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# NH Energy Efficiency Resource Standard

## Three-Year Program Plan





Review of

## **HOME PERFORMANCE with ENERGY STAR**

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## Desired Outcomes (Overall, Not Program Specific)

- Increase program yields
  - Serve more customers
  - Increase customer savings
  - Further develop and expand NH's product and service provider infrastructure
  - Result in sustained, orderly market development
  - Stimulate private investment and the use of new financing approaches
  - Increase awareness of the job creation and economic development impacts of EE
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## Characteristics of a Successful HPwES Program

- Focus on comprehensive energy usage assessment and savings recommendations
  - Provide a package of energy efficiency measures to significantly reduce home energy use
  - Primary focus is on air sealing and insulation, and necessary health and safety improvements to install those measures
  - Many programs also include HVAC upgrades
  - Develop and utilize a highly trained contractor base
  - Incorporate rigorous QA/QC processes
  - Conduct regular process and impact evaluations
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# Best Practices for Achieving Success, and Why

- Structure incentives to drive energy savings
    - Performance-based incentive structures reward energy savings as opposed to being cost driven
    - Avoid artificial cost caps based on maximum incentive (larger projects = more savings)
  - Target customers that are most likely to benefit from comprehensive approach
    - More cost effective
    - Increased customer satisfaction
  - Provide on-going contractor training and QA/QC feedback
    - Improved work quality
    - Keep skills up-to-date with new technologies and practices
  - Simple and affordable financing
    - Preferably able to be settled as part of “kitchen table” sales
    - Ability to include other home retrofit costs and/or renewable energy measures
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## Suggestions for NH

- Switch to a performance-based incentive structure
    - Can be prescriptive, measure-based incentive structure (example: VT), or based on total project energy savings (example: NJ)
  - Include HVAC upgrades in program
    - Increases total energy savings opportunities
    - Opportunity to upsell efficiency to customers getting new HVAC systems
  - Consider offering a “Road Map” option
    - Enables customers with limited resource to make initial investment, and understand which improvements should be made next
  - Simplify application process
    - Enable contractors to sell “in the field” as opposed to mailed customer applications
  - Conduct real-time analysis of project level savings
    - Improve reliability of savings claims
    - Better access to usage data, new software tools, and emerging tech (e.g., smart thermostats, HEMS) are making this easier
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