

Market Transformation in Connecticut

Integrating home performance into existing trades

Evolving to Whole Home Success

Session 2: Sustainable Business Models

Jane Bugbee, The United Illuminating Company



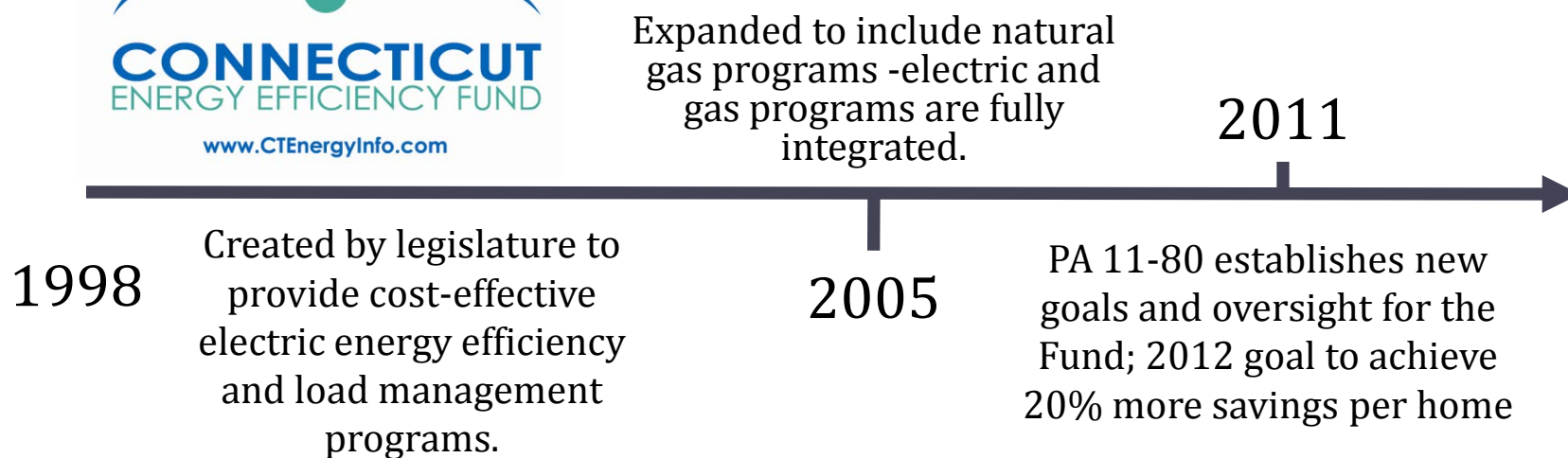
Connecticut's Energy Efficiency Programs are funded by a Charge on Customer energy bills.
The Programs are designed to help customers manage their energy usage and cost.

Market Transformation

- Overview of Home Performance in Connecticut
 - Successes
 - Home Performance market jump-start in 5 years
 - Lessons learned
 - Scalability
 - Contractor management
 - Quality control
- Plans for the future
 - Integration with trades
 - HVAC
 - Builders & remodelers
 - Adding value to contractor business models



The Connecticut Energy Efficiency Fund



Objectives

- To advance the efficient use of energy
- To reduce air pollution and negative environmental impacts
- To promote economic development and energy security.
 - *\$3 in electric, gas and fossil fuel system benefits for every \$1 invested in energy efficiency*

Primary HPwES Program Home Energy Solutions

- 26 statewide vendors through RFP
- \$75 customer co-pay
- \$0 for income eligible customers
- Direct install of core services
 - Blower door guided air-sealing
 - HVAC flow tests & duct sealing
 - 25 CFLs per home (LEDs coming Q4)
 - Low flow showerheads & aerators
- “Kitchen Table Wrap Up”
- Rebates and low-interest financing

Home Energy SolutionsSM

Take Steps to Improve Your Home's Energy Performance and Save Money



Choose from a variety of energy efficiency options and save hundreds of dollars a year.



Program Successes

- Mature, fully-subsidized program
 - Then (2006)
 - 3 vendors
 - Duct sealing pilot
 - And now (2011)
 - 26 vendors
 - 300 BPI technicians
 - 19,326 homes
- Lessons learned
 - Scaling a program
 - QA/QC
 - Data
- Shifting to a market-based program
 - How?



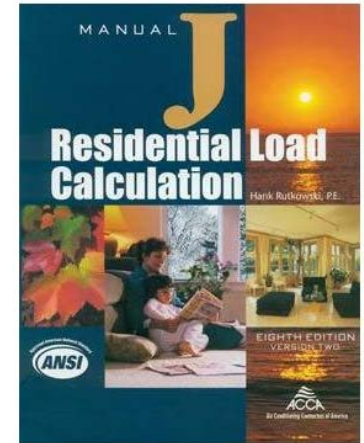
Proposal Based Track

- 2012 Kick-off
 - 150 attendees
- Target Audience
 - Trades
 - Focus on HVAC contractors
- Objectives
 - One-stop shopping for customers
 - Avoid the pass-off
 - Provide mechanism to trigger rebates
- Feedback



Why HVAC Contractors?

- State licensing requirements
 - Quality control
- Well-established businesses
 - Capacity & experience
- Existing customer relationships
 - Service plans
 - Fuel delivery
- IECC 2009 forcing home performance
 - Duct sealing
 - Load calculations



HVAC Outreach

- Trade Associations
 - Connecticut Heating and Cooling Contractors – CHCC
- Panel Style Events
 - Value in messaging from peers
 - More engaging than power-point lectures
 - Audience enjoys technical details and stories from the field
- Feedback
 - Sell on comfort – then energy savings
 - Home Performance is not a big “money-maker”
 - Adds value to the business



Concluding Remarks

- Success developing a home performance workforce in the state
- Importance of data management & QA/QC learned during scaling
- Existing trades are an enormous untapped market for home performance
- Customers buy comfort first



Thank you

Jane Bugbee
Program Administrator – Home Performance
The United Illuminating Company
(203) 499-2822
Jane.Bugbee@uinet.com



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