Meeting Challenges to Energy Efficiency
Home Retrofits

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Presentation Overview

- Three Key Challenges
- Policy Options to Address Challenges
- Key Stakeholder Engagement
Challenge 1: Information

Access to Energy/Utility Data

- Consumer Access to Information
- Contractor/Third Party Access to Information
- Smart Homeowners=Smart Homes

“You can’t manage what you can’t measure”
Challenge 2: Funding

- Low Income: *Education* + Tenant-Landlord/Access to Weatherization

- Middle Income: *Education* + Upfront Costs

- Wealthy: *Education* + Priority
Challenge 3: Training/Qualifications

- Access to Training
- Access to Qualified Building Professionals
- Paying for Training by Companies
- Time and Cost Associated with Certifications
- Demand (or lack of) for Qualifications
1) Policy Option – Information Gap

Consumer “Right to Know”

- E-Know Legislation
  - Senator Mark Udall
  - Congressman Ed Markey

- Voluntary Action by Utilities, Contractors, Homeowners

“Knowledge is Power”
2) Policy Option - Financing

- EDUCATION
  - PSA, Retailer/Contractor
- Weatherization
- Energy Efficient Mortgages
- State and Federal Incentives
- Home Star Legislation
3) Policy Option – Training

- Policy Directives:
  - Standards
  - Incentives

- State and Federal Incentives

- Create the Demand
  - Home Star Legislation
Stakeholder Engagement

- Utilities
- Labor Community
- Government
- Contractors
- Educators/Trainers
- Program Managers
- Environmental Community
- Manufacturers
- Retailers
- Community Activists
Thank you!

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