

Residential Support Services Program

Menu of proposed services

In an effort to solicit customer input about our residential program direction, BPA is providing the following menu of services we propose to offer through our new residential support services program along with a description of what each will offer. As you provide feedback on the proposal BPA has described, including which services you would find valuable and which may need further consideration, please use the following list as reference.

Contractor Recruiting	
Customers cited lack of contractor availability or participation as one of the primary barriers to success. One of the primary roles of the BPA program will be to encourage contractor participation into utility programs.	
Recruit HVAC, Weatherization, and water heating contractors to participate in utility programs.	Where contractors exist, but do not participate in utility programs BPA will seek to recruit new contractor participants by demonstrating the business case, providing training, marketing support, and sales tools to promote the value of residential utility programs. This effort will be inclusive of HVAC, weatherization, and plumbing contractors where utilities offer these programs.
Increase participation in existing utility contractor networks.	Where utilities have already established robust contractor networks, BPA will seek to support these efforts by promoting participation, offering marketing support, refresher training and engagement and amplifying existing utility efforts. Where possible BPA will seek to recruit new participants for existing utility contractor networks.
Make the business case to those considering becoming residential contractors	For those considering career options as residential contractors BPA will provide information on the utility programs available, the value they can offer potential customers, and the significant opportunity available by meeting an unmet demand for residential efficiency installations.
Promotion of participating contractors to end users	When appropriate to the utility service territory, BPA will take steps to help promote participating contractors to end use consumers such that their affiliation with utility programs can support their efforts to market their services to end use customers
Marketing	
Customers cited marketing resources, both to promote contractor participation and to promote programs to end users as a key need. To meet that need BPA proposes to provide the following.	
Field Guide for contractors	BPA will assemble efficiency best practices, program requirements, and sales techniques into a single document which can act as a reference for contractors in the field and utility personnel as they engage with contractors.
Program Guide and marketing materials for utility use	BPA will provide utilities tools and collateral they can use to explain and market their programs to contractors within their service territory.
Website with contractor, utility and end user materials	BPA will provide an online portal containing materials for use by utilities, contractors, and end users. These materials will also be available for use by utilities and contractors for use on their own websites, and in their outreach efforts.
End user measure and incentive information	Where appropriate, BPA will provide marketing templates and finished pieces that provide information on efficiency measures and incentive information that utilities and contractors can use to promote programs to end users.

Contractor Training		Customers cited contractor training in program requirements and installation best practices as a key gap and a barrier to program success. BPA proposes to address this issue by taking the following actions.
On-line training modules	BPA will create online modules that can be used to train contractors on installation best practices for efficiency programs. These will be accessible on the program website and/or available for use on utility websites.	
In-field training for contractors	BPA will provide one on one support and training for contractors in the field as they are working to install efficiency measures. This training will support best practices and also seek to train contractors on additional measures they may be qualified to perform (e.g. training a heat pump contractor on the extra steps needed to qualify for a PTCS incentive).	
In-person workshops	BPA will work with utilities and regional training centers to host group workshops to train contractors and utility staff on utility programs and installation best practices for in home residential efficiency programs.	
Creating a pipeline of new weatherization professionals	Working with trade schools, training programs, and existing contractors, BPA will help educate prospective contractors on the business proposition provided by utility programs in weatherization, HVAC, and water heating. The goal of this outreach will be to educate and encourage new entrants into the residential contracting business.	
Increase quality of installations	BPA will work with contractors to ensure that their installations meet specifications. By increasing quality, BPA hopes to increase the energy savings from measures.	
Field Services		Customers noted other barriers to program participation that BPA proposes to address through in field support.
Assistance with BPA paperwork	BPA will assist contractors with the completion of BPA and utility paperwork where the paperwork creates a barrier to participation.	
Multifamily project support	For larger multi-family projects that require submission as a custom project, BPA will provide in field guidance, facilitation, and support for contractors.	
Utility Reporting		Customers expressed a desire to be able to customize the program resources they leverage within their service territory and to have a clear line of site to the program engagements in their territory. To meet this need BPA proposes the following.
Utility engagement to tailor services.	At the kick off of the program, and at the beginning of each rate period thereafter BPA will engage participating customers in the types of support they would find valuable within their service territories. BPA will use this insight to propose a utility specific action plan for program engagement.	
Annual summary report	Each year, BPA will summarize program activities and results within each service territory and evaluate progress toward goals established in the utility program plan.	
Log of all activities	BPA will log all program activity within each service territory and make this available to participating utilities at a pre-established cadence.	
Quarterly utility specific reports	Each quarter BPA will provide more comprehensive updates on program activities, progress toward goals and emergent gaps for each participating utility.	