



Facing High Expectations for Existing Homes

Roundtable on Insights Gained and Challenges Faced by Member Programs in 2009



Agenda

- ▶ Introductions (5 min)
- ▶ Presentation (20 min)
 - Current Environment for Existing Homes Programs
- ▶ Discussion (60 min)
 - Drivers of Program Change
 - Goals for 2010
 - Deep Savings vs. Participation
 - External Stakeholders
- ▶ Wrap Up (5 min)



Federal Activities – Overview



Timeline of Events

- Feb: ARRA (funding source) signed into law
- June: House climate bill passes – REEP
- Sept: Retrofit Ramp-Up RFI issued
- Oct: Recovery Through Retrofit FOA issued
- Nov: Senate climate bill comes out of committee – REEP
- Dec: Retrofit Ramp-Up proposals due
- Dec: HOMESTAR memo sent
- Dec: 2010 appropriations signed



2009



Retrofit Ramp-Up

ARRA Funded Program

More Information: [DOE EECBG Web site](#)



Retrofit Ramp-Up Basics

▼ Goal

- Support large-scale models that can open efficiency opportunities to neighborhoods, towns, and entire states

▼ Housed in DOE's Energy Efficiency & Conservation Block Grant (EECBG) Program

▼ \$453 million funded by ARRA

- \$390 million in competitive grants
- \$64 million for local governments that were not eligible for EECBG formula grants

Retrofit Ramp-Up Timeline

- ▶ Request for Information issued in Sept
 - Community-scale retrofit projects
 - Significant, long-term impacts
 - Serve as national role models
- ▶ Funding Opportunity Announcement in Oct
 - DOE estimates 8-20 awards, from \$5-\$75 mill.
- ★ • DOE will sponsor research on effectiveness of marketing, delivery, installation, monitoring, financing approaches

Retrofit Ramp-Up Status

- ▶ Proposals were due in mid Dec
- ▶ Being evaluated based on:
 - Leveraging and Sustainability
 - Project Impact
 - Project Approach
 - Partnership Structure and Capabilities
- ▶ Applicants selected for awards will be notified in March and awards will be made in May



Recovery Through Retrofit

Strategy on Use of ARRA Funds - Being Implemented Now

*More Information: [Dec 17th DOE Presentation](#)
[Recovery Through Retrofit Report](#)*

Recovery Through Retrofit Basics

- ▶ Strategy providing recommended actions to make the most of Recovery Act funds
- ▶ Issued by CEQ and MCTF in Oct
- ▶ Cross-government involvement
 - 11 Agencies/Departments and 6 White House Offices developed report
 - To implement, CEQ convening Energy Retrofit Working Group
 - DOE, EPA, HUD, DOL, DOA

Barriers

Recommendations

1. Access to information

- ▶ National home energy performance measure
- ▶ Energy performance label for homes

2. Access to financing

- ▶ Support municipal energy financing
- ▶ Improve EE mortgages
- ▶ Expand state revolving loan funds

3. Access to skilled workers

- ▶ Establish certifications and training standards

DOE's Work on the Barriers

▼ Barrier 1: Information

- Facilitate expansion, development, use of software tools
- Develop a publicly available home energy performance tool
- Develop a home energy label

▼ Barrier 2: Financing

- No details at this time

▼ Barrier 3: Workforce

- Develop national standards on training/certification
- Develop baseline protocols for home retrofit work

★ ▼ First DOE workshop planned for February 2010

Other ARRA Funded Activities

Funded Programs

More Information:

[*State Energy Program - ARRA Funding Overview*](#)

[*Energy Efficiency and Conservation Block Grants –
Main Page*](#)

[*Energy Efficiency and Conservation Block Grants –
Financing Center*](#)

Highlights – Other ARRA Funded Programs

▶ State activities funded by SEP or EECSBG

- Some states are directing ARRA funds to market-based retrofit programs (not only Wx)
- Example: Project ReEnergize in MN

▶ Financing Center

- ★ • Online support for ARRA recipients wishing to offer financing programs for home retrofits
 - Reviews types of financing programs, describes how to decide on key program elements, houses past web-casts



Energy Innovation Fund

Funded Program

*More Information: [White House press release
FY2010 Appropriations Legislation, page 56](#)*

Energy Innovation Fund

◀ Goals

- Speed innovations in the residential energy efficiency and help create a market for home energy efficiency retrofits
- ◀ \$50 million in total funding from FY 2010 appropriations
- ★ • Energy efficient mortgage innovation pilots
 - Single-family and multifamily



HOMESTAR

Proposed Program

More Information: [PERAB Memo Describing Program](#)



HOMESTAR Basics

▼ Goals

- Drive mass adoption of home retrofits
- Jumpstart industry of over 1 million workers retrofitting 100 million homes and reducing US carbon footprint by 5% by 2030

▼ Coordination

- Based on Retrofit for Energy and Environmental Performance (REEP) currently in House and Senate climate bills (*but should be implemented sooner*)
- Complements Recovery Through Retrofit and DOE Retrofit Ramp-Up
- Looking for ways to get bigger promotion by coordination with EE programs

Homeowner Incentives

- ▼ Silver star
 - Prescriptive path – short term
 - Includes white insulating roofs, wall insulation, air sealing, weatherization, duct sealing, lighting, etc.
 - Matching payment from government: \$250-\$4,000
- ▼ Gold star
 - Performance path – longer term
 - Pre and post testing
 - Any measures that result in 20% reduction eligible for \$3,500
 - Each additional 5% reduction eligible for another \$1,500
- ▼ Incentives not to exceed 50% of homeowner's contribution
- ▼ Consumer financing
 - Could offer low-cost consumer financing to reduce initial costs

Industry Incentives

- ▶ Incentives for major retailers, contractors (e.g. for certifications) to create demand
- ▶ Additional incentives for companies that create jobs and invest in training and health care for employees
- ▶ No further details provided

Standards

- ▶ Leverage HPwES
- ▶ Contractor accreditation and auditor certification will be implemented by BPI and through national network of third party providers
- ▶ DOE would provide technical standards and software certification



Retrofit for Energy and Environmental Performance

Proposed Program

More Information: [Waxman-Markey Final Bill](#)

[Kerry-Boxer Proposed Bill](#)

REEP Basics

- ▶ In both House and Senate climate bills
- ▶ Goal
 - Facilitate the retrofitting of existing buildings to achieve maximum cost-effective efficiency
- ▶ Elements (*HOMESTAR fleshes these out*)
 - Audits by certified technicians
 - Homeowner incentives
- ▶ Future for REEP is uncertain; depends on outcome of climate legislation negotiations



Industry Activities – Overview



Existing Players

▶ BPI

- Growth of affiliates – Had 70 in Jan, by Sept had 121, with 100 more in pipeline

▶ BPI and RESNET drafted a Comprehensive Home Energy Audit standard

- This work is now on hold and RESNET is modifying its National Home Energy Audit Standard in interim

New Player

- ▶ Efficiency First: trade association for home performance contractors
 - Launched in 2009, over 600 members now
- ▶ Focused on:
 - Public policy
 - National incentives (supports REEP & HOMESTAR)
 - Financing (supports diverse lending programs)
 - Industry standards (supports HPwES and BPI)
 - State and local organizing
 - Best practices

Discussion

- *Drivers of Program Change*
- *Goals for 2010*
- *Deep Savings vs. Participation*
- *External Stakeholders*

1. Drivers of Program Change

- ▶ What have been the most significant developments that have impacted your existing homes program in the past year and how did you respond?
- ▶ Have external or internal developments been the greater drivers of change, and have they been significant enough to cause you to significantly change your overarching strategies?

2. Goals for 2010

- ▶ Have the goals of your program changed for 2010?
- ▶ If so, how and in what ways have you modified your program to meet those new goals?
- ▶ What do you think are the most significant obstacles that might keep you from achieving your goals, and how are you addressing them?

3. Deep Savings vs. Participation

- ▶ Over the past year, the Committee has observed that many programs are emphasizing deep energy savings or widespread program participation.
 - Does your program share those goals? If so, how are you addressing them?
 - If your program prioritizes one over the other, what led you to that prioritization?
 - What metrics are you using to evaluate your success at meeting these goals?

4. External Stakeholders

- ▶ Who are the most critical external stakeholders for your program?
- ▶ How are you managing their expectations for your program (e.g. the number of homes it will reach, the amount of energy it will save, or what it will cost to meet goals)?

Thank you!

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Existing Homes

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