

Home Performance with Energy Star in Kansas City



HPE  KC

Adventures in Market Transformation



- ✍ Is it possible to drive the market with benefits alone?
- ✍ Can a unique group of market components coalesce in a successful home performance contractor certification program without substantial subsidy?
- ✍ We have no other option, so lets give it a shot...Or; Pushing Water Uphill...

Components of a Program

- ✍ An existing group of qualified “pilot” contractors
- ✍ Testing and certification to BPI standards
- ✍ A regional BPI affiliate in KBSI
- ✍ A strong component of information sharing opportunities for local consumers
- ✍ Experienced local management through Kansas City’s Metropolitan Energy Center

Qualified Contractors



- ✍ Kansas Building Science Institute (KBSI) has trained numerous Home Energy Raters who work in the KC Market, who are also Home Performance Contractors
- ✍ The Energy and Environmental Ratings Alliance has certified a group of KC raters who have formed their own association called KCHERO
- ✍ Several existing energy conscious contractors have joined with us

BPI Testing and Certification



- ✍ KBSI has become a BPI affiliate organization
 - ✍ Has qualified BPI proctors
 - ✍ Is working with WX programs in surrounding states to certify to BPI standards
 - ✍ Has an on-going history of HERS, HVAC and HP Contractor training programs

Local Consumer Awareness








- ✍ KCHERO has been working to stimulate local home performance awareness
- ✍ The KCHBA has established a Build Green program which includes Energy Star certification
 - ✍ Home Show third week of March – Steve Thomas
- ✍ Local utilities have formed an association called the Heartland Utilities for Energy Efficiency (HUEE) and have established a voluntary Public Benefits Fund
 - ✍ Grant awarded to M.E.C. for public awareness
- ✍ The Affordable Comfort Conference is coming to KC
 - ✍ Citizen's Sessions

Local Program Management



Metropolitan Energy Center

-  20 years experience operating programs in residential energy performance
-  Well established and recognized in the community
-  Responsible for the establishment of HUEE
-  Host agency for AC/KC
-  Host agency for KCHERO

Converging Forces



- ✍ Established contractors BPI certified
- ✍ Print media advertising initiated
- ✍ Steve Thomas and HPE ✍ KC at the Home Show
- ✍ Strong HPE ✍ KC connection at AC/KC Citizen's Sessions
- ✍ Peaked awareness generates demand
 - ✍ Consumers
 - ✍ Contractors

Next Steps



Strategic plan for response

Preparation to meet demand

Consumer satisfaction

- Comfort – cost - confidence

Contractor preparation

- Training – Certification - Profit

Creativity

Market provides \$ for program

Market Supports Incentives – Loans (revolving)

On-Going Support

Management

Advertising