Lesson for Improving Home Upgrade Programs – Better Buildings Accelerator

Wednesday, May 11 from 3:45 – 5:00 pm ET

Hear how home upgrade program administrators have reduced administrative burdens for themselves and their partners and are achieving better results. Home Upgrade Program Accelerator Partners will share their strategies to enhance data management, contractor relationships, and customer experiences and approaches to improve program processes. Explore how these ideas can be implemented in programs across the country.









Home Upgrade Program Accelerator

VISION

Accelerating adoption data management strategies, including implementation of HPXML throughout the home energy upgrade industry will enable streamlined collection, transfer, and management of data, reduce administrative burden, and improve quality assurance.







Accelerator Partners

- APS
- NYSERDA
- Build It Green
- Enhabit
- Pearl Home Certification
- Building Performance Institute
- Midwest Energy Efficiency Alliance (MEEA)
- Neighborworks of Western Vermont HEAT Squad

Administrators of home energy upgrade programs:

- Pledge to implement HPXML and improve program effectiveness.
- Identify opportunities for process improvements.
- Participate in technical assistance and/or peer sharing forums.
- Share materials, results, and lessons learned from their innovative approaches.
- Report on progress annually including providing information on reducing program administration costs.





Accelerator Benefits

- Help organizations implement HPXML and other process improvements
- Peer exchange of knowledge and experience
- Reduce program cost and enhance effectiveness
- Improve participating contractor satisfaction
- Receive public recognition as leader in accelerating growth of home energy upgrades





Examples of Improving Data Processing

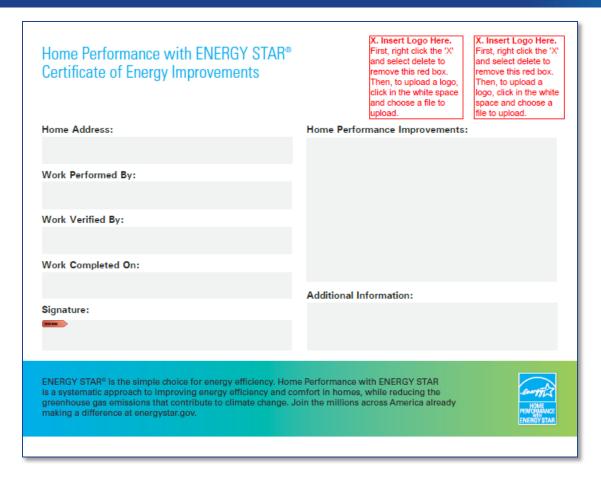


APS results from process improvements and HPXML, May 2015 ACI Conference





HPwES Certificate of Completion



Auto-populating HPwES certificate of completion using HPXML





Home Energy Score HPXML Translator

- Enable partners to automatically simplify complex, HPXML-formatted home data into Home Energy Score inputs and generate a Home Energy Score
- Minimize customization of partners' software systems
- Translate HPXML-formatted data into Home Energy Score API data format





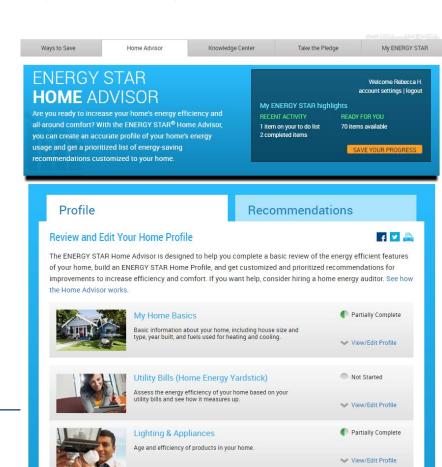
ENERGY STAR Home Advisor

- ENERGY STAR Home Advisor is a free online tool that allows you to:
 - Get custom recommendations based on the efficiency features in your home
 - See a summary of energy-saving features of your home in your Home Profile
 - Track your home's energy performance
- Option to use HPXML to send data to populate the Home Profile from software after an audit or home improvement job
- Future development: HPXML exports from the Home Advisor to facilitate interactions with other systems and applications

www.energystar.gov/homeadvisor

Questions? Email: Hudson.Rebecca@epa.gov for more information





Today's Panelist



Tim Miller, Enhabit



Melanie Paskevich, Neighborworks of Western Vermont HEAT Squad



Torsten Glidden, Build It Green





Processes and Data for Contractors and Customers

Tim Miller, CEO, Enhabit



Program Overview

- Statewide, from Portland pilot
- Contractors, lenders, communities
- Deep retrofits \$13-15K avg
- Approaching 5,000 homes





Evolution: Necessity, Complexity

	2010	2012-13	2014	
Customer sign-up	Platfor m			
Contractor Assignment, scheduling	(manual)	Manual, tools	Platform, tools	
Contractor Tool: data, measures, incentives, bid	None/Ex cel; manual into PMC system	Workb <u>oo</u>		HPXM L
		k & import/ export		
ыч	System	147 11		
Energy savings	PMC system	Workboo		
		(deemed)		
Energy Score	(n/a) —	3 rd Party		
		Tool		
Customer				
Dashboard, Lending	Platform			
Project Manageme	Platform	_		

HPXML - NOV 2014

Leading programs are helping lift HP to a new level.

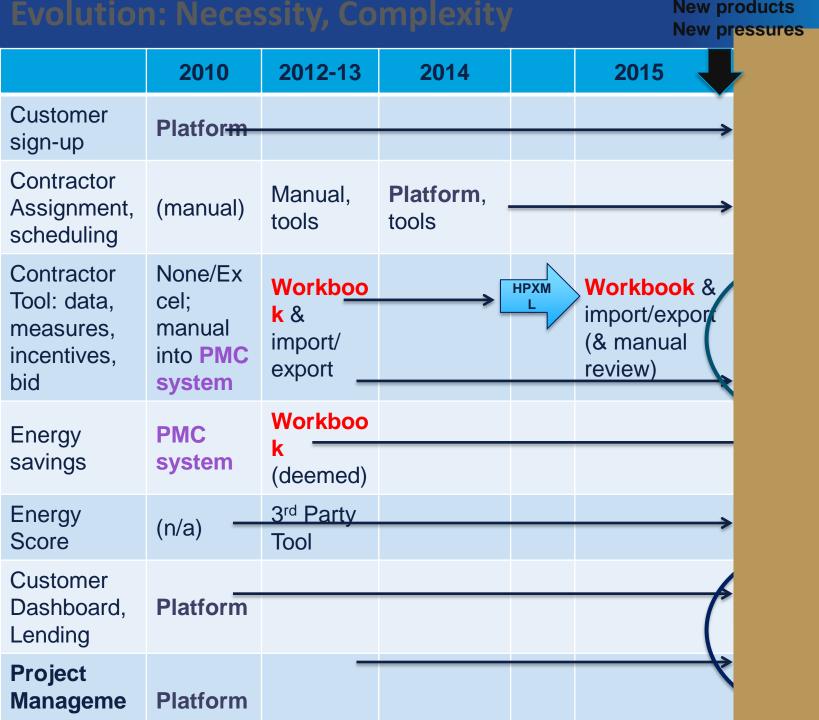
CEW: The 2nd program in the country on HPXML using the tools you already use.



HPXML: The National Data Standard for Home Performance Projects

- Measure impact.
- Optimize the offering.
- Target customers.
- Share your results with you.
- Future: choice in the tools you use every day.
- While keeping costs down.





Transition to 'Threshold'

Web-based Tool

Had to replace Workbook (complex, unsupportable)

Risk with external tool >> internal skunkworks Immediate results >> clear vision

 Web-based (prepopulated, version control, flexibility), HPXML structure, easy to use, mobile

Risks: homegrown tool (myopia, un-supportable path again, staff risk)

Mitigation: common language, 3rd party back-up

Status: Rollout nearly complete, all adopting, improvement with each training

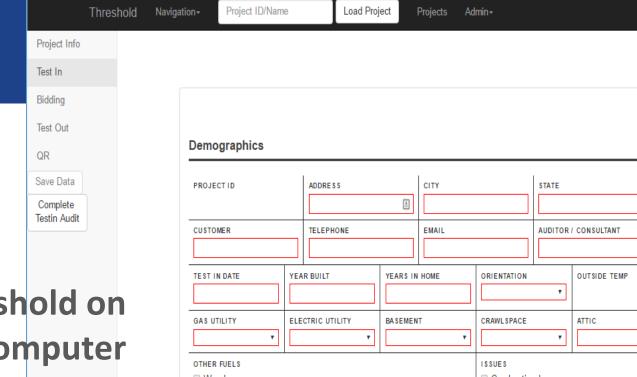
Big Wins:

- Contractor
 satisfaction
- Contractor time

 (saves 50-100 min. per project)
- Staff time

(saves 70 min. per project, roughly .5FTE)





Hello greg!

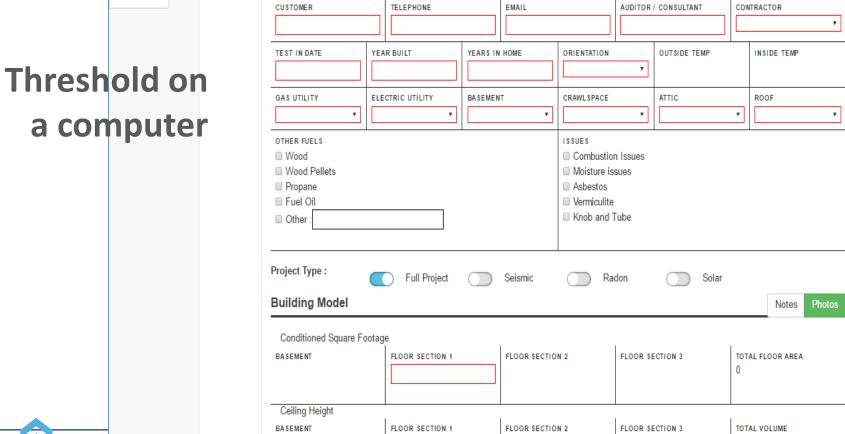
Documents

Photos

Notes

ZIP

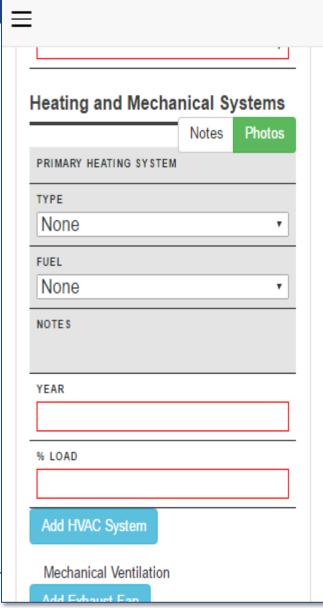
Log off





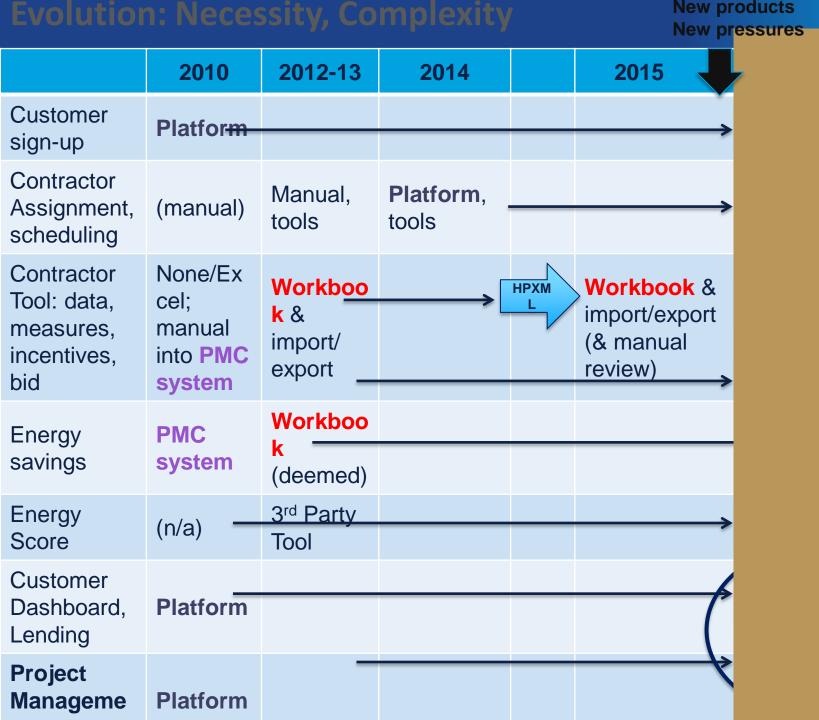


Threshold on a phone









Transition to Custom

Configuration of Salesforce

New services & budget pressures >> new solution

Considered build-our-own, new 3rd party tool, SF; decided on SF

Risks: Configuration vendor/cost, overdesign, inflexibility, long-term maintenance

Mitigation: Interviewed for 'configuration' approach; a standard platform in a competitive space; growing internal expertise

Status: Configuration/dev on-path; building a 'backbone' of key functionality first



Looking back...

- Be really sure why you're building something on your own – and thoughtful about when you'll outgrow it...
- Understand why you're using a vendorbuilt system. What customer type is it really designed for, and is that you? Will you be evolving away?

How unusual is your program?







"If you spend the money now, you won't spend it on utility bills or trips to the hospital because of your asthma or because you got a disease."

--Gerry Winfield Enhabit Homeowner

THE WORK

- Air sealing + Duct sealing
- Insulate attic, walls, floors
- Window replacement

THE COST

\$15,000

THE RESULTS

Less drafts
Healthier indoor air
Lower utility bills





Lessons for Improving Home Upgrade Programs









NeighborWorks of Western VT

- Nonprofit housing organization
- One-stop-shop



- Provide all the answers and support homebuyers and owners need
- Keep customer's best interest front and center
- Realty, Lending, Financial Counseling and Education, Home Repair, HEAT Squad
- Part of a national nonprofit network, NeighborWorks America













Meet the HEAT Squad

- Providing support to improve efficiency of homes/businesses, regardless of income since 2010
- Reduced cost audits, same day audit reports, objective advice, help with contractors, in-house financing
- Available in five counties, half of Vermont
- Completed almost 4,000 audits and 1,500 projects
- Partners: Efficiency VT, Green Mountain Power, Local Contractors, Energy Committees and Champions







Our Struggle-Strategy-Synergy



- Struggle of multiple data entry
- Strategy to streamline data entry
- Synergy of the overall program







Struggle: Multiple Data Entry

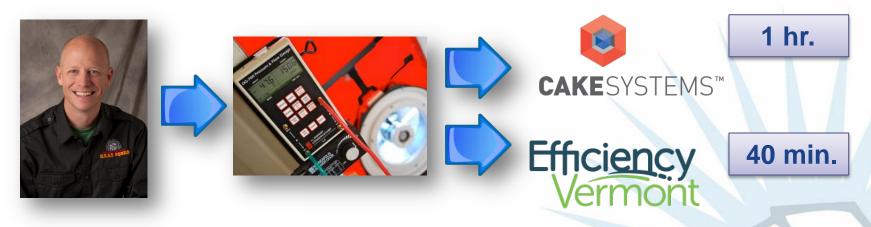


Lori spends 45 min. processing (1) audit intake... CRAZY!



Struggle: Multiple Data Entry

Audit



Corey spends almost 2 hr. submitting (1) audit.....

CRAZY!







Strategy: Streamline Data Entry



Intake goes from 45 min. to 15 min.- cut by 2/3!! (For 1 audit processed, Lori can now process 3 audits)

HUGE INCREASE IN PRODUCTIVITY!







Strategy: Streamline Data Entry



Audit data entry goes from 1 hr. 40 min. to 1 hr. 5 min.almost cut in half!!!

HUGE INCREASE IN PRODUCTIVITY!







Synergy: Overall Program

"The combined power of a group of things when they are working together that is greater than the total power achieved by each working separately." -Cambridge Dictionaries Online

- Expanding with less resources (staff),
 streamlining data entry allows more customers
 thru the program = more revenue \$\$
- Auditors spend less time with audit data entry to do more customer service, higher conversion rate = more revenue \$\$





Hurdles Still to Overcome

- Build bridge between Salesforce & CAKE
- Work on bridge between CAKE & Efficiency VT



- Currently building bridge between website form and Salesforce (ready by Summer 2016)
- Investigate LEAN principles and implement to streamline program further









Thank You

Melanie Paskevich

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Residential Home Upgrades in California

Torsten Glidden

Sr. Technical Manager Energy Upgrade California® Home Upgrade Build It Green tglidden@builditgreen.org

Better Buildings Summit
Washington DC
May 2016



Presentation Outline

- Home Upgrade Issues in California
- Responses (short- and long-term)
- Implementation Challenges
- Going Forward
- Questions and Comments



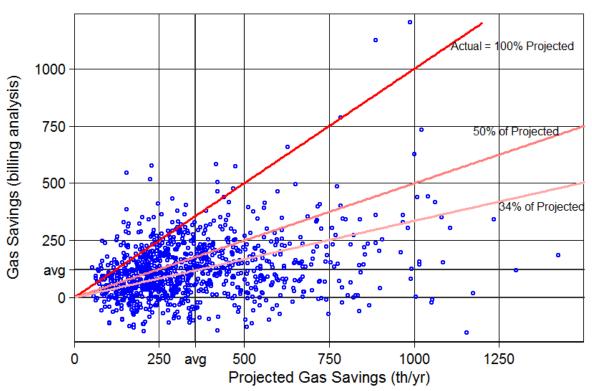
Home Upgrade Issues in California

- Home Upgrade incentive program was limited to one energy-modeling software tool (contractor pain-point)
- 2. That software tool systematically over-predicted savings (multiple stakeholder pain-point)
- 3. CA Public Utilities Commission (CPUC) required additional software modeling options be made available
- Four new software options were tested and passed modeled savings results screening
- 5. Newly approved software options have been under-utilized



Is The Program Delivering Savings?

Actual (billing analysis) vs. Projected Gas Savings



Stakeholders

- Utilities
- Counties & RENs
- Contractors & Customers
- Financing Entities
- Regulatory Commission
- Energy Commission



The Response (short-term): Program Incentive Adjustment

A. Savings/ Participation Level: % Reduction*	B. Savings percentage Incentive Amount		C. Energy Savings Incentive amounts \$0.75/kWh and \$2.00/therm*		D. Total Incentive $D = (B+C) \le \$6,500$
10%	\$1,000	- - - + -	\$0.75/kWh and \$2.00/therm	=	Final Incentive amount (maximum \$6,500)
15%	\$1,500				
20%	\$2,000				
25%	\$2,500				
30%	\$3,000				
35%	\$3,500				
40%	\$4,000				
45%+	\$4,500	_			

For EnergyPro modeled savings estimates, site energy percent savings and the kWh, kW & therm savings amounts will be determined by first applying the factors in the table below:

cavings amounts will be determined by mot applying the lactors in the table below.						
	Electric Energy and Demand	Natural Gas Energy (therm)				
	(kWh and kW)					
Heated and Cooled Homes	0.4	0.8				
Heated Only Homes	1.0	0.8				



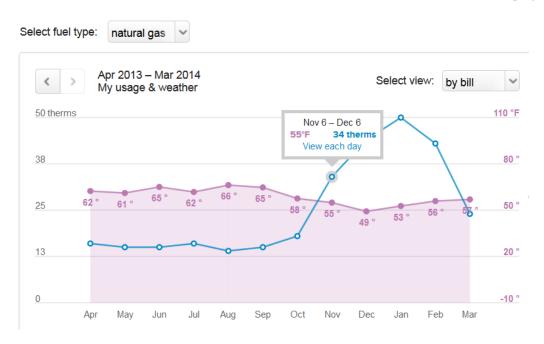
The Response (long-term): CPUC Project Directive

"We direct Commission Staff and the IOUs to work collaboratively with the California Energy Commission and other Energy Upgrade California stakeholders to identify approaches to adequately broaden allowable software under Energy Upgrade California while containing costs required for needed Commission Staff Reviews"



The Response (long-term): Addressing related issues

- CalTEST opens the door for more software choices
- HPXML makes this possible ('speaking the same language')
- CalTRACK drives more accurate modeling predictions over time

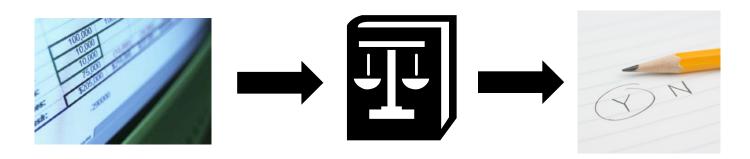




CalTEST

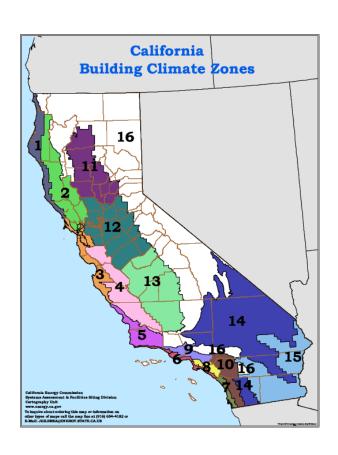
California Test for Energy Software Tools

- Library of typical EUC Homes with site-specific modeling inputs and matched utility bills
- Vendors use test to improve their modeling
- Program uses test as initial screening tool
- Initial adjustment factor may be applied to savings predictions





CalTEST Base Data Scope



- Selected, primarily, homes with large projected heating or cooling savings (to try to best capture range of variance)
- Selected 12 gas heated homes and 7 electrically cooled homes from Climate Zones 2, 3, 4, 7, 9, 10, 11, 12.



CalTEST Qualification

- Vendors can pass uncalibrated (for use without 13 months prior energy usage data) or calibrated
- Only software that passes CalTEST uncalibrated can be used without calibration to utility bill usage data
- Qualifying pass rates: 80% avg. modeled savings accuracy

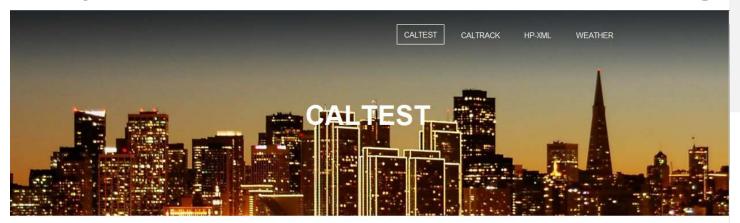


CalTEST Vendor Status

- Passed (Approved for use in CA):
 - ✓ OptimiserEnergy Optimiser V2.1
 - ✓ PSD TREAT V4
 - ✓ Snugg Home SnuggPro V4 (calibrated only)
 - ✓ Earth Advantage CakeSystems (un-calibrated only)
- Approval phased-out 2/1/2016:
 - PSD TREAT V4 (no kW output for CA)
 - EnergySoft EnergyPro 5 (proprietary XML file)



Project Website - www.caltrack.org



EMPIRICAL SOFTWARE SCREENING TOOL

The purpose of CalTEST is as a screening tool that will determine a minimum level of accuracy of software based on actual CA homes. The test will provide data to software vendors that is similar to what would be collected in a real world audit, and based on data collected on the actual homes in the test set. We will then compare your predictions to our weather normalized actual savings to determine realization rate and variance of your tool.

We have carefully screened homes to find 20 homes representative of CA EUC homes in terms of climate, ECMs, energy use, measured savings, and a range of other variables. A complete summary of the selection process can be found in the selection documentation.

CALTEST 2014





Vendor Steps for Completing CalTEST

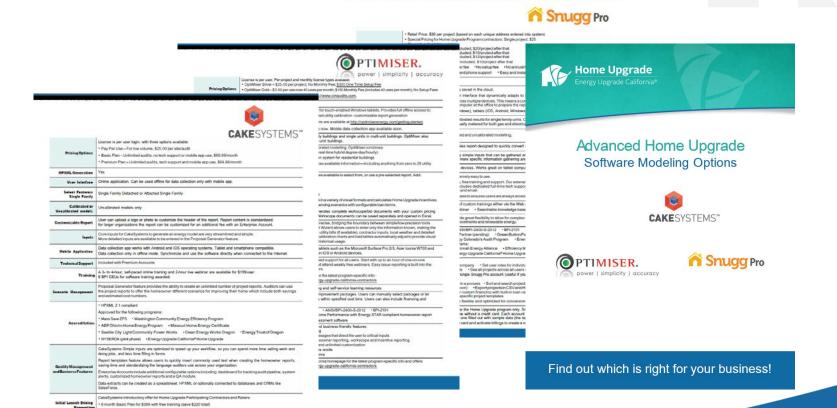
CalTEST will be conducted in two phases. First, vendors will complete the spreadsheet below that does not contain usage data (uncalibrated). Once that is submitted a second sheet will be provided that includes usage data so that vendors can resubmit with calibration (per calibration requirements below).

Vendors are given the attached CaITEST Excel workbook containing a summary worksheet, weather data, and anonymized project from each of the 20 test homes for CaITest, without usage data. The first worksheet in the workbook is the summary of results from each of the test homes. Worksheets 2-21 within the workbook each contain the pre/post building characteristics, pre/post measurements, and pre/post



At-a-Glance Software Comparison Guide

. 6 month Premium Plan for \$499 with free training (save \$300 total)





HPXML Makes Multiple Software Choices Feasible

- Input data (software/UI) is output in an 'common language/structure' (HPXML)
- HPXML Structure is broad and general (the skeleton), allowing for program modeling data capture needs and calculation requirements (the guts) to reside within HPXML framework
- Program specific details don't necessarily present a 'breaking change' to HPXML
- HPXML is open-source and updates are managed by user/stakeholder consensus

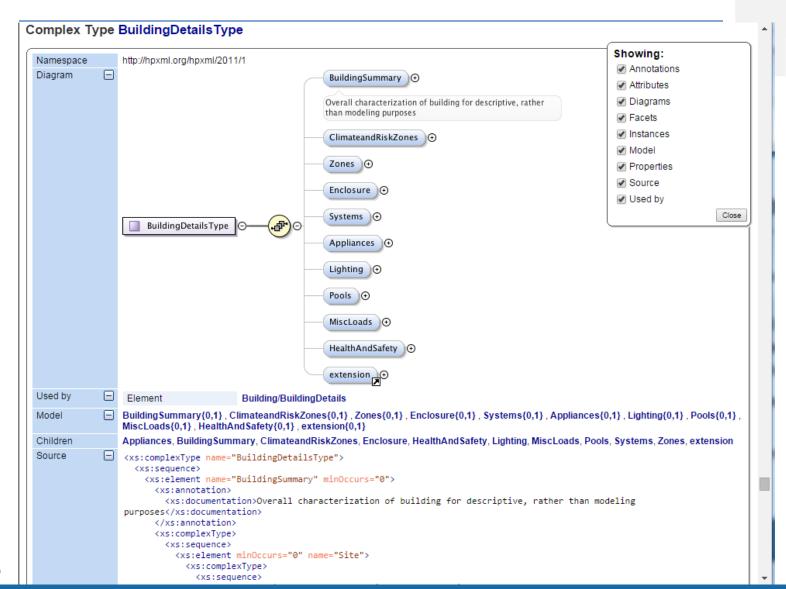


HPXML Drives Alignment

- The software must be able to provide data in HPXML format
 - HPXML output data specification has been circulated and reviewed
 - Based heavily on APS/NYSERDA/LEAP requirements with CA-specific uses/definitions (within HPXML) as well as a couple of additions
- Each CA implementer is able to accept HPXML files into CRM and/or data-tracking systems.
- Software vendors update User Interface & Tools to meet CA requirements



HPXML Standard/Structure Maintained by DOE (NREL)



HPXML Structure Based on BPI & DOE Standards





ANSI/BPI-2400-S-2012 Standard Practice for Standardized Qualification of Whole-House Energy Savings Predictions by Calibration to Energy **Use History**



BPI-2100-S-2013

Standard for Home Performance-Related Data Transfer v2.1.0



BPI-2200-S-2013 Standard for Home Performance-Related Data Collection v2.1.0

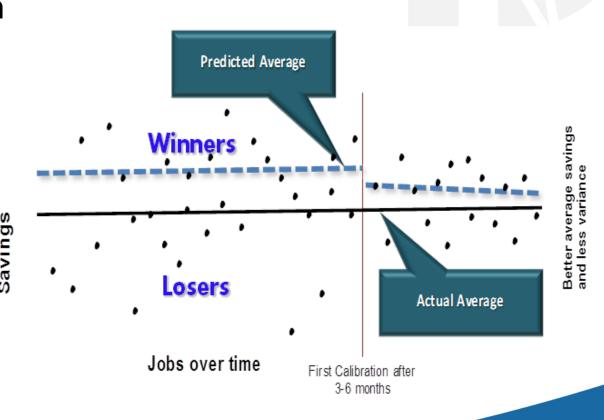


definitions commonly used in tools and activities that help stakeholders make energy investment decisions.

CalTRACK: Delivery of Predicted Savings

California Data-Driven Tracking and Analysis

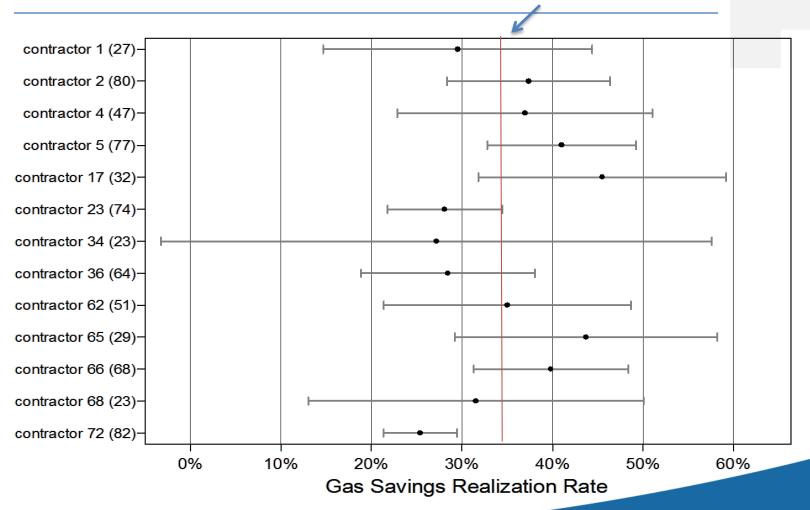
- Jobs tracked by software version used
- Savings predictions compared to weather normalized post retrofit billing data (Calibrated vs. Un-Calibrated)
- If inaccuracies identified at the software level, vendor can revise software or an adjustment factor can be applied to reconcile future model predictions





CalTRACK – Contractor Feedback

Avg. Gas Realization Rate (2010-2012 Data): 34%





Contractor Performance Report

- Comparison of contractors performance against other EUC participating contractors (by percentile not name):
 - Average realization rate on predictions
 - Variance levels
 - Efficacy of delivered savings by project size
- Detailed analysis to inform improvement
 - Performance on Heating / Cooling / Baseload
 - Types of measures employed
 - Program wide benchmarks
- Co-development of this report with contractors



Improve Motivation for Incentives

Now:

- The higher the savings a contractor predicts, the higher the incentive their clients get
- The less you can get away with doing, the more profitable you are

Future:

- The more savings the contractor delivers, the more incentive their clients get
- The better you deliver on savings, the more profitable you are (happy customers, pay-for-performance, etc.)



Align Incentives



Past: Incentives based only on % Savings

 Smaller projects tended to more easily achieve larger percentage with modest kwh/therms savings

Now/Future: Incentives based on predicted kWh/Therms savings using more accurate software

 Greater incentives align with those homes where the greatest overall kWh/therms savings can be achieved



Key Challenges in CA Implementation

- New software options have been under-utilized (comfort with using EnergyPro, transition impacts contractor processes)
- Contractor/User Training (sufficient scope & availability)
- Multiple Stakeholders, Multiple processes
- Existing QA Processes & Protocols
- Information Systems (validation & maintenance of standard)



Key Changes in CA Output Data Specifications

Guiding Principles:

- Build on APS/NYSERDA/LEAP use cases for CA program needs (CA Data Set)
- Add elements to support CalTrack realization rates
- Encourage calibration, implement BPI 2400 standard

Key Changes:

- Broke out consumption & savings by heating, cooling, baseload, kWh & Therms
- Added kW savings based on hourly CA weather data by CA Climate Zone
- Added pool pumps & thermostatic shower valves
- Needed to refine data reporting dependencies
- Needed to resolve/align measure nomenclature



Photo copyright Bill Jacobus



Future State of the State

Key direct benefits that HPXML facilitates:

- Software accurately predicts savings on average
- Contractors deliver on predicted savings
- Homeowners get the energy savings that are proposed
- Programs pay for actual savings
- Stronger link between incentives and savings



Market Transformation

Key indirect benefits that HPXML facilitates:

- Driving demand/quantifying value of energy efficiency work
 - ✓ Home Energy Score
 - ✓ Bringing green building data to the MLS
- Designing better, more cost-effective programs
 - ✓ Less risk (greater predictability) for investors
 - ✓ Better environment for private capital and industry investment
 - ✓ Data sharing and comparative analysis (CA, Other States, DOE, Other industries)



Timeline for Launch

- 20 Representative Homes
- 4 IOUS
- Climate Zones
- Typical EEMs
- Housing Types

CalTEST

Software On-Boarding

- Ability to upload, validate & parse HPXML output file
- Qualifying software approved for program use
- Contractor training
- Available for use

- HPXML Required
- Ongoing system to track predictions vs. actuals
- Adjustment of predicted savings based on past performance
- Contractor performance reports

CalTRACK

2014

Q4 2014 - Q2 2015

2016

Questions and Comments

Contact:

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Thank You

