

*Introduction to Home Performance with  
ENERGY STAR*

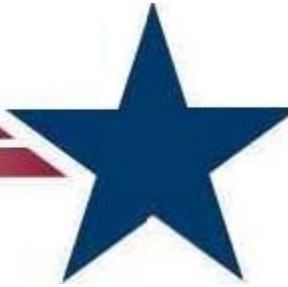
*RESNET 2006*

*Megan Edmunds*

*E-Star Colorado*

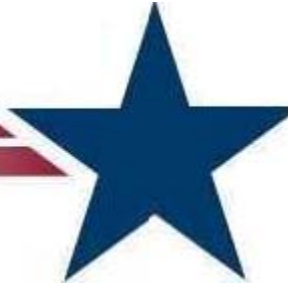


# *Overview of presentation*



- *E-Star Colorado's purpose/goals*
- *Issues with HERS for existing homes*
- *Colorado implementation of Home Performance with ENERGY STAR*

# *E-Star Colorado purpose*

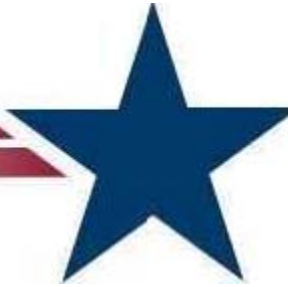


To ensure the public benefits from advances in energy efficiency.

## Priority results:

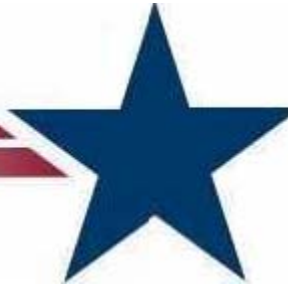
- There is a decrease in per capita energy use in Colorado in housing
- Consumers demand energy efficient housing
- Building code officials and other professionals deliver energy efficiency and comfort
- Public policy and legislation are favorable to residential energy efficiency

## *E-Star Colorado needs*

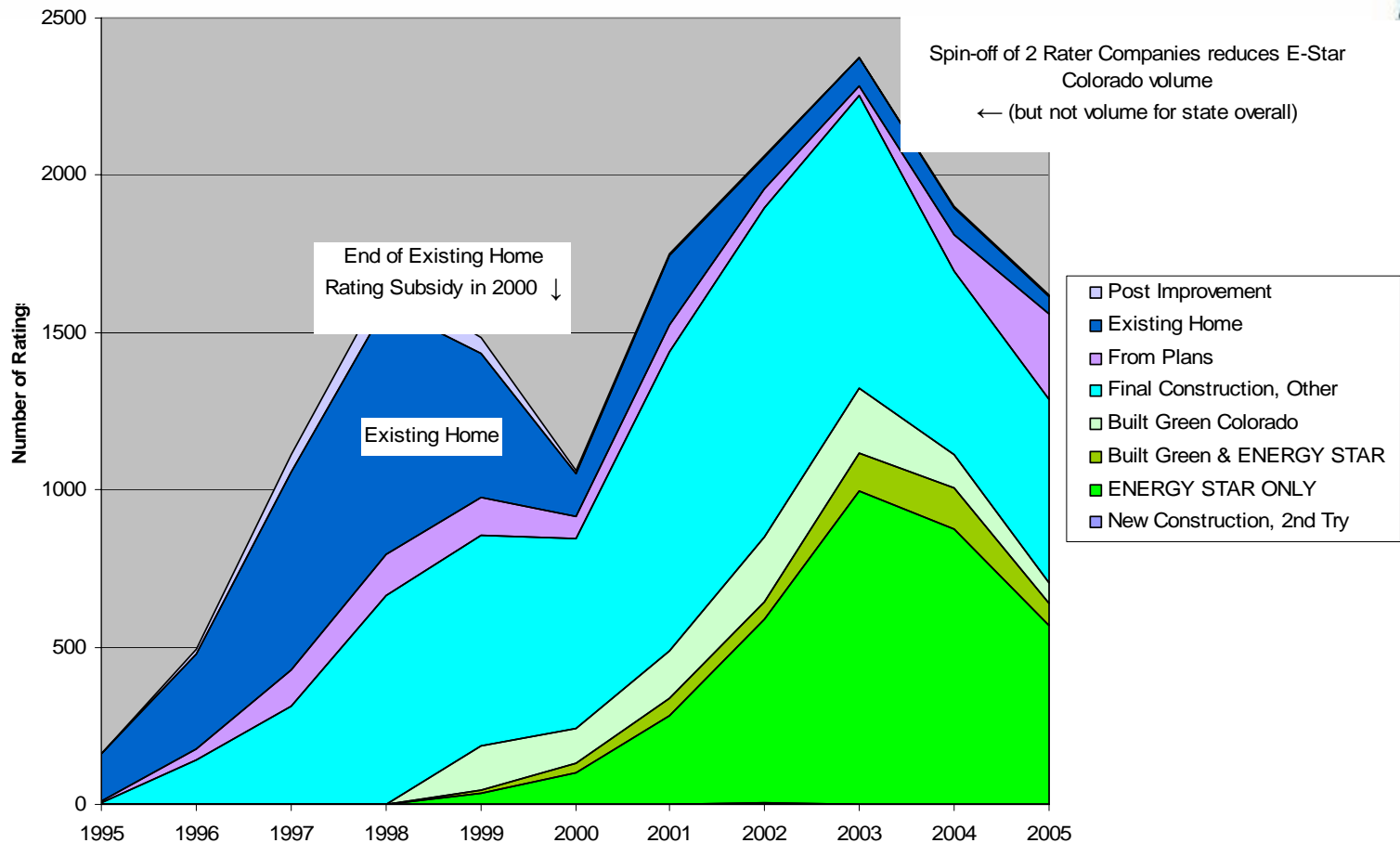


- Need for a “Preferred Contractor” list
- Need to find a way to address existing home energy efficiency in absence of state subsidy for existing home ratings (the HERS rating is the “scale,” it’s not the diet)

# Existing Home Energy Rating, post-subsidy



Existing Home Ratings as a Component of E-Star Home Colorado Energy Rating Volume,  
1995-2003



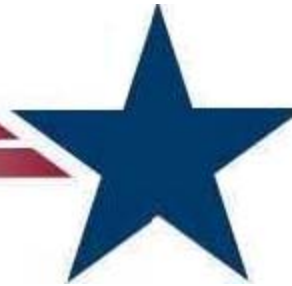
# *HERS drawbacks in existing homes*



- Rating doesn't produce energy savings
- Rating geared towards cost-effectiveness, which discourages comfort solutions
- Rating doesn't encompass "whole house" issues
- Homeowners may not feel comfortable with unknown contractors
- Homeowners may not feel comfortable staging improvements
- Homeowners may just do the easiest thing themselves (water heater jackets vs. air-sealing and/or insulation)
- Easier for Raters to make a living in new construction

HERS DOES NOT HAVE TO BE ALL THINGS FOR ALL SITUATIONS, but the HERS diagnostic skills are crucial

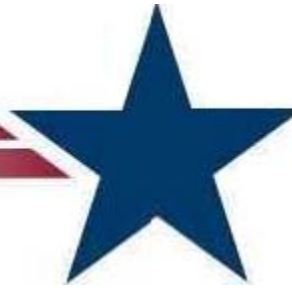
# *Solution?*



HOME PERFORMANCE with ENERGY STAR®  
*in COLORADO*



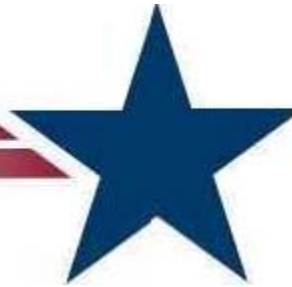
# *Implementation process*



- Find start-up funding
- Design program
- Sign partnership agreement with the EPA
- Put together training team
- Recruit contractors
- Train
- “Certify”
- Market?
- “Mentor”
- QA

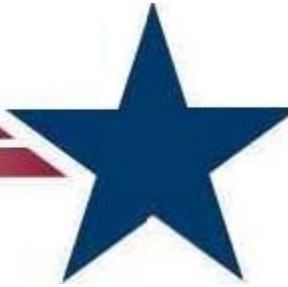


## *Things to keep from HERS*



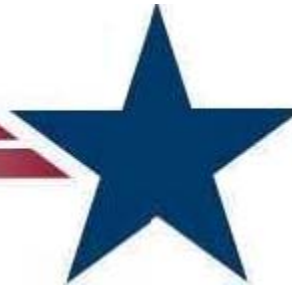
- Use of signed agreement to communicate program expectations, and create a “contract” with participants
- QUALITY ASSURANCE (the real “third party”), using HERS raters to test out the contractors
- Use of a field checklist to guide consistency in whole-house field approach (similar to HERS software for HERS industry)

## *Strategy: 80/20 rule*



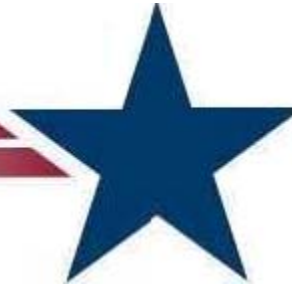
- Other states used multi-million dollar budgets, with lots of marketing and incentives for contractors to participate
- Experience showed that 20% did 80% of the work
- How to find just that 20%?

# *The Contractor Recruitment Experiment:*



- We required contractors to apply
- Screened for strong businesses, lead generation, and technical capability
- Charged them instead of paid them

# *Status*

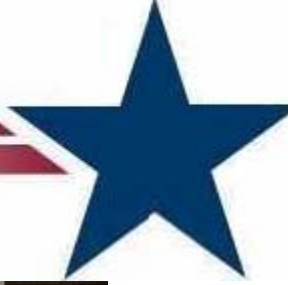


- 9 contractors now up and running
- Ft Collins and Boulder contractors moving forward; Colorado Springs lagging
- Embarking on an implementation evaluation

*What have been the fun parts?*

- Recruiting
- Training

# Training

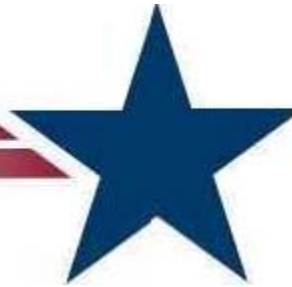


# More Training





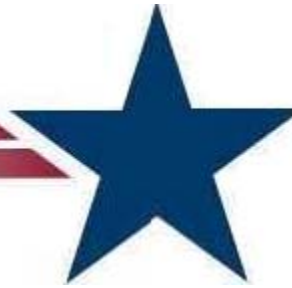
# *Lessons for going forward?*



- Keep it small in target market (let those contractors who took the risk establish business before flooding the market)
- Aim for a mix of participating contractors in each market (i.e., shell and HVAC)
- Only work with those who “get it”
- Class camaraderie has led to contractors partnering instead of competing
- Don’t overburden with bureaucracy
- Quality assurance is an extension of training, not a “gotcha” exercise



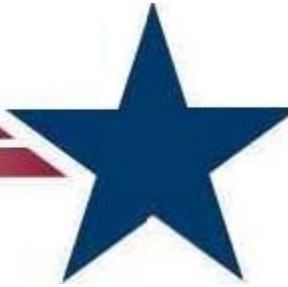
## *Lessons for going forward, continued*



Ratings still offered as a choice to E-Star customers when:

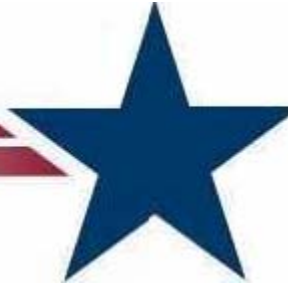
- Caller indicates they want to do the work themselves,
- Caller doesn't have a full year experience living in their home,
- Caller is primarily driven by cost-effectiveness concerns

# *Next Steps*



- E-Star to employ guerilla marketing tactics
- Track lead generation
- Efficient QA
- Tracking results-is energy saved?

*That's all, folks!*



*Rich Moore, our  
“trainer extraordinaire”*