



## **2011 Partner of the Year Energy Efficiency Program Delivery Application**

### **Narrative**

GRU is starting its fourth year of offering the HPwES (Home Performance with ENERGY STAR®) Program to its customers. GRU is maintaining its long term goal of reducing energy demand and sustaining market change when developing strategies to generate initial interest and participation in energy conservation.

#### **Contractor Recruitment and Training Activities**

New contractors are vying to come on board GRU's HPwES program. We have decided to limit opening periods for new contractors to once every six months; to maintain training control. Our pre-existing partnership of contractors had been established prior to the HPwES program. Because of the additional requirements placed on these contractors, maintaining a relationship with them is important for the success of the program.

As the HPwES program continues with increased labor hours, testing and the required paperwork, GRU faces the challenge of keeping partnering contractors in the program, with the slow economy; the additional overhead presents a difficult financial challenge to a company's business strategy. Instead of responding to a customer's initial request to replace an HVAC unit, the HPwES program requires the contractor to take a step back and determine a comprehensive solution for the customer. In addition to a new way of thinking, for many contractors, conducting the assessments and properly installing the necessary components to meet the HPwES standards requires new and improved technical skills.

The HPwES Certification process has been established and offers a series of free and/or reduced cost training to support the Partnering contractors. The Certification Training process began with the HPwES rollout workshop, which covered the inspection process, forms needed and the program's rebate process. Training continued with two separate one-day Building Envelope courses, four one-day CAZ and Carbon Monoxide Inspector Certification courses, a one-day HVAC Duct Analysis and Testing course, multiple infield (customers' homes) on the job training and numerous infield duct testing and trainings. Contractors who successfully completed these courses became certified HPwES contractors. Ninety employees from 37 Partnering Contractor companies are certified to administer the HPwES program. One-hundred forty-two HVAC industry members in the North Florida area have become certified as Carbon Monoxide Inspectors through GRU's HPwES program. Forty-five industry members have taken infield CAZ training and testing. GRU has built upon this network and strengthened its existing partner-contractor relations with a new round of training this year, although not as previously anticipated or planned due to economic constraints.



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### **Quality Assurance Activities**

To further support the partnering contractors and ensure quality, GRU established four methods of verification and inspections on 100% of jobs performed by contractors by using one of the following methods:

- Third Party Verification Program for testing duct leak repairs. Contractors are trained and required to use the third-party vendor (hired by GRU) to test on-site duct repair prior to the contractor leaving the job.
- Jurisdictional Building Department for inspecting electrical, gas, mechanical and plumbing installation. Anytime a permit is required to perform work associated with the HPwES program, a copy of the final inspection is required.
- GRU personnel perform quality inspections on those jobs that are not tested or inspected by a third party verification vendor or its Building Permit Department.
- Follow-up survey, as a standard for HPwES – GRU conducts a follow-up survey with each customer who participates in the program. To date the results have been overwhelmingly positive, and they also demonstrate that the partnering contractor's are selling the program to customers.

This year partnering contractors completed 725 home performance upgrades, a 161% increase from the previous year. 720 homes were inspected by the City's Building Department and/or GRU personnel; 700 HPwES duct systems (100%) passed the duct blaster's test out target of 15%, tested by third party verification. We have concluded all ducts leak and need post testing.

### **Marketing Activities**

Throughout GRU's marketing activities during 2010, customers benefit from bundled rebates as well as the "whole house approach" to their homes. All ENERGY STAR® products were noted as such. The ENERGY STAR® logo is included on the [www.gru.com](http://www.gru.com) website as well as printed materials and promotions.

### **Future Program Plans**

FY2010 rebate values have remained the same as the previous year continuing to offset testing verification costs.

In an effort to expand, GRU is working closely with a select group of HPwES partners to increase the partnership base with more aggressive advertising and promotions. In addition to aggressive marketing, plans are in the developmental stage, due to the economic situation, to incentivize partners by offering to offset the purchase of testing equipment with an incentive for each test done using the following equipment: Carbon Monoxide Tester, Refrigerant Data Gauges, Duct Blaster and Blower Door.

GRU, in cooperation with the University of Florida and the Florida Solar Energy Center (FSEC), a subsidiary of the University of Central Florida, will offer a variety of courses in energy efficiency and building science. In addition, GRU will look into the possibility of becoming a BPI affiliate training center and provide certifications in two classifications: Building Analyst and Envelope Professional. Additional certification training will include Energy Efficiency Recommendations and Cost Estimates, Blower Door Whole House Leakage Test and Diagnostics and Minimum Health and Safety Requirements.

GRU's HPwES program has been very demanding for the HVAC partnering contractors and their technicians, installers and administrators. This program is setting a new industry standard for Florida HVAC contractors as well as proving to be a positive and well received energy savings program.



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In looking to the future GRU is an industry leader with the first Solar Feed-in-Tariff program in the states. This innovative endeavor has been featured in over 150 publications world-wide. Based on highly successful models in Europe, GRU offers its electric customers a chance to invest in solar photovoltaic (PV) systems and sell electricity directly to GRU. Since the utility first proposed the Solar FIT in late 2008, the amount of solar energy produced in the area has increased by 667 percent due to customer participation in GRU's numerous solar programs.

### **Program Design**

#### **Contractors**

Since launching the HPwES program, GRU was remained mindful of its long-term goal of sustained market change as it developed strategies to generate initial interest and participation in the program. The backbone of any utility's energy-conservation programs is local partnering contractors. GRU partnering contractors support its energy efficiency programs; however the utility faced additional challenges with getting contractors to buy in the HPwES program because of its whole-house approach. For many contractors, this represented a change in business strategy. Instead of responding to a customer's initial request to replace a HVAC unit, the HPwES program asked the contractor to take a step back and determine a comprehensive solution for the customer. In addition to a new way of thinking, conducting the assessments and properly installing the components to meet HPwES standards required new and improved skills.

GRU established an HPwES-certification process and offered a series of free and reduced-cost trainings to support partnering contractors. The trainings began with two, one-day home envelope courses that provided an HPwES overview. Technicians who successfully completed one of these courses became certified HPwES contractors. Four, one-day carbon-monoxide certification courses, a one-day duct-testing course and numerous in-field ductwork trainings rounded out GRU's contractor curriculum.

To further support partnering contractors, GRU established a third-party verification program for testing duct-leak repairs. Contractors were trained and encouraged to use the third-party vendor's specialized testing equipment to test their own work in the field. This program was designed to educate contractors and consumers on proper duct testing and repairs.

#### **Homeowners**

Efforts to motivate homeowners to participate in the HPwES program began with identifying the target market. The whole-house approach presents economic hurdles that other a la carte GRU programs do not have. GRU examined demographic and physiographic information from its customer database and the property appraiser's office. This analysis provided a starting point, but GRU wanted a better picture of who would be interested in HPwES. The utility developed a creative solution that not only produced a list of potential clients; it also allowed GRU to generate broad community awareness about its new program.

The initial investment in HPwES can be too high for many customers so GRU established a rebate program of up to \$1,435. With guidance from one of the partnering contractors, customers can choose between four packages that fit their needs. The packages include one or more core components of central A/C, duct repair and insulation, as well as supplemental components such as programmable thermostats, insulation, weather stripping and solar-window shading. GRU's Low-Interest Energy Efficiency Loan program was also critical to the HPwES program's success. The low-interest loans are designed to assist homeowners with purchasing efficiency measures that may be financially out of reach. The program is a cooperative effort with a local credit union, vendors and contractors. All of the appliances, windows and HVAC systems that fall



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under the auspices of the loan program must be ENERGY STAR® rated. This ensures ENERGY STAR® equipment is selected and that the equipment is appropriately sized and installed correctly.

During the first nine months of GRU's HPwES program, nearly 150 households took part, saving more than 425 MW of energy and preventing the release of more than 299 metric tons of carbon to the atmosphere. For FY2010, we had a total of 447 Home Performance projects. Out of those, 440 were associated with a Duct Repair. Total demand saved as a result of the Home Performance rebate is valued at 621.5 kW, with consumption savings reaching 1,562 MW. This amounts to a carbon reduction of 1,328 metric tons.

Along with the low-interest loan program and high efficiency central air conditioner rebate program, which require the purchase of ENERGY STAR® -qualified products. Also, when customers take advantage of the refrigerator buyback and recycling rebate to replace older, less-efficient units, vendors encourage using ENERGY STAR® -qualified refrigeration units.

### **Market Effects**

GRU's various ENERGY STAR® programs are interrelated and serve to cross promote each other. This section begins by highlighting the direct HPwES-program effects and then expands to discuss achievements with all of the ENERGY STAR® programs combined.

In considering the overall awareness of GRU-branded products and services, GRU showed a 6-percent increase for fiscal year 2010 compared to fiscal year 2009, according to RKS Research and Consulting. As the awareness of the GRU brand continues to strengthen, consumers' attitudes are also changing. They are looking to GRU for guidance on energy efficiency matters, from contractor recommendations to advice on product and appliance purchases. Also, consumers are becoming savvier with GRU rebates, incentives and seasonal promotions.

The HPwES program has increased contractor knowledge and helped them change their business practices. Through GRU's education, contractors have gained a better understanding of the HPwES program's whole-house approach, and as a result, there are significant changes in their methods of communicating with customers. Contractors take ownership of helping their customers reduce their utility costs and finding the most effective measures.

During workshops, meetings and training sessions, contractors have expressed the tremendous value the relationship with GRU offers them. The contractors appreciate the fact that, starting with the home survey, the program provides them entry into customers' homes with a valuable offer.

GRU contractors are required to do 10 free energy surveys for customers every year. The survey requirement compels GRU's partnering contractors to try, use and understand the new processes. These processes can be very complex, which can be discouraging to contractors. GRU's guided and assisted in-field training allows contractors to overcome these hurdles. It provides hands-on training with other employees from their company instead of classroom-style workshops with other industry members. They can receive training in the customer's home while making money at the same time. Most prefer this method to down time in a classroom.

The HPwES program survey requirement has also expanded service availability. GRU offers free energy and water surveys to customers, but the number of requests can become unmanageable for GRU staff alone. By performing some of these surveys, partnering contractors relieve demand for GRU staff and see productivity increases. During this past year, contractors completed more than 28 percent of GRU's free residential surveys which is almost twice the amount completed last year.



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Word-of-mouth has worked as an excellent tool for recruitment for GRU. Typically, interested contractors will contact the utility. All of GRU's HVAC partnering contractors have at least one technician certified for HPwES. GRU focuses on contractors who truly want to change the way they conduct business to make this program work for them and their customers.

Moving forward, GRU plans to work more closely with a streamlined, dedicated set of HPwES partnering contractors to develop ways to expand through more aggressive advertising and promotions. GRU is still considering providing incentives to purchase of testing equipment by establishing a stipend for test results readings carbon-monoxide testers, refrigerant-data gauges, duct blasters and blower doors.

### **All ENERGY STAR® Measures**

Through residential, commercial or industrial-sector programs that explicitly leverage ENERGY STAR®, [GRU has achieved energy savings](#) – see supplement for reductions. These savings are comparable to GRU's fuel-adjustment charges to the customer.

GRU has worked to increase sales or market share of ENERGY STAR® qualifying products. GRU's low-interest loan program, high efficiency room air conditioner rebate and high efficiency central air conditioner rebate all require ENERGY STAR® -qualified products. Also, when customers take advantage of the utility's refrigerator buyback and recycling rebate, vendors are encouraged to replace those units with ENERGY STAR® -qualified refrigeration units.

By leveraging the ENERGY STAR® brand, GRU has improved and established partnerships with retailers. The rebates and incentives offered by GRU for ENERGY STAR® -certified products provide a chance for joint advertising and promotions with retailers, including big-box stores (e.g. Home Depot and Lowe's) and local, mom-and-pop vendors. For the fourth year, GRU partnered with local Lowe's locations to offer ENERGY STAR® -qualified window air-conditioning units to GRU electric customers. As a result of this year's promotion, Lowe's took shipment of 200, 10.8-EER ENERGY STAR® -qualified window units that would not have otherwise sold in the area. GRU customers received an instant \$150 rebate, after which they were sold a \$210 unit for \$40 including a Lowe's discount.

Promoting the ENERGY STAR® brand was also instrumental in facilitating a partnership with a local financial institution to offer low-interest loans to customers who purchase certain ENERGY STAR® products.

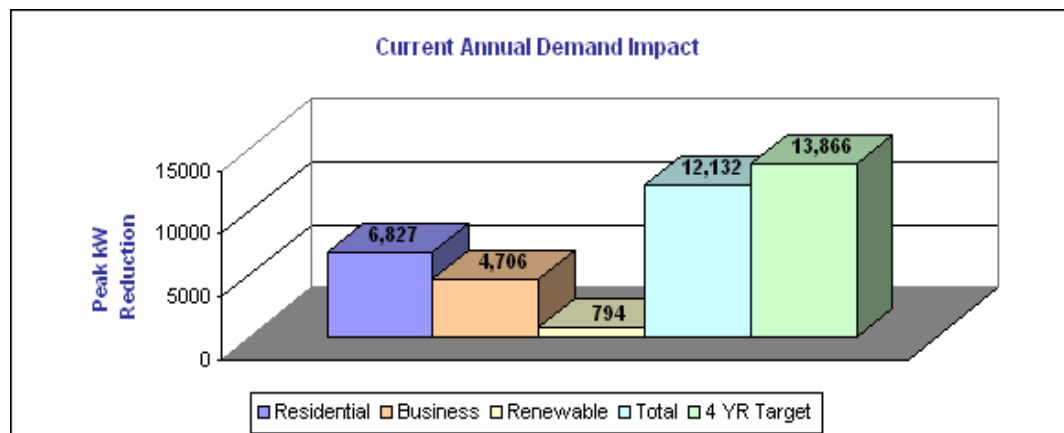
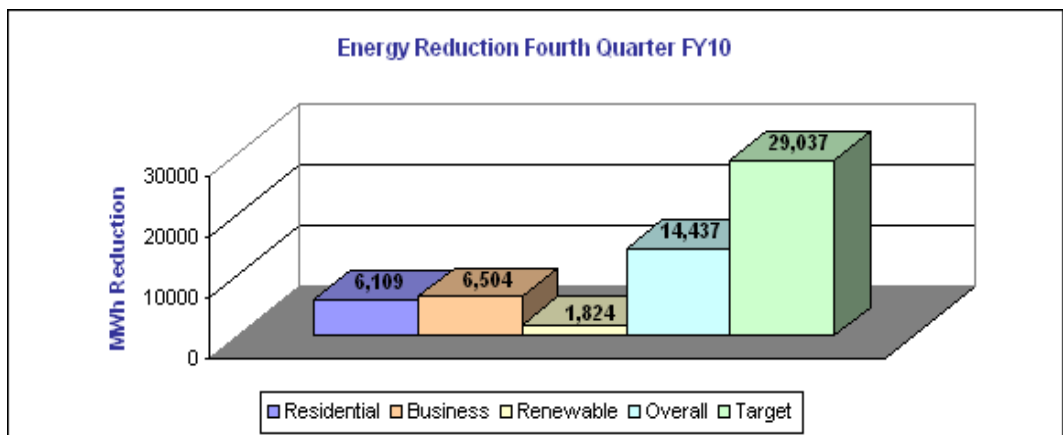
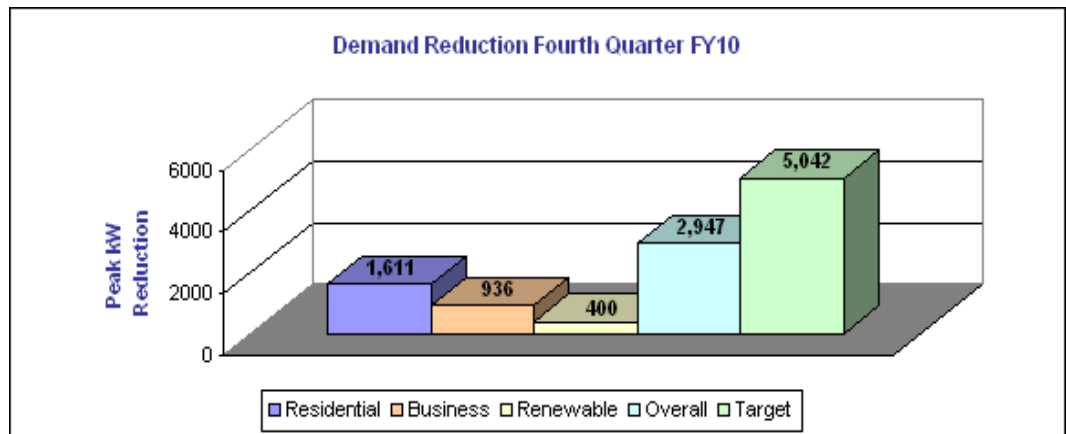
GRU has established relationships with most of the HVAC contractors in its service area. With a brand spanning 98 years, GRU has a reputation for reliability and good customer service. The development of the GRU Partnering Contractor label saw most local businesses in the qualifying industry eagerly completing applications for membership to the exclusive club. At least 70 percent of those companies with a marketing budget quickly added their association with the GRU brand to their advertising. Many businesses run their promotions in tandem with GRU's.

GRU has also continued to develop relationships with local builders. Using GRU's ENERGY STAR® for affordable housing rebates, which encourages energy-efficient construction practices in newly built units, there have been 75 ENERGY STAR qualified homes built 2010 to date.



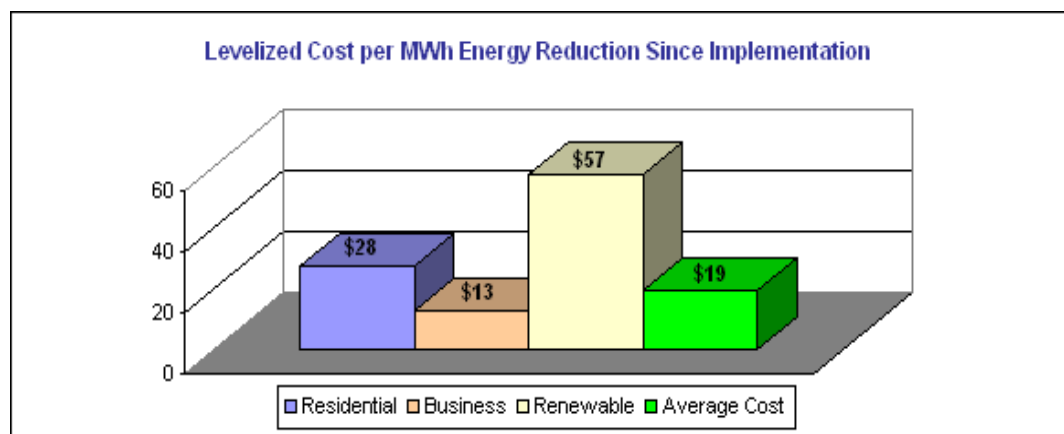
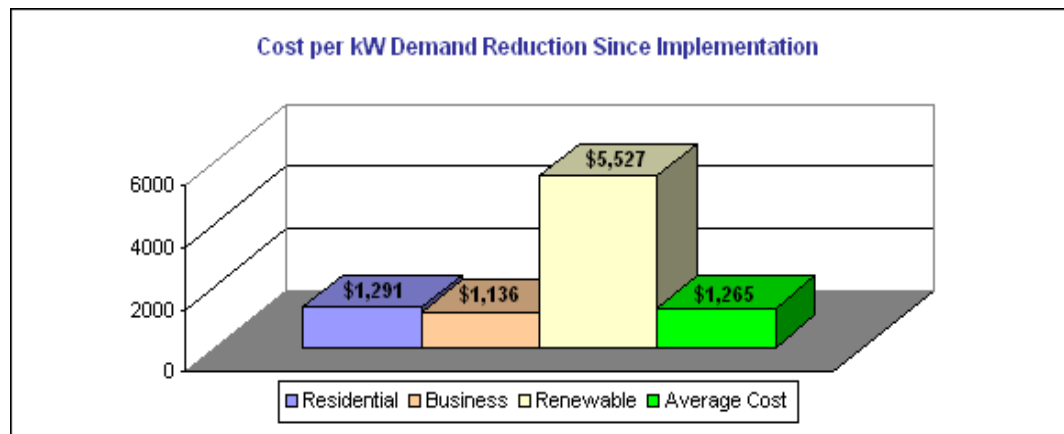
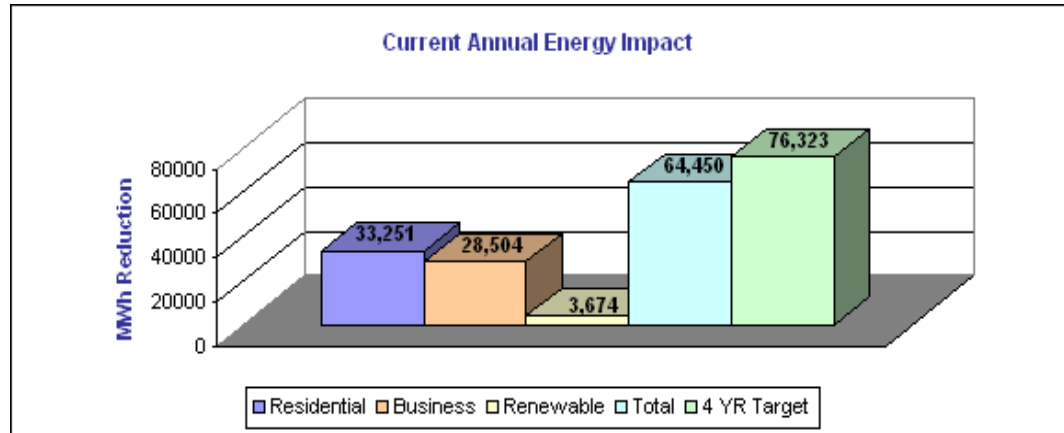
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**SUPPLEMENTAL DOCUMENT**





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<b>Energy and Demand Reductions - Program Breakdown - Oct 2006 through Sep 2010</b>			
	kW Reduction	MWh Reduction	Levelized \$/MWh
Central AC Super Efficient	2,163.9	3,360.2	\$25.10
Duct Leak Repair	1,260.2	3,131.4	\$36.12
Refrig Recycling and Buyback	518.2	3,392.2	\$12.75
Central AC Maint	675.5	1,381.6	\$64.27
Attic Insulation	752.4	2,186.2	\$6.79
Natural Gas Appliances	492.1	4,069.2	\$8.65
Central AC SEER 15	249.0	374.5	\$69.70
High Eff Room AC	147.6	215.8	\$113.78
CFL	91.2	12,588.2	\$8.26
E-Star for Affordable Housing	42.2	99.0	\$58.49
Reflective Roof Coating	1.8	5.1	\$996.53
Low Int Loans	79.0	255.7	\$143.21
LEEP	0.0	0.0	N/A
Two Speed Pool Pump	240.2	978.6	\$28.89
Irrigation Tune Up	5.0	5.7	\$2,429.82
Home Performance w/E-Star	0.0	0.0	N/A
Residential Green Building	N/A	N/A	N/A
Behavior Pilot	79.7	875.0	\$140.57
GRU and CoG Projects	194.46	980.0	N/A
Photovoltaic Systems	232.1	1,056.7	\$60.12
Solar Water Heating	23.4	171.5	\$41.25
Solar Feed In Tariff *	538.8	2,446.2	\$320.00
Customized Business Rebate	4,388.2	24,905.1	\$11.97
LED Exit Signs	123.3	1,080.3	\$33.41
Smart Vendor	N/A	1,538.9	\$16.55
<b>Total</b>	<b>12,298.2</b>	<b>65,097.1</b>	<b>\$19.07</b>





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**Rebates  
up to  
\$815**

**SUMMER SAVINGS  
UP TO 20% OFF  
COOLING COSTS**

Almost half the average household's energy use is for heating and cooling. By sealing ducts and adding insulation you can save up to 20% off your cooling costs. And these repairs pay for themselves in as little as two years with rebate.\*

**Pick one or more of the following rebates:**

Duct Leak Repair: 50% of the repair cost up to \$375  
Insulation: \$0.125 per square foot up to \$375  
ENERGY STAR® HPwES Package 4: \$775

**Then have your A/C serviced and receive an additional \$40 rebate.**

For a list of GRU HVAC Partnering Contractors and more information, call 352-334-2118 or visit [www.gru.com](http://www.gru.com)

\*Duct Leak Repair, A/C Maintenance, and ENERGY STAR® rebates only valid with GRU HVAC Partnering Contractors. Payback varies depending on the amount of air leakage, insulation and repair costs.  
Some restrictions apply.





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**SAVING  
MONEY**  
Never felt so  
**GOOD.**

Earn **up to \$1,435\*** and save  
up to 30% on your energy bill

Homes more than 10 years  
old can really show their age  
through higher utility bills.

Lower your utility bill and increase comfort  
with the help of one of GRU's Home  
Performance with ENERGY STAR® rebates.  
One of GRU's Partnering Contractors will  
conduct a comprehensive evaluation and  
identify cost-effective home improvements  
that will work together to improve the energy  
efficiency of your home..

Choose from **rebates up to \$1,435\*** and  
save up to 30% on your energy bill.

To see a list of GRU Partnering Contractors  
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Homes more than 10 years old  
can really show their age through  
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GRU can help you with cost-effective home  
improvements that make your home more  
comfortable and energy-efficient while helping  
to protect the environment.

Choose from one of GRU's Home Performance  
with ENERGY STAR® packages including  
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# UP TO \$465 IN REBATES

**Almost half the average household's energy use is for heating and cooling.** You can save up to 20 percent of these costs by insulating your home today.

Insulation slows down the amount of heat that flows in and out of a home, keeping it cooler in the summer and warmer in the winter. Adding insulation reduces heating and cooling costs and usually pays for itself within three to seven years.



### REBATE OFFER:

- \$0.125 per square foot up to \$375
- Starting August 30, the first 150 approved applications receive an extra \$50
- Additional \$40 if paired with Central A/C Maintenance Rebate\*

Payback varies depending on the amount of insulation and cost. Rebate offer may not exceed the purchase price. Minimum installation levels required over or under air conditioned space are R-19 in the attic and R-11 under raised flooring; this does not apply to wall insulation. Some restrictions apply. \* A/C Maintenance rebate only valid with GRU HVAC Partnering Contractors.



### SAVE MONEY TODAY.

**Install insulation yourself, or if using a professional, consider the following GRU Partnering Contractors:**

Atlantic Design & Construction, Inc.	352-378-0521
Gale Insulation	352-332-0401
Insulation A.S.A.P., Inc.	352-219-8245
McMahon Builders, Inc.	352-258-5350
Modern Roofing Solutions	352-377-7822
Suncoast Insulators	352-472-8595
Wolf Insulation	386-935-0877

**Learn how to apply at [www.gru.com](http://www.gru.com) or call 352-334-2118.**

This list of contractors is provided as a convenience. GRU MAKES NO REPRESENTATIONS OR WARRANTIES REGARDING THE QUALIFICATIONS OR QUALITY OF WORKMANSHIP OF ANY OF THE LISTED CONTRACTORS, NOR IS THE LISTING TO BE CONSIDERED AN ENDORSEMENT OF ANY SUCH CONTRACTOR. The customer is solely responsible for arrangements for, and results of, any work performed by the contractor.

**Contact us about our Home Performance with ENERGY STAR® Program for savings up to 30% on your energy bills.**







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## **Earn rebates up to \$775 while you cut energy costs and boost comfort**

Almost half the average household's energy use is for heating and cooling. By sealing ducts and adding insulation, you can save up to 20% off your total heating costs. These repairs can pay for themselves in as little as two years with rebates.\*



### **LOWER HEATING COSTS BY 20% WITH THE FOLLOWING TWO REBATES:**

**1** Sealing ducts prevents expensive conditioned air from escaping into attics, helping heating systems work more efficiently to maintain comfort in a home. Ducts should be sealed before adding insulation.

**Duct Leak Repair:**  
50% of the repair cost,  
up to \$375

**2** Insulation slows down the amount of heat that flows in and out of a home, keeping it cooler in the summer and warmer in the winter.

**Added Insulation:**  
\$0.125 per square foot,  
up to \$375

Combining these rebates with an additional upgrade qualifies you for GRU's award-winning **Home Performance with ENERGY STAR®** rebate (Package 4). Upgrade options include: programmable thermostat, window solar screens, door or window weather stripping or ENERGY STAR ceiling fan, refrigerator or water heater.\*

For more information about this offer, call **352-334-2118**  
or visit **[www.gru.com](http://www.gru.com)**.

\*Duct Leak Repair and Home Performance rebates only valid with GRU HVAC Partnering Contractors. Water heater may be repaired or replaced. Payback varies depending on the amount of insulation and cost. Detailed list of eligibility requirements and list of GRU HVAC Partnering Contractors at [www.gru.com](http://www.gru.com). Some restrictions apply.

