



December 31, 2013

Ms. Debra Morrell
Bureau of Energy and Technology Policy
Department of Energy and Environmental Protection
Ten Franklin Square
New Britain, CT 06051

RE: Home Energy Solutions Innovation and Transformation Comments

Dear Ms. Morrell:

On behalf of Home Performance Alliance of Connecticut, I am pleased to submit the organizations' comments and thoughts in regards to innovative approaches to the Connecticut Energy Efficiency Fund's Home Energy Solutions (HES) program. Thank you for this opportunity to give input on ways to transform the market for residential energy efficiency and improve overall efficiencies within the program.

HPACT supports DEEP's efforts to continue to improve the current HES program structure to increase the cost effectiveness of the program as well as the customer benefits to participation. There have been several major efforts in the past 3-5 years to improve upon the existing structure, with some program improvements put into place and some innovative ideas remaining unimplemented. It is with this history in mind that HPACT would encourage DEEP to approach further program enhancements from the standpoint of how they would impact a more market driven program. Establish the long term plan for a market driven program and use that plan to redefine the current program.

As HES has 7 years of program implementation behind it, we believe the timing is right for an earnest schedule to move the program to a market driven offering. In order to execute a plan for market transformation, we recommend a group discussion that would:

1. Define what market transformation should look like as an end result and when.
2. Breakdown the steps to achieve this end result.
3. Further breakdown those steps (#2. above) into annual activities that will achieve:
 - a. Highest B/C ratio impact
 - b. Biggest customer impact on deeper retrofits
 - c. What is achievable in timeframe considered
4. Using the results of #3, map out a plan of HES program innovations and changes that can be implemented that will achieve the long term goal of market transformation.

These steps can be obtained by having DEEP sponsor technical sessions limited to one or two topics that are reasonably attainable in a 2 hour session, for example:

Session One: What is the definition of complete market transformation for HES?

Session Two: Based on the definition, what parts of the current HES program will need to be change/modified in order to obtain that market transformation?

Session Three: Do an analysis of all the suggested changes; what are costs, time needed, impacts on C/B and customer, funding, etc.

DEEP could extend an invitation to the same audience invited to the December 11th technical session however, final decisions are at the selection of DEEP, group agreement should not be the goal.

In regards to immediate HES program changes that would be of tremendous benefit to program implementation, perhaps the current EEB Residential Committee meetings could take on such matters, leaving the big picture work of market transformation to the DEEP roundtable group. In the interest of providing DEEP with suggestions however, we would highlight the following action items for consideration:

1. Increase field implementation time by providing HES vendors with automated tasks, such as, providing a "wrap up" video that customers can watch instead of having the lead technician use valuable field time for repetitive presentations.
 - a. Benefit: increase in energy savings to customer and program energy savings
2. Produce a standard video for all HES vendors to use that can be sent to customers upon scheduling of their appointments that would explain what they need to do to prepare for the visit, i.e., don't use fireplace, explain/show what an unvented appliance looks like, explain/show what asbestos like materials are, etc
 - a. Benefit: customer education on what to expect and how to prepare for the visit. May decrease jobs that offer little or no energy savings.
3. Provide easy exports/imports between HES vendors field tablets and the companies' systems to decrease redundancies in field data collection.
 - a. Benefit: decrease back office time, increase accuracy and communication
4. Increase rebate expiration time to allow customers more time to take on the deeper retrofit.
 - a. Benefit: increase decision making time for customer, motivate vendors to market to customer months after HES, increase program energy savings

Again, HPACT thanks you for the opportunity to present these ideas and suggestions to your effort. We welcome the opportunity to participate in your efforts and provide you with the technical and "boots on the ground" assistance that our members can provide. We know what a monumental task you have ahead of you, but we fully support your direction and will make ourselves available to help. Please contact me at anytime with questions or concerns.

Warm regards,



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