



Build It Green: What Works, and What hasn't?

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Our Contractor Engagement Strategy proactively engages with high impact/high potential companies

Two obstacles we are trying to address:

1. We spend way too much time with contractors who weren't producing for the program, and not enough time with those that were
2. Market transformation does not happen in a typical program cycle

We decided to flip the 80/20-80/80 rule on its head



Key Components of the Strategy require lots of interaction!

- Consistent, scheduled technical and non-technical trainings
 - Webinars and in person – in locations they can attend!
- Structured Key contractor support (Account Management)
 - Consistent touch points with active companies
- Collaboration with other industry players
- Customized Concierge mentoring for a select group of companies
 - Bringing in the expertise
 - Selecting companies that can make an impact
 - Ability to reduce costs over time
- A feedback loop - internally and externally
 - Nor Cal Forum
 - Internal collaboration with other departments



What could be better? Data and Software complications

- Home Upgrade program is limited to one software tool
 - Over-predicts savings
 - Not exactly user friendly
- Software and program tracking system are not easy for contractors to use
 - Modeling adds significant time and expense to each job
 - Limited transparency into the pipeline for contractors



What we're doing to address the problem

- CalTest+HPXML+CalTrack
- The program is using the opportunity of building out for HPXML to enhance the contractor interaction with program
- Better integration with HVAC QM program
- Increased transparency and simplification

Simplicity and Transparency – and an Open Software Market!

