ENERGY UPGRADE CALIFORNIA™ CONTRACTOR'S WORKFLOW

INTRODUCTION:

The goal of the home performance industry is to reduce energy consumption in California homes, drive wealth to families through lower energy bills, reduce carbon emissions, and create thousands of jobs and small businesses. We strive to develop a system where energy efficiency is treated as a resource and public programs are designed to support private enterprise, investment, and innovation.

This document describes the sales process for a home performance project and visually outlines the pros and cons of (1) the current home performance workflow under the IOU Whole House Upgrade Programs as implemented under Energy Upgrade California (Energy Upgrade) and (2) the contractor's ideal workflow that provides homeowner friendly, minimally disruptive project delivery (see *Figure 1: Workflow under Energy Upgrade California Program* and *Figure 2: Best Case Scenario – Ideal Number of Home Visits*).

Most homeowners discover the whole-house approach to energy efficiency through a "pain point" such as a furnace replacement, high energy bills, or a cold and drafty house, or while planning a remodeling project. As a *considered purchase*, a home performance project is typically sold because the contractor is able to diagnose the problem, explain its causes, and implement an integrated solution tailored to that homeowner's goals and budget. In his/her role as "house doctor," the home performance contractor uses good communication skills, building science techniques, and years of construction experience to create a custom plan to provide not only energy savings, but additional non-energy benefits that are often the "deal makers," such as comfort, good indoor air quality, home safety, improved building durability, and the potential for increased resale value — to deliver a total value proposition that goes beyond simple return-on-investment.

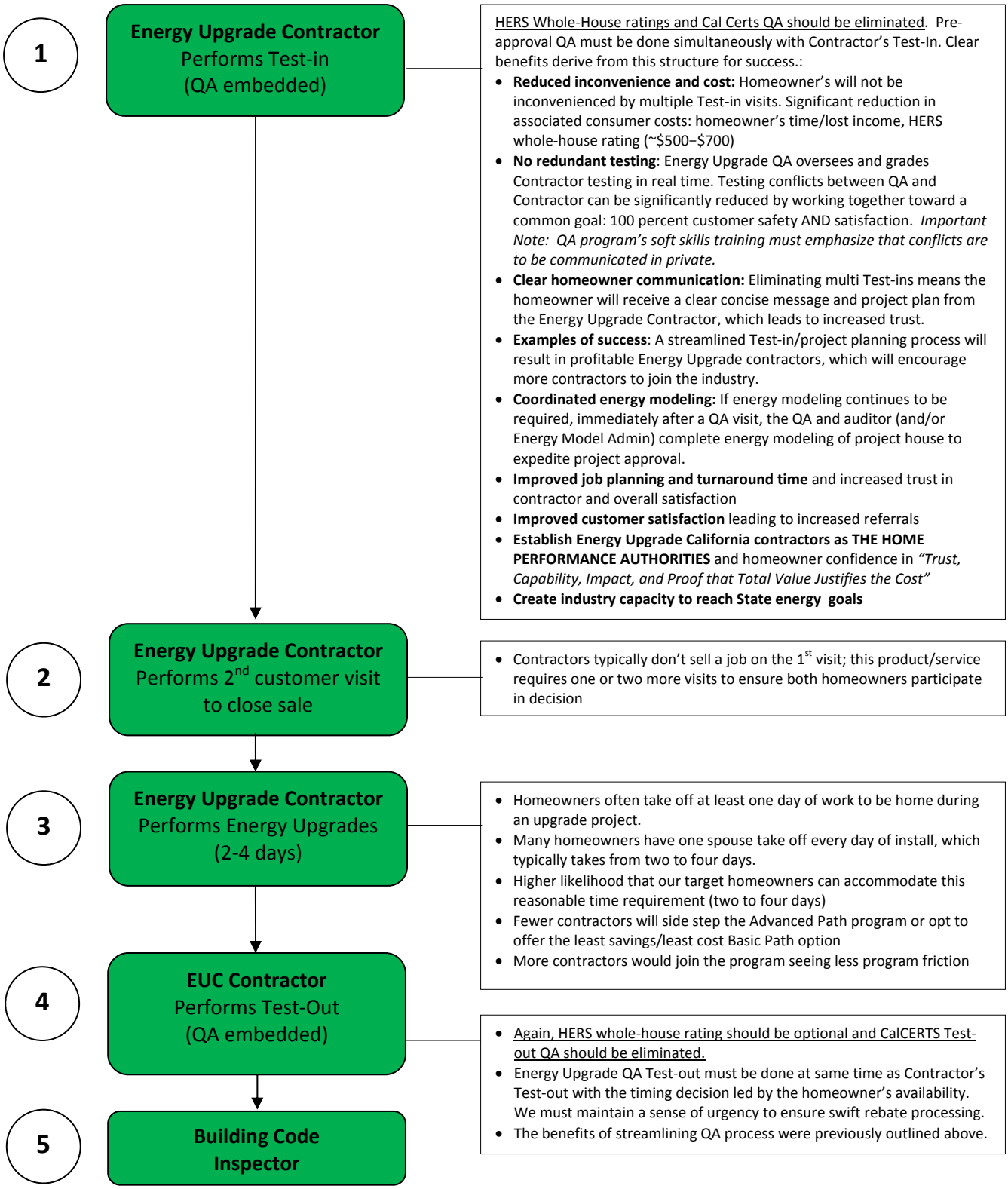
Making changes to a home, whether a remodel or home performance upgrade, requires homeowner participation and disrupts the household as work is performed. Current Energy Upgrade duplicative QA testing creates an additional challenge: homeowner confusion. Home performance contractors are equipped to address these challenges using industry best practices and building science standards to deliver maximum energy performance results with minimum demand on homeowner time and resources. The recommendations in this paper are designed to leverage the experience of home performance contractors to improve the workflow of the Energy Upgrade California program and generate successful projects with verifiable savings, customer satisfaction, and ultimately widespread uptake.

Figure 1: Workflow under Energy Upgrade California™ Program

Key: REINFORCE | REVISE | REMOVE

All homeowner costs below assume a 2,500 sq. ft. or less home with one HVAC system.

Figure 2: Best Case Scenario —Ideal Number of Homeowner Visits



CONCLUSION:

Our goals are consistent with your goals. The current energy efficiency program is not designed to allow California to even come close to its goals. Streamlining will undoubtedly increase contractor participation and drastically increase the number of jobs performed. The high number of homeowner touch points, homeowner confusion, and the likelihood they would walk away from best home improvement they could ever make will be minimized. Let's work together to streamline the process for the betterment of all Californians and Energy Upgrade California contractors who want to rebuild it right. Again, we strive to develop a system where public energy efficiency programs are designed to support private enterprise, investment, and innovation, not hinder it. It's time we move forward together to reach our common goal. We thank you for your time and consideration.