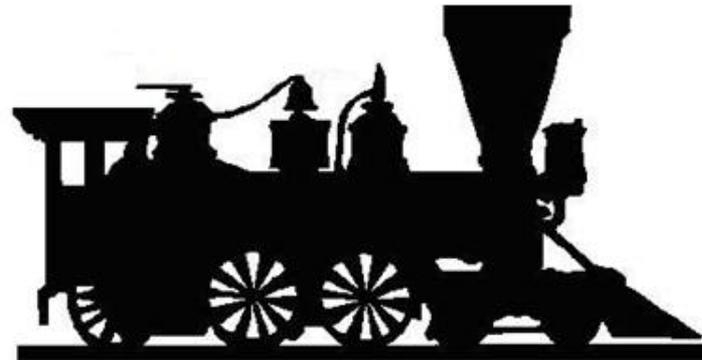


All Aboard

**Is it time for you to catch the
Home Performance with ENERGY STAR Train?**





- I. **What is Home Performance with ENERGY STAR?**
 - Home Performance with ENERGY STAR Program Update
- II. **Home Performance with ENERGY Sponsorship**
 - Benefits for Sponsors
 - Importance of the ENERGY STAR Brand
 - ENERGY STAR Refreshed Messaging
 - Sponsor Onboarding Process/Sponsor Responsibilities
 - Benefits for contractors
 - Other Tools and Resources for Sponsors
 - Sponsor Guide and Reference Manual (v1.5)
 - ENERGY STAR Brand Book and Available Home Performance with ENERGY STAR Marks
 - Four Initiatives to Improve Value and Increase Participation
 - Completion Certificate Template
 - HPXML Implementation Guide
 - Quality Assurance
 - Regional Collaboratives
 - The Better Buildings Residential Program/Home Energy Score
 - Using the Home Performance with ENERGY STAR Mark (Examples)
 - Sponsor/Contractor Recognition
- III. **Program Design Examples**
 - Entergy NOLA
 - SWEPCO
- V. **Q&A/Open Discussion**

What is Home Performance?

A **science-based** approach to home improvement that:

- Treats the **house as a system** of interacting sub-systems and components
- Uses **diagnostic testing** to guide the selection and installation of improvements and **measured results**
- Combines **energy efficiency** with other key performance factors like **comfort, indoor air quality, and the durability** of the building and its systems



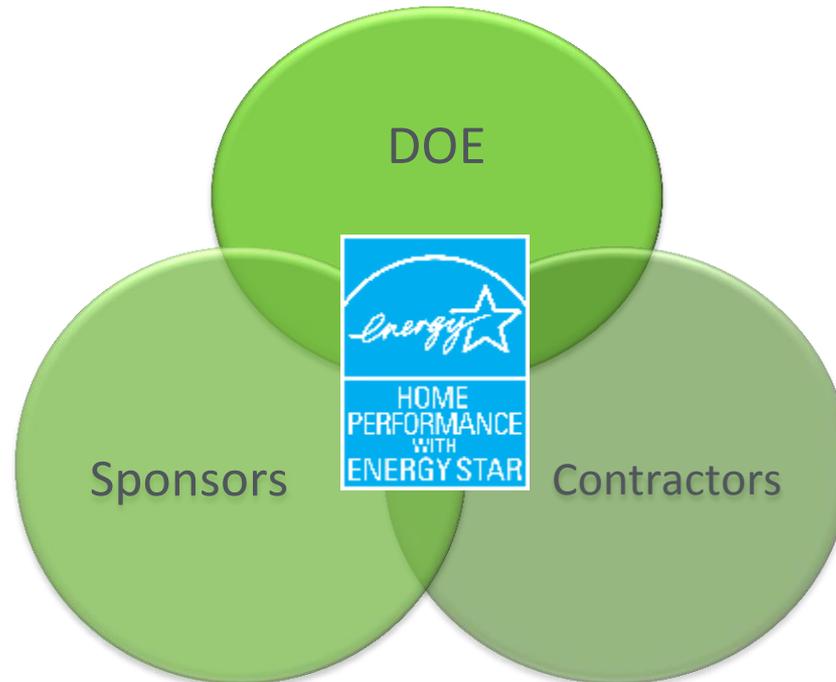
What is Home Performance with ENERGY STAR?

A public-private voluntary partnership program focused on turning building science-based recommendations into solutions for improved, energy-efficient homes

- ✓ **Trust** – the work and the worker
- ✓ **Quality** – third-party quality assurance
- ✓ **Whole-House Approach** – methodical, thoughtful improvements



Home Performance with ENERGY STAR Approach



ENERGY STAR New and Existing Homes Programs



ENERGY STAR Homes

- New construction and substantial renovations
- Certified Rater is primary POC with builder or homeowner
- Provider network oversees Raters and is responsible for quality assurance
- Provides an asset rating
- Labels homes achieving threshold performance standards

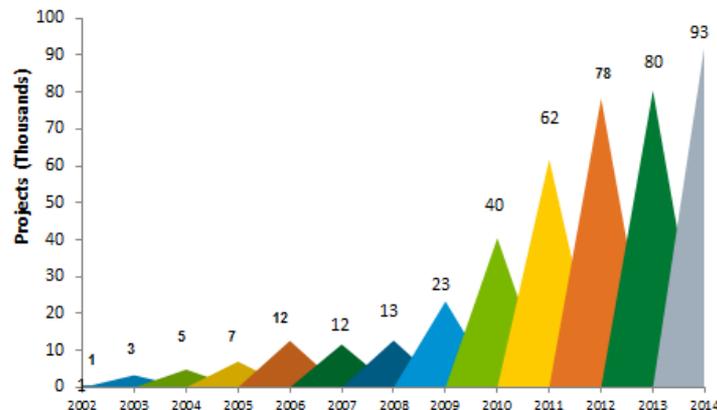


Home Performance with ENERGY STAR

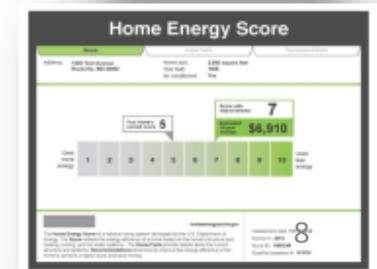
- Existing home improvements
- Participating Contractor is primary POC with homeowner
- Program Sponsors oversee contractors and are responsible for local program implementation including QA
- Provides whole-house assessment, report, and estimated savings for installed improvements
- Does not label homes but provides a certificate of completion

Home Performance with ENERGY STAR Update

- Completed over **430,000** projects since 2002
- 27,831 projects completed in Q4. That is about 20% growth compared to 2013Q4.
- 93,220 projects completed in 2014. This is 15% growth compared to 2013. The GHG emissions reduction because of these projects equals to taking more than 40,000 cars off the road for one year
- Added the Alaska Housing Finance Corporation as a HPwES Sponsor in April 2015
- Sponsor Guide and Reference Manual (v1.5) released in March 2014
- Sponsor Guide and Reference Manual (v1.5) FAQ released in March 2015
- HPXML Implementation Guide released in April 2015
- On average in 2014, each project realizes 22 MMBtu of energy savings (all fuels combined) (update)
- The average invoice cost of a project is \$5,600 (ranging between \$600 – \$17K). On average about 65% of the invoice cost is covered by the homeowner. The rest is covered by incentives.



Benefits for Sponsors



- **Get to use the widely-recognized Home Performance with ENERGY STAR marks and ENERGY STAR Partner mark**
- **Become part of a growing Home Performance with ENERGY STAR family of Sponsors**
- **Sponsor recognition through the ENERGY STAR Partner of the Year Awards**
- **Access to Account Managers**
 - Supporting access to the national Program and to technical assistance
 - Fostering regional coordination among Sponsors
 - Regional collaboratives established in SW, SE, and MW; pursuing for NE and NW
- **Access to other DOE's Residential Program resources including:**
 - Better Buildings Residential Program
 - Better Buildings Residential Program Solution Center
 - The Better Buildings Residential Network
 - Workforce Guidelines
 - Building America
 - Home Energy Score
- **Coordinate and collaborate with sister agencies**
- **Help evolve HPwES (*We value transparency*)**
 - We encourage stakeholder involvement through webinars, meetings, regional collaboratives and comment periods on new program policies and guidelines
 - Sponsor Guide and Reference Manual (v1.5) was released in March of 2014

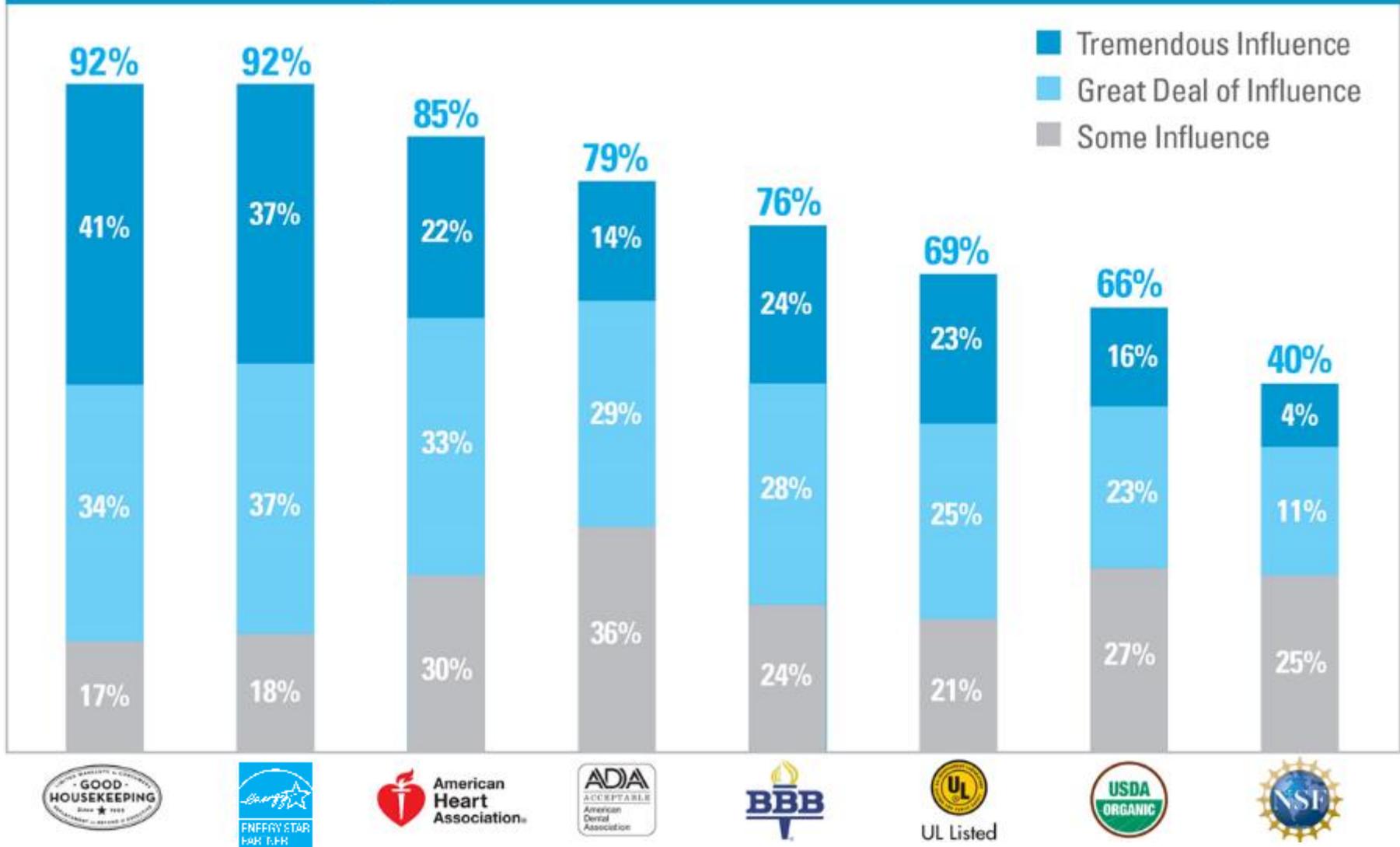
Importance of the ENERGY STAR Brand



- **87%** of households recognized the ENERGY STAR® label when shown the label
- **85%** of households had a high or general understanding of the label's purpose
- **64%** of households associated the ENERGY STAR® label with “efficiency or energy savings”
- **73%** said the label influenced at least one of their purchase decisions very much or somewhat
- **75%** were likely to recommend ENERGY STAR-labeled products to a friend



Top-Ranked Consumer Emblem





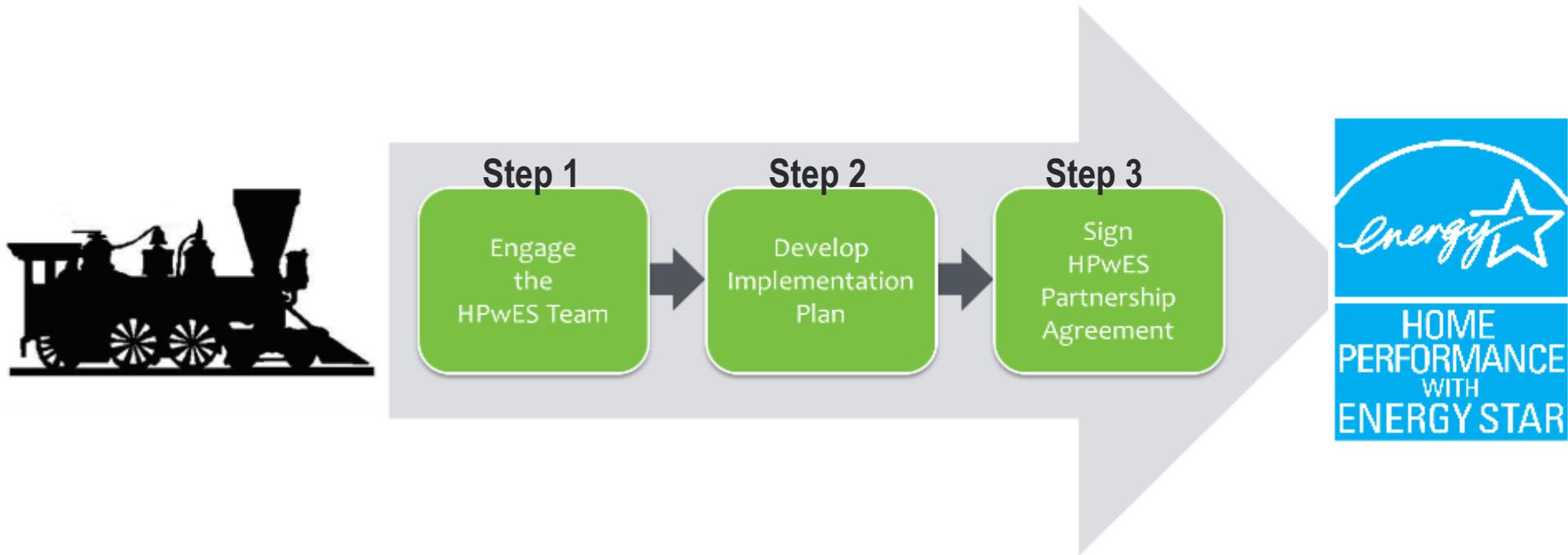
ENERGY STAR Refreshed Messaging

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to the ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Home Performance with ENERGY STAR is a systematic approach to improving energy efficiency and comfort in homes, while reducing the greenhouse gas emissions that contribute to climate change. Join the millions already making a difference at energystar.gov.



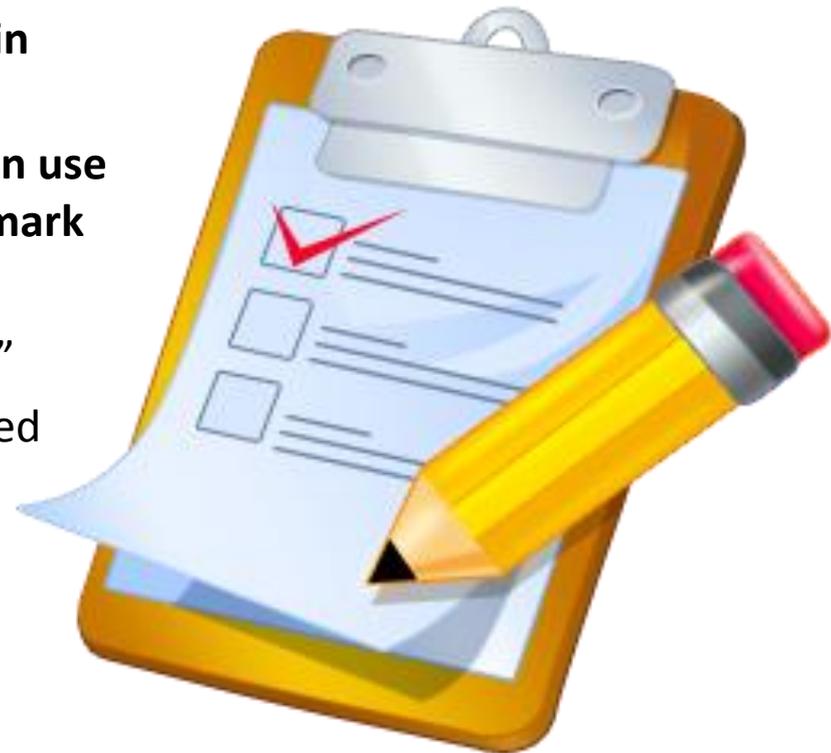
Sponsor Onboarding Process

How to catch the Home Performance with ENERGY STAR Train?



Sponsor Responsibilities

- **Sign partnership agreement with DOE and EPA**
- **Feature the Home Performance with ENERGY STAR name and mark on the Sponsor's website and in other promotional materials**
- **Adhere to program guidelines including rules on use of the Home Performance with ENERGY STAR mark**
- **Ensure consistent process**
 - Home Performance Assessment or "Test-In"
 - Provide inspection results and recommended improvements
 - Post-Installation Test or "Test-Out"
 - Perform quality assurance
 - Report quarterly and annually to DOE



Other Sponsor Responsibilities

- **Manage contractors participating in their local program**
- **Designate a primary point of contact for participating contractors**
- **Track contractors participation and performance in the program**
- **Develop Quality Assurance (QA) Requirements or Quality Management Systems (QMS)**
 - (QA) The minimum inspection rate is set at 5% or 1 in every 20 jobs
 - Must record and track inspections
 - (QMS) Assesses the procedures, people, and materials used during the production process rather than just the final product.
- **Provide a customer feedback mechanism**
- **Promote the Home Performance with ENERGY STAR Program**
 - Market the benefits of the program
 - Conduct marketing training with contractors
 - Incorporate federal or local tips and recommendations for improvements



Benefits for Contractors

- Use the widely-recognized Home Performance with ENERGY STAR marks
- Separate your company from your competition
- Become part of a growing Home Performance with ENERGY STAR family
- U.S. Department of Energy Housing Innovation Awards for Home Performance with ENERGY STAR participating contractors
- Access to marketing toolkit on password protected ENERGY STAR website
- Access to other resources such as standardized forms, templates, “pitch book” and lead forms



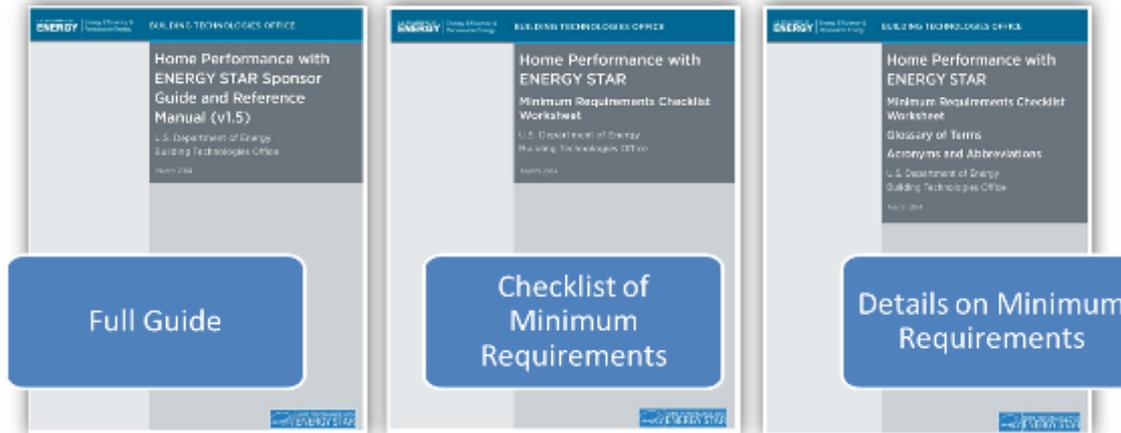
2014 Housing Innovation Award Winner

Keith Williams/Quality Insulation Installers

- Support for development of internal quality management system
- Contractor recognition (Century Club)
- Access to classroom, field training and mentoring support
- Access to sales and marketing training workshops



Updated Sponsor Guide: Clarity and Consistency



Purpose:

- Help current and prospective Sponsors plan, develop and implement Home Performance with ENERGY STAR programs
- Outlines what is required as well as recommended methods to meet those requirements
- Provide relevant, easily accessible guidance for new and current Sponsors

Includes 7 Sections and Appendices

Section 1: Use and Management of the HPwES Mark

Section 2: Program Design and Development

Section 3: Workforce Development and Support

Section 4: The Assessment

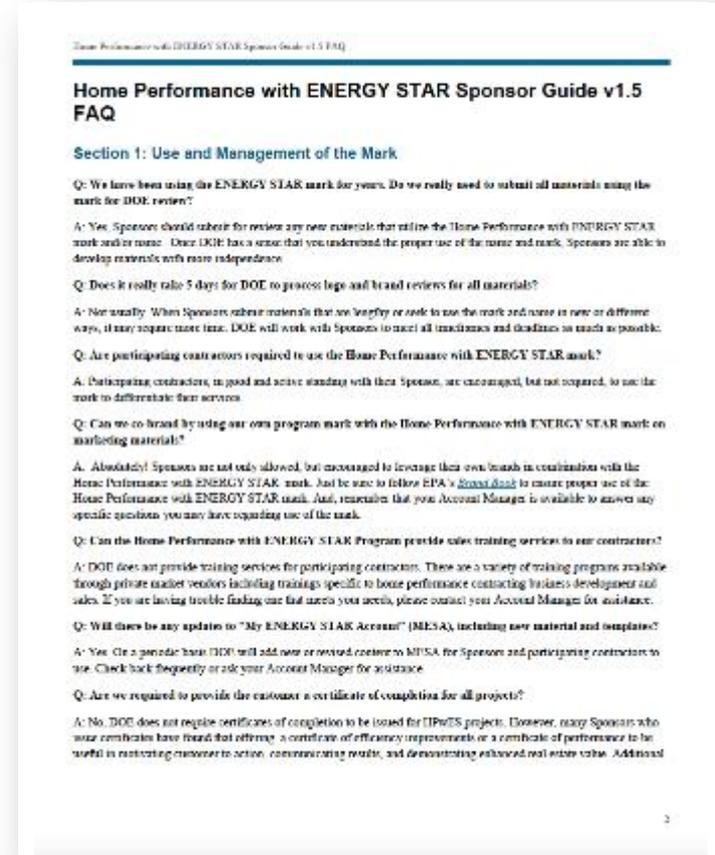
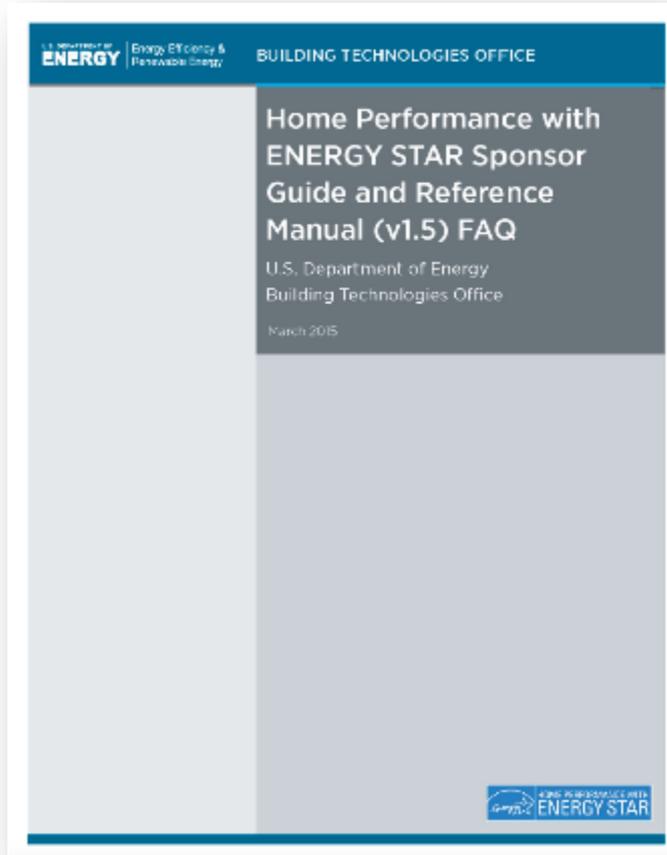
Section 5: The Project Installation

Section 6: Quality Assurance

Section 7: Tracking and Reporting

Sponsor Guide and Reference Manual (v1.5) FAQ

Just released in March!



ENERGY STAR Brand Book



ENERGY STAR Brand Book (HPwES Section)

The ENERGY STAR Brand Book

USING THE HOME PERFORMANCE WITH ENERGY STAR PROGRAM MARK



This mark may be used by active Home Performance with ENERGY STAR program sponsors and their program participants.

Program Sponsors

The Home Performance with ENERGY STAR sponsor is responsible for ensuring that their program participants' use of the mark is consistent with the terms of these guidelines. Additionally, program sponsors should approve program participants' use of the Home Performance with ENERGY STAR Mark in promotional materials that feature the ENERGY STAR name prior to final production. EPA, however, is ultimately responsible for ensuring the proper usage of the mark.

CORRECT USE

EPA developed the Home Performance with ENERGY STAR Mark to be used in promotional materials to educate consumers about the program or to show that an organization participates in a locally sponsored program.

Examples of common uses of the Home Performance with ENERGY STAR Mark, available in both horizontal and vertical versions, are listed below. It is recommended, but not required, that the following language appear next to the Home Performance with ENERGY STAR Mark, where applicable, for educational purposes: "Working to deliver whole-house energy savings to improve comfort and help protect the environment."

Uses of the Home Performance with ENERGY STAR Mark include:

- Advertising and promotional or educational materials **1** that do not identify a specific product, home, or building as ENERGY STAR;
- Pins, hats, and other promotional items **2**;
- Web pages **3** that promote the Home Performance with ENERGY STAR program.

INCORRECT USE

In addition to the ENERGY STAR General Guidelines found on page 3.1, please observe the following incorrect use guidelines when using the Home Performance with ENERGY STAR Mark:

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not display with other ENERGY STAR marks (e.g., if an organization participating in Home Performance with ENERGY STAR also sells ENERGY STAR qualified windows, the organization should display either the Certification Mark next to a qualified window or the Home Performance with ENERGY STAR Mark, but not both).
- Do not use to imply that any product, service, or organization has met ENERGY STAR performance criteria.

5.0 ENERGY STAR PROMOTIONAL MARKS: 5.8

- Do not use on a product or product packaging (the Certification Mark should be used to identify a qualified product).
- Do not use in association with any product, home, or building to signify qualification with ENERGY STAR (the Certification Mark should be used to identify qualified products, homes, or buildings).
- Do not use on promotional materials featuring services that are not directly related to participation in a program using Home Performance with ENERGY STAR.

1

SAVE MONEY AND ENERGY YEAR AFTER YEAR

Have your home's energy use evaluated and improved by qualified energy professionals.

Contracting Company, Inc. uses state-of-the-art equipment to test and remedy energy-wasting problem areas in your home - including heating/cooling equipment, insulation, air leakage, as well as windows, lighting and appliances.

CONTRACTING COMPANY INC.

Street Address, Any Town, ST 000-555-1234
www.webaddress.com

Working to deliver whole house energy savings to improve comfort and help protect the environment.

2

3

Available Marks for Home Performance with ENERGY STAR

For Home Performance with ENERGY STAR Program Sponsors:



For Participating Contractors:



My ENERGY STAR Account (MESA)



ENERGY STAR®

My ENERGY STAR Account

Partner Resources

- Welcome
- My Tools
- Quick Links
- Change Password
- Contact Us
- Join ENERGY STAR

[Contact ENERGY STAR](#) | [Logout](#)

[Home](#) > [Partner Resources](#) > **My ENERGY STAR Account**

My ENERGY STAR Account

Welcome, Jason Bogovich!

You are welcome to navigate directly to other ENERGY STAR tools and sites and change your password.

My ENERGY STAR Tools:

- [Awards Early Intent Notification](#) NEW!
- [Logo Downloads](#)
- [Business Tools](#)
- [House Graphics](#)
- [Promotional Video](#)
- [Sample Forms](#)
- [Linking Opportunities](#)
- [Certified Homes Co-brandable Consumer Brochure](#)
- [Certified Homes Co-brandable Banners](#)

Area(s) of Participation:

Area(s) of Participation	Organization	Organization Status ?	Organization Role ?	Your Contact Role	Action
Home Performance	SRA International Inc.	Active	Home Performance Contractor	Primary Contact	View

Four Initiatives to Improve Value and Increase Participation

HPwES Delivery Models

- ✓ Expand how the whole –house approach is delivered by enabling participation of multiple market actors supporting a variety of pathways for improved home performance

Recognition & Labeling

- ✓ Take advantage of ENERGY STAR marketing platform to encourage adoption of HPwES

Demonstrating Value through Data

- ✓ Promote the business case for adoption of the whole-house approach and investment in HPwES

Quality Assurance

- ✓ Streamline quality assurance procedures and requirements to reduce administrative burden on Sponsors and contractors while improving results

Common Themes for Growth

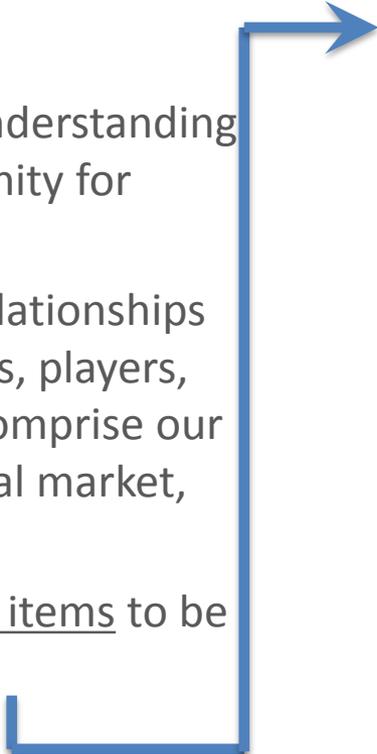
- **Grow a skilled and professional workforce**
 - If you don't have contractors that know HP, then you won't have contractors that can sell HP
- **Value Home Performance**
 - Monetize more of the value of home performance
 - Developing a Value Proposition for New Delivery Models
- **Change the common vernacular**
 - Do things to get more customers recognizing and talking about home performance



DOE's HPwES "Delivery Models" Project Update: Aggregator Roadmap

The Roadmap Provides:

- broad context for understanding the market opportunity for HPwES
- a snapshot of the relationships among the segments, players, and activities that comprise our existing and potential market, and
- A short list of action items to be pursued



Key Activities Include:

- piloting new QA models,
- developing qualifying criteria for new partners, and
- **validating the value proposition...**



Completion Certificate Template



Home Performance with ENERGY STAR®
Certificate of Energy Improvements

Home Address:
[Text Field]

Work Performed By:
[Text Field]

Work Verified By:
[Text Field]

Work Completed On:
[Text Field]

Signature:
[Text Field]

Home Performance Improvements:
[Text Field]

Additional Information:
[Text Field]

X, Insert Logo Here.
First, right click the 'X' and select delete to remove this red box. Then, to upload a logo, click in the white space and choose a file to upload.

X, Insert Logo Here.
First, right click the 'X' and select delete to remove this red box. Then, to upload a logo, click in the white space and choose a file to upload.

ENERGY STAR® is the simple choice for energy efficiency. Home Performance with ENERGY STAR is a systematic approach to improving energy efficiency and comfort in homes, while reducing the greenhouse gas emissions that contribute to climate change. Join the millions across America already making a difference at energystar.gov.

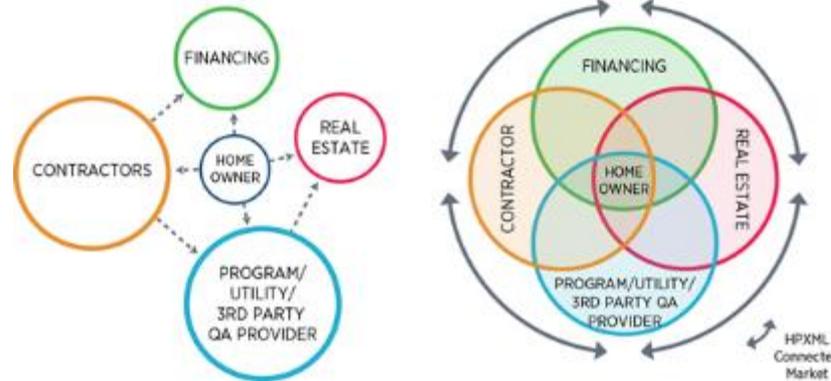


Home Performance with ENERGY STAR Certificate of Completion Template

- Customizable, co-brandable template
- Data field compliant with BPI 2101
- Implementation guidance (forthcoming)
 - HPXML compatibility
- Online: [My Energy Star Account](#)

HPXML Implementation Guide

Just released in April



HPXML (Based on BPI 2100 & 2200) is a set of common definitions for the attributes of the systems in a home and the computing language that facilitates the quick and easy transfer of home-related data between different market actors.

It is the expectation of the U.S. Department of Energy that expanded use of HPXML will achieve the following:

- Reduce time and cost of collecting and transferring home and energy-related data;
- Foster new and strengthen existing organizational relationships within the residential supply chain;
- Increase the transparency of energy efficiency work to facilitate deeper market penetration of energy efficiency products and services;
- Enhance ability to quantify energy savings through standardized, data-rich EM&V methods;
- Improve the quality assurance systems and practices needed to efficiently support, measure and verify energy performance

Sponsor Guide Section 6: Quality Assurance

Option 1: Quality Control (QC)

Relies primarily on inspections to detect defects

- Inspections used to verify compliance with standards
- Deficiencies addressed through feedback and enforcement
- Sponsors using this option may also choose to employ some QMS-based system strategies (Option 2) to enhance their QA/QC program.



Option 2: Quality Management System (QMS)

Systems-based approach to eliminate defects at the source

- Relies on a culture of quality where each individual is responsible for delivering quality products and services
- Quality is defined by a customer-focused set of criteria
- QC activities in Option 1 may be a part of a QMS program, but serve a secondary purpose



*References that may be useful for planning and implementing a quality assurance program are provided in **Appendix F**.*

Regional Collaboratives

The Home Performance with ENERGY STAR Program helped create 3 regional collaboratives with three REEO's. The collaboratives allow utilities, governments, program implementers, nonprofits and other stakeholders to have an opportunity to discuss major challenges and successes for implementing Home Performance with ENERGY STAR Programs.

Midwest Regional Collaborative



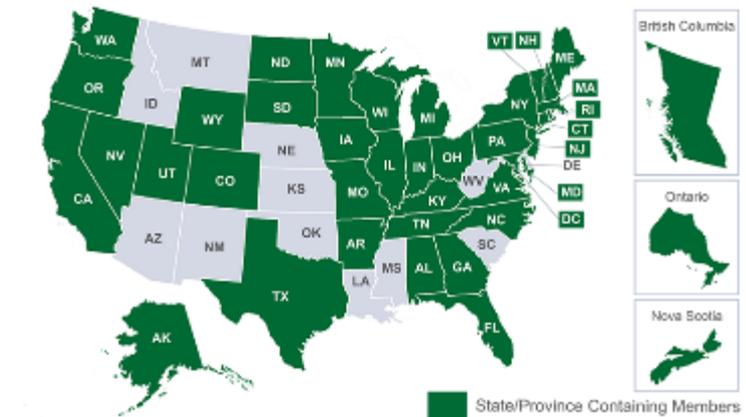
Southwest Regional Collaborative



Southeast Regional Collaborative



The Better Buildings Residential Program



Better Buildings Residential Program Solution Center, a robust collection of nearly 1,000 examples, strategies, and resources for program administrators and home energy upgrade professionals.

The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient.

Get Involved with the Better Buildings Residential Network!

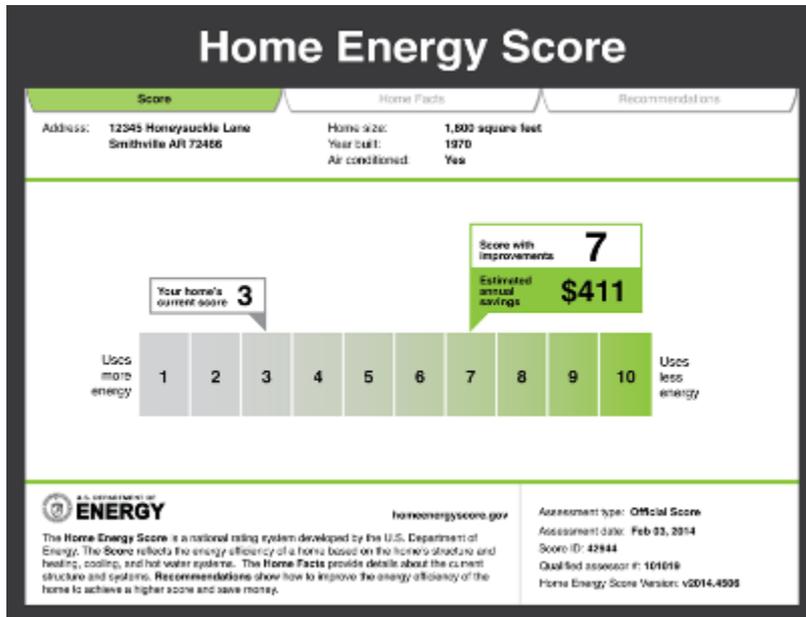
Connects energy efficiency programs and partners to share best practices to increase the number of homes that are energy efficient.

Membership: Open to organizations committed to accelerating the pace of existing residential upgrades. Over 165 members & counting

Benefits:

- Peer Exchange Calls:
 - Shark Tank: Residential Energy Efficiency Edition
 - Leveraging Seasonal Opportunities for Marketing Energy Efficiency
 - Real Estate & Energy Efficiency
 - Using Mobile Applications to Generate Customer Demand
- Tools, templates, & resources
- Recognition: Media, materials
- Leadership initiatives
- Member generated Initiatives
- Programming for new staff
- Newsletter updates on trends

Home Energy Score



U.S. Department of Energy created nationally standardized “miles-per-gallon” home score

- ✓ Offers homeowners **affordable, reliable, easy way** to understand homes’ energy performance
- ✓ Available at **no-cost** to program providers
- ✓ Intended to **motivate homeowners** to invest in residential energy efficiency
 - Simple and action-oriented
 - Ability to document investment in energy efficiency using the post-improvement score

The U.S. Department of Energy’s residential energy rating

Energy Efficiency Programs Across the U.S. Are Successfully Linking the Home Energy Score with Home Performance with ENERGY STAR



- Columbia Water and Light offers the Score before and after Home Performance with ENERGY STAR projects to document the process with a simple energy efficiency message.
- Focus on Energy offers the Score as a part of their direct install program – one path to participating in their Home Performance with ENERGY STAR program
- New Jersey Natural Gas uses Home Energy Score to encourage participation in New Jersey Board of Public Utilities’ Home Performance with ENERGY STAR program.
- In Connecticut, Eversource and the United Illuminating Company offer the Score with on-the-spot Home Performance with ENERGY STAR projects to encourage homeowner engagement and deeper savings in future projects.

More energy efficiency programs are joining DOE to offer both Home Performance with ENERGY STAR and the Home Energy Score: coming soon -- Colorado, Vermont, among others.

Using the Home Performance with ENERGY STAR Mark for Sponsors

APP SOUTHWESTERN ELECTRIC POWER COMPANY
A Unit of American Electric Power

ENERGY SAVING PROGRAMS FOR ARKANSAS
Call 1.800.286.3179 Fax 479.234.4072 Email: arkenergy@swpc.com

Need more info about energy saving programs for homes? Find out more about energy saving programs for Louisiana.

Homes | Get Involved | About the SMART | Become a Contractor | FAQs & Resources | Home Page

Home Page
Homes Overview
Appliance Rebates
Lighting Rebates
Home Performance with ENERGY STAR®
Standard Home Improvement Rebates
Multifamily Pathway

Home Energy Audits

"As a result of my comprehensive home energy audit and energy efficient upgrades, I felt an immediate difference. The dust sealing and air sealing really helped with the comfort level in my home. This is a wonderful service!" -Barbara F., Homeowner

SWPC offers a \$100 discount for home energy audits and additional rebates for comprehensive energy efficiency improvements as part of Home Performance with ENERGY STAR®. Home energy audits are designed to help you identify problem areas in your home and the most beneficial energy efficiency improvements that will improve comfort and save you money. Recommendations are based on best-available building sciences and the Home Performance with ENERGY STAR process, a process backed by the U.S. Environmental Protection Agency and U.S. Department of Energy. Learn more about Home Performance with ENERGY STAR.

What is a Comprehensive Energy Audit?

A comprehensive energy audit includes a visual home inspection as well as diagnostic and combustion safety testing of the home to identify the most cost-effective improvements. After completing the audit, your contractor will provide you with an energy audit report with recommended energy efficiency improvements, available rebates, and projected cost savings.

Choose a Home Performance contractor from our Contractor Network to schedule your comprehensive energy audit today. Audit prices may vary. Shop around to find the price that meets your budgetary needs.

Below is a representation of improvements and rebates available in the Home Performance with ENERGY STAR Program.




Welcome to the Home Performance with ENERGY STAR® Program.

Improve your home's energy performance with ENERGY STAR®

If you're considering making home improvements to reduce your energy bills, you should check out Home Performance with ENERGY STAR®, a comprehensive, whole-house approach to improving energy efficiency and comfort at home.

A participating contractor will assess your home to determine what improvements need to be made in order to achieve:

- Flowerbath
- Equipment management services
- Smart automation and security control
- Lower utility bills

Depending on the improvements you make, you could save 30 percent or more on your annual utility bill. And, because you're using less energy, you'll also be helping to protect the environment.

Want to know about the Home Performance with Energy Star program? Contact us today! Call toll-free 1-800-224-6444 or visit www.energystar.gov/HPCA & Co.

EnergySmart
HOME PERFORMANCE WITH ENERGY STAR

Certificate of Completion
Home Performance with ENERGY STAR®

This property has successfully made energy efficiency improvements that meet the standards of the Energy Smart Home Performance with ENERGY STAR Program.

Home Solutions: _____ Location: _____

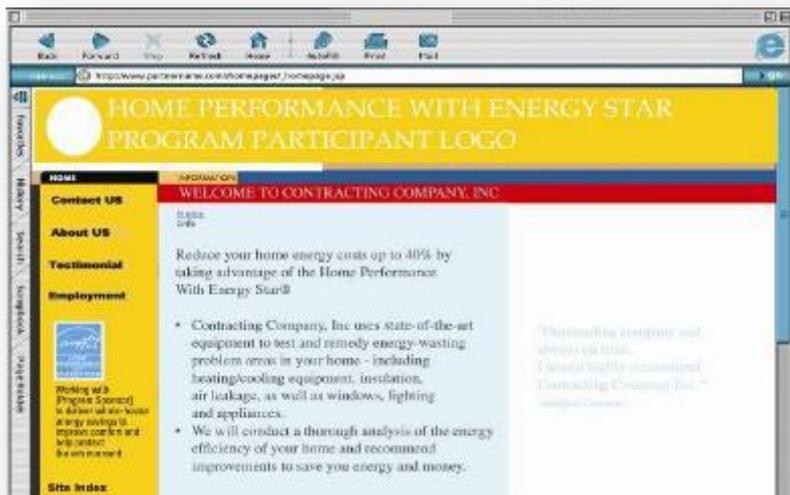
Contractor: _____ Date Completed: _____

SWPC is proud to offer rebates for:

- Smart lighting
- Energy Star® A/C
- ENERGY STAR® A/C
- Dust Sealing
- Dust Sealing



Using the Home Performance with ENERGY STAR Mark for Contractors



SAVE MONEY AND ENERGY YEAR AFTER YEAR

Have your home's energy use evaluated and improved by qualified energy professionals.

Contracting Company, Inc. uses state-of-the-art equipment to test and remedy energy-wasting problem areas in your home - including heating/cooling equipment, insulation, air leakage, as well as windows, lighting and appliances.

CONTRACTING COMPANY INC.

Street Address, Any Town, ST 000-555-1234
www.webaddress.com

Working to deliver whole-house energy savings to improve comfort and help protect the environment.



Contractor Marketing with Home Performance with ENERGY STAR Mark (Website)

The entire insulation crew was kind, polite, good natured, and overall, a delight to have in our home. They brought any findings to our attention and kept us informed every step of the way. A+
Julie S. Conesus, NY

We're Experts in Energy Efficiency

Certified by the Building Performance Institute (BPI) and North American Technician Excellence. Learn more.

All BPI and ENERGY STAR® work performed by Isaac is also verified by an independent third party and backed by our Isaac guarantee of satisfaction.

We'll help you
save big
on your energy bills

Take advantage of the Home Performance with ENERGY STAR® program and cut your energy costs by as much as 40%.

► Call us to get started today!



Watch Our Latest Commercials



Why Make the Move to SOLAR?

Isaac Home Energy Performance Carefully inspects your home to identify all energy related issues, then prioritize smarter solutions for you.

Contractor Marketing HPwES (Print)

OUR GIFT TO YOU



A Whole New Energy Bill
You could save up to 40% each month on your energy bills and get up to half of the work paid for. Most people save more in 3 years than the entire cost of the upgrades. This amazing program is available right now.

REAL EXAMPLE: SAVE MORE THAN YOU PAY*

Average energy bill reduced by	\$88.00 ^{mo.}
Cost of energy upgrades	- \$48.00 ^{mo.}
Customer now saves each month!	\$40.00 ^{mo.}

• Spray Foam Insulation • Cellulose Insulation • Heating Systems
• Hot Water Systems • Thermal Imaging • \$5,000 Grant Available
• As Low As 3.49% Financing Available

Call now for a
FREE
Energy Audit
(607) 444-1152
foamitinsulation.com
327 Water Street, Binghamton



FOAM-IT INSULATION

Save hundreds on your energy bill each year with the Home Performance with ENERGY STAR program.




*Based on average monthly energy bill of \$100.00. Actual savings may vary. Savings based on average monthly energy bill of \$100.00. Savings based on average monthly energy bill of \$100.00. Savings based on average monthly energy bill of \$100.00.

Your neighbors are improving the efficiency of their home.

Find out how efficient your home is with



Neil Kelly HOME Performance

800B1663 WA LGI NEILKCI187052
804 N Alberta St.
Portland, OR 97214




Trade Ally of
EnergyTrust
of Oregon

As a contractor of Energy Trust of Oregon, we can help with cash incentives and state energy tax credits to improve the energy efficiency of your home.

Sponsor/Contractor Recognition

2015 ENERGY STAR Awards



- **7 Home Performance with ENERGY STAR Sponsors and Partners** were recognized for their outstanding contributions to the national program
 - **Columbia Association (MD):** *Excellence in Promotion*
 - **AEP Southwestern Electric Power Company (AR):** *Partner of the Year*
 - **Efficiency Vermont (VT):** *Partner of the Year*
 - **Illinois Energy and Recycling Office at the Department of Commerce and Economic Opportunity (IL):** *Partner of the Year*
 - **Arizona Public Service (AZ):** Partner of the Year – Sustained Excellence
 - **Focus on Energy (WI):** Partner of the Year – Sustained Excellence
 - **NYSERDA (NY):** Partner of the Year – Sustained Excellence

U.S. Department of Energy's Housing Innovation Award

- **4 participating contractors** were awarded the **U.S. Department of Energy's Housing Innovation Award** in 2014
 - Green Energy Improvement (IL)
 - Isaac Home Energy Performance (NY)
 - Neil Kelly Home Performance (OR)
 - Quality Insulation Installers (WI)

Home Performance with ENERGY STAR Century Club Award

- **137 participating contractors** working under **19 programs** were recognized for their work in 2014.



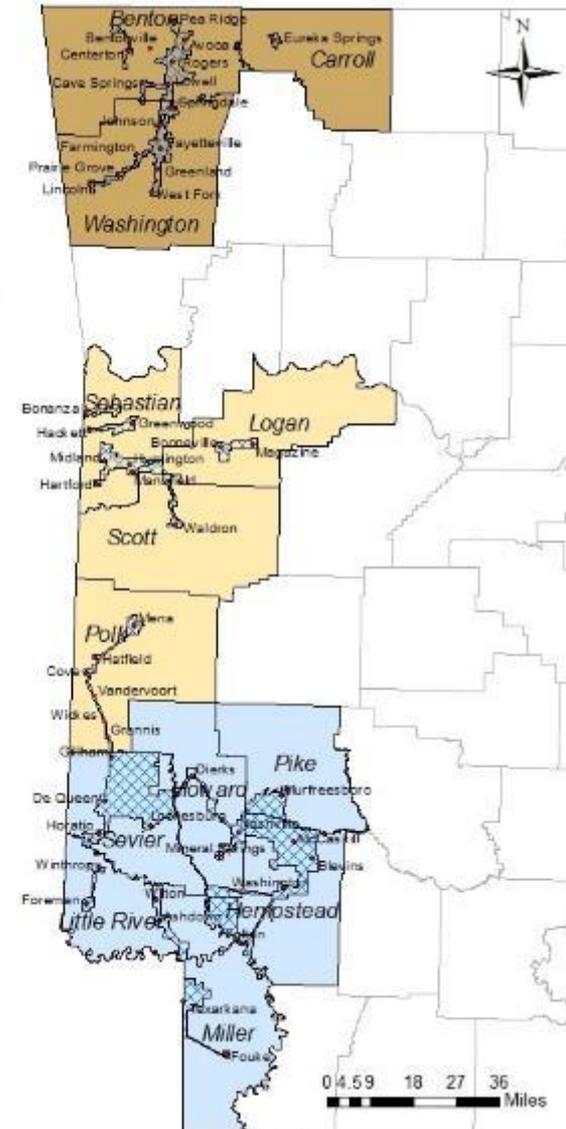
AEP SWEPCO

HPwES Model, Successes, and Lessons Learned

2015 ACI National Home Performance
Conference & Tradeshow
May 6, 2015

AEP SWEPCO

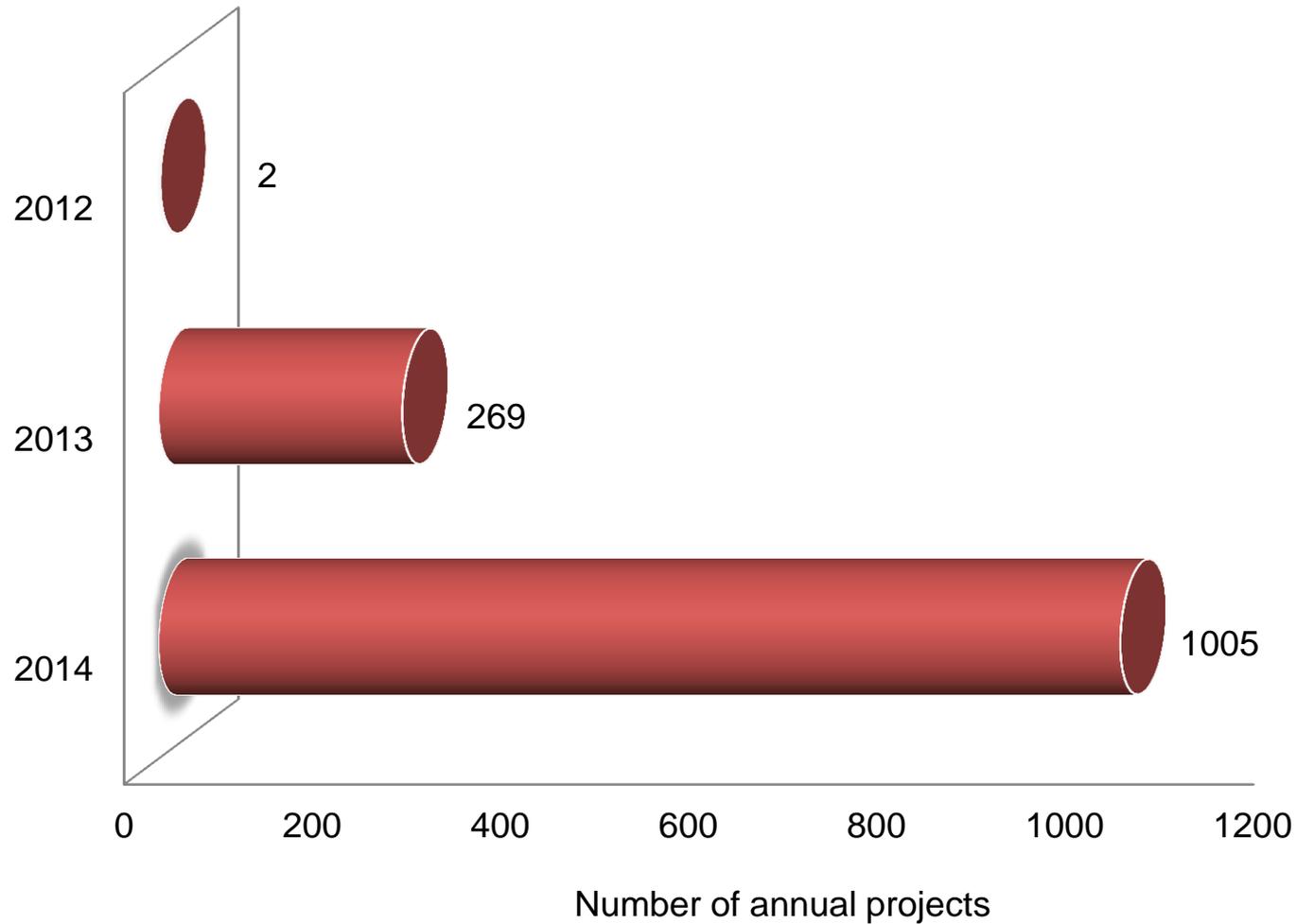
- Southwestern Electric Power Company (SWEPCO)
 - Serves 114,000 customers in AR
- ENERGY STAR Partner since 2011
- 2015 ES Partner of the Year for Program Delivery



HPwES Model

- Contractor driven and supported by program marketing and outreach
 - Rebate based
 - Tiered rebates based on savings level achieved
 - “No Cost” to Customer = Rebates cover measure costs
 - Comprehensive assessment
 - Direct installs (low flow showerheads & aerators, CFL’s and advanced power strips)
 - Duct sealing
 - Air infiltration
 - Contractor bonus – performance based
 - Other Measures - HVAC replacement, Windows, Attic & Wall Insulation

Program Growth Since 2012



Successes/Methods

- Rapid growth over two years
 - From 2 projects to over 1000 projects
- Used methods that worked for our local market
 - Typical HPwES models weren't working
 - HVAC contractors were not ready to lead
 - Identified other contractors with the skills to lead
- Training/Shaping
 - In field training and coaching
 - Classroom trainings
 - Mentoring by experienced HPwES contractor

Lessons Learned

- Patience is key – build a solid foundation
- Light a fire for contractors
 - But, be prepared to contain that fire
 - Focus their efforts towards immediate success
- Listen to their concerns
 - Paperwork, procedures etc.
- Keep constant contact
 - Track progress and evaluate trends
 - Develop a solid relationship

Benefits of Sponsorship

- Universal acceptance and understanding by most people of what “ENERGY STAR” is and means, making it easy to translate that to how it can help their house.
- More than just another EE program
- There is value for programs in support and in established protocols and standards



Contact Info

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ENTERGY NEW ORLEANS, INC.

Energy Smart New Orleans Home Performance with Energy Star Program

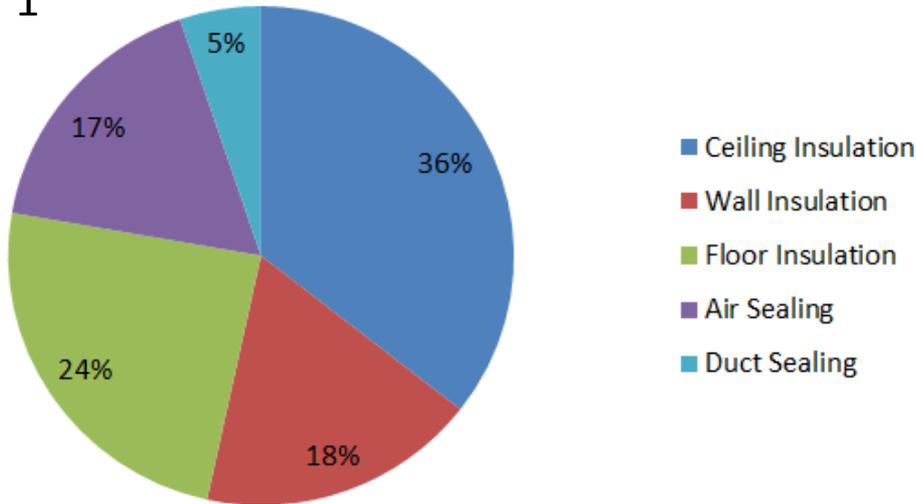
Alexander Scott,
Senior Program Manager
CLEAResult

Background

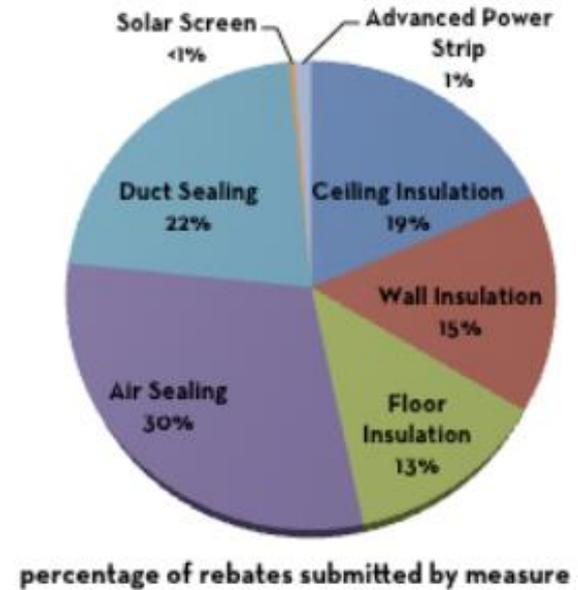
- Launched in New Orleans in 2011 by direction of the New Orleans City Council
- Originally launch as a single measure program
- Became a Home Performance Program in Summer of 2012

Measure Mix, First 3 years

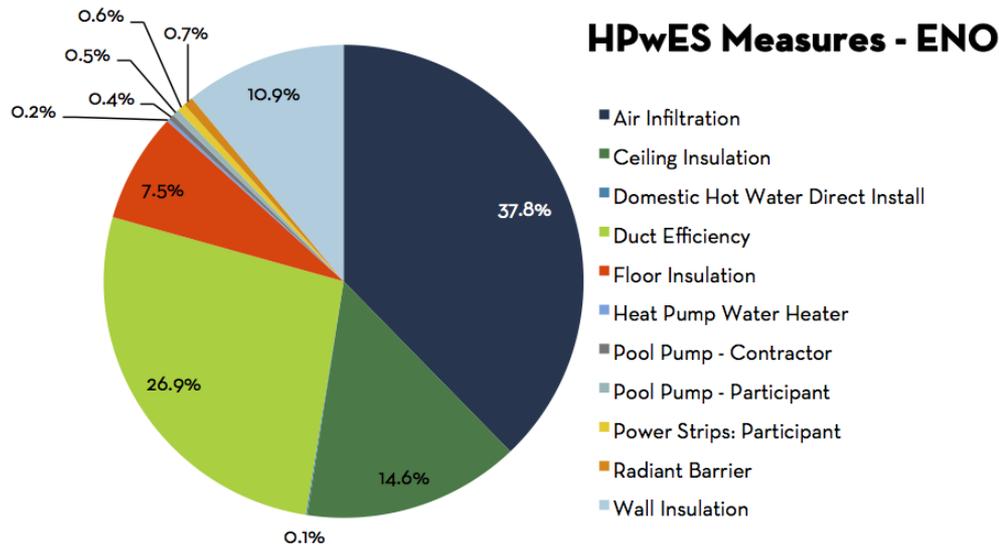
Year 1



Year 2



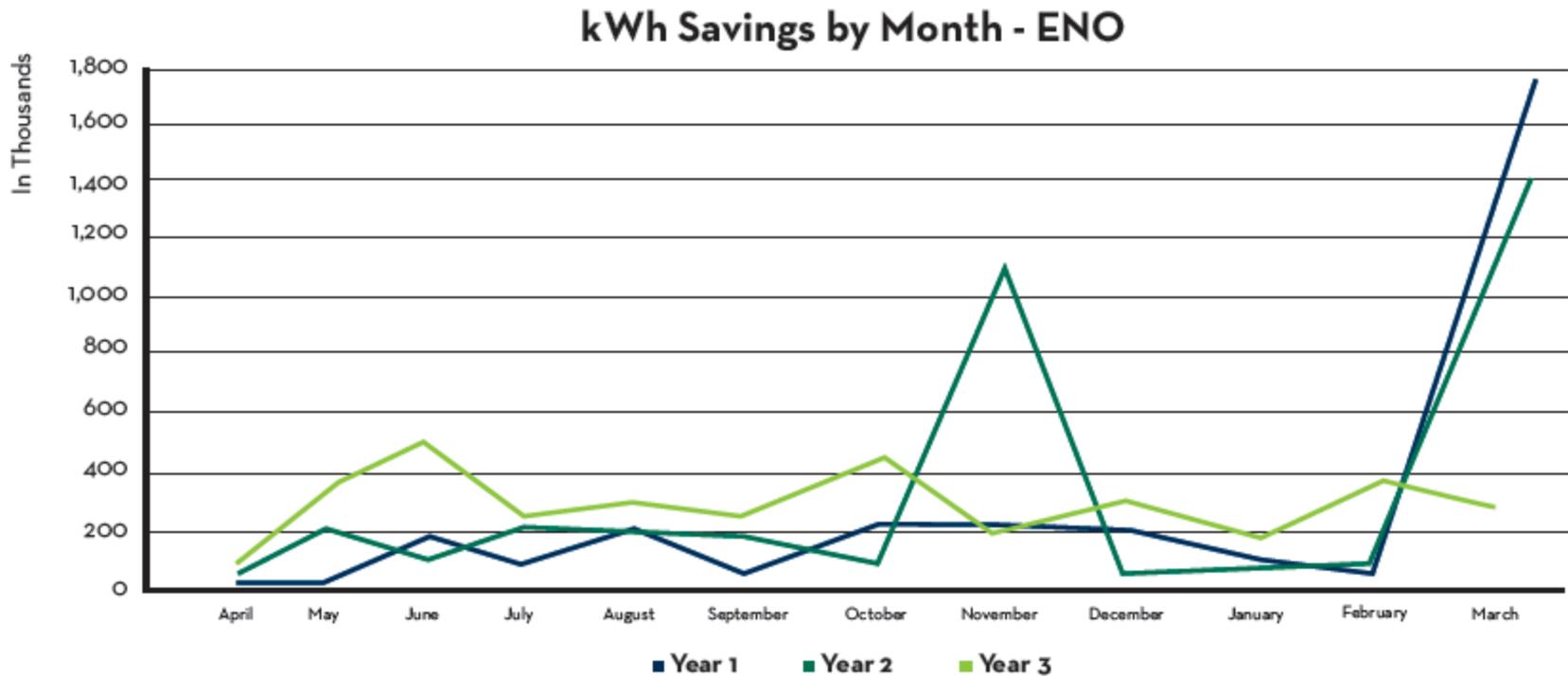
Year 3



HPwES Measures - ENO

- Air Infiltration
- Ceiling Insulation
- Domestic Hot Water Direct Install
- Duct Efficiency
- Floor Insulation
- Heat Pump Water Heater
- Pool Pump - Contractor
- Pool Pump - Participant
- Power Strips: Participant
- Radiant Barrier
- Wall Insulation

Savings Trends, First 3 years



Contractor Benefit

- Added training, focus on multiple measures
- MESA access and logo association
- Differentiator in the marketplace, BPI requirement & program association

Partner of the Year Award 2014



Entergy's Derek Mills, former Councilwoman Cynthia Hedge-Morrell, Entergy's Gary Huntley and CLEAResult's Alex Scott accept the ENERGY STAR Partner of the Year Award.

Future Potential

- BPI Infiltration and Duct Leakage Certification
- Multiple Measures for future program, proof of concept

Q&A and Open Discussion



So are you ready to catch the Home Performance with ENERGY STAR Train?

For more information



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Do you want HPwES News? Join our Stakeholder Email List!
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