



2016 HPwES Partner Meeting Austin, TX



Positioning HPwES for a Changing Investment - Driven Marketplace

PART 2 We're Listening! (Interactive Dialogue)

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About this Session

This session will be an open interactive dialogue with HPwES Program Sponsors and participating contractors to gain their insight. We will also discuss areas of focus or enhancements that are missing and how to bring more value to HPwES Sponsors. Topics to be discussed include:



Program and Process
Issues and Ideas



Industry Challenges
Impacting Your
Program



Local Successes
Replicable to other
HPwES Programs

Your Turn! Group Work

Divide the audience into groups of ideally 4-8 people



- ✓ What **data or information** do you not currently have that you would like access to (and why)? This could be project level data, program level data, or national level data.
- ✓ What **channels of communication** would help you better access prospective homeowners? Beyond your own pathways, what partners and infrastructural capabilities would be useful in promoting your program?
- ✓ What other **tools or resources** would help drive broader program uptake? Beyond your existing means, what kinds of additional support or resources would make your program more successful?

Format for Each Question: 8 minutes for small group discussion, 8 minutes report out (1-2 min/group)

Your Input

Adding a Participating Contractor Search on the HPwES Website



Pros	Cons
<p>Homeowners would have instant access to listings of Participating Contractors in their area from the HPwES national website.</p>	<p>Could create contractor complaints with which contractors are listed first (alphabetical, by number projects completed per year, by distance from house, etc.). On local program websites, Sponsors may list contractors different ways.</p>
<p>Homeowners may take the next step more readily to find a contractor if already on the national website, as opposed to clicking through to the local programs website (where we could lose them).</p>	<p>There may be increased data requests and data maintenance for Sponsors of the national contractor database.</p>
<p>Gives more credence to the national HPwES website and brand.</p>	<p>Increased liability/risk from any delays in updating this national contractor registry with contractors on suspension or terminated.</p>