Energy Trust of Oregon, Inc.

Home Energy Solutions
Existing Homes

2009 Program Changes and Cooperative Marketing Redesign

Conservation Advisory Council
March 11, 2009

Energy Trust of Oregon, Inc.

2009 Program Modifications

Third Round……..Effective May 1, 2009

- Heat pumps
- Air and Duct Sealing
- Mobile homes (trailer parks)
- Cooperative marketing

(Blue text indicates changes)

EnergyTrust of Oregon, Inc.

Single-Family — Heat Pumps

Heat Pump HSPF modification

- Current heat pump requirement – Min. HSPF 8.5
- New heat pump HSPF requirement
  - Heat Pumps at or greater than 3 tons units; minimum 8.8 HSPF
  - Heat Pumps below 3 tons; minimum HSPF 9.0
- Contractor must list unit size on invoice
- New HSPF, effective May 1, 2009

Rationale

- 2008 Energy Trust program data
  - ✓ 2,601 heat pump incentives processed
  - ✓ 85% were higher than HSPF 8.5
  - ✓ 49% were higher than HSPF 9.0
  - ✓ Average incremental cost HSPF 8.5 to 9.0 – $1,000
  - ✓ 12 manufacturers sold equipment greater than HSPF 9.5
- Consistency with Oregon Department of Energy's Specifications

EnergyTrust of Oregon, Inc.

Single-family — Heat Pumps

- Heat pump incentives as of May 1, 2009
  - ✓ Upgrade: Min. HSPF 8.8 (3+ tons only) – $200
  - ✓ Upgrade: Min. HSPF 9.0 – $250
  - ✓ Replacing electric resistant heat:
    Min. HSPF 8.8 (3+ tons only) – $400
  - ✓ Min. HSPF 9.0 – $450
- Commissioning Incentive still available for new heat pumps that pass CheckMe! Analysis ($150)

EnergyTrust of Oregon, Inc.

Single-family — Furnaces

2009 furnace incentive

- May 1, 2009, stand-alone incentives for 90% AFUE or greater gas furnaces **reduced to $100**

2009 furnace incentive moderate income households (60%-80% median income) and Multifamily buildings

- May 1, 2009, stand-alone incentives for 90% AFUE or greater gas furnaces **remains $150**

EnergyTrust of Oregon, Inc.

Single-Family — Air Sealing

Electrically Heated Homes

- New air sealing incentive – $.50 per CFM reduced, up to $400
- Air leakage test incentive reduced to $35 per residence tested
- New incentives begin May 1, 2009

Gas Heated Homes

- New air sealing incentive – $.50 per CFM reduced, up to $275
- Air leakage test incentive reduced to $35 per residence tested
- New incentives begin May 1, 2009

Requirements

- Minimum 300 CFM reduction for incentive
- Air leakage test with blower door, minimum ventilation level of 7 ACH at 50 Pa (reduction limit waived with approved mechanical ventilation)
- Contractor invoice must list pre- and post-CFM numbers, and final ACH50, and document location of air sealing

EnergyTrust of Oregon, Inc.

Single-Family — Duct Sealing

Electrically Heated Home

- New duct sealing incentive – $.50 per CFM reduced, up to $400
- Duct leakage test incentive reduced to $35 per duct system tested
- New incentives begin May 1, 2009

Gas Heated Homes

- New duct sealing incentive – $.50 per CFM reduced, up to $325
- Duct leakage test incentive reduced to $35 per residence tested
- New incentives begin May 1, 2009

Requirements

- Minimum 150 CFM reduction to qualify for incentive
- Must meet PTCS standards to qualify for incentive: minimum 50% reduction or 10% of floor square footage
- Duct sealing performed by a PTCS-certified contractor
- Submit revised PTCS duct sealing form to Conservation Services Group; CSG will register eligible forms with Ecos Consulting

EnergyTrust of Oregon, Inc.

Mobile Home Parks (Mobes)

Trade Ally Program Participation Requirements

- Contractors enter MOU with CSG
- Participating contractors <u>must</u> offer to install CFLs and high-performance showerheads and aerators at each job
- Contractor payment requires form 320T (incentive application), Form 301T (ISM installation), inventory tracking/reporting (to be defined in contractor MOU)
- Air sealing – no tighter than 7 ACH at 50pa
- Up to two cross-over ducts allowed; if two cross-over ducts installed, then must pass quality control inspection for payment

EnergyTrust of Oregon, Inc.

Mobile Home Park - Air Sealing

Air Sealing Incentives

- Air Leakage Test - $35
- Air Sealing - $0.50 per CFM reduced, up to $250

Air Sealing Requirements

- Minimum 50 CFM reduction to qualify for incentive
- Air leakage test with blower door, minimum ventilation level of 7 ACH at 50 Pa (reduction limit waived with approved mechanical ventilation) to qualify for incentive

EnergyTrust of Oregon, Inc.

Mobile Home Park – Duct Sealing

Duct Sealing Incentives

- Duct Leakage Test - $35
- Duct Sealing - $0.50 per CFM reduced, up to $300

Test Only Requirements

- Duct Leakage Test: pre-CFM must be less than 300 to qualify for test only incentive

Duct Sealing Requirements

- Minimum 150 CFM reduction to qualify for incentive
- Must meet PTCS standards to qualify for incentive: minimum 50% reduction or 10% of floor square footage
- Trade ally must be PTCS-certified contractor to qualify for duct sealing incentive
- Trade ally must submit revised PTCS duct sealing form to Conservation Services Group; CSG will register eligible forms with Ecos Consulting to qualify for incentive

EnergyTrust of Oregon, Inc.

Additional Mobile Home Incentives and Requirements

Complex Duct Repair - $150 each (maximum 2)

- 100% quality control inspection will be required when more than one complex duct repair incentive is requested; must pass QC inspection for payment

Instant Savings Measures

- $3.00 per CFL (maximum 5 in high use areas)
- $5.00 per low flow showerhead (maximum 1 per bathroom)
- $2.00 per low flow aerator (maximum 2 per bathroom and 1 per kitchen)

Notification letter at 7 ACH

- There will be a requirement to issue a notification letter when less than 7 ACH at 50 Pa exists in the mobile home, even with an approved mechanical ventilation strategy

EnergyTrust of Oregon, Inc.

MOBE Contractor Incentives: Current versus Proposed

Measure	Current Incentive	Current Requirements	Proposed Incentive	Proposed Requirements
Air Leakage Test	n/a	n/a	**$35.00**	**pre and post: CFM and ACH @ 50pa**
Air Sealing	$1 per CFM, up to $300	min 50 CFM reduction; min ACH 8 @ 50pa	**$0.50 per CFM, up to $250**	**min 50 CFM reduction;** min ACH 7 @ 50pa
Duct Leakage Test	$50.00	performed by ODOE/PTCS certified contractor	**$35.00**	performed by ODOE/PTCS certified contractor; **pre-test < 300 CFM for test only incentive**
Duct Sealing	$1 per CFM, up to $400	min 50 CFM reduction	**$0.50 per CFM, up to $300**	**min 150 CFM reduction; must meet PTCS standards (50% reduction or 10% of floor space)**
Crossover or Air Return Repair	$150.00	n/a	$150.00	maximum 2; QC inspection required for 2 incentives
CFLs	$3.00	maximum 5 in high traffic areas	$3.00	maximum 5 in high traffic areas
Low flow showerhead	n/a	n/a	$5.00	up to 1 per bathroom
Low flow aerator	n/a	n/a	$2.00	up to 2 per bathroom and up to one per kitchen

EnergyTrust of Oregon, Inc.

HES Cooperative Marketing Restructuring

Structured to Reward Volume and Quality Installations

- Three Trade Ally Cooperative Marketing Categories
  - Home Energy Solutions
    - New trade allies
    - Established
  - Home Performance with ENERGY STAR®
    - New trade allies
    - Established
  - Real Estate Professional

EnergyTrust of Oregon, Inc.

Home Energy Solutions
Trade Allies (first year in program)

- First year of trade ally participation; quarterly cap based on number of total employees

  - ✓1–10, $500/quarter
  - ✓11–20, $1,000/quarter
  - ✓21–30, $1,500/quarter
  - ✓31 and up, $2,000/quarter (capped out)

EnergyTrust of Oregon, Inc.

Home Energy Solutions Trade Allies

$400,000+ in project cost installed (21)

$2,000 per quarter/$8,000 per year

$100,000 – $399,999 in project cost installed (60)

– $1,000 per quarter/$4,000 per year

$99,999 and under in project cost installed (113)

– $2,000 per year

** Numbers in parenthesis indicate the number of current HES trade allies out of 196 that fall into a particular category.

Quality Control Requirement for Participation

- Two major job infractions in quarter, then cooperative advertising suspended for the following quarter; cooperative advertising reinstated after completing a quarter with no major infractions

EnergyTrust of Oregon, Inc.

Home Performance
Trade Allies (first year in program)

- First year of trade ally participation; quarterly cap based on number of total employees
  - ✓ 1–10, $1,000/quarter
  - ✓ 11–20, $1,500/quarter
  - ✓ 21–30, $2,000/quarter
  - ✓ 31 and up, $3,000/quarter (capped out)
  - ✓ After first year of reimbursement, recalculated semi-annually, on the 15th of every January and July

Question

- Should participating Home Performance contractors be allowed to use coop marketing allocation towards BPI training for additional HP staff in lieu of marketing?

EnergyTrust of Oregon, Inc.

Home Performance Trade Allies

$200,000 and up in project cost installed (8)**

- $3,000/quarter for co-op, $12,000/year

$50,000–$199,999 in project cost installed (11)**

- $2,000 per quarter/$8,000 per year

$49,999 and under in project cost installed (7)**

- $1,000 per quarter/$4,000 per year

** Numbers in parenthesis indicate the number of current Home Performance trade allies out of 26 that fall into a particular category.

Quality Control Requirement for Participation

- Two major job infractions in quarter, then cooperative advertising suspended for the following quarter; cooperative advertising reinstated after completing a quarter with no major infractions

EnergyTrust of Oregon, Inc.

Real Estate Professional Trade Allies

Quarterly allotment $1,000 per quarter

- Reimbursement for only the following:
  - ✓ $100 cash back for becoming an Earth Advantage S.T.A.R.* and Energy Trust trade ally
  - ✓ Web site—fixed annual reimbursement of $250
  - ✓ Direct mail and flyers—33% of approved project cost
  - ✓ Business cards—33% of approved project cost
- 2009 mechanism in place to track participation and project completion by clients of real estate professionals
  - ✓ 2010 cooperative marketing will be based on project referrals

*S.T.A.R.= Sustainable Trained Accredited Realtor

EnergyTrust of Oregon, Inc.