3. Update on HPwES v2.0 research and pilot projects
4. Overview of the Annual Report Data Call
5. Q&A

HPwES Program Report released on January 7, 2013



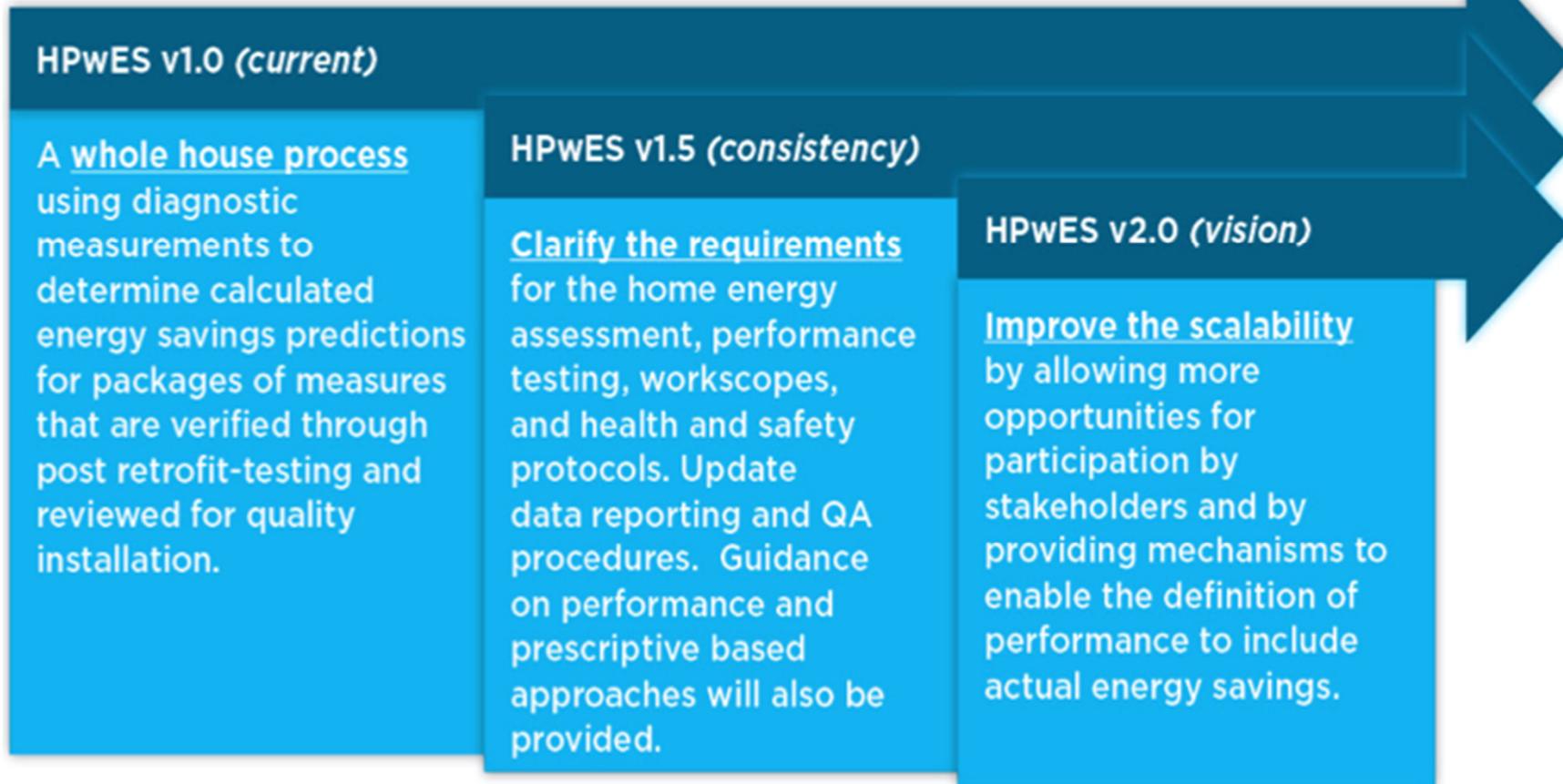
The Report includes:

1. A review of comments received on the HPwES v2.0 proposal
2. Introduces a multi-year action plan focused on:
 - Refining program elements to make them more **understandable, consistent, and scalable**;
 - **Attracting** more industry and consumer participants;
 - Improving our ability to **leverage third-party** resources; and
 - Obtaining additional field **data to measure** program performance.

The HPwES Program Report is now available. Visit the News & Events Section of www.energystar.gov/homeperformance

Transforming the Market for Home Performance

We will build upon the foundational HPwES platform to enhance consistency and work towards scalability.

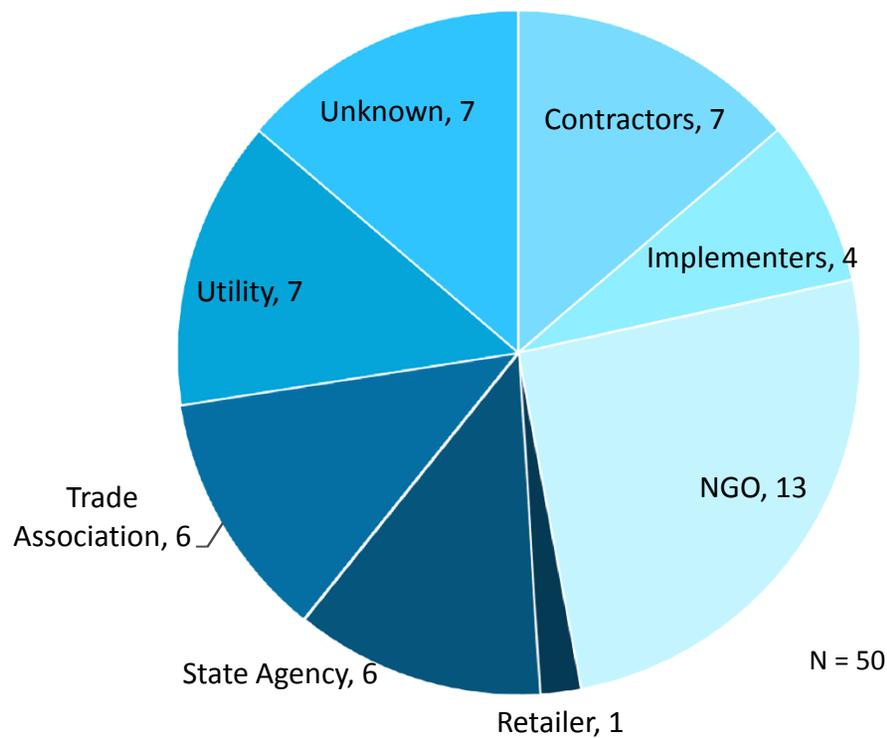


Summary of Comments Received on HPwES v2

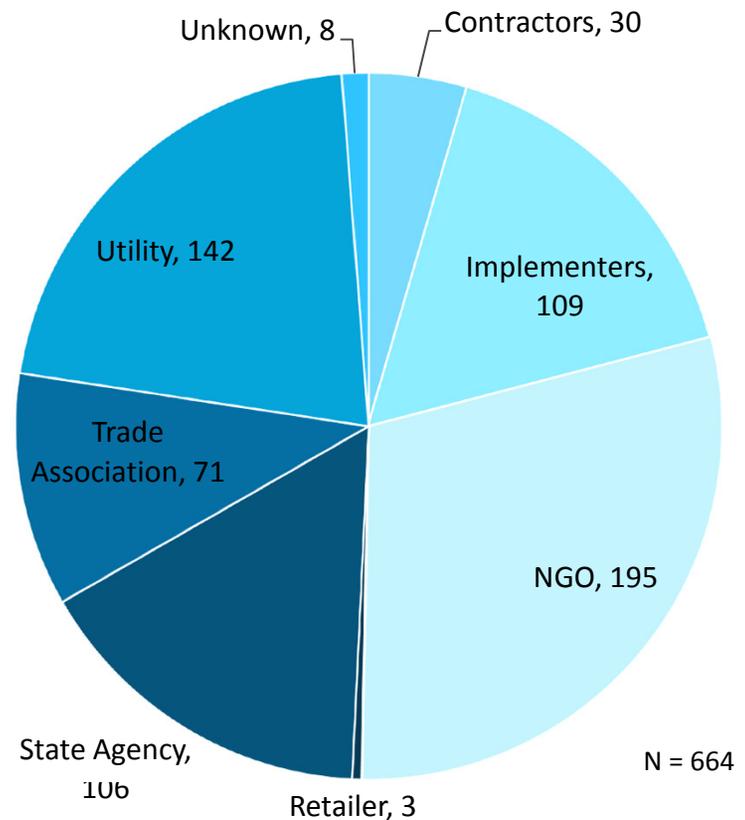
664 comments received from individuals representing 50 unique stakeholder organizations

- 14 Sponsors responded independently
- Some groups submitted aggregated comments (e.g. NASEO, NHPC, SWEEP, Efficiency First)

Constituencies Responding



Comments by Constituency



Stakeholder Comments Run the Gamut

- There were both general observations and detailed recommendations regarding the overall approach of v2
- Comments also revealed both enthusiasm and apprehension about the proposed v2

For example:

Contractor Requirements & Program Standards

- “[We support] the requirement for the individual performing testing to have a whole-house, building science focused certification...” – Utility Stakeholder
- “DOE should be aware that each new certification represents a barrier to entry to the industry.” – Sponsor

Systems Path & Minimum Criteria

- “Broader participation is desired by all, but allowing a customer to complete the HVAC track before an envelope track could be problematic.” – Utility Stakeholder
- “Additional clarification is necessary to distinguish between a home [following] both HVAC and Envelope system paths and one that has been addressed by a whole-house assessment and improvements.” – Sponsor

DOE's Approach for Evolving HPwES

Our Goal: to provide a consistent and clear definition of the HPwES Program with scalability in mind, to advance industry stakeholders' involvement, while also strengthening consumers' understanding of the benefits of home performance services

Themes from Stakeholder comments that will guide our approach:

Common Themes	How DOE will proceed
Slow down the development and implementation process	<ul style="list-style-type: none"> • Consider options for making incremental changes • Extend the timeline for full adoption
Harmonize national requirements with regional stakeholder needs	<ul style="list-style-type: none"> • Collaborate with stakeholders to create national requirements with sensitivity to regional issues • Implement pilot initiatives
Minimize complexity	<ul style="list-style-type: none"> • Ensure clarity for Program evolution, in particular for any future design of system-based pathways
Prioritize immediate needs	<ul style="list-style-type: none"> • Near term priorities are to standardize minimum program requirements for the home energy assessment, H&S criteria, performance testing, and QA • Longer term actions are to research and pilot elements related to a pathway approach, workforce certifications, non-sponsored contractors, recognition/labeling and sponsorship criteria

Priority Enhancements

Work Stream 1

- Develop standardized program elements and criteria to incorporate into a revised Program Sponsor Guide that outlines HPwES v1.5.

Research and Pilot Projects

Work Stream 2

- Engage industry stakeholders in research, pilots, and ultimately inform the direction of the Program's evolution

Policy Decisions

Work Stream 3

- Employing a Stage-Gate like process, DOE will be able to make recommendations on research and pilot findings

Our Action Plan

Workstreams		2013				2014				
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
1. Priority Enhancements		Issue revised Sponsor Guide (v 1.5) for review and comment	Address comments & release final v 1.5 Sponsor Guide	Launch ¹ v1.5						
2. Research/Pilot and 3. Decision Making	Data and Reporting	Industry collaboration on HPXML Schema	Pilot HPXML for HPwES, including collecting energy savings data		Identify Requirements ²					
	Contractor Requirements and Workforce Standards	WAP Development of Guidelines and Standard Work Specifications		Identify Requirements ²						
		Industry efforts on 62.2			Identify Requirements ²					
	Systems Path	Explore options		Identify Requirements ²						
	Delivery Models	Explore options	Pilot Charter Contractor concept				Identify Requirements ²			
	Performance Metrics	Research/pilots (Home Energy Score, RIGRS, SEED/BPD)					Identify Requirements ²			
	Recognition/ Labeling	Explore options for varying levels of recognition (e.g., completion certificates, whole-house labels, asset ratings)		Conduct Pilots			Identify Requirements ²			
v2.0 (anticipated)					Update on Research and Pilots	Development		Issue Document for Review	Public Comment	

1 "Launch" date is the start of a one-year transition period for existing Sponsors and the start date for new Sponsors to comply.

2 "Identify Requirements" represents a milestone for the Department to consider next steps and/or guidance as a result of the research/pilots.

Purpose:

- Help current and prospective Sponsors plan, develop and implement local HPwES programs
- Outlines what is required as well as recommended methods to meet those requirements
- Provide relevant, easily accessible guidance for new as well as mature HPwES Sponsors

Timeline:

- Draft for public comment in Q1 '13
- Issue for implementation in Q3 '13

Based on stakeholder input, we identified the following priority enhancements:

- Minimum criteria for:
 - a HPwES home energy assessment
 - health and safety
 - performance testing (diagnostics)
 - work scope development
- Quality Assurance (QA) requirements and procedures
- Performance- and Prescriptive -Based Approaches

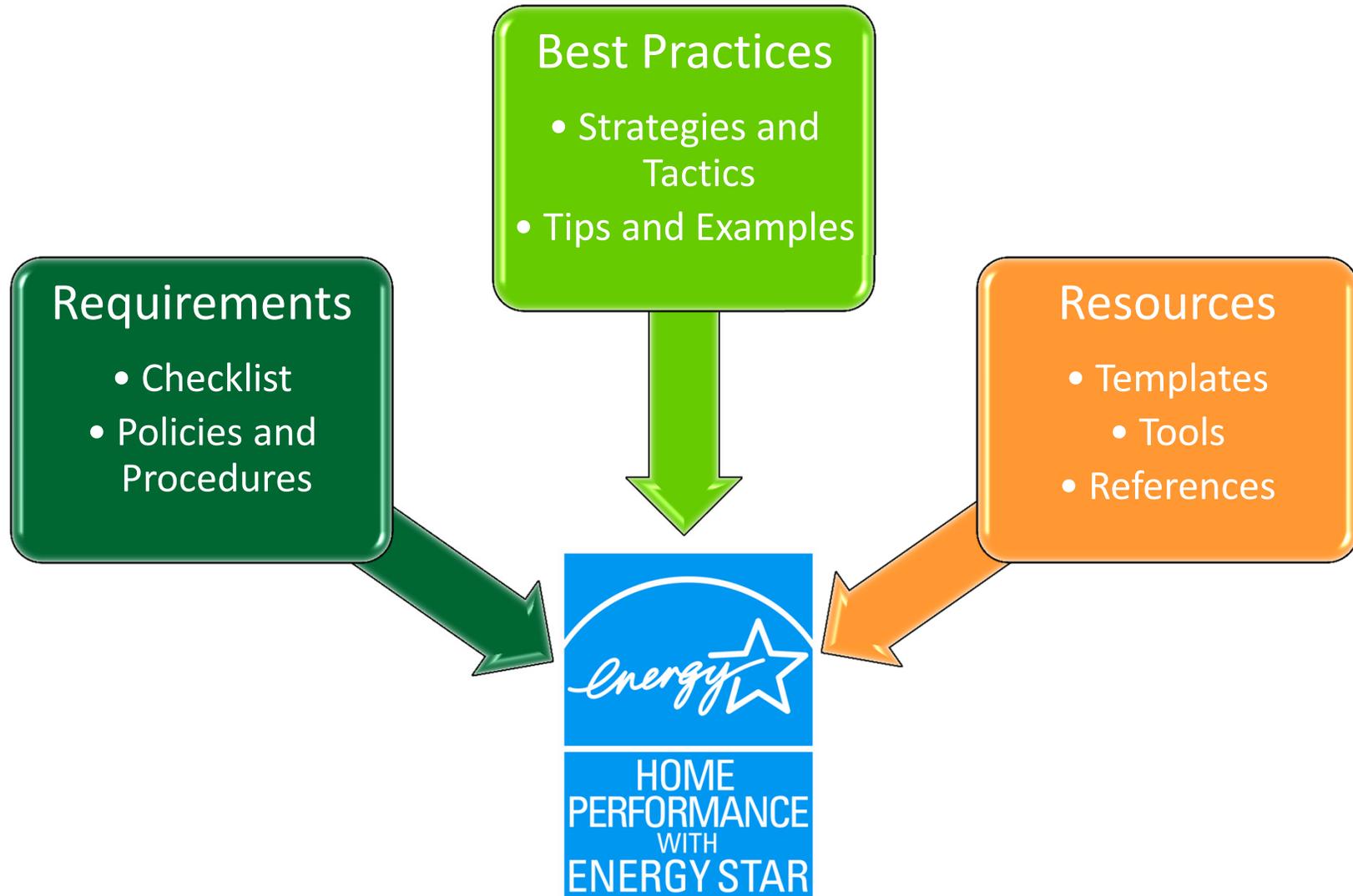
“Progress is man’s ability to complicate simplicity.”

Thor Heyerdahl

Key Changes:

- Reorganized sections to better represent the basic elements of a HPwES program
- Clear distinction between requirements and recommended best practices
- Informational sections revised and moved to References
- Updated references and resources





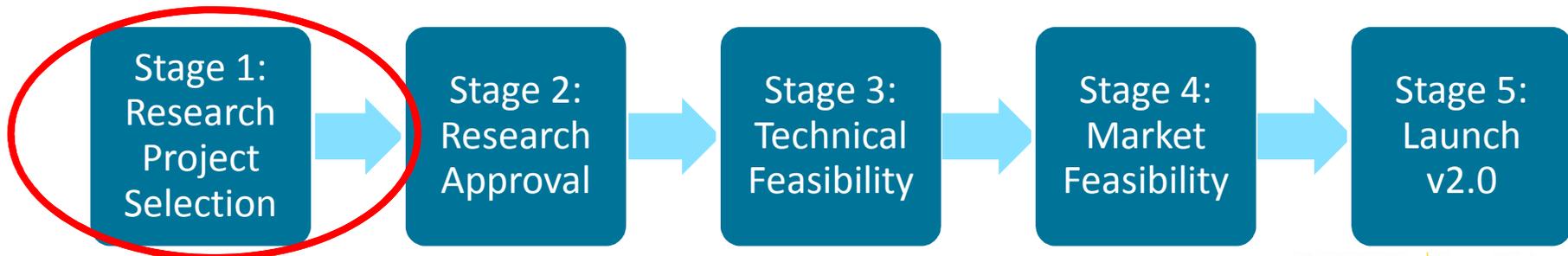
HPwES Goal: To develop a scalable Program which is technologically and economically viable

Approach:

1. Provide a consistent and clear definition of HPwES Program
2. Ensure the quality delivery of both energy savings and health and safety performance improvements
3. Facilitate infrastructure development that supports quality whole-house improvements
4. Expand HPwES to take advantage of the homeowner's multiple decision points related to home improvements

Objectives:

- Increase participation
- Increase traction (e.g. results) for sponsors and participating contractors
- Adherence with HPwES program requirements (QA)
- Increase recognition for HPwES brand
- Increase performance (quality, comfort etc.)
- Improve administrative and operational efficiencies



Defining the HPwES Stages and Gates

Stage	Gate
1 Preliminary Investigation and Analysis: Scoping studies; technical and market assessments; idea generation	Research Project Selection
2 Concept Definition: Early stage research to explore and define technical concept; identification of Sponsor activities that could contribute	Research Approval
3 Concept Development: Development and testing of prototype process; development of models and informational databases for integration with HPwES platform; evaluation of system scalability and feasibility	Proof of Technical Feasibility
4 Verification of Concept: Pilot scale development of process; verification and documentation of technical performance and validation of economic potential in field test(s).	Proof of market Feasibility
5 Integration/Launch v 2.0: All activities necessary for information delivery and v 2.0 launch	Deployment

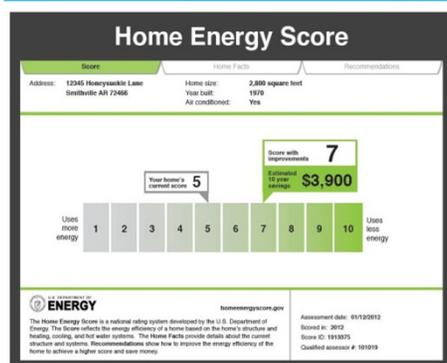
Why use a Stage-Gate process?

It allows us to explore new concepts in structured phases with clearly defined decision points at the end of each phase. This allows for efficient use of resources, the flexibility to be responsive to the outcomes of work completed in each phase, and adaptable to changing market conditions.



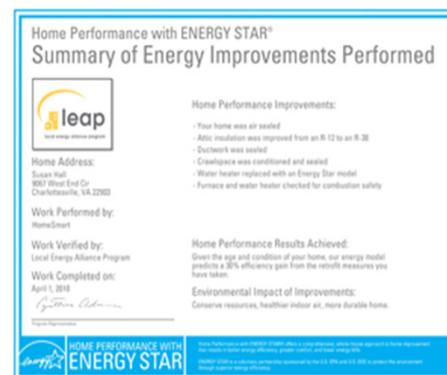
Our Goals:

- Identify recognition methods with greatest potential to support scalability and increased program impact
- Understand potential future benefits of identified recognition methods
 - energy, financial, and other
- Gain enough knowledge on technical requirements, markets, impediments, and deployment paths to be able to select recognition methods



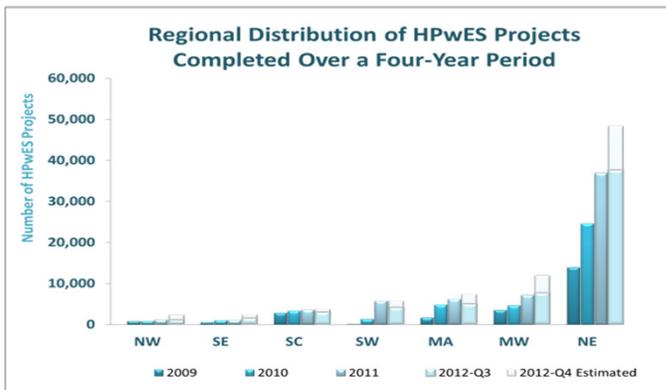
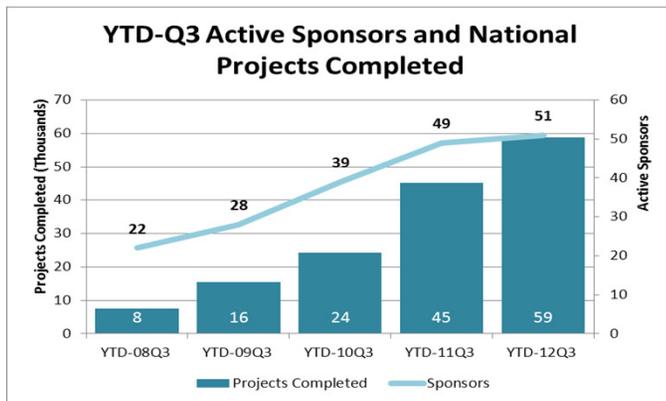
Ideas Under Consideration:

- Coordinate with Sponsors and stakeholders to test the value of recognition in motivating homeowners and improving sales of HP services
 - HPwES Certificates of Completion
 - Use of the Home Energy Score
 - Community campaigns
 - Other opportunities



Next Steps:

- Identify our research questions and topics
- Catalogue and summarize market research on the pros/cons of recognition/labeling for existing homes
- Conduct outreach to potential pilot locations, Sponsors, or other stakeholders



Our Goals:

- Identify data-driven activities with greatest potential to support scalability and program impact through process and technology improvements
- Understand potential future benefits of enhanced data collection and reporting
- Gain enough knowledge of technical requirements, markets, impediments, and deployment paths to be able to select specific data projects

Ideas Under Consideration:

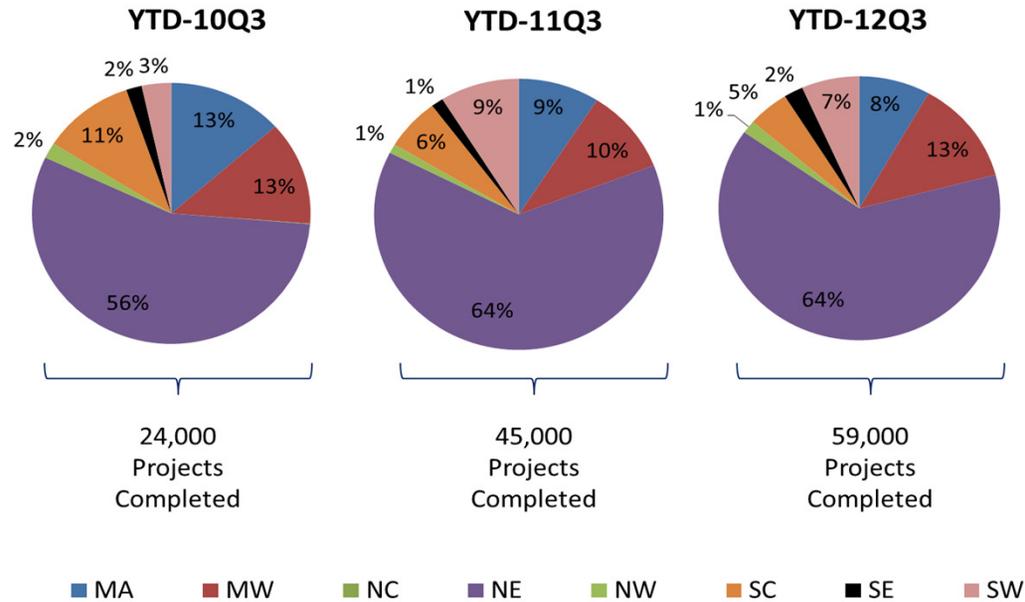
- Implement system and process improvements to accept, store, and analyze more granular project and program data from Sponsors
- Continue development of publicly available dashboards and reports
- Align data collection with standardized format (e.g. HPXML)

Next Steps:

- Collect annual program updates from Sponsors
- Develop Sponsor profiles and annual program report
- Release updated quarterly data collection tool
- Update systems to integrate with online user interface (e.g. Salesforce)

Year-to-Date Project Results, as of Q3 2012

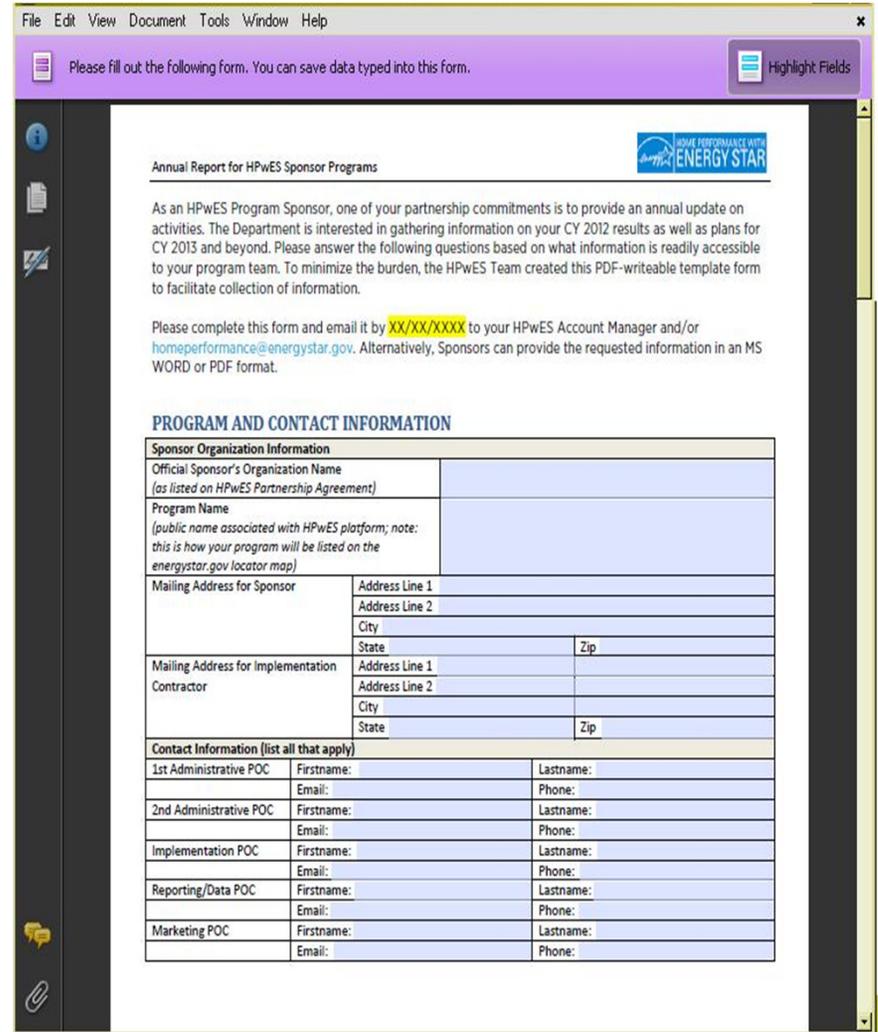
Regional HPwES Production YTD through Q3, 2010-2012



- These pie charts show the distribution of HPwES projects by region 2010 YTD through 2012 YTD
- Overall, there is ~ 150% growth from 2012 YTD relative to 2010 YTD
- Strong regions which managed to maintain and grow their market share: NE, MW, SW, and SE

Issuing an Annual Report Data Call

- In line with HPwES Partnership commitments, DOE will issue a Annual Report Data Call to collect:
 - Final overall CY 2012 results; and
 - Program plans for CY 2013 and beyond
- DOE will use the information to:
 - Identify where and how the national program can best support Sponsors and industry
 - Better understand trends and issues as v 1.5 is launched and evolution towards v 2.0 progresses
- Our goal is to minimize the response burden
 - Providing a PDF-writable template form to facilitate data collection
 - Sponsors will have a month to respond



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Annual Report for HPwES Sponsor Programs

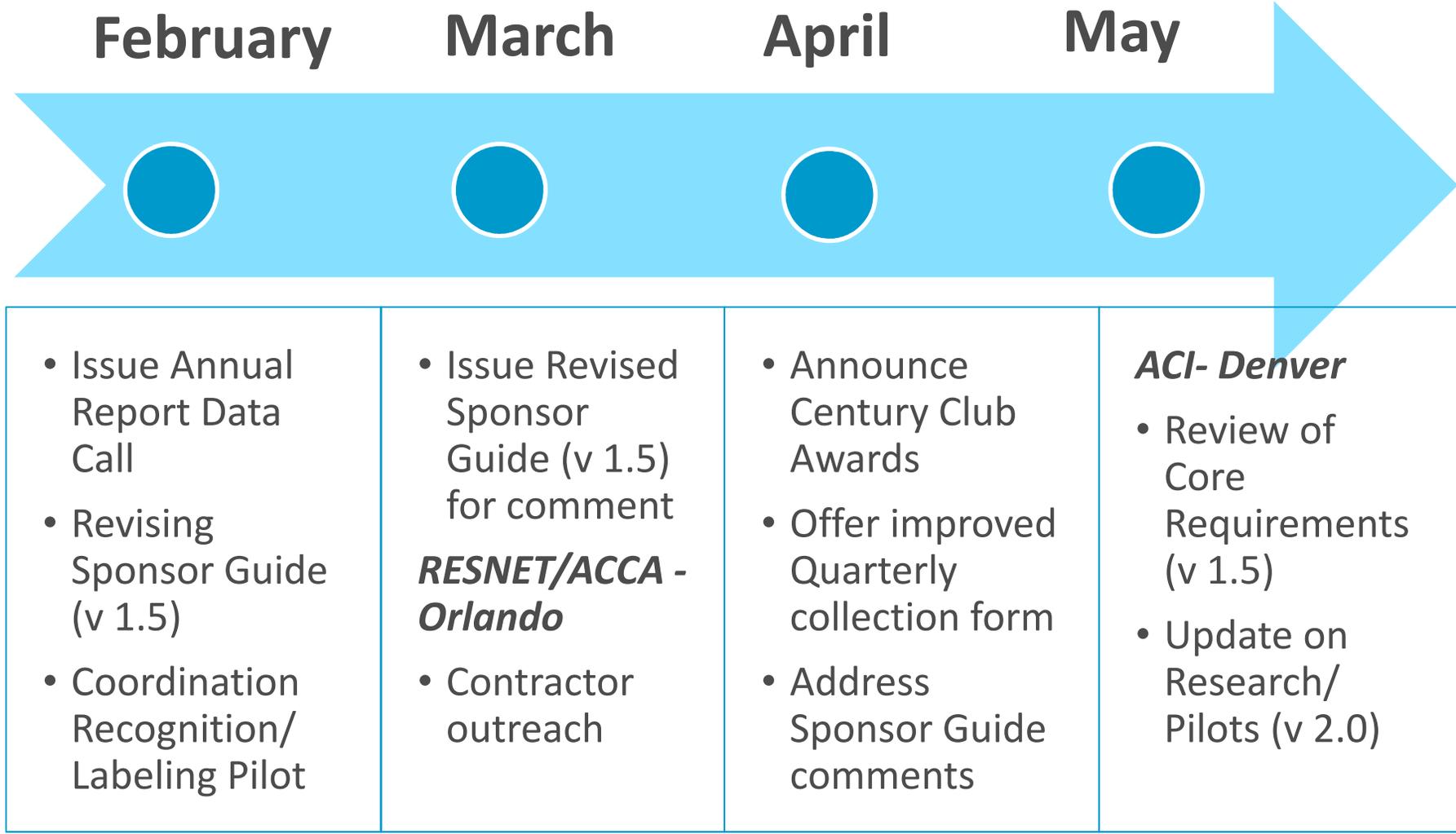
As an HPwES Program Sponsor, one of your partnership commitments is to provide an annual update on activities. The Department is interested in gathering information on your CY 2012 results as well as plans for CY 2013 and beyond. Please answer the following questions based on what information is readily accessible to your program team. To minimize the burden, the HPwES Team created this PDF-writable template form to facilitate collection of information.

Please complete this form and email it by **XX/XX/XXXX** to your HPwES Account Manager and/or homeperformance@energystar.gov. Alternatively, Sponsors can provide the requested information in an MS WORD or PDF format.

PROGRAM AND CONTACT INFORMATION

Sponsor Organization Information			
Official Sponsor's Organization Name <i>(as listed on HPwES Partnership Agreement)</i>			
Program Name <i>(public name associated with HPwES platform; note: this is how your program will be listed on the energystar.gov locator map)</i>			
Mailing Address for Sponsor	Address Line 1		
	Address Line 2		
	City		
	State	Zip	
Mailing Address for Implementation Contractor	Address Line 1		
	Address Line 2		
	City		
	State	Zip	
Contact Information (list all that apply)			
1st Administrative POC	Firstname:	Lastname:	Phone:
	Email:		
2nd Administrative POC	Firstname:	Lastname:	Phone:
	Email:		
Implementation POC	Firstname:	Lastname:	Phone:
	Email:		
Reporting/Data POC	Firstname:	Lastname:	Phone:
	Email:		
Marketing POC	Firstname:	Lastname:	Phone:
	Email:		

Our Next Steps





For more information



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