



Home Performance with ENERGY STAR Stakeholder Webinar

May 4, 2011

****Note:** In Webinar recording, webinar does not begin until 2:50 into recording.

Purpose



- Answer questions about the transition of Home Performance with ENERGY STAR to DOE.
- Get feedback on how to continue success and achieve greater results after program transfers to DOE.
 - What has worked well and what has not?
 - What support has been most helpful? What would be more helpful?
 - How has HPwES lived up to its promise? How has it not?
 - How has federal support met your expectations? How has it not?

Program Transition



- HPwES will be managed at DOE starting October 1, 2011
- Consolidating HPwES at DOE aligns with other activities
 - Workforce Guidelines
 - Home Energy Score
 - Better Buildings Grant Program
 - Building America Research
 - Weatherization Assistance Program

Transition Plan



Key Points for Transition:

- Spring

- Gather stakeholders to discuss options for Program changes and need for additional tools and resources.
- Determine if/how Program name has to change.

- Early Summer

- Produce and distribute modified, draft Program Sponsor Guide.
- Hold an additional webinar to discuss proposed changes.

Transition Plan



Key Points for Transition (cont'd):

- Late Summer 2011

- Hold either 1 national or 2 regional summits to discuss and modify draft Program changes.
- EPA and DOE coordinate new IT infrastructure
- DOE begins “soft” support of Program.
- DOE develops communications plan for rollout of new program changes and possible name changes.

- Fall 2011

- Transfer HPwES Program to DOE.
- Re work the existing Program Sponsor Guide.
- EPA will continue to support the program through December 2011
- DOE executes communications plan.
- Hold 1-2 webinars to discuss final changes to Program.

Existing Home Transaction

Transaction	Transactions/year	Average Expenditure	Source
HVAC Replacement	2.8 million	\$3,500	Foundations for Future Growth in the Remodeling Industry: Improving America's Housing 2007, Joint Center for Housing Studies of Harvard University, Table A-1- Homeowner Improvement Expenditures: 1994-2005
Window/Door Replacement	4.2 million	\$2,400	
Insulation	1.3 million	\$1,900	
Home Sale	5 million	\$218,000	National Association of Realtors 2007 Existing Single-family Home Sales

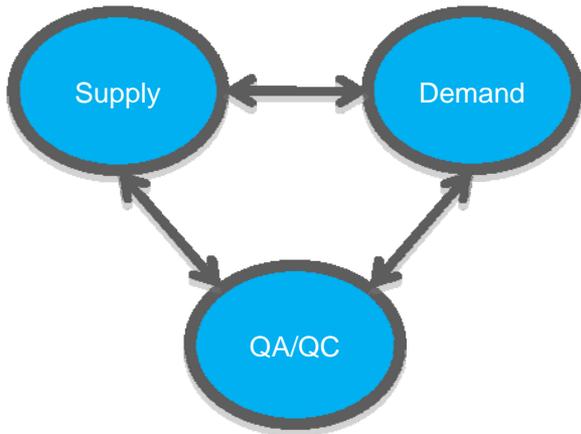
Opportunities and Gaps

- ✓ Air Sealing
- ✓ Duct Sealing
- ✓ Combustion Safety
- ✓ House as a system approach
- ✓ Existing manufacturer/product installation channels

Home Performance with ENERGY STAR



Program Components



- More than a marketing campaign.
- It is a program model for building a network of specially trained contractors that can **fulfill the promise** of whole-house improvements that reduce energy cost by 20% to 30%.

Program Sponsors Include:



Home Performance with ENERGY STAR - History



- Initially launched via NYSERDA in 2002
 - need for existing homes service that complimented ES New Homes delivery
- PTD 2006
 - 13 programs, over 28,000 jobs and HPwES off to the races
- PTD 2010
 - 40 programs, over 110,000 jobs by over 1300 participating contractors
- Program evolution continues
 - multiple stakeholders pushing parallel agendas (Utilities, PSC, States, Feds, BPI, RESNET, ACI, ACCA, Efficiency First, CEE, ASHRAE, etc.)

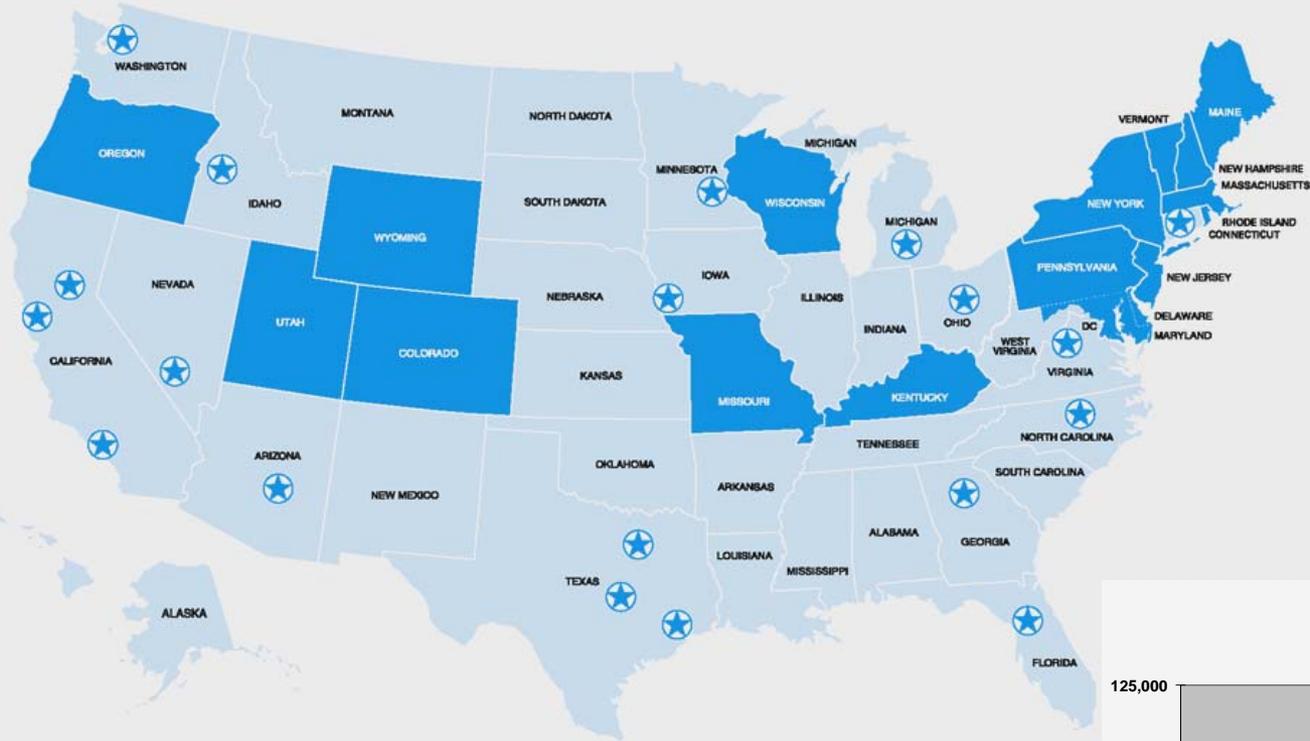
Home Performance – Making an Impact



- HPwES operations in over 30 states
 - Program Visibility is substantial
- Establishing **consistency across programs**
 - Internal program management systems
- Working with industry on **standardizing XML data transfer**
 - Significant potential to reduce burdens
- Taking training beyond building science
 - Helping contractors with **business and sales training**
- Pushing the envelope with HVAC & Remodeling industries
- Legitimacy of ENERGY STAR brand
 - Opens doors for contractors and sponsors

Again – over 110,000 homes comprehensively served....

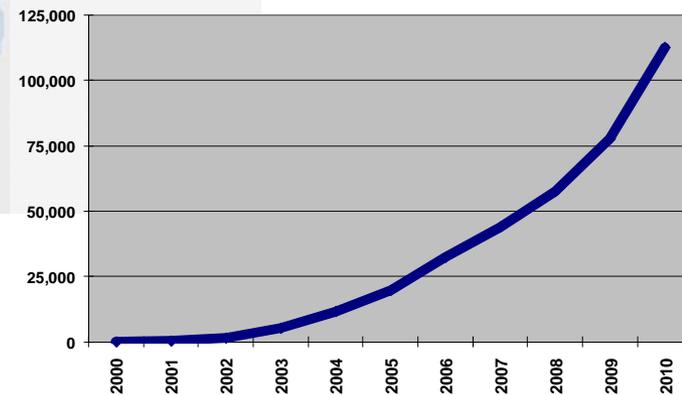
HPwES Program Growth



 States with Home Performance with ENERGY STAR Programs

 Metro Areas with Home Performance with ENERGY STAR Programs

Cumulative Homes Improved



HPwES Program Goals and Objectives



- When we started
 - Reduce home energy use to achieve ghg reductions
 - Whole-house approach
 - Do no harm – health & safety
- Going forward
 - Reduce home energy use
 - Whole-house approach
 - Do no harm – health & safety
 - 1 million retrofits by the end of 2013
 - Explore new business models to bring to scale

Feedback instructions



- The following slides have three topic areas for which DOE and EPA are collecting feedback
- Please go to this link to provide your feedback:
<http://www.surveymonkey.com/s/HPwESFeedbackMay2011>
- DOE and EPA will review feedback to influence upcoming changes

Feedback link: <http://www.surveymonkey.com/s/HPwESFeedbackMay2011>

Feedback Topic 1



Defining HPwES – such that stated goals can be met

- Four potential definitions – which works best for you?
 1. Align with Better Buildings Program to target total energy saving of at least 15% on each retrofit
 2. Develop HPwES packages of improvements that will result in high performance homes.
 3. Encourage comprehensive improvements that address all aspects of a house performed by a certified workforce
 4. Leave as-is: Provide a comprehensive home energy audit (test-in) and test-out after home improvement services are delivered.

Feedback link: <http://www.surveymonkey.com/s/HPwESFeedbackMay2011>

Home Performance with ENERGY STAR - Defined



- Align with Better Buildings Program to target total energy saving of at least 15% on each retrofit

Pros	Cons
Conceptually easy to understand	How to define benchmark
Requires a benchmark and automatically creates a target for improvements	Savings potential is different on houses: 15% reduction on energy hog will yield larger results than 15% reduction on energy sipper
Can be easily evolved into a tiered structure: i.e. 15% = Bronze, 25% = Silver, 35% = Gold	How to measure 15%: Not all software packages predict energy consumption equally

Home Performance with ENERGY STAR - Defined



- Develop HPwES packages of improvements that will result in high performance homes.

Pros	Cons
Easy to understand for programs, consumers and contractors and can be used in a tiered structure	Improvements may not be “comprehensive”
Potential labeling of house does not depend on software modeling	While average energy savings would guide development of packages, Individual energy savings will be difficult to predict if no modeling is done.
Packages can be developed so that as long as a house meets certain criteria (i.e. 0.5 ACHnat, building code or ES levels of insulation, etc) at the end of the upgrade, house could be labeled.	Homeowner will have to wait for energy bills to determine if/how energy upgrade resulted in energy savings.

Home Performance with ENERGY STAR - Defined



- Encourage comprehensive improvements that address all aspects of a house performed by a certified workforce

Pros	Cons
All upgrades would be comprehensive	All upgrades would likely be more expensive because they would need more work
Upgrades likely to be deeper than upgrades using other strategies	Does not give the consumer or contractor a clear idea of what will be achieved through participation in the program
Upgrades would result in high quality homes with significant energy savings	Consumers might be scared of the idea of improving their <i>entire</i> house – concerned with biting off more than they can chew

Home Performance with ENERGY STAR - Defined



- Leave as-is: Provide a comprehensive home energy audit (test-in) and test-out after home improvement services are delivered.

Pros	Cons
Program sponsors and participating contractors already understand what program is	Results in less consistency between programs
Current program ensures effective and thorough test-in and test-out.	Most important part of program – the actual upgrade – is not defined
	Difficult to sell to consumers because current strategy is a process, not a product

Feedback Topic 2



Home Performance with ENERGY STAR – The Name

- Previous stakeholders indicated much value in brand
 - HPwES brand needs to be foundation of demand creation
 - Continuance of HPwES program name for one year... then change?
 - Some potential names offered up: Home Star, ENERGY STAR Upgrade – Other suggestions?
 - How does Better Buildings sound ?
 - Some programs do not use HPwES brand – focusing on building own program brand – ie: Mass Save, Energy Upgrade CA

Feedback link: <http://www.surveymonkey.com/s/HPwESFeedbackMay2011>

Feedback Topic 3: Existing HPwES Resources



Which resources are most valuable and that DOE should continue to support?

Marketing resources

1. Marketing Toolkit
2. The HPwES intro video
3. Banners
4. Brochures
5. House Graphics
6. Home Energy Yardstick
7. HPwES Newsletter
8. Supporting Energy Makeovers
9. Century Club Awards
10. ENERGY STAR Awards for Sponsors
11. Business Development Guide (Home Energy Magazine)
12. Contractor Sales Workshops

Programmatic Resources

1. Quality Assurance Protocols
2. Program Evaluation Protocols
3. Comprehensive Home Assessment Protocols
4. Program Implementation Plan template
5. Homeowner & contractor case studies
6. On site Sales Training
7. Financing Guidebook
8. In house support from HPwES Team
9. Contractor recruitment (ACI partnership)

Feedback link: <http://www.surveymonkey.com/s/HPwESFeedbackMay2011>

Home Performance with ENERGY STAR: Marketing Tools for Sponsors and Contractors

EPA and DOE provide a variety of materials to help program sponsors and participating contractors educate homeowners about making their homes more energy efficient, reducing high energy bills, improving comfort, and protecting the environment through Home Performance with ENERGY STAR (HPwES). Take advantage of these available tool and resources:



HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC. Use this logo in advertising, signage, and promotional materials to associate your program or services with the nationally-recognized and trusted ENERGY STAR program.



PROMOTIONAL BANNERS. Use at trade shows, home shows, and other events. They are available for loan to sponsors and contractors; and graphics files are available to allow you to create versions with your own logo, web site, or other contact information.



MARKETING TOOLKIT. Use this online tool to create highly-customized marketing materials that promote the value of HPwES to consumers. Available templates include print advertisements, direct mail postcards, val-pak inserts, fact sheets, yellow page ads, and web buttons and banners.



BROCHURES. Provide homeowners with ENERGY STAR publications that reinforce the value of making energy-efficient home improvements, including the HPwES consumer brochure, Guide to Energy Efficient Heating & Cooling, Seal & Insulate with ENERGY STAR, Duct Sealing, and other brochures about ENERGY STAR qualified lighting, appliances, and home electronics.



PROMOTIONAL VIDEO. Use this 7-minute video to explain the value of HPwES to homeowners. Consider showing the video on house calls, at local home shows, and on your web site.



HOME ENERGY YARDSTICK. Host this tool on your web site to help homeowners compare their energy use to others across the country and help decide if they should take action to improve the efficiency of their home. The Yardstick can be a powerful tool for lead generation and customer screening.



HOME PERFORMANCE HOUSE GRAPHICS. These detailed graphics demonstrate the common problems found in many homes, and how HPwES can help to solve them.

Instructions for hosting online tools are available on the ENERGY STAR Web site www.energystar.gov; and hard copies of guides and brochures can be ordered free-of-charge at www.energystar.gov/publications.

Feedback Topic 4: Leveling the Playing Field



DOE has developed multiple resources. Should they be integrated into HPwES?

Workforce Guidelines

- Suite of voluntary national guidelines for the work and workforce involved in residential energy efficiency upgrade industry
- http://www1.eere.energy.gov/wip/retrofit_guidelines_overview.html

Healthy Indoor Environment Protocols

- Integrated into the Workforce Guidelines, intended to enhance the ability of the home energy upgrade industry better integrate health protections into energy programs
- <http://www.epa.gov/iaq/homes/retrofits.html>

Home Energy Score

- Allows a homeowner to compare home energy consumption to that of other homes, similar to mile-per gallon rating for vehicles
- <http://www1.eere.energy.gov/buildings/homeenergyscore/>

Better Buildings

- DOE Initiative with a mission of creating a self-sustaining building retrofit market by funding 41 governments to test potential business models and improve buildings
- <http://www1.eere.energy.gov/buildings/betterbuildings/index.html>

Feedback Topic 4: continued



- DOE is considering development of the following new tools and resources. How do you think it will impact HPwES?
 - Industry-wide QA protocols
 - Program Evaluation Protocols
 - Software Testing Protocols
 - Data Transfer Protocols
 - Cost Benefit Analysis Protocols

Feedback link: <http://www.surveymonkey.com/s/HPwESFeedbackMay2011>

Conclusion



- Please provide your feedback online, or via email
 - Online: <http://www.surveymonkey.com/s/HPwESFeedbackMay2011>
 - Email: Homeperformance@energystar.gov
- Ideas for additional stakeholders to include in future discussions
- Additional future stakeholder meetings and webinars

This is the beginning of a dialogue with stakeholders to determine how the Home Performance with ENERGY STAR Program should evolve

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Questions & Answers

Question: It sounds like the results from the survey monkey will be used by EPA and DOE to develop a set of proposed changes to the program and that those proposed changes will be vetted with stakeholders through a more formal comment process that will include a written comment period and more in-person stakeholder meetings. Is that correct?

Answer: DOE wants to do this in a timely manner. Will think about vetting updates more formally.

Question: Will the program focus on driving homeowner demand for HPwES in the future?

Answer: DOE takes the needs of building demand seriously, will be continued focus on that. Can't scale to market without ratcheting up consumer demand and will be a major issue for DOE.

Question: Home Energy Score – has any progress been made to store the data for compilation and analysis?

Answer: Joan Glickman (HomeEnergyScore@ee.doe.gov) at DOE is the contact working on this. You can also go to <http://www1.eere.energy.gov/buildings/homeenergyscore/>

Question: You mentioned that after 2012, you can't use the Energy STAR brand but then one of the names you are considering is ENERGY STAR Upgrade -- can you explain why you can't use the brand anymore and why Energy STAR Upgrade would be acceptable?

Answer: If ES brand can be used, then ES upgrade is an option. If not, then program will be called something else.

Question: Is the funding going to increase to support HPwES or stay the same when it transitions to DOE?

Answer: DOE's budget not changing in light of HPwES transition. Figure out what are we not going to do in order to fund HPwES. Depends on budget decisions on hill.

Question: Why has EPA determined that the HPwES name must change?

Answer: Concern of brand – who owns and who manages – if used by another department, will they take ownership and manage as EPA sees fit. Logo concern as it is a strong part of the program; how it is marketed. EPA encourages folks to provide feedback on this issue.
