

## Annual Summary 2010

### Program Goals:

- Targeting at least 20% energy savings in homes built before 2000
- Complete 2773 Home Performance Assessments
- Complete 758 Home Energy Improvement Projects
- Attract 50 Contractors to the Program

### Overview

The Utah Home Performance program initiated a soft launch in July 2010. Since then, contractors PECCI and Nexant have worked to implement plans in the following categories; contractor/analyst recruitment and training, marketing and refining financing options. The initial uptake of the program by consumers has exceeded projections, with uptake for contractors, analysts and contractor analysts exceeding expectations.

### Contractor Recruitment and Training

The initial phase of the program targeted recruitment of existing network of HERS raters into the program, as well as targeted outreach to home builders and remodelers through the Utah Remodelers Council and Home Builders Associations. To date, 7 home energy analysts, 10 analyst/contractors and 20 contractors have been recruited. Partner stakeholder meetings have proven to be a great source of information gathering and sharing in the growing contractor network.

**Quarter 1 2011:** Training specific to the Utah HPwES program will continue to focus on certifying new contractors and analysts. Additional training will focus on use of iRate and Optimizer software and generating consumer-friendly home analysis reports. Independent of the Utah HPwES Program, the pool of qualified workers is expanding through training delivered by [Salt Lake Community College Green Academy](#) and the [Utah Division of Workforce Services State Energy Sector Partnership Program](#).

### Quality Assurance Activities

As the number of completed projects increases, QA efforts will increase to meet the program mandates requiring 20% of the first ten projects completed by each contractor, and 10% random onsite QA checks thereafter. To date, 9 home retrofit projects have been completed utilizing the Utah Home Performance Program and all were completed within the 4<sup>th</sup> reporting quarter. In addition to post-work inspections, all home assessment test-in reports are being reviewed for accuracy.

**Quarter 1 2011:** The developing use of the iRate project entry and tracking system in tandem with the Optimiser home energy analysis tool shall aid in the continued refinement of the QA process.

### Marketing Activities

Initial marketing activities have been aimed at driving Utah HPwES clients to the Utah Home Performance website. Clients utilize a simple home energy survey software tool to identify if their home has the potential to realize 20% or better energy savings. Consumers expressing interest in the program receive three contractor or analyst referrals from the program.

Media messaging has focused on the message of “Preserve Energy” to align with Utah’s high number of multi-generational families. Utah HPwES has been promoted at the largest fall home show in the state, through newspaper inserts and a large display at a downtown mall that will see 150,000 shoppers in December. Web based advertising will begin shortly on a local news/craigslist type website.

**Quarter 1 2011:** Partnership opportunities with local utilities and other programs are being sought out. Community based social marketing activities are planned in three pinpointed neighborhoods in Utah. These neighborhoods meet with an established set of criteria which blends messaging, target demographics, established HPwES infrastructure and housing stock guidelines.

### Conclusion

The Utah Home Performance Program is off to a great start, implementing needed infrastructure and programmatic elements in a methodical fashion. The startup framework that has been put in place will aid in a successful 2011 for the program.