EXPANDING THE TOOLBOX

STRATEGIES FOR SUCCESSFUL RATERS

Neil Grigsby, NEEA | October 16, 2013
WHO IS NEEA?

Northwest Energy Efficiency Alliance (NEEA) is a non-profit org. using the market power of the region to accelerate the innovation and adoption of energy-efficient products, services and practices.

NEEA is supported by & collaborates with the Bonneville Power Administration, Energy Trust of Oregon and 100+ Northwest utilities.
PROGRAM GOAL
Drive market adoption of energy-efficient homes in new construction.

MARKET SNAPSHOT

22,000 Certified single-family homes since 2005

1,020 Multifamily homes

161 Builders

37 Rating organizations
PROGRAM PROGRESSION

2005
Develop infrastructure; develop custom spec for achieving savings

2008
Recruit & train verifiers that can drive the program forward

2010
Educate consumers & generate demand; ramp-up for v3

2012
Develop training & marketing tools for partners

2013
Transition phase; hand-off components of NW program to market
WHAT WE’RE UP AGAINST

- Lack of incentives for builders
- Code & technical requirements more stringent in NW
- Inadequate recouped cost for upgrades
- Version 3, particularly HVAC
- Decrease in builder participation
- Transition to new data tracking system
- Provider model shifting to open market
- Transition to Performance Path model
MARKET TRANSFORMATION

As NEEA looks forward to advanced building products and practices that will help shape the industry 10+ years from now, it is **handing off greater responsibility for the success and continued implementation of ENERGY STAR** to its Verifiers and Raters, including:

- Technical support
- Market development
- Training
ALIGNMENT WITH NATIONAL PROGRAM MODEL

- Open-market Providers under RESNET purview
- Online Partner Agreements signed with EPA
- Access to EPA resources
DATABASE TRANSITION

Adapted to better support:

- V3 requirements
- More granular data
- Evolving technologies
- Open-market Providership
TRANSACTION TO NORTHWEST PERFORMANCE PATH

- Relieves the administrative burden of trade-offs, code changes
- Increases builder flexibility
- Provides validated energy savings
The problem:

- The Regional Technical Forum (RTF) won’t accept savings on HERS Scores
- They use a tool they feel is more accurate to our climate & region

The solution:

- Northwest REM/Rate™ can produce equivalent results
TECHNICAL TOOLS
THERMAL ENCLOSURE BEST PRACTICES POSTER

A weatherproof construction site poster that details thermal enclosure best practices for meeting the program checklists and ensuring a tight envelope.
ASHRAE WALLET CARDS

The fold-up infiltration credit look-up table is an HVAC contractor tool that eliminates the need for complex formulas or use of bulky manuals in the field.
TECHNICAL DETAILS

TEMPLATES

Customizable and pre-formatted templates to help Raters create best practices and technical tools, positioning themselves as a subject matter experts to their builders.

http://basc.pnnl.gov/
FREQUENTLY ASKED QUESTIONS RESOURCE GUIDE

A quick-reference guide for common technical questions in the NW. Developed to reduce program calls for tech support and put answers in the hands of Raters.
MARKET DEVELOPMENT TOOLS
NORTHWEST ENERGY STAR HOMES 101

A presentation deck developed to help Raters explain and sell the Northwest program to prospective builders.
MARKET DEVELOPMENT TOOLS

PROGRAM TECHNICAL OVERVIEW

Illustrates program technical requirements and the house-as-a-system approach.

DUCTLESS HEAT PUMPS

Benefits to builders, and homeowners, for going ductless in new residential construction.

MULTIFAMILY SPECIFICATION

To help recruit low-rise multifamily builders/developers to join the program.
MARKET DEVELOPMENT TOOLS

CUSTOMIZABLE MARKETING TOOLS

Sales collateral, advertising templates & messaging
TRAINING SUPPORT

VERIFIER BOOT CAMP
TRAINING SUPPORT

BUSINESS DEVELOPMENT TRAINING

- One-on-one support for Rater organizations
- Tailored to their needs, including:
  - Sales, marketing
  - Business development
  - Builder recruitment
HVAC QUALIFICATION TRAINING

- NEEA acts as NW H-QUITO
- Thorough qualification process:
  - Orientation webinar, quiz
  - 6-hr classroom training
  - Zonal-only training
  - Option to test out of classroom portion
- 5% field QA
**WHAT WE LEARNED**

- **There’s no one-size fits all.** Rater skill sets vary by organization and no one tool fits every need.

- **One-on-one support still rules.** You can’t replace it, but you can reduce or complement it.

- **Pick your battles.** You can’t hand-off the program to the market and maintain control at the same time.
THANK YOU!

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