



2016 HPwES Partner Meeting

Austin, TX



Positioning HPwES for a Changing Investment-Driven Marketplace: PART 1

How DOE is bringing more resources to HPwES Sponsors and Participating Contractors

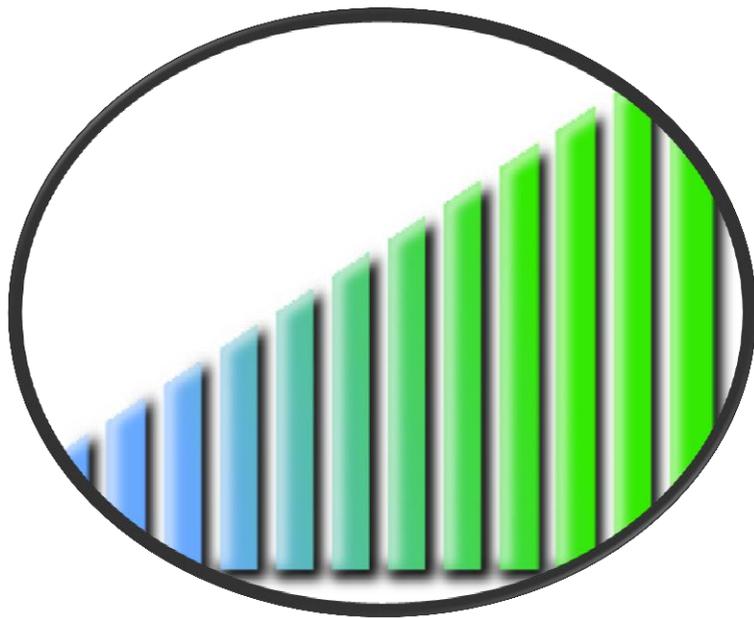
Ely Jacobsohn, DOE; Andrew Isaacs & Sarah O'Connell, CSRA; Kevin Powell, Redhorse Corp.; Jonathan Cohen, DOE

Session Agenda

- Program Marketing and Website Improvements
- Integrating HPwES into your Residential Program Portfolio
- Achieving Operational Excellence
- Demonstrating Research Associating Home Performance and Health Benefits

Goals for HPwES 2016-2018

Progress through Innovation



Program Marketing and Outreach

Sarah O'Connell, CSRA

sarah.oconnell@csra.com 240.514.2997

Working in support of Home Performance with ENERGY STAR

“Marketing is too important to leave to the marketing department.”

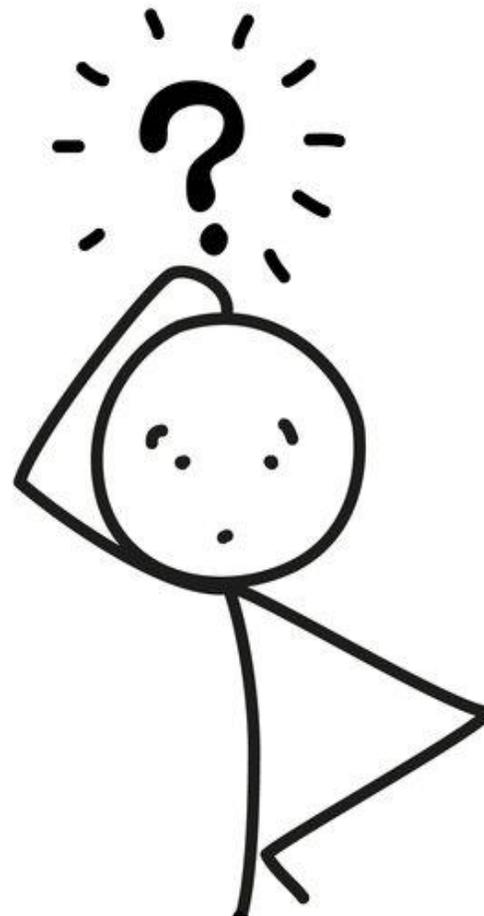
- Key to success
- Adds value to your business
- Grows your business

**EVERY
THING**
— IS —
marketing



Your Greatest Challenge

- Many people are unaware of “home performance” generally, and Home Performance with ENERGY STAR specifically
- We can change this!



Your Greatest Asset

- “Eighty-nine percent of households recognized the ENERGY STAR label when shown the label.” The Consortium for Energy Efficiency’s report *National Awareness of ENERGY STAR for 2014*
- This is a growing trend!

89%



Website Enhancements

- Improved navigation
- Fresh, updated content
- New search tool
- New graphics
- Simpler messaging

➤ *In combination with the brand use guidelines, use these tools, graphics, and messages in your materials.*

Home Performance with ENERGY STAR

GET MORE FROM YOUR HOME

When you take ENERGY STAR's pathway to performance, you'll discover improvement opportunities throughout your home that together can make it more comfortable and affordable to own.

Click on "find local help" on the Home Performance with ENERGY STAR site.

1

Schedule a home energy assessment.

2

Prioritize & schedule home energy improvements with your contractor, such as these:

- Air sealing
- Insulation
- High efficiency heating and cooling systems
- Efficient lighting, appliances, and water heating equipment
- Window replacement
- Renewable energy systems

3

Experience the difference!

- More Comfort: Fewer drafts and a safer, healthier indoor environment
- More Savings: Utility bill savings up to 20% or more
- More Quality & Value: Work performed by specially trained contractors and backed by third-party quality assurance
- A cleaner environment

4

WHAT IS YOUR HOME TELLING YOU?

Problems like these mean your home isn't working as it should. A Home Performance with ENERGY STAR participating contractor can turn it around.

HOT OR COLD SPOTS

MOISTURE ON WINDOWS

DRAFTS

ICE DAMS

MOLD

HIGH UTILITY BILLS

Over **half a million** happy homeowners

Over **2,000** home improvement contractors

Projects save an average of

\$500

per year

Supported by over

50

local programs

Saved enough energy to power more than **86,000** homes for a year

www.energystar.gov/hpwes

" I didn't know just how uncomfortable my house was until I improved it under Home Performance with ENERGY STAR! "

— Ms. Woolf, Baltimore, MD

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 how to save energy, save money, and protect 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. Today, ENERGY STAR is the most widely recognized symbol for energy efficiency in the world, helping families and businesses save \$360 billion on utility bills, while reducing carbon pollution by 2.5 billion metric tons since 1992. Join the millions who are already making a difference at energystar.gov.

Sample Infographic

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Promotional Flyers for Homeowners

- Target most frequent improvements and homeowner hot buttons
 - HVAC replacement
 - Comfort improvement
 - Cost savings
 - Health improvement
- Connect to whole-house approach
- Co-brandable
- *Customize with your logo and message for all sales transactions.*



Sample Flyer

The Comfort You Deserve



Do you have:

- Drafts?
- Uncomfortable rooms?
- High energy bills?
- Excessive dust or spiders?

"I didn't know just how uncomfortable my house was until I improved it under Home Performance with ENERGY STAR!"

– DeeDee, Baltimore, MD

Get more from your home with Home Performance with ENERGY STAR.

A local expert will look at how the systems in your home can work together to provide:

- Fewer drafts and more comfortable rooms
- Utility bill savings of 20% or more
- A cleaner, healthier environment

Every Home Performance with ENERGY STAR project provides:

- A Home Performance Assessment
- A sequenced installation
- Expert work performed by specially trained contractors
- Third-party quality assurance



Home Performance Assessment

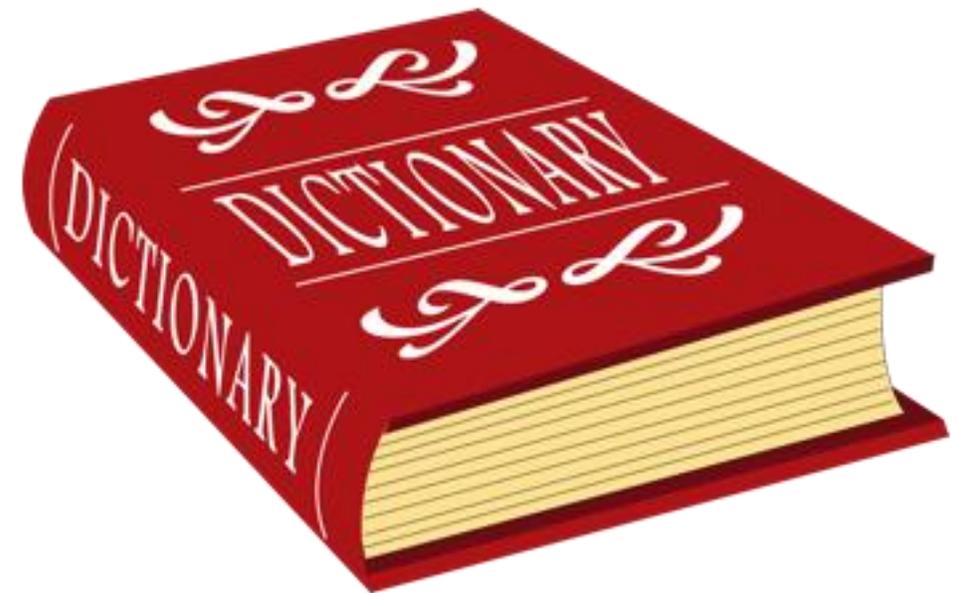
- Homeowner Interview
- Energy Bills Review
- Visual Home Inspection
- Combustion Safety Evaluation
- Diagnostic Testing
- Data Collection and Analysis
- Home Energy and Comfort Improvement Recommendations

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Partner
Logo &
Contact Info
Here

Key Terms and Phrases

- Define common home performance terms and phrases
 - Energy assessment
 - Blower door test
 - Air sealing
 - Ductwork
 - Weatherization
- Develop a common language



➤ *Incorporate into training materials and share with customers.*

Testimonials, Quotes, Videos

- Multiple perspectives
 - Homeowners
 - Sponsors
 - Contractors
- Help tell the home performance story
- *Share with your customers to reinforce the value of home performance.*

“I didn’t know just how uncomfortable my house was until I improved it under Home Performance with ENERGY STAR!”

– DeeDee, Baltimore, MD



Stay Connected

- Program updates
- News
- Additional materials

Mark Your Calendars

- ✓ *May 18: Annual Report Webinar*
- ✓ *Sept: Rule Your Attic Campaign*

Contact us anytime at:

HomePerformance@EnergyStar.gov



Share Your Feedback

- **Website:** What other tools do you need?

- **Flyers:** What are other hot topics?

- **Key Terms & Phrases:** When performing a home improvement service, what are you asked about most often?

Show & Tell

Who doesn't like a good story? Stories have the power to intrigue, inspire and make us laugh. From challenges and aha moments to bloopers and mishaps, we all have something to share. Send us your latest home energy stories, pictures, and videos, and we'll showcase them on the website.

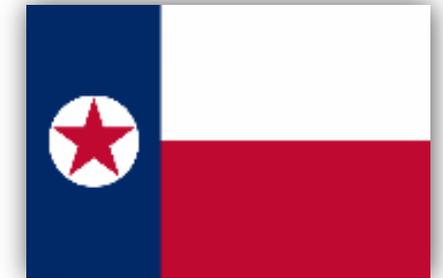
Questions?

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2016 HPwES Partner Meeting

Integrating HPwES into your Residential Program Portfolio

Portfolio

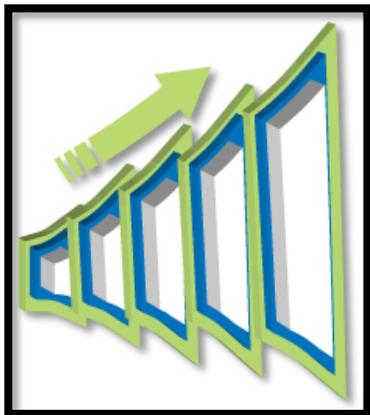
Andrew Isaacs, Senior Finance Specialist and Account Manger HPwES

Ways to Scale HPwES in 2016-2017



Recruit New Sponsors and Contractors

- Traditional Sponsor/Contractor types
- Aggregator Pilots
- Form partnerships with groups that represent potential Sponsor recruits
- Develop new recruiting material

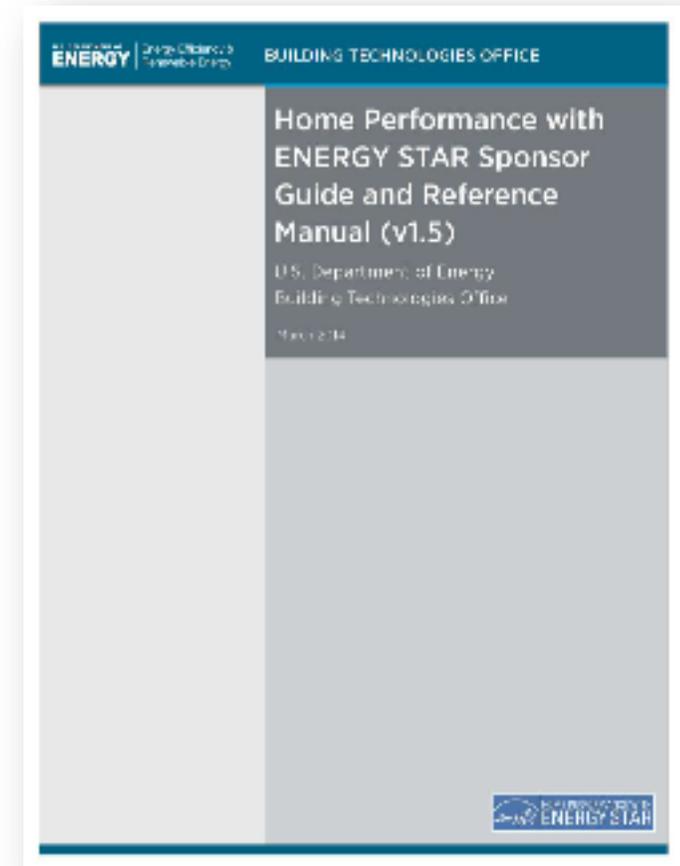


Increase Production from Existing Sponsors

- Integrating HPwES into other Sponsors' residential portfolios
- Provide technical support to current Sponsors
- Provide access to other DOE programs (Home Energy Score)
- Develop new marketing material for Sponsors and Contractors

Version v1.5 HPwES Sponsor Guide

- Much more flexible
- Can roll-up other programs under HPwES
- Create HPwES residential Portfolios
- Still whole-house focus
- Must comply with minimum requirements as stated in version 1.5 HPwES Sponsor Guide



Possible Program Types



Whole-House Multiple Measure Programs



Incremental Programs-HVAC



Multi-Family Programs



Affordable-Low Income Programs



Renewable Programs

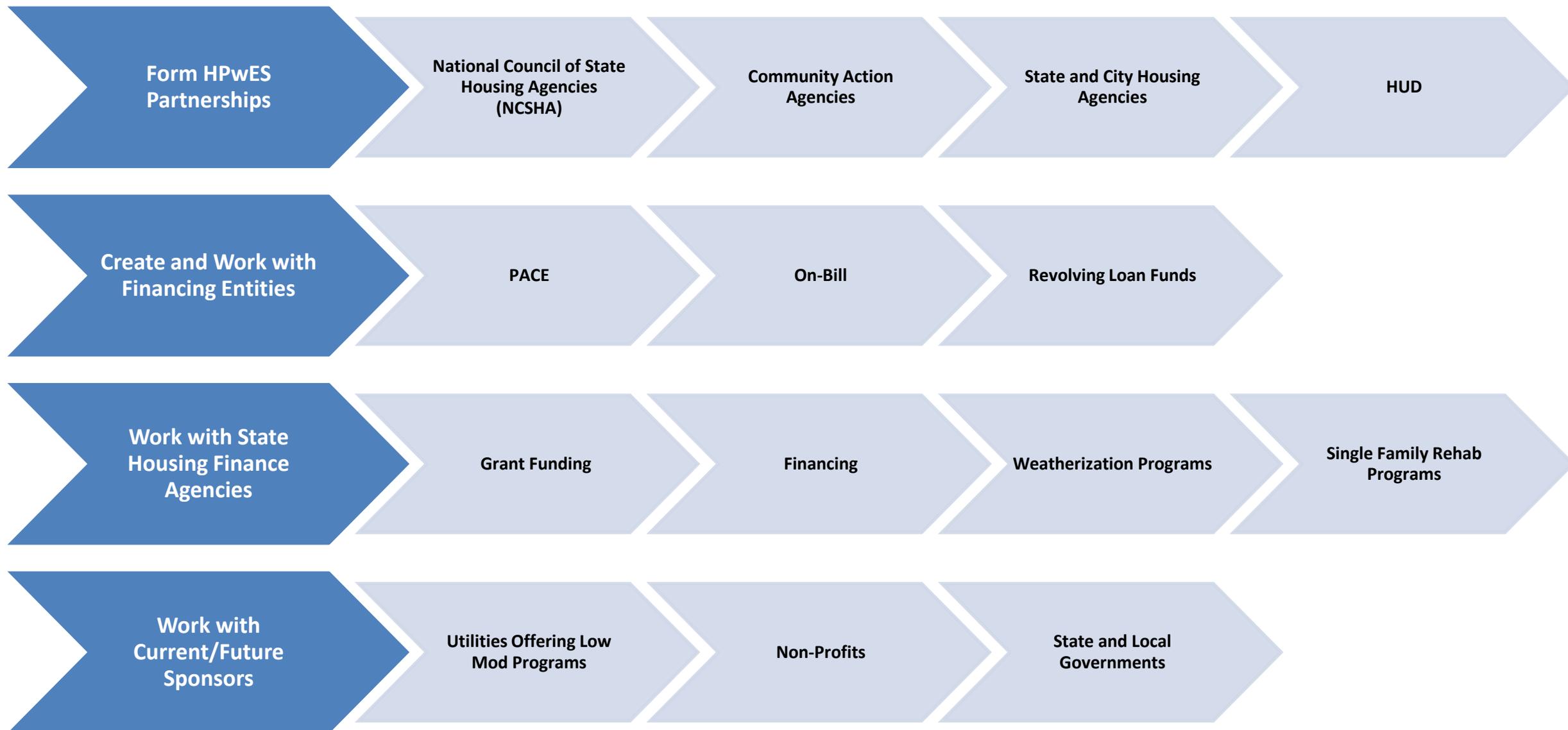


Health and Home Performance Programs



Other

LMI- Satisfying needs of targeted demographic groups



Outreach Efforts

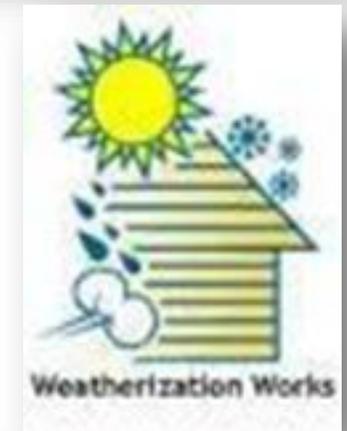


- Outreach to new potential Sponsors – message broader range of programs can participate in HPwES
- Outreach to Current Sponsors - message broader range of programs can participate in HPwES
- Outreach to program implementers working with utility programs
- Does not have to be “All or Nothing” – create a HPwES Path within a program
- Can incorporate the HPwES Certificate of Completion
- Can use Home Energy Score (HEScore)
- Can Incorporate and or leverage the DOE HI-Cat Initiative

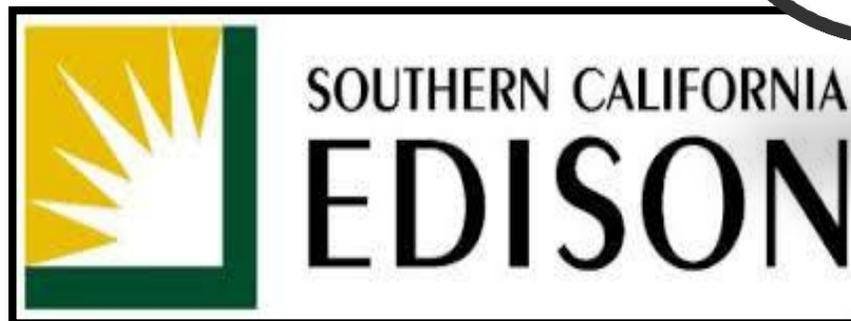


Benefits for Partners

- Eligible to use the widely-recognized Home Performance with ENERGY STAR marks and ENERGY STAR Partner mark through **MY ENERGY STAR Account Access**
- Become part of a growing Home Performance with ENERGY STAR family of Partners
- Sponsor recognition through the ENERGY STAR Partner of the Year Awards
- Dedicated Account Manager Support
 - Supports access to the national Program and to technical assistance
 - Fosters regional coordination among Sponsors
 - Regional collaboratives established in SW, SE, and MW; pursuing for NE and NW
- Facilitated access to other DOE Residential Program resources including:
 - Better Buildings Residential Program
 - Better Buildings Residential Program Solution Center
 - Better Buildings Residential Network
 - WAP - 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



Examples





For more information, please contact:

Andrew Isaacs, CSRA

andrew.isaacs@csra.com

859-314-7022

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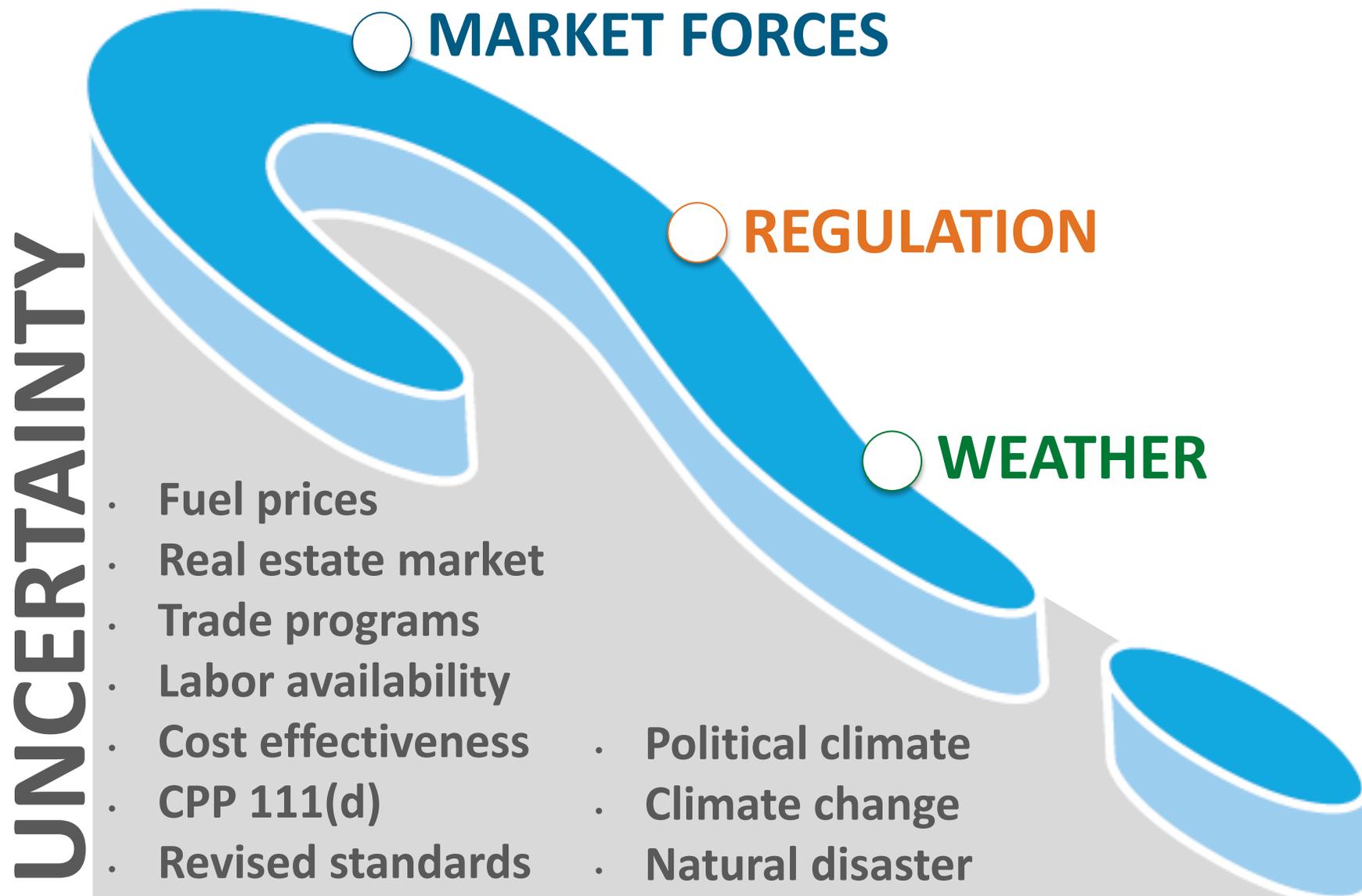
Supporting Resilient and Sustainable Organizations



Qualities of a Resilient Organization



Uncertainty Facing Sponsors



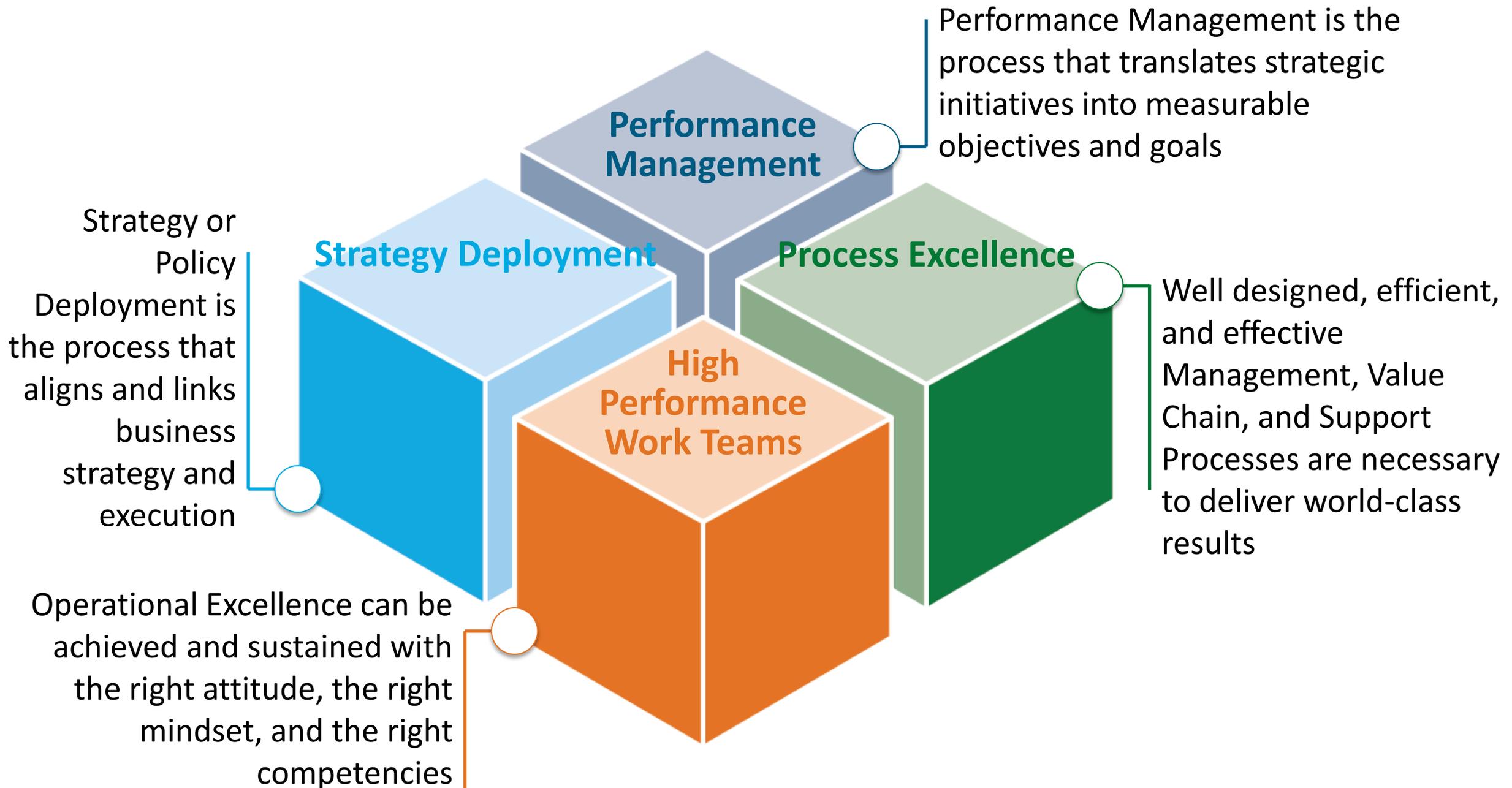
Operational Excellence/Business Process Improvement

WHERE TO START???

MANY OPTIONS!

Source: Software AG

Operational Excellence Business Execution System



Operational Excellence Business Execution System



Success Stories in Service Industries



Mighty Fine Burgers



Rudy's Country Store



Sutter Davis
Hospital
(2013 Award
recipient)



Mid America
Transplant
(2015 Award
recipient)

K&N Management of Austin, TX
(2010 Baldrige Award recipient)

DOE Plans for Process Improvements

- **Evaluate/Demonstrate Processes**
 - Reduce burden to stakeholders
 - Integrate resources
 - Provide examples from DOE implementation
- **Pursue process efficiency**
 - Identify Sponsor “pains”
 - Retool Sponsor Quality Reviews
 - Focus on key elements
 - Assist Sponsors in achieving “Excellence”
- **Leverage DOE Home Upgrade Accelerator**
 - Assist with process improvement studies
 - Highlight successes for program promotion



RECOGNIZED PROGRAM

MEETS U.S. DEPARTMENT
OF ENERGY GUIDELINES

For more information contact:

Kevin Powell, Redhorse Corporation

Kevin.Powell@redhorsecorp.com

410-353-4249

Please plan to attend:

Health & Home Performance: Unlocking Links to

New Funding, Marketing, & Project Data Value

Wednesday, April 06, 2016 , 1:30 PM - 3:00 PM

Moderators: Jonathan Cohen & Ely Jacobsohn, U.S. Department of Energy