

Abstract for Panel: “Home Performance with ENERGY STAR®: A Comparison of Implementation Strategies”

Moderator: Ed Thomas, Market Development Group;

Proposed Speakers:

- David Lee, ENERGY STAR Branch Chief, Environmental Protection Agency;
- Betsy Elder, Maine Office of Energy Independence and Security;
- Andrew Fisk, Program Manager, Residential Energy Affordability Program, New York State Energy Research and Development Authority.

Home Performance with ENERGY STAR® (HPwES) is an existing home energy efficiency service program initiative developed through the coordination of three government agencies: the U.S. Department of Energy (DOE), U.S. Department of Housing and Urban Development (HUD), and U.S. Environmental Protection Agency (EPA). Rather than labeling a particular product or building, the HPwES program focuses on a comprehensive “home performance contracting” service. The effort emphasizes consumer education, value, and one-stop problem solving targeting the 110 million existing homes market.

Objective: The objective of this panel presentation will be to provide attendees with the “best practices” and “lessons learned” from program sponsors currently implementing this innovative program in more than 20 states. These activities are beginning to transform the home improvement marketplace beyond free “clipboard” home energy audits and single-measure rebates with a whole-house approach to energy efficiency, demand response, renewable energy and “carbon footprint” issues.

Results/Achievements: The panelists will describe the HPwES template and how they have adapted it to the specific needs of their states. The panelists will also share their “lessons learned” and identify the best practices that energy organizations should consider when implementing this program in their regions or states. The presentations will include the following:

- Number of audits completed to date
- Value of the home improvements made
- Role of financing in achieving these goals
- Strategies for working with third-party contractors and
- Examples of the marketing tactics developed to target home owners.

Why this presentation is worthy of selection: This discussion will provide attendees with critical information to guide the development of their own HPwES programs using ENERGY STAR®’s proven platform for utilities, state agencies, and other organizations implementing energy efficiency programs to make a bigger difference in their communities.