

Existing Homes: On the Move

Presented by Sue Hanson

23rd Annual E Source Forum

September 19–23, 2010

Focus on Energy

- Wisconsin's statewide energy efficiency and renewable energy program
- Legislature created the program in 1999, expanded in 2005
- Aimed at increasing Wisconsin's energy independence by helping residents and businesses implement efficiency and renewable energy projects that would not occur otherwise

Home Retrofit Program Challenges

- Incentives to homes not heated with natural gas
- Training contractors
- Training consultants
- BPI
- Typical Barriers
 - First cost
 - Homeowner education
 - Homeowner time involved in the process
 - Having enough trained contractors

Home Performance with ENERGY STAR in Wisconsin General Approach

- Network of Market Providers / Partners
 - 70-ish independent consultants
 - 6 performance contractors
 - 350+ trade allies

Home Performance with ENERGY STAR - Background

- Cost-Effectiveness
 - “Portfolio” goal
 - Benefit-Cost Tests = Total Resource Cost (TRC)
- Measures
 - Electric and natural gas
 - Prescriptive measures – mostly various insulation and air sealing
 - Work in coordination with other Focus on Energy residential programs
 - Lighting, Efficient Heating & Cooling, and Renewables

Cash-Back Rewards



Home Performance with ENERGY STAR® Cash-Back Reward Eligibility Summary January 1, 2010 to December 31, 2010

Cash-Back Rewards apply to single family, 1-3 unit rental building, or townhome (per individual unit) structures. All Cash-Back Rewards are based on receipt of information from a partnering Consultant or Qualified Contractor. Customers must meet eligibility requirements to qualify for Focus on Energy incentives. See page 3 for eligibility details or call Focus on Energy at 800.762.7077 for more information.

Home Performance with ENERGY STAR Measure	Technical and Eligibility Criteria Refer to <i>Instructions and Descriptions</i> section for additional information	Reward Amount (Per Home)	Fuel Source Requirement			
			Electric Heat*	Gas Heat	LP/Oil/Wood	Federal Tax Credit
BUILDING SHELL	Air Sealing – 400 cfm reduction	Reduce by 400 cfm or 25% of pre-test	\$75	X	X	X
	Air Sealing – 1000 cfm reduction	Reduce by 1000 cfm	\$125	X	X	X
	Air Sealing – 1600 cfm reduction	Reduce by 1600 cfm	\$175	X	X	X
	Attic Insulation	Install to recommended R value	\$100	X	X	X
	Floor Insulation	25 sq. ft. minimum	\$75	X	X	X
	Foundation - Exterior Insulation	Rigid extruded polystyrene	\$150	X	X	X
	Foundation - Interior Insulation	Rigid extruded polystyrene fiberglass, or spray foam	\$200	X	X	X
	Knee-wall Insulation	Knee-wall	\$100	X	X	X
	Sidewall - Cavity Insulation	Closed or open	\$200	X	X	X
	Sidewall - Foam Insulation R3 – R4	700 sq. ft. minimum	\$100	X	X	X
	Sidewall - Foam Insulation R5 or greater	700 sq. ft. minimum	\$150	X	X	X
	Sill Box Insulation	Must be air sealed prior to insulation installed	\$50	X	X	X
	ADDITIONAL REWARDS	Completion Reward	3 recommended complete shell insulation measures in addition to air sealing if applicable	\$300	X	X
Completion – LP/Oil/Wood Reward		3 recommended complete shell insulation measures in addition to air sealing if applicable - Customer receives no Rewards for the actual measures	\$300			X
New Customer Referral		Referral customer must complete a post blower door test	\$50	X	X	X

<http://www.focusonenergy.com>

About the Audit Process

- No direct install components
- Very comprehensive audit performed largely by consultants
 - Exception is performance contractors
- Market-Driven
 - Consultants schedule their own work and charge their own fees
- Information collected
 - Lots from the pre- and post-audits
 - No job cost information

The Consultant Model - Pros

- Independent information gathering and analysis
 - Expert information / analysis
- Develop networks that inform the building trades
 - Market transformation
- Greater flexibility
- Quality assurance post-testing
 - Unbiased, third-party verification

The Consultant Model - Cons

- Adds a layer of complexity
 - Consumers want seamless delivery
- All players must be on the same page
- Increased project costs
- Attrition
 - As trade allies incorporate building science principals, they drop out of sight

Consultant Services

- Primary focus is on building shell to deliver whole-house building performance
- Service includes pre and post evaluations
 - Blower door
 - Diagnostics
 - Combustion safety
- Delivered for fee

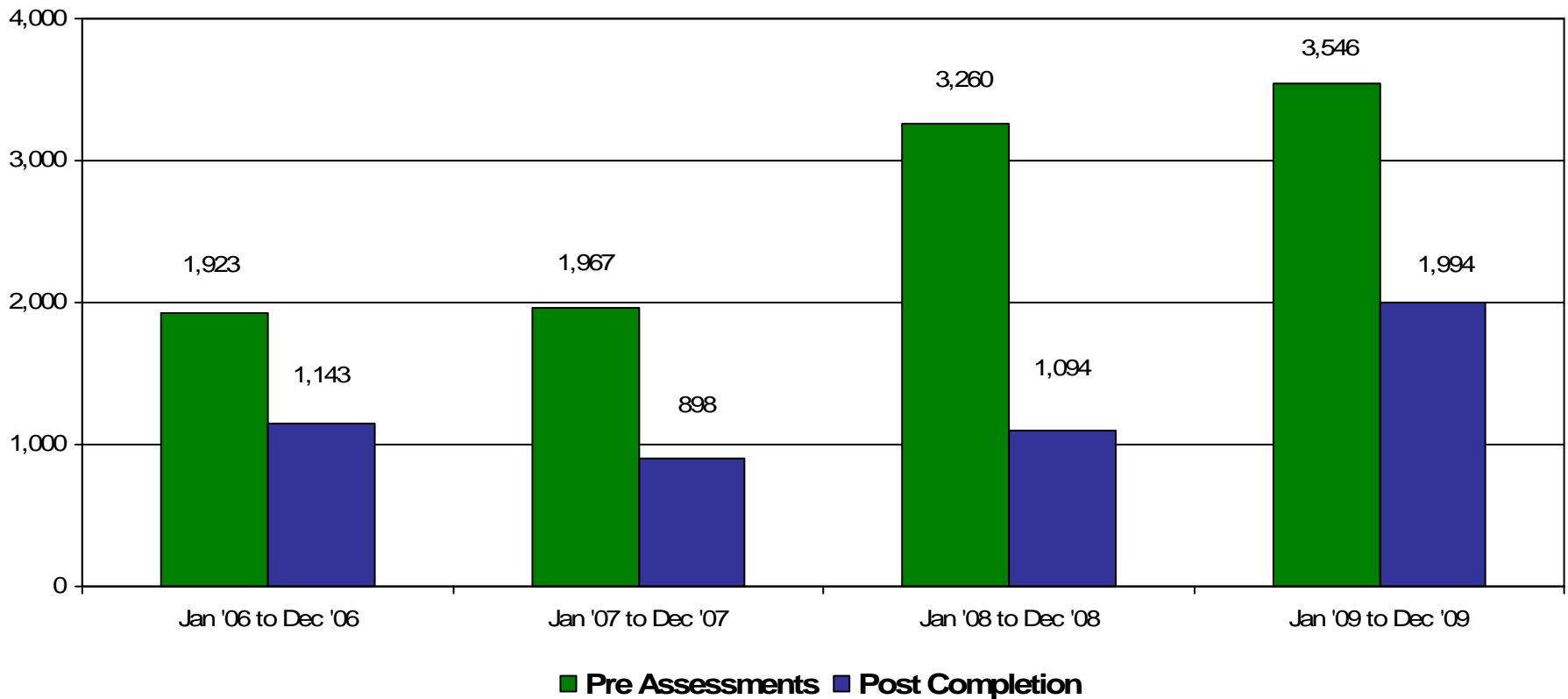


Developing Networks

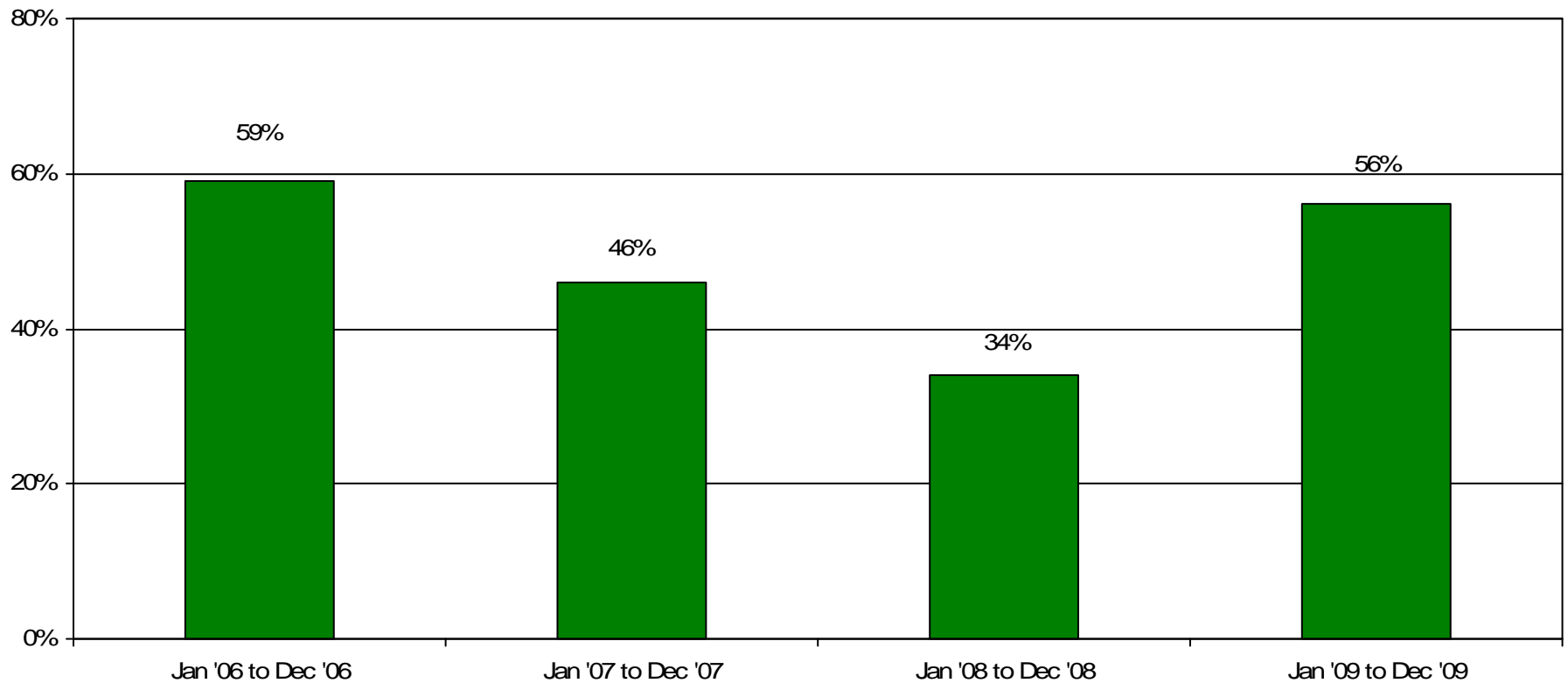
- Work with a variety of installation contractors
 - Sign market provider agreements
 - Incorporate building science into their work



Number of Pre Assessments vs. Post Completions by Calendar Year



Post Completion Percentage by Calendar Year



Home Performance with ENERGY STAR - CY10 (through July)

- 1,109 homes have completed jobs
- 63% “completion” rate

Units	Estimated Net YTD	Net Savings Target	Percent of Target
kWh	524,898	524,898	80%
kW	1,197.64	240.00	82%
therms	298,838	396,000	75%

ARRA Coordination Retrofit Ramp-Up Grant

- Wisconsin Energy Efficiency (WE²) grant application submitted by WECC on behalf of Cities of Milwaukee, Madison, and Racine
- Residential and non-residential program components
- 25 grants awarded
- Now called “BetterBuildings”

WE² Program

- Cities of Milwaukee, Madison, and Racine awarded \$20M from DOE
- Leverage Focus on Energy protocols and incentives, including Home Performance with ENERGY STAR
- Provide “innovative” loan product(s) to property owners to finance energy retrofit work
- Utilize Energy Advocates
- Coordinate city-wide marketing campaign, including targeted neighborhoods

Roles & Relationships

- WECC primary roles
 - Grant fund administrator
 - Provide expert program design and implementation
- City and partner primary roles
 - Local marketing
 - Alignment with local priorities and programs
 - Community Workforce Agreement
 - Treasurer coordination for PACE financing
 - Review of financing options

Contact Information

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