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Annual Report Template

How to Use this Home Performance with ENERGY STAR Document

EPA has developed this document to provide Sponsors with a template to ensure all information required by the partnership agreement is submitted to EPA. The Annual report is due December 15th of every calendar year, and can be submitted as an application for ENERGY STAR awards. Please see section C-2 of the Partnership Agreement for details on this requirement.

SPONSOR INFORMATION

Date	12/15/2010
Name of Sponsor	Wisconsin Focus on Energy / Wisconsin Energy Conservation Corporation
Location	431 Charmany Drive, Madison, WI

CONTRACTOR RECRUITMENT AND TRAINING ACTIVITIES

Please include a summary of recruitment and training activities performed in the last calendar year. Include number of new contractors, training courses offered and attended, and any other pertinent information.

You may also include number of jobs completed, progress toward your program goals, energy savings, or any other metrics to illustrate your program's current status. Feel free to attach additional pages, as needed.

All Consultants go through a screening process and those that are successful receive an invitation to a two-week training program that includes both a RESNET/HERS and new this year, Building Performance Institute (BPI) Building Analyst (BA) certification. All consultants are now required to become Building Analyst (BA) certified. All Performance Contractors are required to become both BA and Envelope Professional (EP) certified. The Program focuses on developing the Consultant network and retaining quality and seasoned talent, which heightens quality of assessments, and provides additional control for the Program. Access to a Consultant provides the homeowner with more options and the opportunity to obtain recommendations from an unbiased middle person in the retrofit process. Consultants also provide the homeowner a list of (Installing and Referring) Allies. Consultants and Allies form a network of companies that compliment each other's work.

Residential Energy Retrofit Installers Clinic; Installing Allies are required to participate in a full day training session that will provide them with programmatic, technical, and field installation knowledge and techniques. This information is presented in a classroom setting in conjunction with Power Point presentations, handouts, case studies, and professional props and demonstrations. This "One-Day-Session" was offered throughout the year at different locations to facilitate attendance. As a result of this training; Allies learn methods, techniques, and materials to effectively install air sealing, ventilation, and insulation measures in existing homes in an effort to achieve expected results. That can be reliably tested and documented by consultants. They will also learn how to effectively communicate with their customers concerning energy dynamics in the home and propose solutions to those problems. New and seasoned workers in the industry will learn the standards and expectations of performance contracting in Wisconsin's Home Performance with ENERGY STAR® program.



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QUALITY ASSURANCE ACTIVITIES

Please include a summary of your QA activities for the previous year. Include number of jobs reviewed (in-field and desktop). If you have made any changes to your QA plan, please details those changes here.

In delivering Home Performance with ENERGY STAR Program services—either information or installations—quality assurance is the systematic process of checking to see whether the products installed or services being implemented are meeting specified program requirements. The Home Performance with ENERGY STAR Program quality assurance and quality control process is designed to:

- Increase customer confidence
- Optimize each home's operating performance
- Enhance consultant and contractor professionalism
- Support Focus on Energy's credibility
- Improve work processes and efficiency
- Enable our market providers to better compete with others.

The Home Performance with ENERGY STAR Program assures quality by incorporating training, review, and oversight into Program functions at as many levels as possible.

As of Third Quarter (Fourth Quarter Data not yet available) # Jobs 1350, # QA Inspections 210

MARKETING PRACTICES

Please include a summary of marketing practices from the previous year. Include any marketing training or other resources used.

Focus on Energy's marketing and outreach activities in 2010 have generated more than 13 million impressions, increasing customer awareness of the Home Performance with ENERGY STAR Program. Focus encourages participation in the Program through an integrated marketing approach that includes informational resources, website, trade show promotion, a mix of traditional, new, and cooperative advertising, contractor sales manuals, and other promotional materials, all prominently featuring the ENERGY STAR name, logo, and messaging.

Capitalizing on consumer interest generated over many years of promoting the Home Performance with ENERGY STAR Program, Focus' latest marketing efforts in support of the Program continue to leverage the established value of the ENERGY STAR brand and the associated benefits with which consumers are already familiar.

In 2010, our overall marketing goals for the program were to:

1. Move customers to have an energy evaluation.
2. Move consumers who have had a home energy evaluation to implement their consultants' recommended measures and follow up with post-tests.

Focus on Energy promotes Home Performance with ENERGY STAR to two main audiences: consumers and contractors/home-improvement companies. Focus has developed two distinct sets of materials to effectively reach each audience. All program materials prominently feature the Home Performance with ENERGY STAR logo and Program messages.



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MAJOR PROGRAM MODIFICATIONS TO CURRENT OR FUTURE PLANS

Please address any major changes the program is undergoing or plans to undergo in the next year.

Online Forms; During the past year, one of the major processing improvements for the Home Performance with ENERGY STAR program was creating and implementing web-based online incentive application forms. Using the online forms, the consultants are able to access their customer records, add new customers as well as complete and send us their incentive applications electronically. The other benefits of using the online forms are:

- Timely processing of rewards for customers
- Completely eliminating redundant entries on forms
- Fewer calls to consultants for missing information
- Helping consultants with customer relations
- Ability to attach all required documents so all are sent at the same time
- Better tracking from program standpoint

The Program also created two new distinctions for (Trade) Allies in an effort to better manage and support the network and outreach efforts. The first is a Installing Ally – contractors installing building shell measures with Program rewards. This category is primarily insulating and air sealing contractors, but other possibilities include e.g. remodelers and roofers. The second is a Referring Ally – where all other businesses and organizations fit.

Also new in 2010 was the Residential Energy Retrofit Installers Clinic; see above under CONTRACTOR RECRUITMENT AND TRAINING ACTIVITIES section.