

Illinois Home Performance with ENERGY STAR®

Planning for a Statewide Program

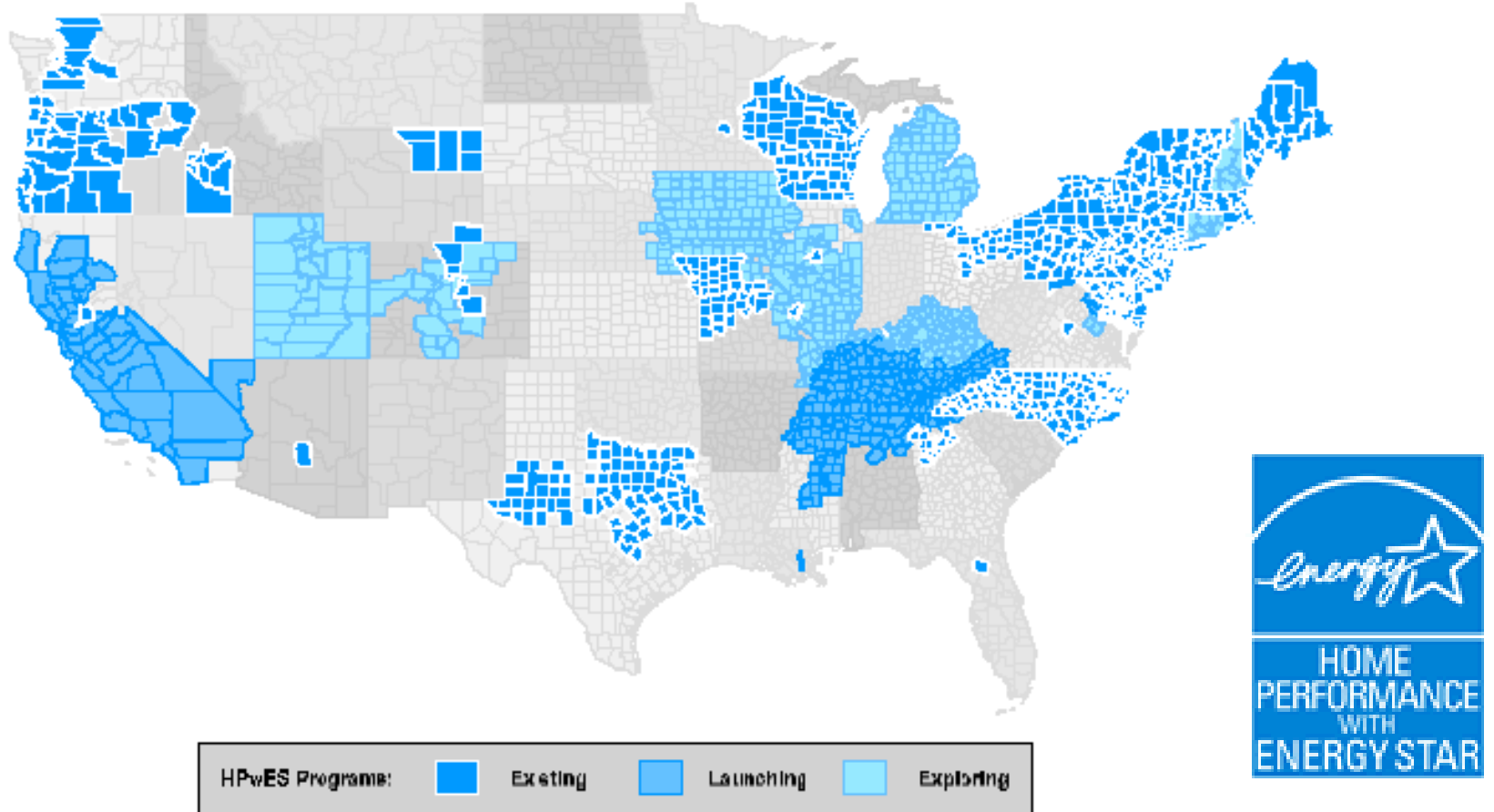
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Jay Wrobel- April 13, 2010

Program Vision

- Build a knowledgeable and skilled contractor community, armed with building science expertise and able to market whole-home improvements to homeowners
- Increase homeowner awareness of and interest in energy use in their homes
- Build demand for existing home retrofits, prompting job retention and creation within the contractor & energy auditor industries
- Enable Illinois residents to lower their energy costs and increase home comfort
- Position Illinois as a leader in the whole-home retrofit program field
- Allow for incremental attainment of HPwES certification

Home Performance with ENERGY STAR Program Activity
November 2009



Leverage ENERGY STAR brand * Tap into national program
Utilize ENERGY STAR program resources

Focus on PERFORMANCE of home as a whole, rather than specific components

How HPwES Work...

- **Shell Improvement**

- Air sealing, wall and attic insulation, doors, windows, etc
- These measures allow the energy using systems to operate less or be more efficient

- **HVAC Improvement**

- Almost all the energy savings comes from the improvement in the HVAC system. That is the energy user in the home.
- System performance (how well the HVAC system ***delivers*** heat and cooling) is critical, so ducts and furnace/condenser

- **Other Direct Installs**

- CFLs, low flow showerheads, aerators, hot water heaters, etc

HPwES Barriers

- **Consumer Demand**
 - Marketing is needed
 - Making EE a choice for consumers (home scoring/rating, etc.)
 - Raise awareness around non-financial benefits (comfort, safety, etc)
 - Financing is also critical
 - Incentives/rebates – cash incentives on installations (post-install)
 - Financing – on bill or municipal billing on title (PACE)
 - Unsecured financing – contractor or program financing
- **Utility Coordination**
 - Requires dual fuel and multiple measures as program design
- **Perceived Complexity around Whole Home**
 - Multiple contractors/multi-trips

Utility Coordination

- **TRC Issue**

- ICF/EPA report shows City of Chicago passes TRC when looking at combined electric and gas saving (mainly gas)
- Also has direct install component around CFLs and other measures since in home

- **Other benefits**

- While in home, contractors survey all appliances, lighting, HVAC and other systems
- Could be used for targeted programs for replacement

- **Statewide consistency**

- Software and contractor reporting protocols
- Statewide marketing and promotion

Program Website

A centralized source of program info

- For contractors
 - Upcoming trainings & program orientation seminars
 - Secure login for reporting
 - Recognition system to highlight top performers
- For consumers
 - Energy education, benefits of whole-home retrofits
 - Financing info & available incentives
 - List of participating contractors/consultants
 - Success stories / case studies
 - Complaint process, dedicated phone line for each regional hub
 - ENERGY STAR's Home Energy Yardstick
- For program staff
 - Track reporting & contractor progress

ENERGY STAR Home Energy Yardstick
WHAT'S YOUR SCORE?

Compare your household's energy use to others across the country and get recommendations for improvement.

Illinois Home Performance

An innovative, whole-house approach to improving the comfort and energy efficiency of your home!



To find out more about current programs and contractors for Home Performance with ENERGY STAR in Illinois, please visit the following sites:

St. Louis Metro East area:
[EarthWays Center](#)

Peoria/Central Illinois area:
[Better Built](#)

This Web site and the sites for [Missouri Home Performance](#) and [Kansas Home Performance](#) are a cooperative effort made possible by a Tri-State Grant from the US. Dept. of Energy. The grant is administered by the [Missouri Department of Natural Resources](#) with cooperation from the [Illinois Department of Commerce and Economic Opportunity](#) and [Kansas Corporation Commission](#).



Missouri
Department of
Natural Resources



Illinois Department of
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EARTHWAYS
CENTER

Current Thinking on IHPwES Efforts

Program Framework (proposed)

- State of Illinois owns & sponsors program
 - Potential use of EEPS & SB1918 funds for DCEO to run HPwES program
 - Acts as conduit for potential ARRA or HomeSTAR funding
- Statewide Coordinator manages program infrastructure
- Regional Hubs promote & support program locally, build and maintain contractor network, assist w/ QA
 - Participating Contractors/Consultants enroll through RHs, commit to program requirements
- State and utilities contribute to administrative funding & marketing/outreach efforts
- Electric & natural gas utilities offer incentives and potentially on-bill financing options

Advantages of a Statewide Effort

- **Increased economies of scale for administrative costs**
 - Leverage existing Weatherization training infrastructure
 - Leverage existing ARRA funding around training and EE
- **Reduce market confusion**
 - Consistent message and incentives to residents
- **Allow for statewide consistency**
 - Software (allow for easy progress tracking)
 - Contractor reporting protocols
- **Marketing material templates** made available to participating utilities, regional hubs, municipalities

Potential Funding & Incentives

- **Utility programs around incentives**
 - Propose post-certification rebate model
- **Municipal and PACE financing**
 - IFA tools to support financing mechanisms around EE
 - On bill financing around the title of home or other paid bills
- **Potential to leverage federal/ARRA funds**
 - Retrofit Ramp-Up - \$75 million ask from DCEO/IFA
 - City of Chicago submitted an ask as well.
 - Home Star is coming through the State Energy Offices as well

Home Star



- Draft Legislative Proposal - “Jobs Bill”
 - Intent to stimulate job growth by creating homeowner demand via huge incentives – and incentives scaled to promote home performance
- Silver Star
 - Homeowner incentives for prescriptive improvement
 - \$2,000 for two measures; \$3,500 for four
- Gold Star
 - Homeowner incentives for performance-based improvements
 - \$4,000 for greater than 20% energy savings
 - Meets HPwES – existing programs well positioned

Strategies to Build Homeowner Demand

- Certificate of participation, highlighting energy savings achieved
- Yard sign or window decal showing participation
- Pilot or launch energy rating or scoring of home
- Mechanism for homeowners to have long-range payoff through resale
- Partner with like-minded member associations on training and homeowner awareness: USGBC, CSI, NAHB, ASA, etc.
- Reach out to architects, help them integrate HPwES into their residential projects
- Market increased comfort of tight homes (energy savings will follow!)

What is Home Performance with ENERGY STAR?



How to Use the Blower Door to Measure Air Leakage - Test Log

Blower Door



Quality Assurance Plan

- Compare energy audit recommended actions with scope of work
- Hold contractors responsible for work done through program
- Promote best practices; use this opportunity to improve contractor's next jobs
- Program verify measures are installed and operating
- End use billing analysis

Next steps

- Continue to finalize program elements, funding sources, roles of various groups
- Stakeholder Group meeting April 15
 - If interested in attending, let Jamie know
- Submit Implementation Plan to EPA May 1
- Present Final Program Plan to DCEO by May 31
- If approved, begin work on Phase II (launch)
- Other steps: status of Retrofit Ramp-up and Home Star

Questions or Comments?

Illinois Home Performance with ENERGY STAR

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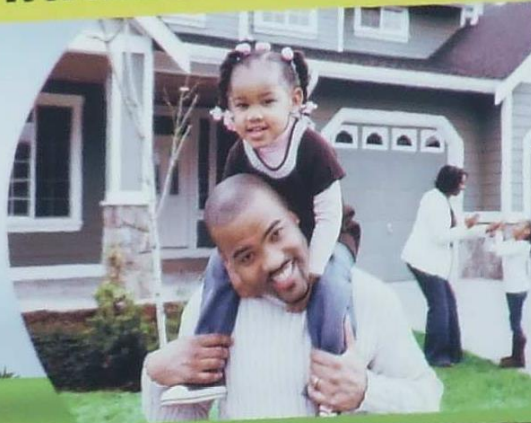
Home Energy Audits
Save Energy-Save Money!

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DDI MEDIA

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Midwest Energy Efficiency Alliance