

## ➤ Home Performance with ENERGY STAR®

### A. Description

The Home Performance with ENERGY STAR® (HPwES) product is targeted toward existing single-family homes in need of multiple energy efficiency improvements. By providing these customers with rebate incentives, Public Service is able to incorporate a bundled, whole home approach to energy efficiency. To participate in the product, customers must be combination electric and gas customers or have electric-resistance heat.

Home Performance was developed using principles from the nationally recognized ENERGY STAR® “Home Performance with ENERGY STAR” product.<sup>1</sup> The concept of the product is to provide the customer with one-stop for all of their home efficiency needs. This comprehensive approach requires an energy audit as a prerequisite which is then used to generate a list of recommendations. The contractor, who may also be the auditor, reviews the recommended improvements and completes the work. Some projects may receive an independent verification of the improvements after completion if a Quality Control Inspection (QC) is performed. The contractor and homeowner may also request advice on recommended upgrades and rebates from the Energy Advising service offered through the Home Energy Audit product. Since this product requires an audit and deeper engagement from the customer, AMI interval data would greatly enhance the conversation and allow auditors to give customers an even better analysis of the energy usage within their home.

Trade partner companies interested in performing installations must have a technician on staff that is currently certified in one of the following:

- ~~• Building Performance Institute (BPI) Building Analyst;~~
- ~~• BPI Envelope;~~
- ~~• BPI Heating;~~
- ~~• BPI Residential Building Envelope Whole House Air Leakage Control Installer or Crew Chief;~~
- ~~• Quality Control Inspector (QCI);~~
- ~~• Advanced Energy Auditor; or~~
- ~~• North American Technician Excellence (NATE) Gas Heating plus approved Combustion Appliance Zone (CAZ) training, NATE AC or NATE ASHP or GSHP certification (with the exception of evaporative cooling and water heaters, which don't require a certified contractor).~~
  
- Building Performance Institute (BPI)
  - Building Analyst
  - Envelope Professional

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<sup>1</sup> Learn more about EPA's Home Performance with ENERGY STAR:  
[https://www.energystar.gov/index.cfm?fuseaction=hpwes\\_profiles.showSplash&s=footer](https://www.energystar.gov/index.cfm?fuseaction=hpwes_profiles.showSplash&s=footer)

- Residential Whole House Air Leakage Control Installer (RBEWHALCI)
- Air Leakage Control Installer
- Quality Control Inspector
- Crew Leader
- Energy Auditor
- North American Technician Excellence (NATE)
  - NATE certification in Air Conditioning or Air-to-air heat pump. Service or installation certification accepted.

Each trade partner company must have one technician in each certification area that they are participating in. A technician's certification may not be used by another trade partner company to meet the program requirements. Additionally, trade contractors must complete the appropriate Home Performance contractor training depending on the services they offer.

These trainings provide contractors with information on the product components, process, and diagnostic testing required as part of the efficient measure installations. All participating contractors must ~~sign the corresponding contractor agreement~~ become a participating trade partner within HPwES before providing installations for participants in the product. A random sample of 10% of the contractor's jobs will be inspected and verified. Once contractors have completed all necessary trainings and signed the agreement, they will be included on the approved contractor list, which is included in the customer packets and on the Company's website.<sup>2</sup>

## **B. Targets, Participants & Budgets**

### Targets and Participants

The product targets were developed based on the 2017 product results and the Company's forecasted assumptions for increased participation as the Company works to streamline the HPwES process throughout 2019.

### Budgets

The budget for this product is based on the 2016 and 2017 expenditures and includes costs for third-party implementation, software, measurement and verification inspections, and minimal product promotion. Trade incentive rebates are also budgeted for cooling and attic insulation measures.

## **C. Application Process**

Customers interested in participating in HPwES must first complete a Home Energy Audit with blower door test or a Home Energy Squad Plus visit. The customer will be provided information on the Home Performance product, tying the specific product requirements into the audit recommendations. The customer may then sign up for Home Performance through their auditor

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<sup>2</sup> [www.xcelenergy.com/cotrades](http://www.xcelenergy.com/cotrades)

at the time of the audit or any time thereafter using the online signup form. The customer will have two years from the Home Performance enrollment date to complete the equipment installs and submit applications for rebates.

The Home Performance product information, approved contractor list, and signup form are on the Company's website. Customers can only receive applications through their registered and approved contractor. Customers may also contact the Residential Customer Care center (1-800-895-4999) to request product information or guidance on how to obtain rebates.

#### **D. Marketing Objectives & Strategies**

Public Service will provide product information through the website, and implement low-cost marketing tactics when available. The Company will also provide Home Performance information to the Customer Education team to promote at several "green" community events throughout the year. Trade partners may also be incentivized to identify participants that may not be aware of the "whole house option" through Home Performance.

Other products such as the Company's Home Energy Audit product and Home Energy Squad Plus offering will offer information on Home Performance. Public Service will monitor product participation on a monthly basis and implement additional marketing tactics if necessary to achieve the year-end target.

In addition, Public Service will attempt to utilize the trade partners who have been trained and contracted to deliver this product to customers. This is viewed as the most important marketing channel for building awareness and participation in the product. As a result, Public Service is offering incentives to participating installation contractors designed to increase the number of projects performed. These incentives provide contractors with additional motivation to promote the Home Performance product.

#### **E. Product-Specific Policies**

The HPwES product leverages the Company's Home Energy Audit and Home Energy Squad Plus offerings, requiring an advanced in-home blower door audit as a prerequisite to product participation. Customers are eligible for a Home Energy Audit every two years. Public Service will provide the customer a list of contractors participating in the product; however, the Company does not guarantee the contractor's expertise or warrant any of the products or services, nor is one contractor promoted over another. Public Service shall have no liability for contractor work or negligence. After the customer completes the audit and meets the product eligibility requirements, the customer may sign up to participate in Home Performance.

—Customers will receive the standard prescriptive rebate for all installed measures. If a customer installs three or more qualifying measures, the customer will receive an additional bonus rebate of 10% of the prescriptive rebate amount for each measure completed within the two year time

period. The bonus rebate is a one-time offer for each measure completed.<sup>3</sup> The Company will not rebate pre-existing efficient equipment. Self-installations or installations done by non-registered contractors do not qualify for rebates.

## **F. Stakeholder Involvement**

Public Service periodically meets with the Cities of Boulder, Fort Collins, Greeley, and Colorado Springs, the Center for Resource Conservation, the Platte River Valley Authority, the Colorado Energy Office, the U.S. Environmental Protection Agency, the U.S. Department of Energy, Electric & Gas Industries Association, and the Energy Efficiency Business Coalition (EEBC) for product feedback. The Company plans to continue meeting with these organizations, and other stakeholders, for feedback to improve the product.

Additionally, Public Service is an active member of Affordable Comfort, Inc. (ACI)—a leading educational resource for the Home Performance industry; and has an active partnership with the BPI — a national standards development and credentialing organization for residential energy efficiency retrofit work.

## **G. Rebates & Incentives**

Home Performance product rebates are prescriptive and based on the specific measures installed. The rebate amounts and eligibility requirements will be communicated through the Home Performance collateral including the rebate application.

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<sup>3</sup> Qualifying equipment is subject to change and customer must participate under current programs rules designated by the current year in which the install the additional measures.