

Opportunity for Wyoming Home Performance with ENERGY STAR® Alliance

Background. Wyoming Home Performance with ENERGY STAR® (WHP) plans to announce publicly on July 1, 2008 that it is forming the Wyoming Home Performance Alliance. This voluntary initiative will allow Wyoming-based energy utilities and other organizations to publicly demonstrate their commitment to helping encourage Wyoming homeowners to take a more comprehensive “whole house” approach when making energy-related improvements. This paper seeks to create a forum to layout the preliminary parameters for organizations to enhance and expand WHP program offerings statewide just as attention begins to focus on what will be the most expensive-ever home heating season starting this fall.

Alliance Example. Cheyenne Light, Fuel, & Power and Black Hills Power currently support WHP in numerous ways, including: bill insert cross-promotions; \$150 rebates for home energy analysis; targeted online home energy audit recommendations; and Energy Awareness Day presentation opportunities. WHP proposes to formalize and expand such collaboration statewide.

Program Goal. WHP’s goal is to encourage whole-house retrofit for at least 500 homes annually that result in air-sealing, insulation, and heating system replacement to provide increased home affordability, improved home comfort, reduced utility bill delinquency, carbon emissions reduction, and reduced energy usage. To support this effort, WHP seeks to develop a coalition of 5-25 allied utilities, government, and private-sector organizations that desire to promote awareness of the monetary and lifestyle benefits to be obtained by improving energy efficiency in the single-family residential market.

WHP offers a comprehensive approach to home improvement that provides comfort, and both energy and cost savings for Wyoming homeowners. Consumers in Wyoming are being hit as hard by rising prices as in any other state. In some rapidly developing communities, rising property taxes are actually forcing people from their homes. Absence of an energy efficiency code throughout the state is resulting in rapid construction of inefficient low-quality housing. People are buying new homes they simply cannot heat--then they blame the utilities for their high energy bills. Stabilizing expenses, reducing energy burden, and freeing up money to pay for necessities like food and health care is desirable from all government, utility, and individual standpoints.

Who Would be Alliance Members? We are looking for 5-25 companies and organizations to provide financial and in-kind program support. Partners may include:

- Electric and natural gas utilities, whether private, municipal or cooperatively owned
- Propane and fuel oil service companies
- Natural resource developers
- City/county government agencies

- Chambers of commerce and other civic organizations
- Environmental interest groups
- Energy-related product retailers, distributors, and manufacturers
- Non-profit civic and community-based organizations
- Organizations supporting affordable housing

In return for this special consideration, Alliance members may help guide the planning and implementation of program activities.

Potential Wyoming Home Performance Alliance Activities. The following are examples of the activities that Alliance members could have a role in helping to shape in the months ahead:

- **Homeowner Workshop and Utility Program Idea Exchange in Cheyenne-Laramie Area in Sept-Oct 2008.** Cheyenne Light, Fuel, & Power has expressed interest in working with WHP program staff and neighboring utilities to jointly present a consumer-oriented event to demonstrate advanced home performance diagnostic techniques and invite homeowners to sign up for an educational assessment of their own home. This could be coupled with a utility staff "idea exchange" type of event such as the one to be presented in Durango, Colorado in August and described at www.utilityexchange.org/fourcorners and www.homenergymakeover.org/fourcorners.
- **Consumer Financing.** WHP will soon announce the Wyoming GeoSmart Loan program in partnership with the nationally recognized Electric & Gas Industries Association (EGIA). The program will provide unsecured and secured financing options for homeowners to make energy-related improvements with longer terms and more preferential rates than generally available. There is the potential for Alliance members and qualified contractors to offer interest rate buy-downs to 9.9% and 7.9% as well as "6 months as cash" and other promotional programs with no financial risk to WHP or the Alliance members. The program can provide data reporting to Alliance members to validate participation.
- **Home Energy Analysis Online for Consumers.** WHP hopes to enter into a licensing agreement with Apogee Interactive to offer an online energy audit like the one now available at: <http://blackhillspower.apogee.net/homesuite/>. The online tool could allow homeowners to input their billing data and also access weather data to compare their lifestyle and home characteristics with standards to learn the potential cost savings from common home improvements. Availability of the online tool statewide through www.wyominghomeperformance.com in close coordination with Alliance members could allow for seamless integration with WHP and Alliance web sites with consistency in energy savings representations and centralized tracking of direct referrals to a local WHP contractor for a comprehensive home assessment and improvement installation proposal.
- **Home Energy Analysis Online for Alliance Staff and Home Improvement Contractors.** WHP plans to provide access to robust software tools such as PSD

Development's TREAT Software (www.treatsoftware.com) to help prepare contractor work scope proposals and track pre- and post-improvement energy savings as well as non-energy benefits.

- **Web Site.** The program website at www.wyominghomeperformance.com is the central focus of all WHP promotional and information activities. The site will feature WHP Alliance partner logos and related programs with direct links to WHP Alliance member resources, as appropriate. In addition to the internet site for the general public, a password-protected intranet site has been established for certified contractors to access proprietary program information and materials. Such a site could be made available to Alliance members as well.
- **Homeowner Testimonials with Energy Savings Documentation.** Included in an enhanced WHP web site redesign may be the publication of case studies of Wyoming homeowners who are enjoying the benefits of a home performance improvement. Homes in pre- and post-improvement condition would be documented as case studies to demonstrate the range of improvement possibilities.
- **Media Relations and Outreach.** A continuation of the media outreach plan will be executed in coordination with national ENERGY STAR® efforts first started in February 2007. Publicity campaign activities should result in significant print and broadcast media recognition in a manner consistent with articles that appeared recently in *Wyoming Business Report*, *Laramie Boomerang*, and *WyoFile.com*. There will be an opportunity for WHP Alliance member identification in all media campaign efforts.
- **Community Group Outreach.** WHP staff continues to identify and recruit community leaders to allow program staff to conduct presentations to their groups. Extensive efforts are made to meet with job training, economic development, and other public agencies to integrate efforts to reach out to potential contractors as well as consumers.
- **Joint Exhibits.** A WHP exhibit booth could bring together all consumer and contractor marketing materials of Alliance members statewide in a professional-looking display as an alternative to each organization exhibiting separately at local and regional home shows and similar community events. WHP staff could allow Alliance members and participating contractors to "share" booth staffing duties to cross-promote various initiatives without committing dedicated promotional resources.
- **Home Energy Auditing and Improvement Orientation/Training/Certification for Alliance Staff and Home Improvement Contractors.** As a Building Performance Institute affiliate, WHP will expand its efforts with third-party trainers to teach the fundamentals of home performance evaluation and whole-home retrofit planning and execution with a focus on the house-as-a-system concept, including mechanical equipment, the building envelope and manufactured housing. At the end of the training program, WEC administers

BPI's written and in-field practical examinations to certify contractors as a BPI Professional Building Analyst. Alliance members may attend any training offered to WHP contractors or receive customized training.

- **Incentive Program Design and Implementation.** WHP will work with Alliance members and others to assist in the design, implementation, evaluation and statewide coordination of consumer and/or contractor-oriented energy efficiency incentives such as the "Residential Home Performance with ENERGY STAR Incentive" that offers Cheyenne Light, Fuel & Power residential customers a cash rebate incentive of \$150 after completing a home energy audit and recommended improvements through a qualified Home Performance with ENERGY STAR® service contractor.
- **Home Energy Makeover Contest.** Contests similar to those offered in Colorado and elsewhere (see www.egia.org/anaheim) create program awareness among consumers in an innovative manner and immediately engage participating contractors. The contest winners would be chosen based on those homes with greatest potential to demonstrate home energy savings. The improvements may be donated from manufacturers and distributors with labor by local contractors/builders. In addition, comprehensive home performance analyses without improvements may be awarded as consolation prizes. Copies of all the home performance analysis reports could be available to all consumers to review and compare with their own home. These contests serve to create strong connections with the local media and community event producers and emphasize the positive cash flow nature of the energy retrofits, if financing were used.
- **Light Bulb Fundraiser.** WHP is exploring the potential to offer a Light Bulb Fund Raiser (see www.cflfundraiser.org) to demonstrate that Wyoming homeowners will pay the full retail cost when the energy efficiency message is conveyed in a meaningful way. WHP could administer the program with the CFLs and/or holiday LEDs offered as a pass-through cost and non-profit community groups would earn a donation for each CFL/LED they sell.

Participation Levels. Three tiers of participation are available to for-profit companies and non-profit organizations alike:

- **Underwriter.** This top tier is for organizations that provide over \$10,000 annually in a combination of financial and in-kind support in return for consideration such as:
 - Seat on the WHP Advisory Board to guide program development
 - High-visibility role offered in all promotional activities
 - Organization logo and name prominent on program web site and in all printed and event materials
- **Partner.** This secondary tier is for organizations that provide \$5,000 - \$10,000 or more annually in a combination of financial and in-kind support in return for consideration such as:

- Invitation to attend WHP Advisory Board meeting to advise Board on program development
- Role offered in some promotional activities
- Organization logo and name prominent on program web site and some printed and event materials
- **Supporter.** This tertiary tier is for organizations that provide less than \$5,000 annually in a combination of financial or in-kind support in return for consideration such as:
 - Preferential consideration in planning process
 - Advanced notification of program activities before the general public
 - Organization name and link on WHP web site

How to Apply. To define your supporting role with WHP, complete and return the WHP Alliance Application below to propose the financial and/or in-kind consideration that you propose to offer WHP and what benefit package and/or other special consideration that you would prefer to receive. Applications are considered on a case-by-case basis with consideration to the synergistic and cross-promotional opportunities between organization and WHP. If accepted, you will receive a Memorandum of Understanding to be counter-signed by your organization and WHP.

Wyoming Home Performance Alliance Application

Organization name _____
 Key contact person _____
 Title _____
 Address _____
 Phone _____
 Email _____

Proposed Consideration. Our organization proposes to provide the following financial and/or in-kind consideration with a combined cash and market value of \$_____

Complete this application and return to:

Bhaskar S. Narayan
 Home Performance Alliance Coordinator
 c/o Wyoming Energy Council Inc.
 P.O. Box 972, Laramie, WY 82073
 bnarayanawamy@woec.org
 (307) 742-9924; Fax: (307) 721-2955

About Wyoming Energy Council, Inc.

Wyoming Energy Council, Inc. (WEC) is a private, non-profit corporation incorporated under the laws of the State of Wyoming that is headquartered in Laramie with a branch office in Cheyenne. The former Albany County Energy Council, Inc. was incorporated in 1980 and changed its name to Wyoming Energy Council, Inc. in 1996. WEC's mission is to promote and further the conservation of non-renewable energy resources and the development of renewable energy resources. WEC pursues the mission through these programs:

- **Wyoming Home Performance with ENERGY STAR®.** WEC has been the U.S. Department of Energy and U.S. Environmental Protection Agency partner/sponsor for Home Performance with ENERGY STAR® (HPwES) in the State of Wyoming since 2005. HPwES is funded by the Wyoming Business Council, State Energy Program. HPwES is an innovative, whole-house approach to cost-effectively improve comfort and energy efficiency. Qualified contractors are trained and certified to determine how a home performs as a system and present the information to homeowners in terms of energy savings as well as non-energy benefits (such as comfort, health and safety). Certified contractors must agree to a 15% quality assurance inspection rate. Learn more at www.wyominghomeperformance.com.
- **Wyoming Learns Client Education and Outreach.** WEC works cooperatively with various area organizations, including Wyoming Business Council; Cheyenne Light, Fuel, and Power; Laramie River Conservation District; Laramie Head Start; Wells Fargo Bank; and Laramie United Way to provide information and training to consumers.
- **Weatherization Assistance Program.** WEC operates as a sub-grantee of the State of Wyoming in the Weatherization Assistance Program. Over 3,000 low-income households have received weatherization assistance services from WEC in Albany, Laramie, Carbon, Johnson, Sheridan, Teton, Sublette, and Lincoln Counties and the Shoshone portion of the Wind River Reservation. WEC's staff of three full-time and two part-time office professionals support, document, and verify performance for a crew of 15 that performs energy audits, energy-efficient retrofit work, and quality assurance for weatherization jobs. WEC has consistently fulfilled the requirements on time and on budget for all contracts using State of Wyoming, U.S. Health and Human Services Low-Income Energy Assistance Program, and U.S. Department of Energy Weatherization Assistance Program funds. In addition, WEC has been approved for special programs to perform health and safety-related replacement of furnaces and water heaters for eligible clients in both the City of Cheyenne and Albany County. These replacements leverage and extend the weatherization funds used on low-income housing. With the additional funds, WEC is able to provide a greater scope and more holistic solution to energy situations in low-income homes. Learn more at www.wyoec.org.

Staff. WEC is governed by a Board of Directors with Tiger Adolf as Executive Director. Tiger earned a Juris Doctorate from the University of Wyoming and is a licensed attorney with two undergraduate degrees in business and management. Daniel Rooney, Fiscal Officer, earned a bachelor's degree in accounting from the University of Wyoming as well as bachelor's and master's degrees in music. Mari Martinez, Office Manager, holds a bachelor's degree in Political Science from the University of Utah and an Associate in Applied Science in Legal Secretary from Eastern Wyoming College. Bhaskar Narayan, Home Performance Program Coordinator, earned a Bachelor of Mechanical and Manufacturing Engineering degree, in addition to Master of Science in Industrial Engineering and Master of Science in Quantitative Analysis degrees earned from University of Cincinnati.