

GREENHOUSE GAS EMISSIONS REDUCTION FUND
Quarterly Progress Report Form
Calendar Year 2011, Quarter 2 – ETP Program DRED/LRCC/PAREI

Organization Name:	NH Department of Resources & Economic Development / Lakes Region Community College (DRED/LRCC) and supporting partner, Plymouth Area Renewable Energy Initiative (PAREI)
Program Title:	Efficiency Training Program (ETP)
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Reporting Period	7/01/2011 - 9/30/2011 - Calendar Year 2011, Quarter 3

1) Summary of Work Completed During This Reporting Period

1a) Narrative Summary of Activities

DRED in partnership with LRCC and supporting partner PAREI provide job training classes to prepare New Hampshire's workforce for green energy jobs in the energy efficiency sector. Classes are supported by a Mentoring Program to give qualified candidates supervised hands-on experience with both energy audits and installations. This program helps to educate locally-based contractors and businesses who can deliver weatherization installations in a safe and sound manner. To meet the market demand trainings are offered to students at different skill levels (from do-it-yourself homeowners to experienced professionals) throughout the state.

1. BUILDING ANALYST TRAINING COURSES

A Building Analyst course was offered over August and September 2011 in Nashua, NH. The classroom portion of the course was held at Nashua City Hall, and the BetterBuildings Nashua program was instrumental helping to find volunteer homeowners. While the course was held in southern New Hampshire, students who attended this course came from all over New Hampshire.

As a more streamlined option for experienced energy auditors, the Fast-Track Building Analyst program was implemented during this third quarter. Experienced energy auditors primarily need a means to take the BPI Building Analyst written and field certification exams which the Fast-Track program provides. In addition the Fast-Track program includes review materials online through LRCC's Blackboard online class portal, and also includes a field exam review day. GHGERF funding enables both the regular Building Analyst and Fast-Track certification programs to be offered at discounted tuition that is approximately half the market rate for these classes. This enables more New Hampshire energy professionals to get building science training and become BPI certified.

2. AIR SEALING AND INSULATION INSTALLER CLASSES

DRED, LRCC and PAREI ETP staff identified a need for improving the skills of energy performance contractors in manufactured housing (mobile home) weatherization techniques, particularly contractors who are not involved in income-qualified weatherization assistance programs. As a result, LRCC developed a 4-day "Manufactured Housing Weatherization" course that was taught in Plymouth in September. The majority of the instruction was held at a manufactured housing park in Plymouth, with intensive hands-on training in techniques such belly patches and sidewall stuffing. One house in particular benefited from substantial insulation, duct sealing and air sealing upgrades. The attached newspaper article documents these efforts. Students in the course were also eligible to take BPI's "Manufactured Housing Professional" written and field certification exams, which will be offered during the 2011 fourth quarter. This course benefited substantially from the collaboration of LRCC, PAREI,

BetterBuildings, and NH Electric Cooperative (NHEC) who also collaborated to improve the energy performance of as many homes as possible in the manufactured housing park.

PAREI conducted Day “2” of LRCC’s Manufactured Housing Weatherization Training in Plymouth on September 23rd. Day “2” of this training combined the need to train students on installing basic weatherization measures with the desire of the ETP program to also train DIY homeowners. Sixteen people participated including two couples who own manufactured homes at Whip-O-Will – both of which will go on to assist their neighbors at two upcoming housewarmings. These upcoming housewarmings will also be utilized to train retail employees on the installation of weatherization materials available from their stores. The PAREI Housewarming Grant provided by NHEC in 2010 and BetterBuildings will cover the majority of material costs for these Housewarmings.

At the Day “2” training two homes received energy saving measures including the replacement of a majority of their incandescent bulbs with CFLs, air-sealing around duct work where it enters through the flooring, weather stripping around the doors, installation of low flow showerheads and spray foaming of hot water pipes.

More work was done during the third quarter to get ready to offer the air sealing and insulation installer course. This included working with the Building Construction program at the J. Oliva Huot Technical Center of Laconia High School. As part of a class project, Huot Center Construction students will be building some of the props required by the Building Performance Institute (BPI) for Air Leakage Control Installer (RBE-WH-ALCI) certification testing. Both LRCC and PAREI program staff also worked to set up a warehouse space that can be used to house the training and certification props for this hands-on class. Following the April 2011 pilot installer class, the first regular air sealing and insulation installer class, titled “Weatherization Installer Technician,” is scheduled for November 2011 in Plymouth, NH. As discussed in the Overall Program Activities section, LRCC also engaged with Louis Karno & Co. to develop a strategic marketing plan, with an emphasis on recruiting students for these installer courses. Marketing assistance from Karno was underway during this third quarter.

3. BOOT CAMP PERFORMANCE CONTRACTOR BPI TRAININGS

No specific activities in this area were performed during the 2011 third quarter. However there were preliminary discussions with several parties about targeting boot camp trainings towards a particular audience, such as veterans. Once the installer courses have been set up, most of the appropriate pieces will be in place to offer multi-topic boot-camp training with multiple BPI certifications. In the discussions thus far, the biggest hurdle identified is recruitment -- identifying individuals who can afford the cost and time of extensive boot-camp training.

4. SHORT-TERM ENERGY EFFICIENCY TRAININGS

LRCC along with Better Buildings Nashua organized and lead the “Extreme Energy Auditor Competition” at the Nashua Salvation Army. LRCC staff led the competition where multiple BPI-certified energy auditors had to complete an energy audit of the Salvation Army Captain’s house, and make recommendations in extremely limited time. BetterBuildings had a cook-out and gave energy efficiency presentations. It was an exciting event and helped to build interest in the BetterBuildings program and LRCC’s Building Analyst class, while giving energy auditors a chance to show off their abilities. About 25 people attended the event, including the mayor of Nashua, and a front page article on the same topic appeared in the Nashua Telegraph.

Along with LRCC’s Energy Services and Technology program, LRCC’s Efficiency Training Program was an exhibitor at the DRED-sponsored August 2011 Greenerpalooza- “a celebration of New Hampshire’s energy efficiency efforts” at Meadowbrook U.S. Cellular Pavilion in Gilford.

During the September Manufactured Housing Weatherization Training at Whip-O-Will two homes were identified that will take part in ETP's Housewarming in the coming months. Contractors, retail employees and new DIY homeowners will be invited to take part in these Housewarmings for the purpose of training them on how to install basic weatherization measures.

There is some interest in providing a one or two day training covering weatherization hazards such as asbestos, radon, lead, mold, etc. The specifics of this potential training are still being investigated. Building supply stores and hardware stores have been identified as a key linchpin in appropriate energy efficiency materials and techniques, particularly with general contractors and DIY individuals. During the 2011 third quarter there were conversations with store managers, and preliminary work to develop a 2-3 hour internal training for sales and other store staff. Training energy efficiency professionals in sales techniques has also been investigated.

5. ENERGY SERVICES & TECHNOLOGY EFFICIENCY INTENSIVE CERTIFICATE

The Efficiency Intensive certificate initiative through LRCC's Energy Services & Technology is still under development as a mid-2012 activity. There were no substantive activities under this program during the 2011 third quarter.

6. MENTORING SITE VISITS

The mentoring program was publicized and implemented during this period. A total of seven mentors are available through LRCC, with a wide geographic range and broad capabilities in energy auditing and energy performance contracting. Under LRCC, two mentorings were held. One was a three-hour mentoring session to help improve the manufactured housing energy auditing skills of a contract coordinator under the New Hampshire electric utilities' Home Performance with Energy Star (HPwES) program. The second was an all-day mentoring in Berlin to improve the energy auditing and TREAT energy modeling skills of a career-changer who wanted to participate in both the Better Buildings Berlin program as well as HPwES program.

The mentoring program is succeeding in providing expert one-on-one targeted assistance for energy professionals. PAREI's outreach has been conducted to veteran and displaced worker employment counselors to make them aware of this mentor program as well as the trainings. With the addition of the on-site equipment training mentorship opportunity we expect more interest in the mentor program in the coming months.

The list describing the Mentor Program opportunities for NH workers, as well as the program's Sign Up Forms and Evaluation Forms, will be posted on a Special Programs website page on the PAREI homepage www.plymouthenergy.org. This will make marketing the mentor program easier in the future. Although already announced to the public, the plan is to make a big marketing push for the Mentor Program immediately after the holidays.

7. EQUIPMENT PURCHASE AND RENTAL USE

The Rental Program is under way. An insulation blower capable of dense packing insulation was purchased and added to the list of equipment available to rent. It has already been rented by contractors. It was also used during the September 2011 Manufactured Housing Weatherization training. A process for tracking each equipment rental is still in the works. A percentage of each rental will be set aside to cover future replacement and maintenance costs. A colorful and informative flier was produced detailing the Equipment Rental Program which will be mailed out to contractors in October. The offer of on-site equipment safety training has been announced and will be promoted through posters in the store and at the on-site information table that will be manned several times a month. The PAREI program will be used as a model for helping LRCC determine the most effective implementation of a second equipment program.

8. SUPPORT FOR OTHER PROFESSIONAL ENERGY EFFICIENCY TRAININGS

Preliminary work is ongoing to support other energy efficiency trainings. This includes preparations for an “Energy Efficiency and Weatherization for Realtors[®]” three-hour workshops, that would be eligible for continuing education credits. These workshops would start in early 2012. Other preliminary discussions were held on: heating technician training, Home Energy Rating System (HERS) trainings, trainings and workshops through New Hampshire’s high school-based Career & Technical Centers, as well as training topics noted above under short-term trainings.

OVERALL PROGRAM ACTIVITIES

LRCC staff gave a presentation about the Efficiency Training Program to the EESE board on July. The presentation was well received. LRCC ETP manager Andy Duncan actively participates on the EESE board’s Outreach and Education subcommittee.

After an extensive search, LRCC chose Louis Karno & Company to develop a strategic marketing plan for the Efficiency Training Program. Particularly for the upcoming air sealing and insulation installer trainings, but also for all the ETP trainings, this is a new field and it needs professional marketing assistance. Karno engaged energy and construction professionals with a phone survey over this quarter and has already been working with LRCC staff to develop goals and tactics associated with an ETP brand strategy and marketing plan. LRCC’s ETP staff has also worked with Professor Audrey Garretson to hold an ETP logo design contest and assignment in her Graphic Design class at LRCC. We look forward to picking an ETP logo in the fourth quarter.

1b) Activity Summary Table

Table 1: Activity Summary Table				
Course / Event	Location	Date		# Contact Hours
Greenerpalooza Event-Marketing	Gilford	Aug. 2011	200 visitors	0.2
			# Students	
BPI Building Analyst Course	Nashua	Aug-Sep 2011	7	48
BPI Building Analyst Field Exams (including Fast-Track)	Varies	Sep. 2011	8	2
BPI Fast-Track Building Analyst Certification	Varies	Aug-Sept 2011	3	10
Manufactured (Mfg) Housing Weatherization Course	Plymouth	Sep. 2011	7	28
Mfg Housing Wx Course / Housewarming Section - PAREI	Plymouth	Sep. 2011	9 (In addition to 7 above)	4
Extreme Energy Auditing Event	Nashua	Aug. 2011	25	3
Mentoring Program - LRCC	Varies	Aug-Sep 2011	2	4.5 (avg.)
		Total	61	698 hrs

2) Projected Annual Energy Savings

ETP is a training program. Direct energy savings cannot be measured as part of the training. Therefore, there is no “Table 2: Projected Energy Savings Summary.” ETP participants will use the knowledge they gain through ETP trainings to recommend and install energy efficiency improvements in homes and businesses throughout New Hampshire.

3) Labor Hour Reporting

Table 3: Labor Hour Reporting

'11 Q1 est.	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2	2012 Q3	2012 Q4
LRCC 60	719	751					
PAREI 100	165	116					
DRED 40	30	60					
Totals 200	914	927					

These numbers are total labor hours associated with the project per quarter (calendar year), including ETP full-time and temporary employees, estimated hours of ETP independent contractors, and estimated unbilled hours of staff conducting ETP tasks. It does not include the hours of homeowner volunteers or other volunteers.

4) Obstacles, Problems and Delays

In addition to strategic marketing efforts, PAREI, DRED and LRCC ETP staff have had discussed how to use the Efficiency Training Program to boost interest and demand for energy efficiency services, in addition to boosting the skills of individuals. There continues to be a relative lack of awareness among building energy users about the benefits of energy efficiency. We will continue to develop short-term trainings to targeted groups to help increase demand for energy efficiency.

Among energy professionals, there is not a great deal of awareness in the installer BPI certifications such as "Air Leakage Control Installer" and "Manufactured Housing Professional." Even BPI's web site (www.bpi.org) contains relatively little information about BPI's installer certifications. With assistance from Louis Karno & Co., we recognize the marketing challenge with this new category of energy professional training and certification. We look forward to enlisting not only students to take the installer courses and BPI installer certifications, but also advocating to key program managers about the need for this installer training and certification program.

5) Summary of Work to be Completed Next Quarter

Preparatory work for the Air Sealing and Insulation Installer (Weatherization Installer Technician) course continues, and will intensify next quarter. The first in a series of installer courses is scheduled to take place in mid-November. Along with building specialized props, LRCC will be applying to BPI to administer the Residential Building Envelope Whole House Air Leakage Control Installer (ALCI) certification exam. This next quarter LRCC will also receive proctor orientation training from BPI in administering the Manufactured Housing Professional BPI certification exam. Thus by the end of the fourth quarter, we anticipate LRCC will be able to offer a total of four BPI certifications

The strategic marketing plan is expected to be complete next quarter, and marketing recommendations will be implemented. A key emphasis will be marketing the installer course and associated BPI ALCI certification.

Energy Equipment Rental Program: PAREI will conduct one on one outreach to area contractors and energy auditors to make them aware of the accessibility and benefits of the energy equipment rental program. A flier will be mailed in October to contractors who have accounts with Rands Hardware. An information table will be set up in the store several times throughout the next quarter to give local contractors, who frequent Rands Hardware, an opportunity to ask questions and see the equipment first hand.

PAREI will conduct an Equipment Rental Demo Day in November or early December and will use this opportunity to promote the contractor and auditor mentor program and upcoming installer trainings. PAREI will purchase an Infra-red Camera in the next quarter. We will continue to work on creating a tracking and reporting process for the rental equipment and will include number of rentals in our quarterly reporting starting next quarter.

Installer trainings: PAREI will conduct a hands-on installer training on attic and/or wall air sealing and insulating while concurrently demonstrating the newly purchased equipment using an area home or business under construction or undergoing a deep energy retrofit. PAREI will be renting a warehouse space for eight months to use to conduct installer trainings, testing, equipment rental demonstrations and to store training props.

Short Term Courses and Housewarmings: In November/December of 2011, PAREI will be conducting at least one hands-on Housewarming for retail employees, students and homeowners. We will also be conducting an Open House during the Net Zero Energy Deep Energy Retrofit happening at the Plymouth Village Water and Sewer District for the purpose of marketing the ETP program opportunities to contractors.

Mentoring Program: An expanded marketing effort will be made for the mentor program in the coming months. The marketing for the Equipment Rental Program will include the mentoring opportunities.

As noted in an earlier section, we will be intensifying efforts to establish more short courses and work with DRED to cultivate other trainings with funding support from this grant. There will be continuing efforts to provide Fast-Track BPI Building Analyst certification and other ongoing programs and support for the energy efficiency community in New Hampshire.

6) Beyond the Contract -- Activities, Partnerships, Funding or Other Synergies

We will continue to build collaborative relationships with other organizations that can help advance energy efficiency in New Hampshire. As noted in previous reports, LRCC and PAREI work closely with the three BetterBuildings New Hampshire programs in Plymouth, Nashua and Berlin. A number of ETP trainings and other events in all three BetterBuildings communities were held during this quarter. The Manufactured Housing Weatherization course is a great example of a collaborative among several organizations, in addition to the volunteer homeowners. We also continue efforts such as through the EESE Board's Outreach & Education subcommittee to find educational avenues to increase awareness and demand for energy efficiency among homeowners and other building occupants.

New partnerships will continue to emerge as the ETP further promotes activities and opportunities. The Department of Employment Security in Laconia houses employment counselors for veterans and displaced workers. These counselors are interested in staying informed on training and mentoring opportunities for their clients and are seeking out funding for them to attend. Outreach has also been made to the Lakes Region Planning Commission who was interested in accessing and marketing the ETP opportunities.

7) Brochures, Announcements and Other Promotional Materials

(See attachment.)

8) Invoicing Form and Budget vs. Actual Expenditures

(Included with invoicing.)