

# Energy Upgrade California

Costa Mesa, CA  
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Reduce energy use. Save money. Create jobs.



# Energy Upgrade California

- Alliance among California Energy and Public Utilities Commissions, cities and counties and investor- and municipal-owned utilities
- Vision: Create a sustained home performance industry and transform the market for energy efficiency retrofits to existing homes
- Goal: Retrofit 15,500 homes by 2013



# Energy Upgrade California Overview

- *One-Stop Shop* for homeowners and contractors
- Consolidated information on rebates and financing available in your area
- Reliable information on home energy upgrades
- Qualified Energy Upgrade Contractor listings
- Workforce development and training opportunities for contractors
- Quality Assurance on all Energy Upgrade jobs

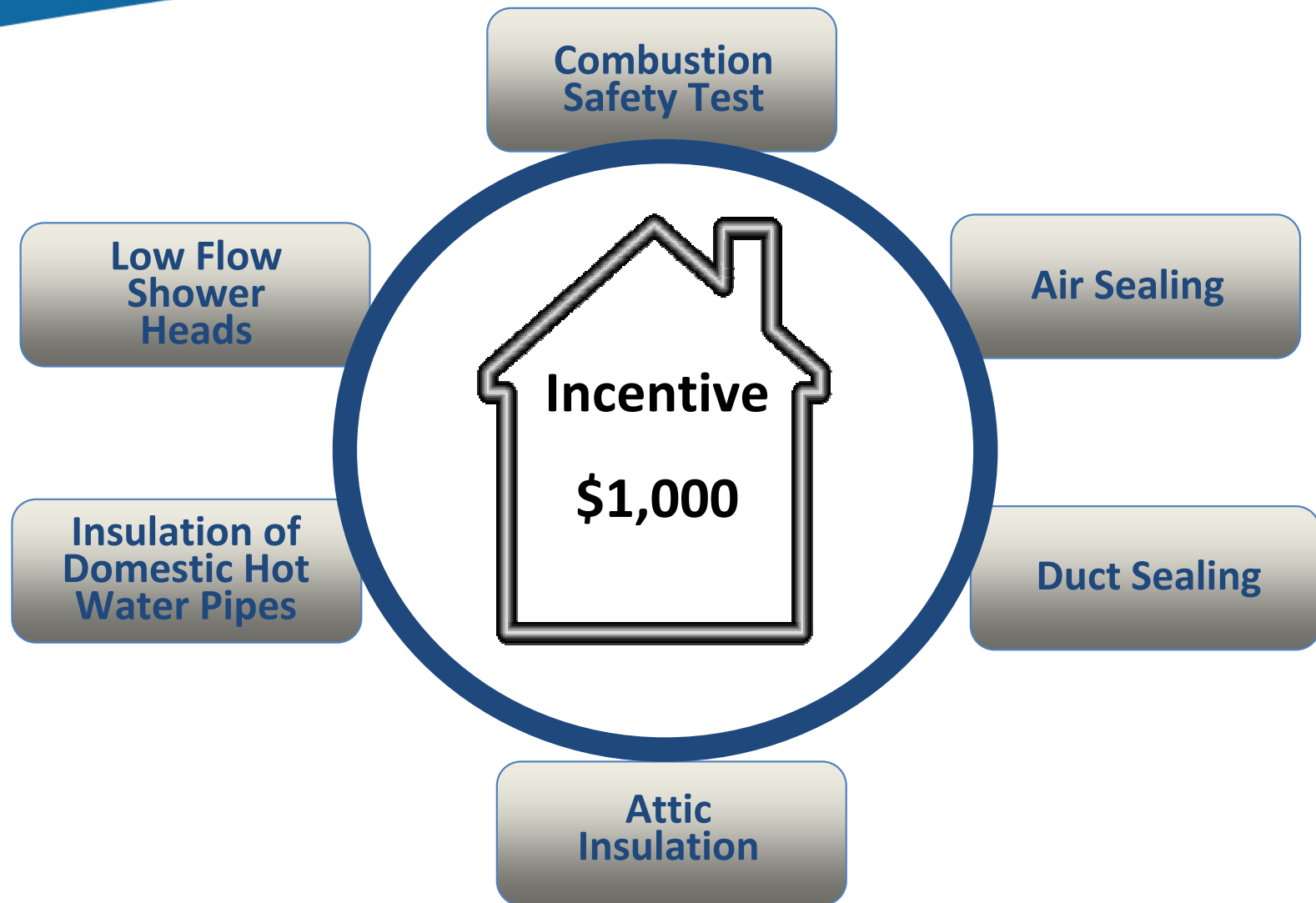
# Energy Upgrade California Overview

- Basic and Advanced Energy Upgrade paths
- Rebates from \$1,000 to \$4,000!
- Contractor workshops and building performance trainings
- Contractor workforce development opportunities
- Marketing resources
- Homeowner financing resources

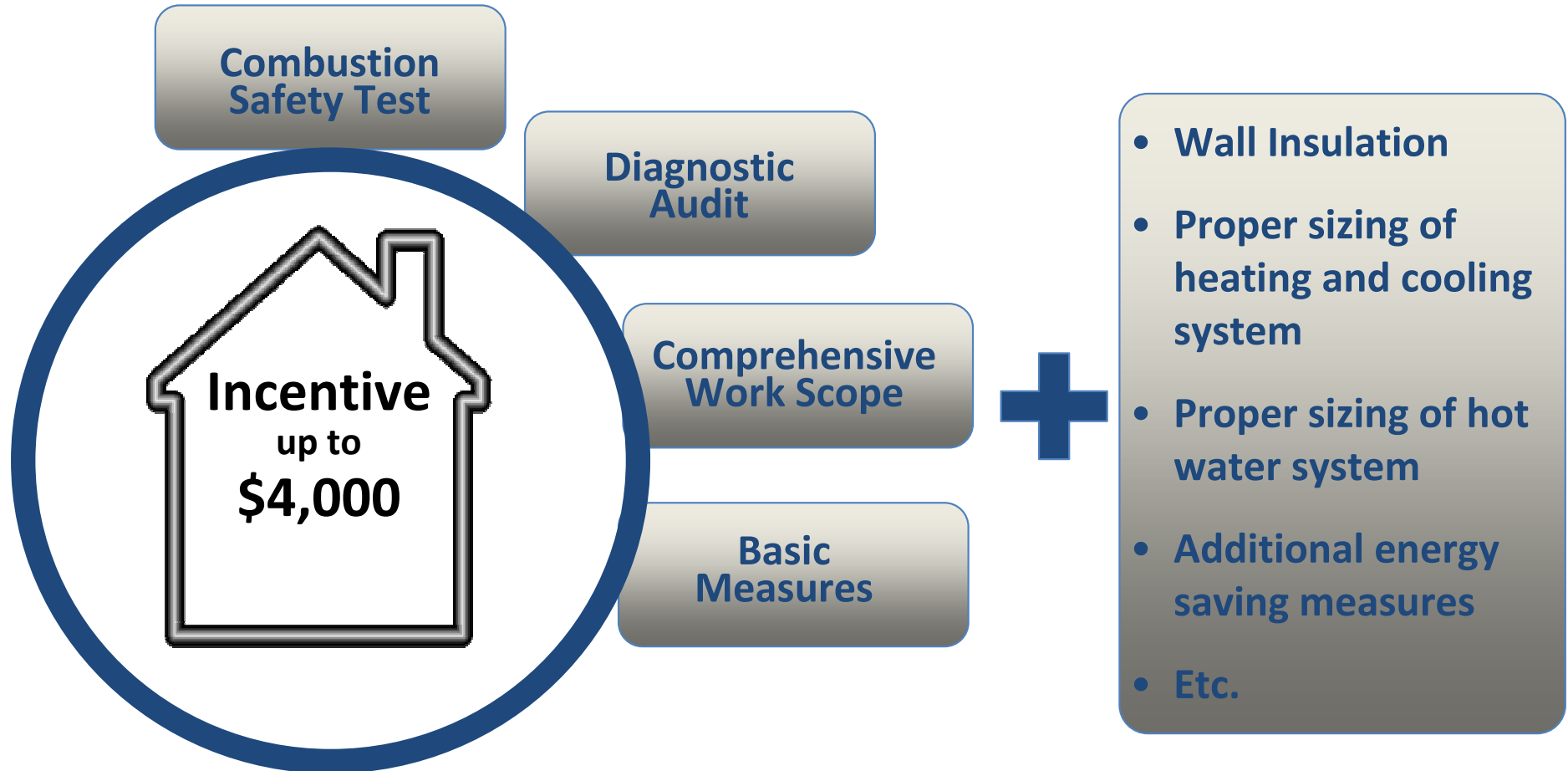
# Program IOU Rebate Objectives

- Help to offset high costs
- Rebate from a trusted energy advisor
- Create line of sight between single measure rebates and comprehensive improvements
- Aggregate current single measure rebates in larger and comprehensive rebate offering

# Basic Package



# Advanced Package



# Rebates

Savings: % Reduction	Rebate Amount
<i>Basic Package: 10%*</i>	<i>\$1,000</i>
<b>10% (SCE/SCG/SDG&amp;E)</b>	<b>\$1,250</b>
<b>15% (PG&amp;E)</b>	<b>\$1,500</b>
<b>20%</b>	<b>\$2,000</b>
<b>25%</b>	<b>\$2,500</b>
<b>30%</b>	<b>\$3,000</b>
<b>35%</b>	<b>\$3,500</b>
<b>40%</b>	<b>\$4,000</b>

\* Average savings

# Contractor Training & Recruitment

- On-ramp for home performance contracting
- Valid CSLB Contractor License
  - ‘C-2’ Insulation Contractor
  - ‘C-20’ HVAC Contractor
  - ‘B’ General Building Contractor
- Attend 3-day Basic Building Performance Workshop through CCSE if non-BPI Building Analyst (Basic Path Only)
- BPI certification (Required for Advanced Path Contractors)
- BPI Building Analyst for combustion appliance safety test-out
- Attend Mandatory Orientation Workshop
- Sign participation Agreement (insurance/ ethics)

# Contractor Training & Recruitment

- FREE 3-day classroom and field training
- Overview of building performance and the whole house approach
- Classroom and hands-on field instruction
- Required for non-BPI certified contractors
- Recommended for Lead Installers and Project Supervisors
- Introduction to further Advanced Home Performance / BPI training
  
- FREE 6-day professional curriculum building performance training
- Classroom and hands-on field instruction
- Prepares contractors to test for both the BPI Building Analyst and Building Envelope certifications
- Path to BPI certification and Advanced Energy Upgrade participation

# QA/ QC Protocols

- Contractor screening
- Emphasis on combustion safety
- Participant and partner satisfaction surveys
- Third-party in-field verification (aligned with Home Performance with ENERGY STAR®)
  - Tier 1 – 3 of the first 5 jobs completed by a new contractor
  - Tier 2 – After the first 5 jobs, at least 4 of the next 20 jobs
  - Tier 3a – 5% of jobs (after 25 jobs)
  - Tier 3b – 2% of jobs by BPI-Accredited contractors (after 25 jobs)
- Management of corrective actions through program implementers

# Schedule

- ✓ July 2010 PG&E Launches Whole House Pilot
  - ✓ September 2010 Begin contractor orientation workshops
  - ✓ December 2010 SF Customers can begin projects / apply for incentives
  - ✓ First Quarter 2011 Marketing efforts ramp up
- 2011 Multi-Family Energy Upgrade Participation
- 2011 Middle Income Direct Install Program Roll-out

# PG&E Pilot Program

	Basic	Advanced	Total
Completed Home Retrofits	3	24	27
Retrofits in Progress	27	93	220
Highest Saving %	---	56%	---
Avg. Modeled Savings	10%*	32%	---
Avg. Homeowner Rebate	\$1,000	\$2,896	\$2,685
Participating Contractors	9	59	68
QA Visits			15

Data based on completed jobs as of 12/31/10

\* Assumed savings

# Best Practices

- Focus on combustion safety
- Strong QA
- Contractor mentoring, engagement and job creation
- Simplify “paperwork” for participating contractors
- Collaborating with local governments and ARRA recipients to provide comprehensive solution to shared customers
- Balance marketing outreach with contractor enrollment