

## *All Aboard*

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





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  - Home Performance with ENERGY STAR Program Update
- II. **Home Performance with ENERGY Sponsorship**
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  - Importance of the ENERGY STAR Brand
  - ENERGY STAR Refreshed Messaging
  - Sponsor Onboarding Process/Sponsor Responsibilities
  - Benefits for contractors
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    - Four Initiatives to Improve Value and Increase Participation
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- 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



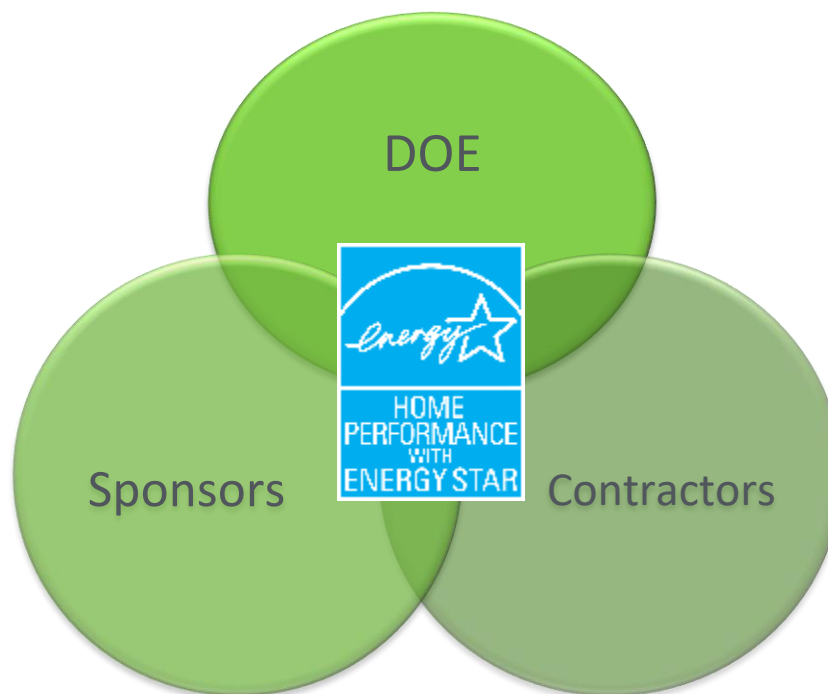
## What is Home Performance with ENERGY STAR?

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



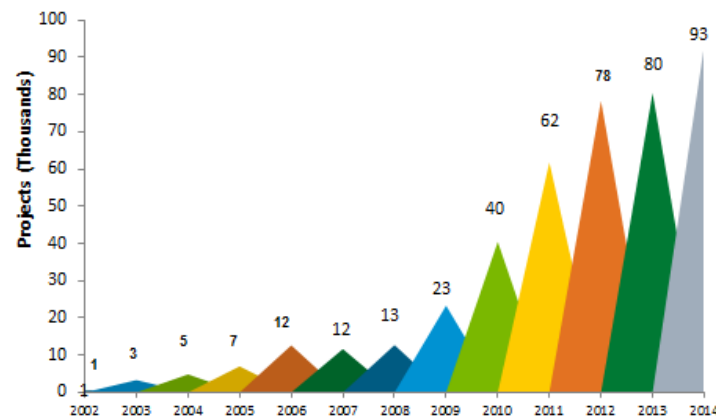
## Home Performance with ENERGY STAR

- 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



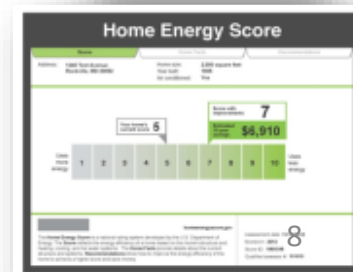
# Home Performance with ENERGY STAR Update

- 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 combines) (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





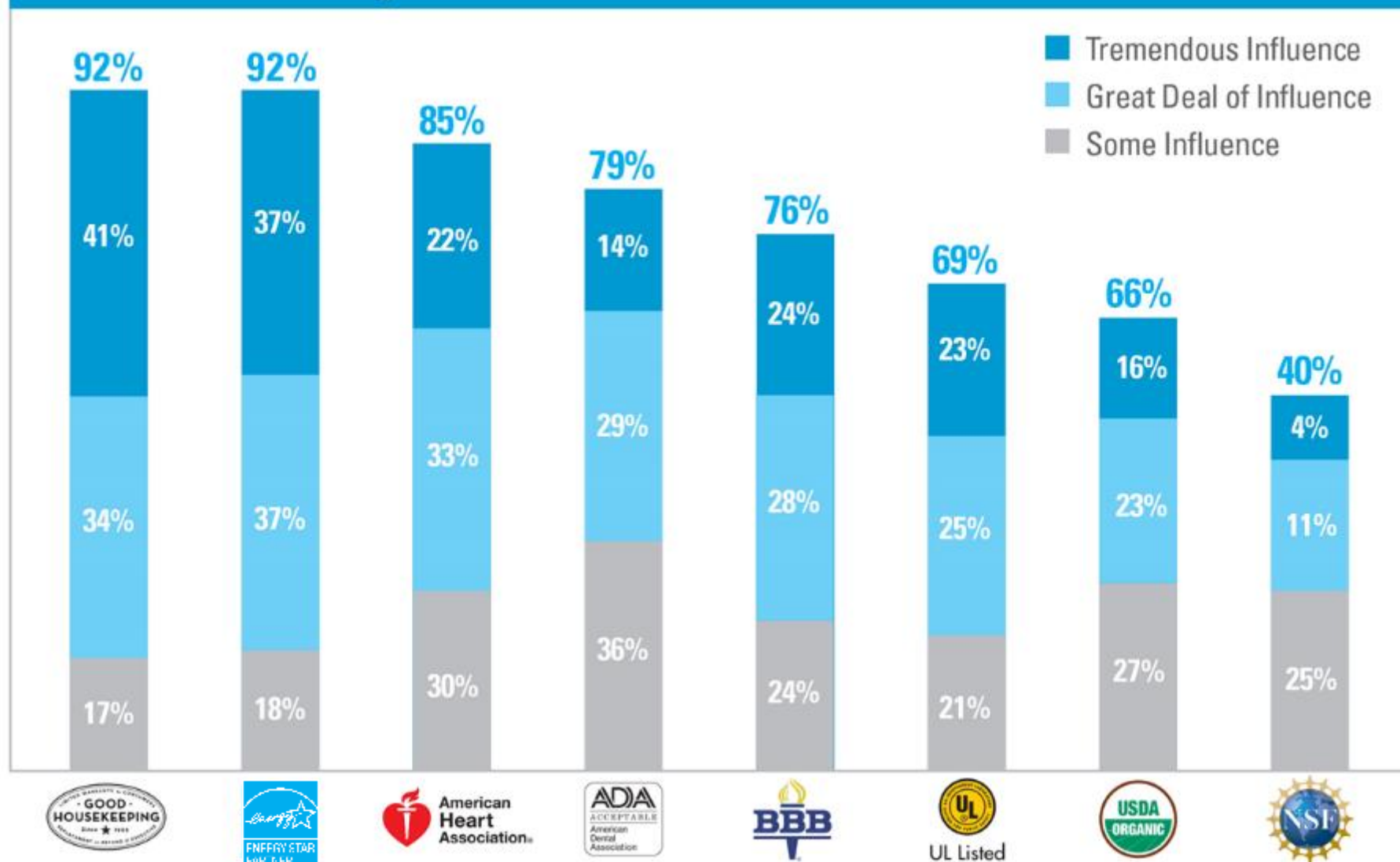
## Importance of the ENERGY STAR Brand



- **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





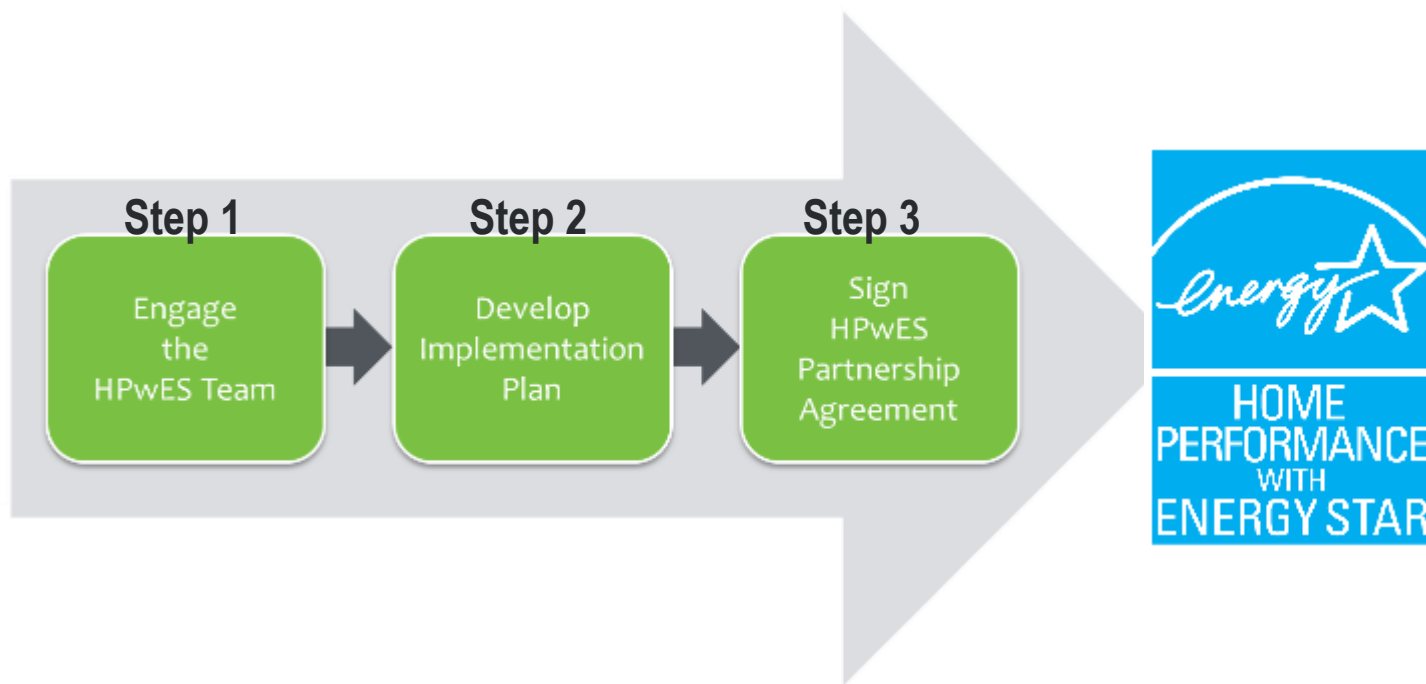
## ENERGY STAR Refreshed Messaging

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](http://energystar.gov).



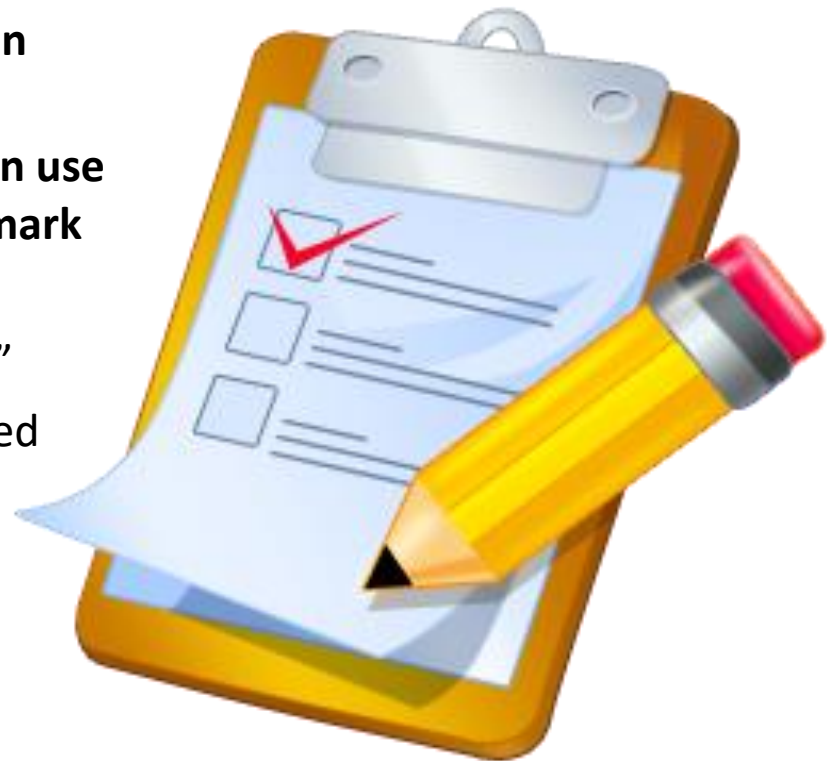
# Sponsor Onboarding Process

*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



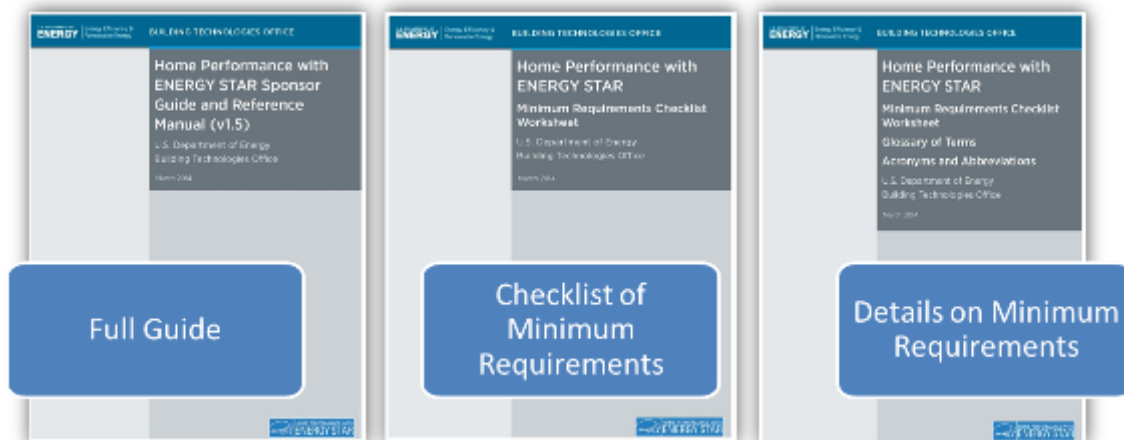
**2014 Housing Innovation Award Winner**

*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

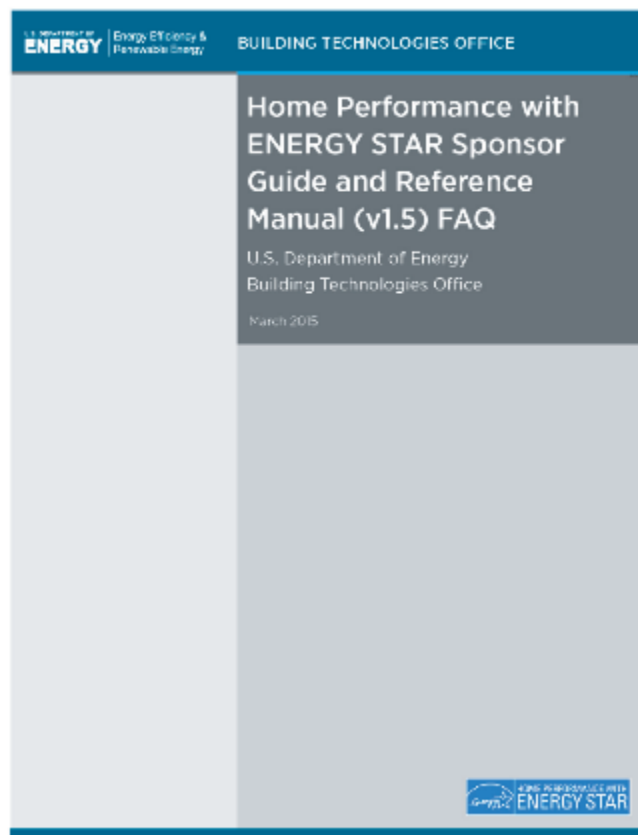
**Section 5:** The Project Installation

**Section 6:** Quality Assurance

**Section 7:** Tracking and Reporting

# Sponsor Guide and Reference Manual (v1.5) FAQ

*Just released in March!*



Home Performance with ENERGY STAR Sponsor Guide v1.5 FAQ

## Home Performance with ENERGY STAR Sponsor Guide v1.5 FAQ

### Section 1: Use and Management of the Mark

**Q:** We have been using the ENERGY STAR mark for years. Do we really need to submit all materials using the mark for DOE review?

**A:** Yes. Sponsors should submit for review any new materials that utilize the Home Performance with ENERGY STAR mark and/or name. Once DOE has a sense that you understand the proper use of the name and mark, Sponsors are able to develop materials with more independence.

**Q:** Does it really take 5 days for DOE to process logo and brand reviews for all materials?

**A:** Not usually. When Sponsors submit materials that are lengthy or need to use the mark and name in new or different ways, it may require more time. DOE will work with Sponsors to meet all timelines and deadlines in much as possible.

**Q:** Are participating contractors required to use the Home Performance with ENERGY STAR mark?

**A:** Participating contractors, in good and active standing with their Sponsors, are encouraged, but not required, to use the mark to differentiate their services.

**Q:** Can we co-brand by using our own program mark with the Home Performance with ENERGY STAR mark on marketing materials?

**A:** Absolutely! Sponsors are not only allowed, but encouraged to leverage their own brands in combination with the Home Performance with ENERGY STAR mark. And be sure to follow EPA's [Brand Book](#) to ensure proper use of the Home Performance with ENERGY STAR mark. And, remember that your Account Manager is available to answer any specific questions you may have regarding use of the mark.

**Q:** Can the Home Performance with ENERGY STAR Program provide sales training services to our contractors?

**A:** DOE does not provide training services for participating contractors. There are a variety of training programs available through private market vendors including trainings specific to home performance contracting business development and sales. If you are having trouble finding one that meets your needs, please contact your Account Manager for assistance.

**Q:** Will there be any updates to "My ENERGY STAR Account" (MESA), including new material and completed?

**A:** Yes. On a periodic basis DOE will add new or revised content to MESA for Sponsors and participating contractors to use. Check back frequently or ask your Account Manager for assistance.

**Q:** Are we required to provide the customer a certificate of completion for all projects?

**A:** No. DOE does not require certificates of completion to be issued for HPwES projects. However, many Sponsors who were certifiers have found that offering a certificate of efficiency improvements or a certificate of performance to be useful in motivating customer to action, communicating results, and demonstrating enhanced real estate value. Additional

2

# ENERGY STAR Brand Book



## THE ENERGY STAR BRAND BOOK®

Using the ENERGY STAR Identity to Maintain and Build Value





# 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.**

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

**HOME PERFORMANCE WITH ENERGY STAR** Working to deliver whole-house energy savings to improve comfort and help protect the environment.

**2**

**CONTRACTING COMPANY, INC.**

**HOME PERFORMANCE WITH ENERGY STAR**

**3**

Windows Internet Explorer

http://www.partnername.com/homepage/, homepage

Contracting Company, Inc.

Reduce your home energy costs up to 46% by taking advantage of the Home Performance With Energy Star!

- 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.
- We will conduct a thorough analysis of the efficiency of your home and recommend improvements to save you energy and money.

5.8

# 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**

**ENERGY STAR**

**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	<a href="#">SRA International Inc.</a>	Active	Home Performance Contractor	Primary Contact	<a href="#">View</a>

# 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:

Work Performed By:

Work Verified By:

Work Completed On:

Signature:


Home Performance Improvements:

Additional Information:

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](http://energystar.gov).

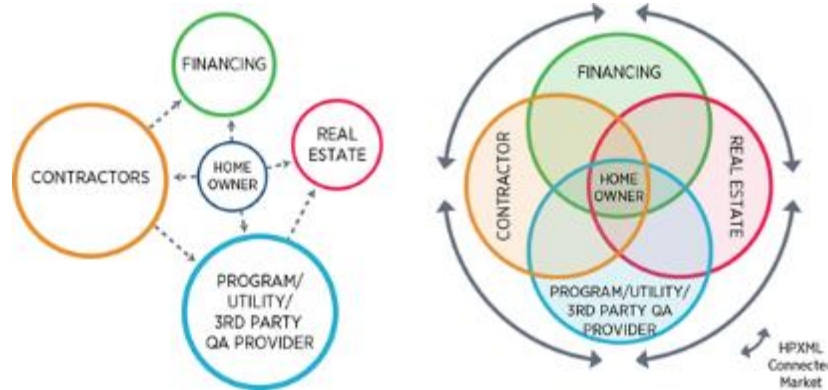


## Home Performance with ENERGY STAR Certificate of Completion Template

- 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



## 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



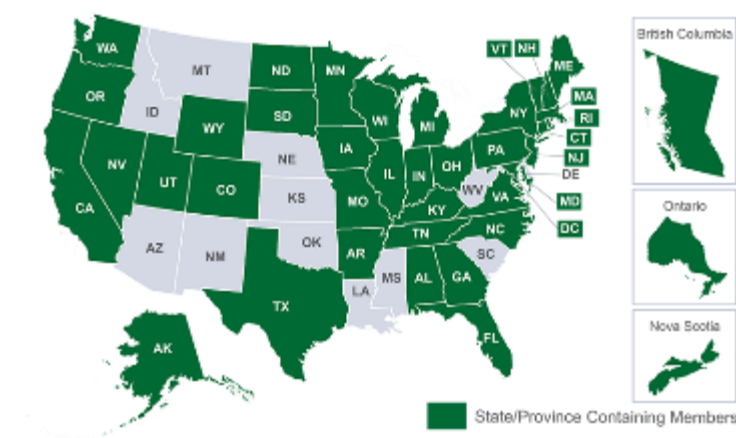
### Southeast Regional Collaborative



# 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!

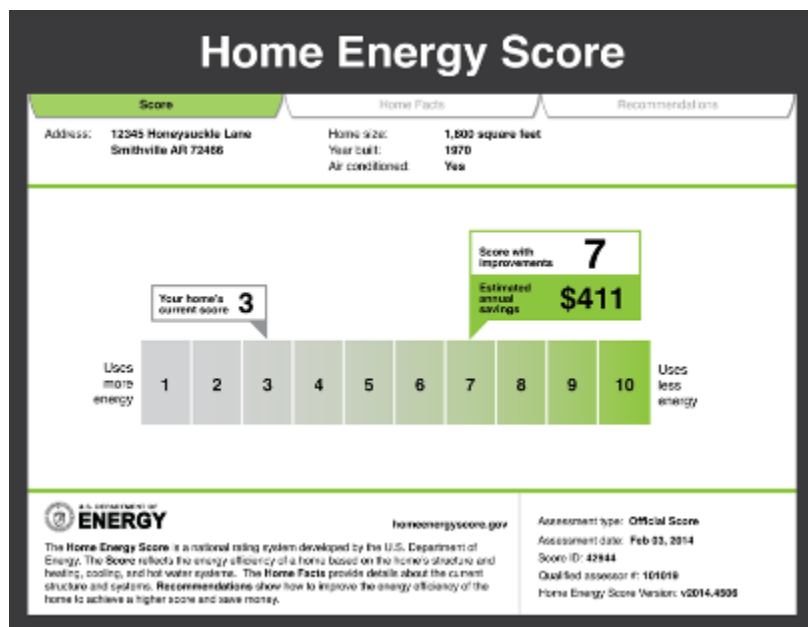
Connects energy efficiency programs and partners to share best practices to increase the number of homes that are energy efficient.

**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



## The U.S. Department of Energy's residential energy rating

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

## 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

**AFP SOUTHWESTERN ELECTRIC POWER COMPANY**  
A Unit of American Electric Power

ENERGY SAVING PROGRAMS FOR ARKANSAS  
Call 1-800-266-3179 Fax 479-254-4072 E-mail: [energy@afp.com](mailto:energy@afp.com)

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

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

## 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!" -Dorinda F., homeowner

SWEPCC 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:

- Powerful
- Comfortable
- Secure
- Healthy
- Low

Depending on the improvements you make, you could save 10 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 questions about the Home Performance with Energy Star program? Contact us today! Call toll-free (800) 255-2546 or visit [www.energy.gov/HPPWA](http://www.energy.gov/HPPWA) today.



REBATES AVAILABLE

## 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.

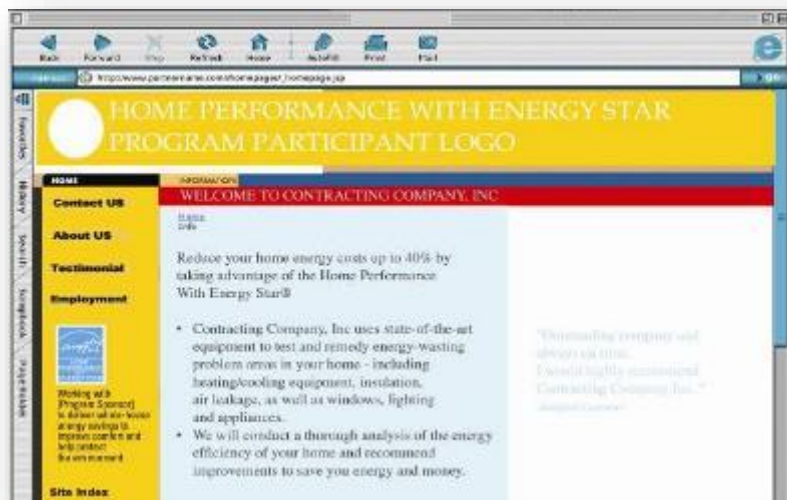
Home Solutions: \_\_\_\_\_ Location: \_\_\_\_\_

Contractor: \_\_\_\_\_ Date Completed: \_\_\_\_\_

SWEPCC: \_\_\_\_\_

ENERGY STAR

# 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

HOME PERFORMANCE WITH  
**ENERGY STAR**

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!



NYSERDA



### 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.



# OUR GIFT TO YOU

# 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

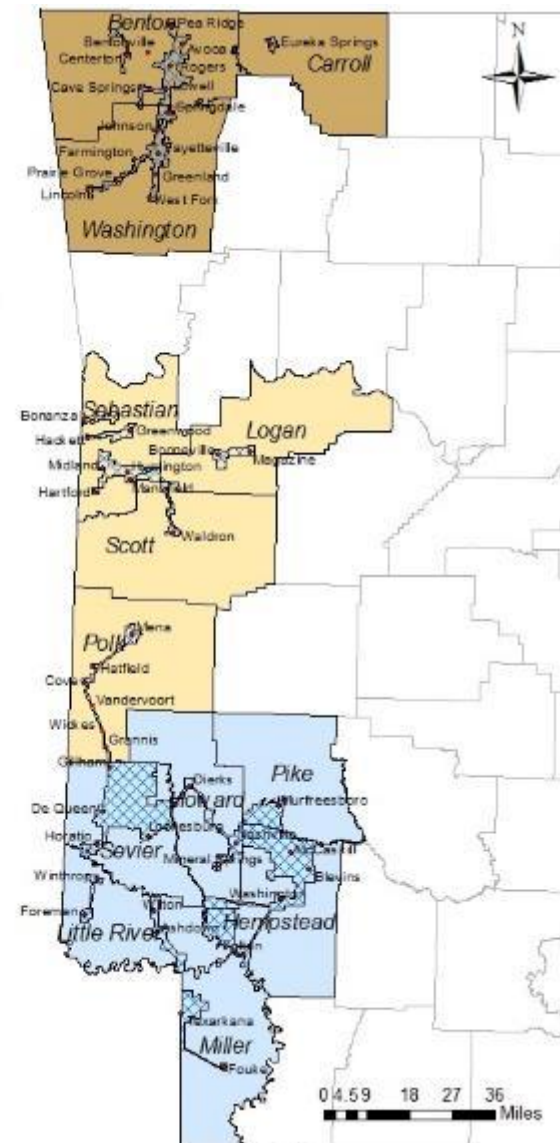
### HPwES Model, Successes, and Lessons Learned

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

# AEP SWEPCO

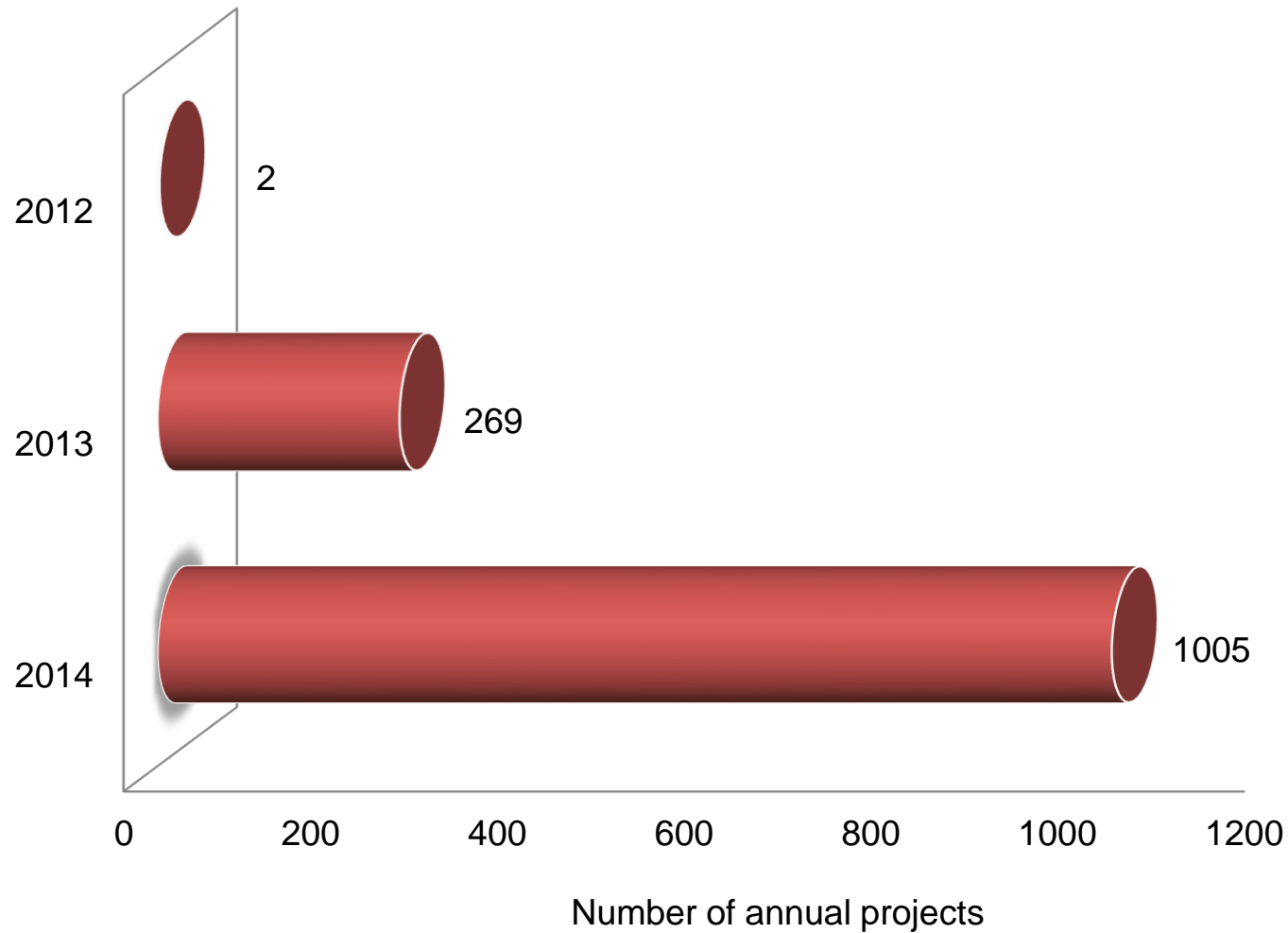
- Southwestern Electric Power Company (SWEPCO)
  - Serves 114,000 customers in AR
- ENERGY STAR Partner since 2011
- 2015 ES Partner of the Year for Program Delivery



# 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

- Jacob Nielson, Consultant  
[jacob.nielson@clearresult.com](mailto:jacob.nielson@clearresult.com)  
479-439-8627



**ENTERGY NEW ORLEANS, INC.**

# Energy Smart New Orleans Home Performance with Energy Star Program

Alexander Scott,  
Senior Program Manager  
CLEAResult



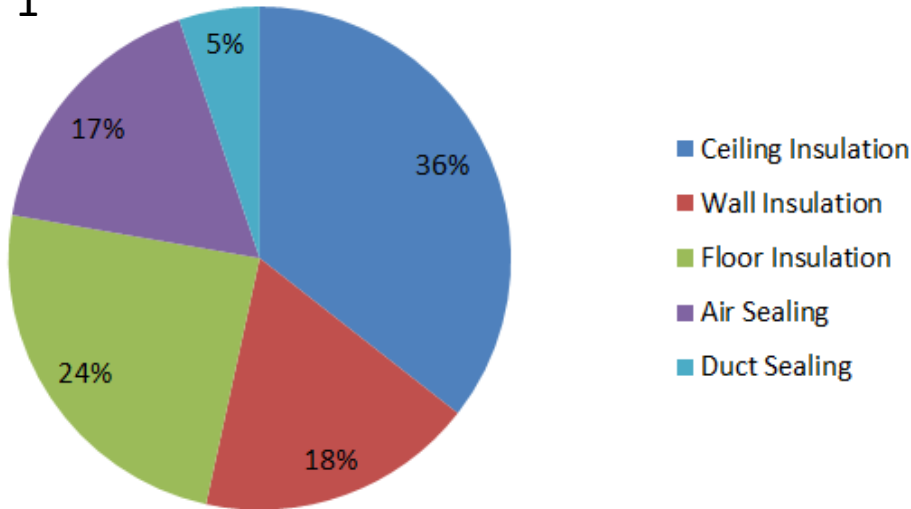
# Background

- 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

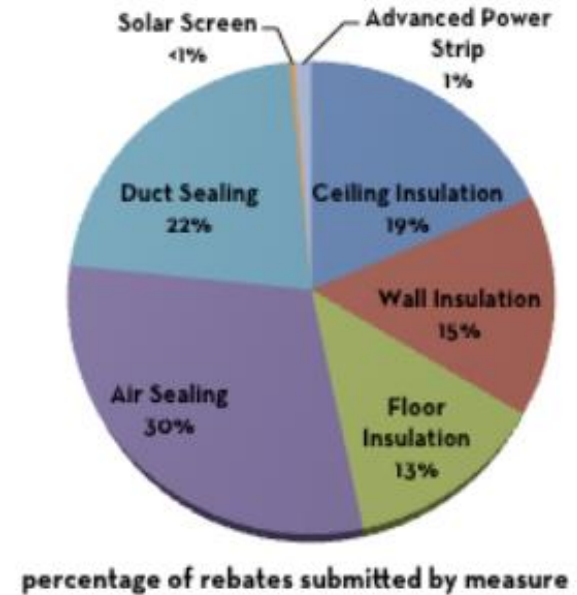


# Measure Mix, First 3 years

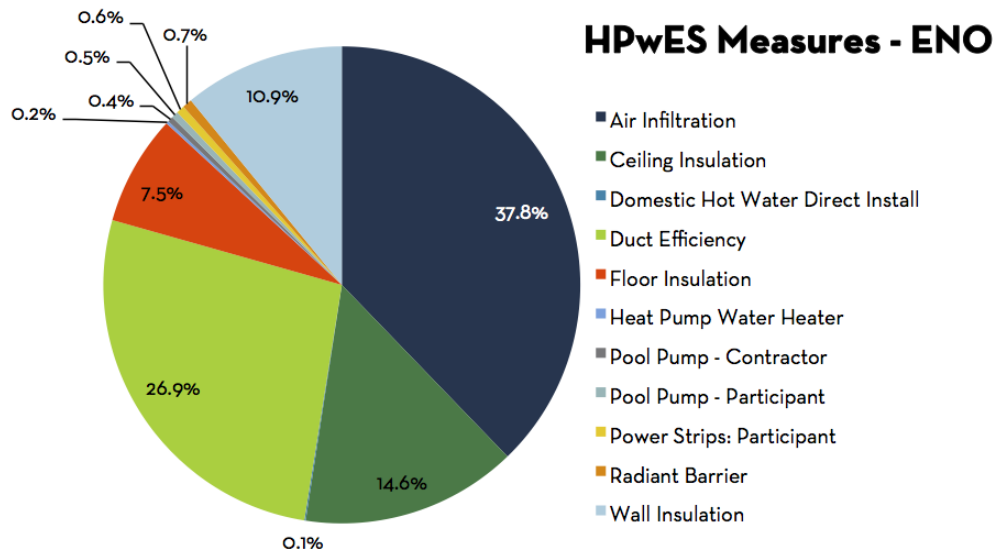
Year 1



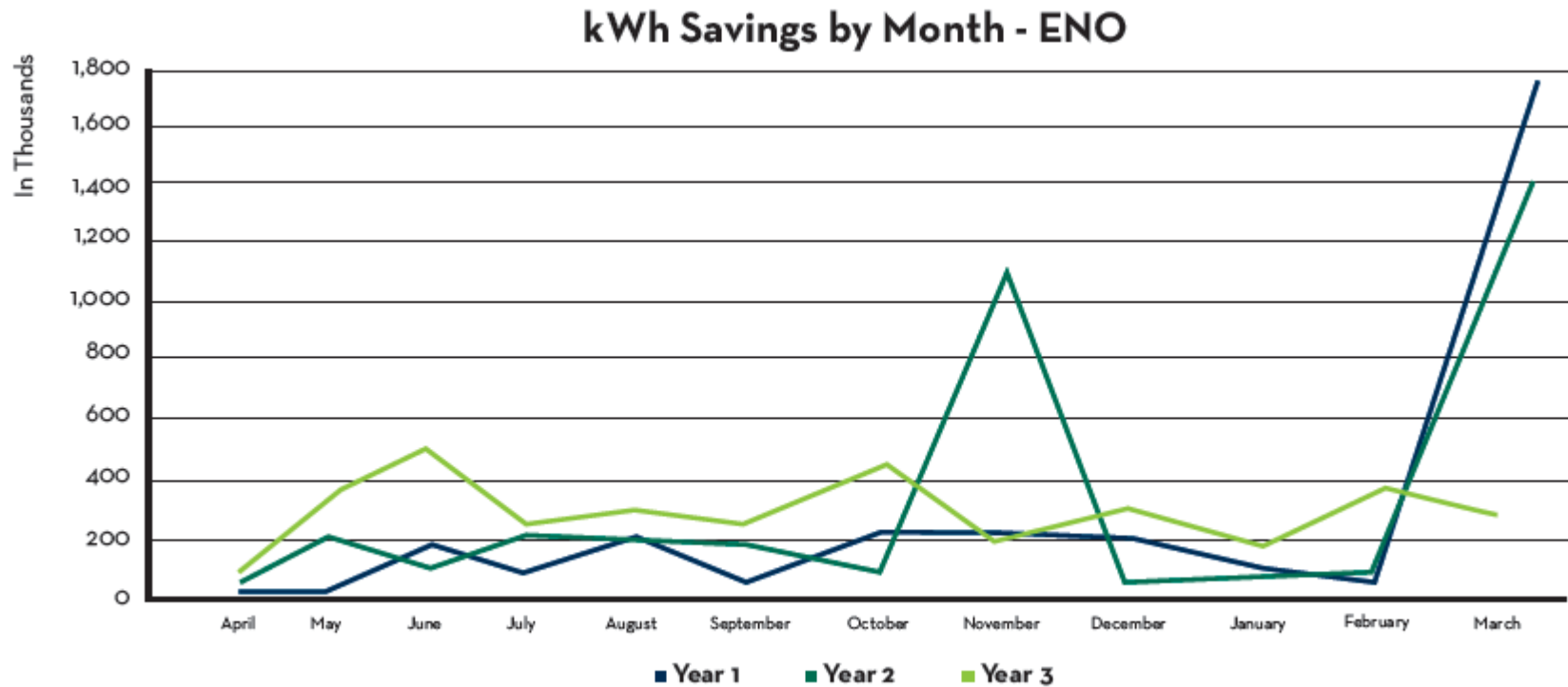
Year 2



Year 3



# 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



- Ely Jacobsohn, DOE, HPwES Program Manager – [Ely.Jacobsohn@ee.doe.gov](mailto:Ely.Jacobsohn@ee.doe.gov)
- Jason Bogovich, Redhorse Corporation, Account Manager – [Jason.bogovich@redhorsecorp.com](mailto:Jason.bogovich@redhorsecorp.com)
- Madeline Koewler, SRA, Program Analyst– [Madeline\\_Koewler@sra.com](mailto:Madeline_Koewler@sra.com)

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<http://www.energystar.gov/homeperformance>