

Weatherization Work Group Summary

April, 2019

BPA Program

- Past reductions in insulation and window incentives dramatically reduced participation. BPA needs to increase incentives to gain customer and contractor interest.
- The measure suite is overly complicated. BPA needs to simplify measures so that billing is easier.

Contractors

- There are not enough contractors trained in Weatherization, particularly in more rural areas.
 - Insulation contractors are drawn into new construction work, rather than more labor-intensive retrofit jobs.
- The Northwest lacks training infrastructure to build and sustain a pipeline of contractors to achieve a dramatic increase in weatherization projects, though some areas have model programs.
- Cross trade expertise and/or cross trade referrals (between Weatherization, HVAC, or water heating) are nearly non-existent outside of home performance or low-income professionals. There is a lack of continuity and ease for homeowners looking to pursue additional energy efficiency measures.

Weatherization Market

- Extending utility and contractor capacity to acquire weatherization will be critical to success. However, capacity needs to be proportionate to utility needs and utility budgets.
- Utility conservation potential assessments could help outline the business case for potential or existing trade allies.
 - Identifying homes that need weatherization is challenging; many homes were weatherized in the past.
 - Significant barriers exist to weatherizing multifamily homes, manufactured homes, and rental properties.
- Opportunity exists to align and leverage delivery of standard and low-income weatherization programs. Currently, contractors typically work in one market or the other but not both.

Potential Weatherization Customers

- There is value in engaging and marketing weatherization directly to homeowners, particularly to new utility members and/or new homeowners.
- Home assessments, evaluations, or audits can be an important tool to capture household data and engage end-use customers in energy efficiency.
 - Energy education has potential to provide an engagement tool, customer service benefit, and long term savings catalyst.
 - Field resources, check-lists, and leave-behind materials for both contractors and end-users can help stimulate weatherization projects.
- Out-of-pocket costs, financing, measure structure, and incentive calculation (\$x.xx/sq.ft) is complex and onerous for contractors and end-users.