

# State Support Home Performance Projects

*NASEO Buildings Committee*

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*National Home Performance Council*



# The National Home Performance Council

- National, non-profit organization
- Supports whole-house upgrade programs through research, convening, and communications projects
- Addresses problems that limit growth and development of whole-house programs

# NHPC Stakeholders

- Federal agencies (DOE)
- State energy offices (NASEO, MD, NY, TX)
- Program implementers (CSG, ICF)
- Utility sector (EEI, LIPA, and currently reaching out to several others)
- Industry (NAIMA, ABM)
- Real estate (Eco-Brokers / AEEREP)
- Non-profit stakeholders (ACEEE, ASE, EPC)

# Project 1

## **Increasing Retrofit Numbers Strategies for Targeting Homeowner Lifecycle Decision Moments**

*homeowner lifecycle decision moments (HLDM)*

# Project 1 - Overview

- **Targeting: convenient /cost-effective.**
  - HVAC failure
  - major renovation
  - first year of ownership.

*According to a 2007 study by the National Association of Realtors, 60 percent of recent home buyers took on remodeling or home improvement within the first three months of owning their new home.*

# Project 1 – Work Scope Part I

## **Research: Identify the HLDM**

- Review of focus group studies by states and retailers
- Review existing program experience, research
- New focus group studies

**Goal:** discover pathways for identifying homeowners experiencing the HLDM (i.e. – real estate closing lists, HVAC replacement calls).

**Deliverables:** White Paper, Webinar Presentation to States on Results, Focus Groups (with funding)

# Project 1 – Work Scope Part II

## **Targeted Marketing Plans for the HLDM**

- **Engage states to review how their incentive programs may or may not have taken advantage of identified HLDMs**
- **Deliverables: State specific analysis and recommendations, Webinar Presentation to States on Results**

# Project 1 – Timeline

- **Part I: October 2012 – June 2013 (6 Months of Research, 3 Months White Paper Development)**
- **Part II: April 2013 – September 2013 (3 Months of Research, 3 Months Recommendations)**



# Project 2

## **Closing More Deals: The Secrets to a High Conversion Rate**

# Project 2 - Overview

**Conversion rates:** there is a clear need to improve conversion rates so that a higher number of unprofitable audits become profitable retrofit jobs and improve contractors' bottom lines and program effectiveness

■ **Needed:**

- screening tools
- marketing initiatives
- contractor training
- well-designed incentives.

***Programs average conversion rates of between 30% and 40%***

# Project 2 – Work Scope

## **Research: Identify the Secrets to Conversion**

- **Identify programs with consistently high conversion rates, and will to explore the “secret sauce,” or sauces, that allow some programs to achieve high conversion rates.**
- **Deliverables: White Paper, Webinar Presentation to States on Results**
- **Timeline: September 2012 to May 2013**

# NEW RESEARCH FYI: Utility Cost-Effectiveness Testing

## NHPC White Paper: *“Measure it Right”*

- Released in draft form in September 2011
- Final paper released June 2012, MACRUC

## NHPC Commissioned Paper by Synapse:

- *Best Practices in Energy Efficiency Program Screening*
- Released July 2012, NARUC
- <http://www.nhpci.org/publications>

# Comments / Questions Please Contact Us

## National Home Performance Council

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Thank you!

