



We Speak  Building

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KATHLEENGREE924

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Raters' Perspectives on New Homes Programs: Designs that Drive Participation

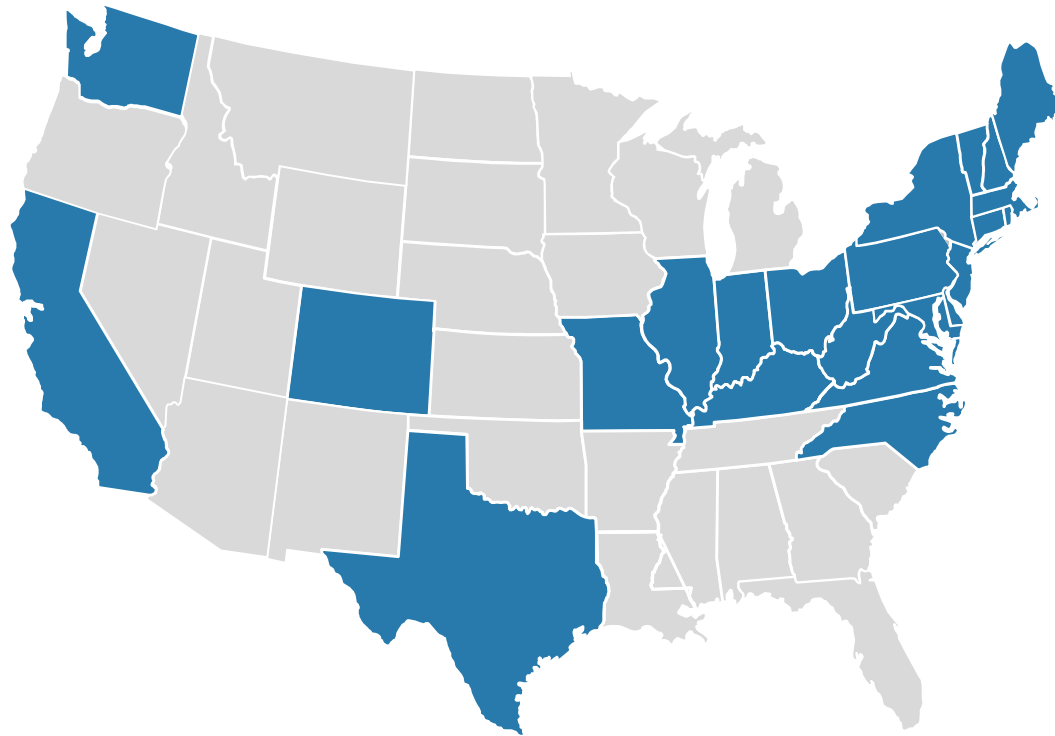
NATIONAL EDITION

Emelie Cuppernell and Kathy Greely
Performance Systems Development

February 28, 2018



PSD Overview



Programs



QA & HERS Provider



Software



Training and Services

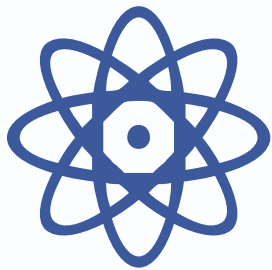
Founded in
1998

50+
Employees

4
Locations



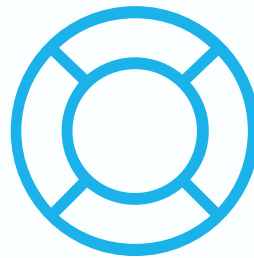
Deliver



Programs

RNC/CNC
Codes
Whole Building

Support



Professional Services

Training
Energy Engineering
Rater Providership

Empower

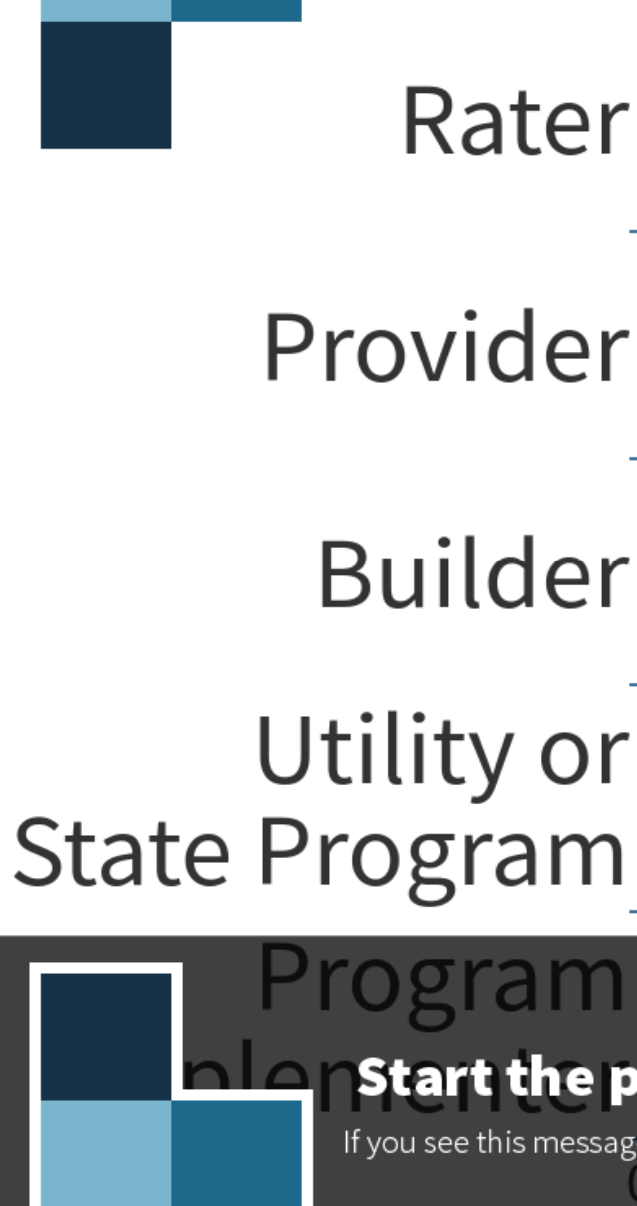


Software

Program Management
Field Tools
Applications



Who are you?



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Our perspective



- HERS Provider
- New Homes Implementer
- NEHERS Alliance
- RESNET Board
- Codes Trainer
- Software Developers
- QA Services



"The good news is we're getting a lot of feedback.
The bad news is we're getting a lot of feedback."

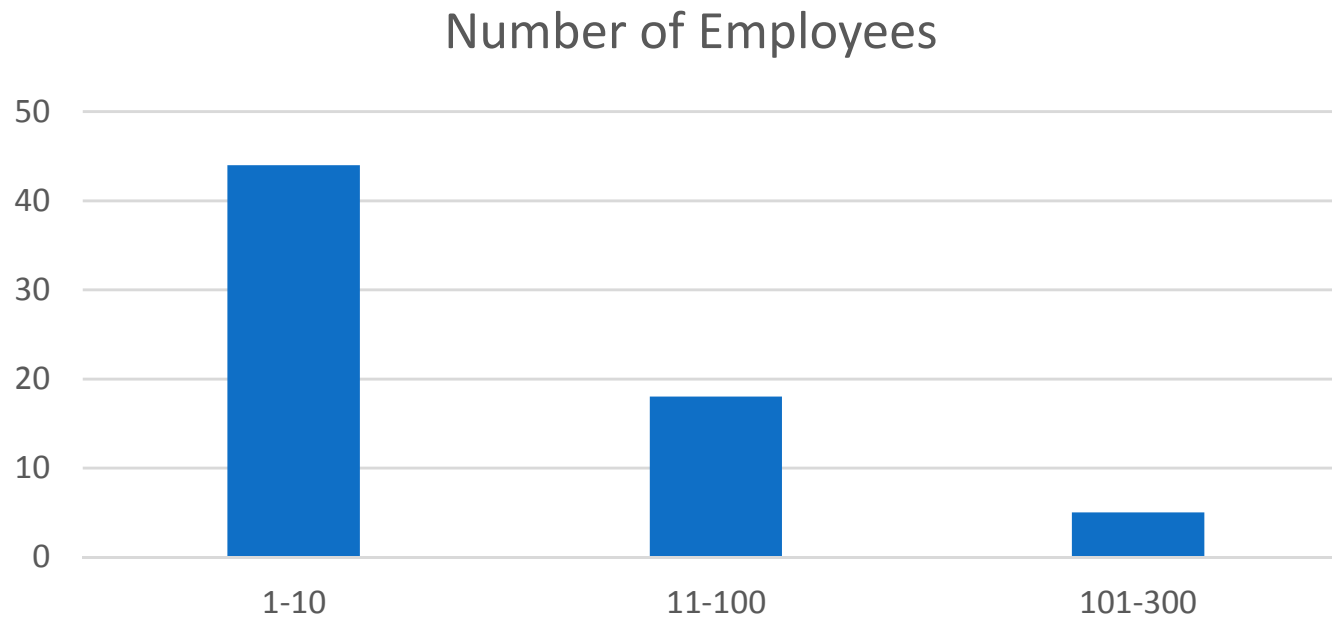


- Utilities:
 - “What do Raters care about?”
 - “How do I get Raters to promote my program?”
 - “Is my program giving them what they need?”
- Raters: critical trade allies for New Homes Programs
 - “Why does the utility keep changing the rules?”
 - “Why is there so much paperwork???”
- Today, we draw back the curtain.....

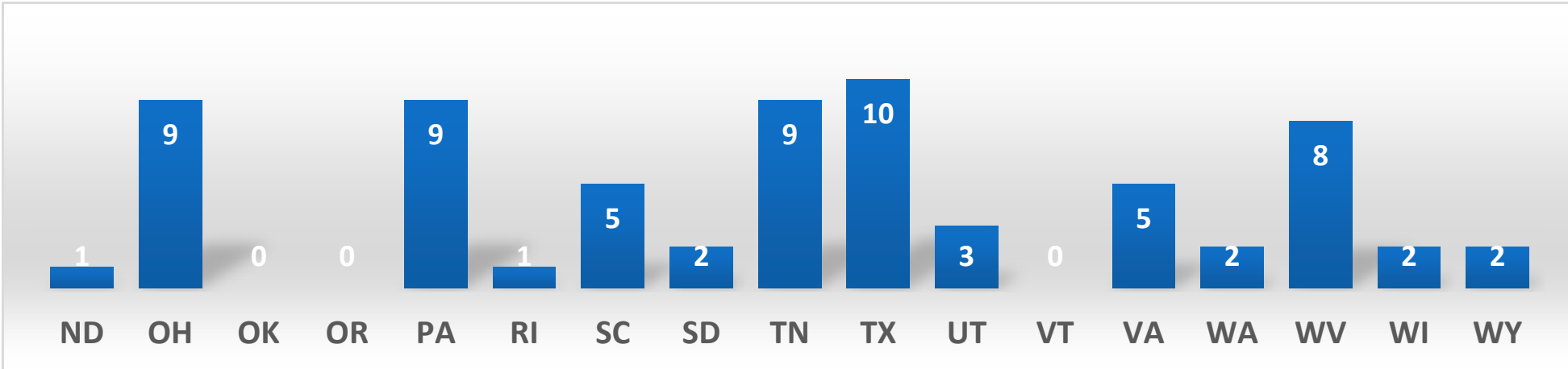
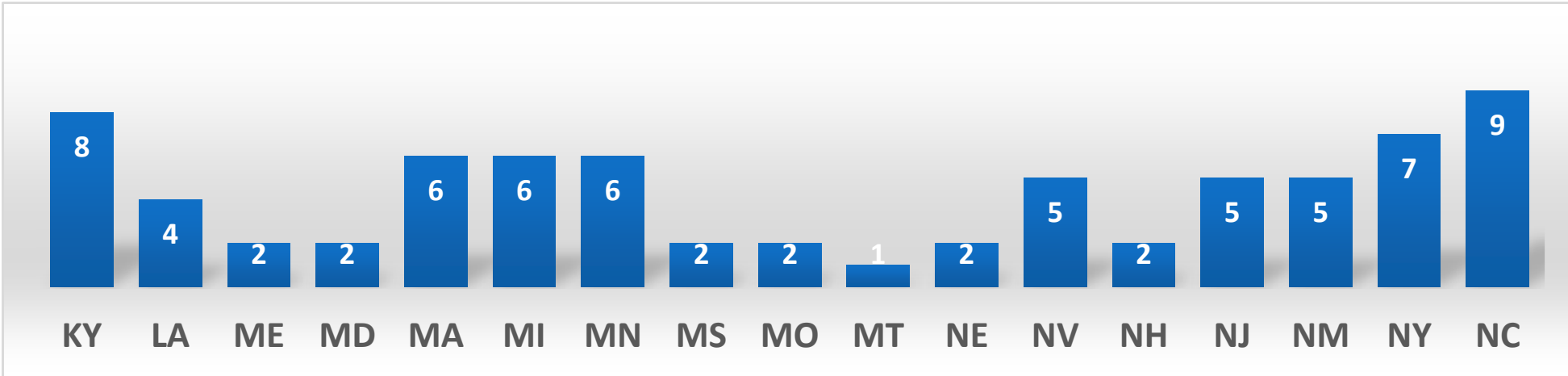
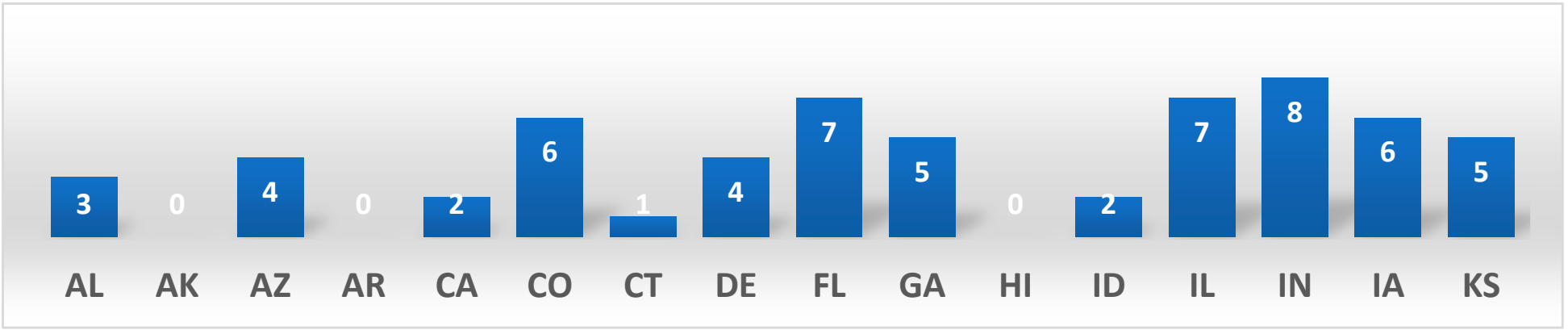
Survey Respondents



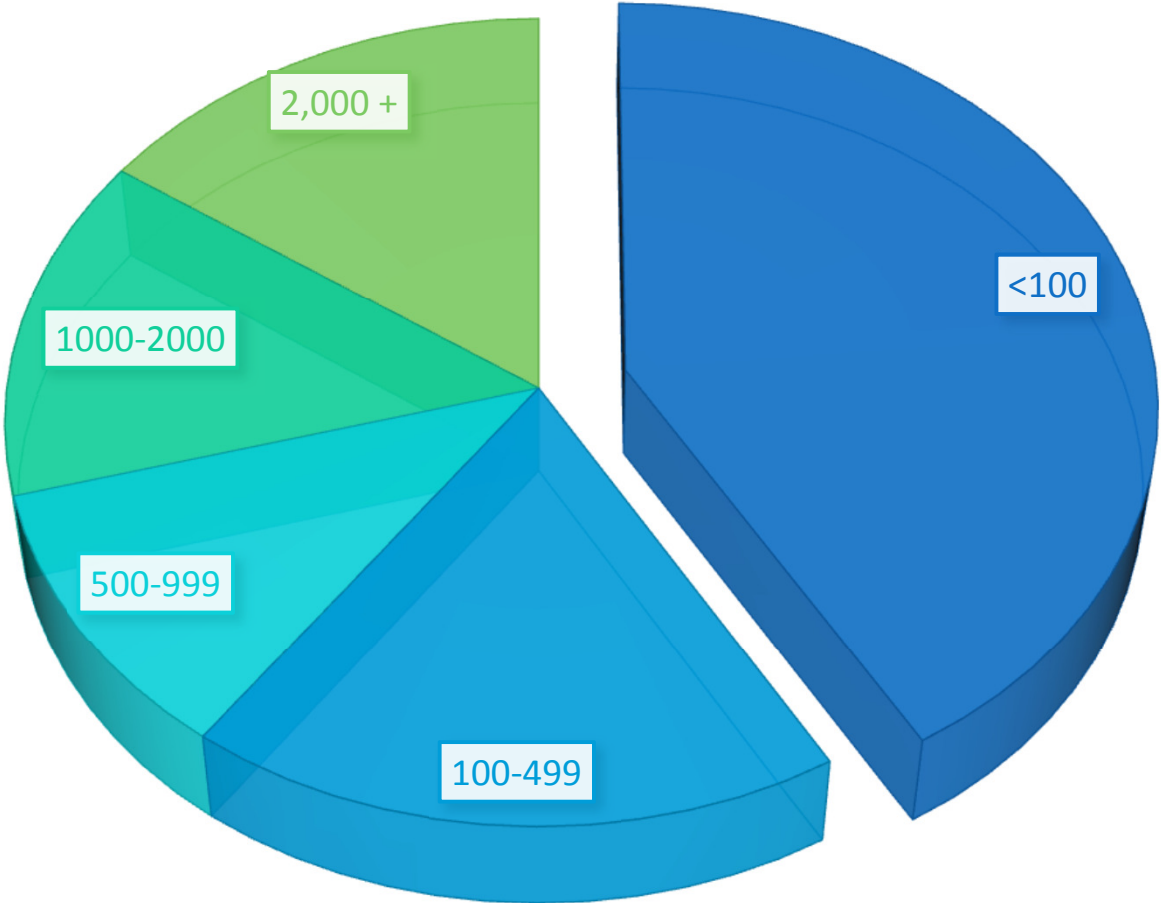
- 67 Rating Companies
- 1,746 Employees of Rating Companies performing 0-35,000 Ratings in 2017
- 152,184 Ratings per year (277,840 rated last year)
- On average, 43% of revenue from ratings



In What States does your Company Perform Ratings?

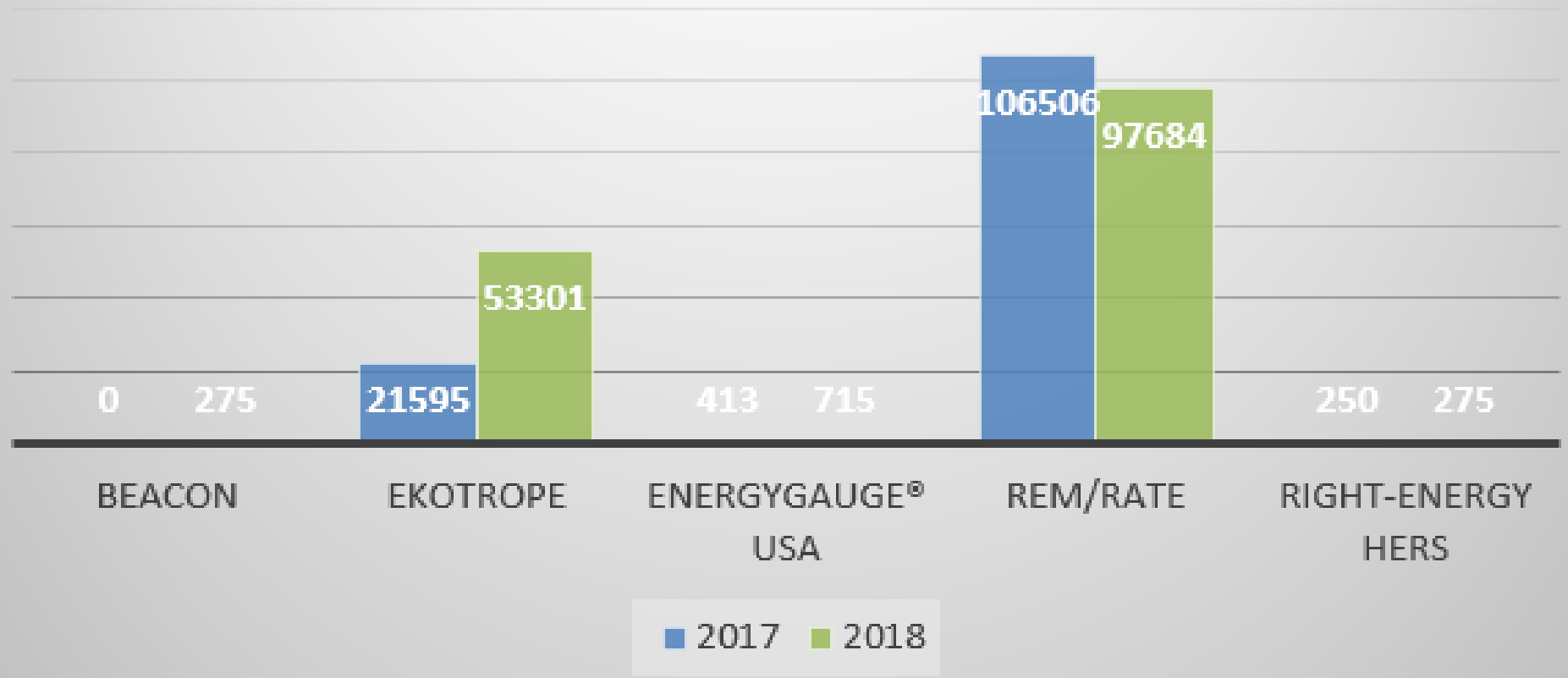


Size of Business – How many Ratings in 2017?





How many ratings do you expect to complete using each modeling tool?

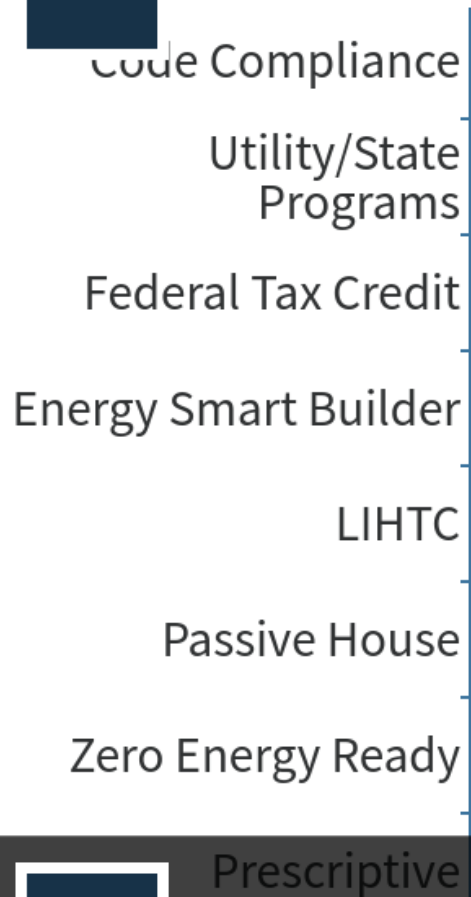




What drives your
business?



% of your HERS ratings are submitted for each following?



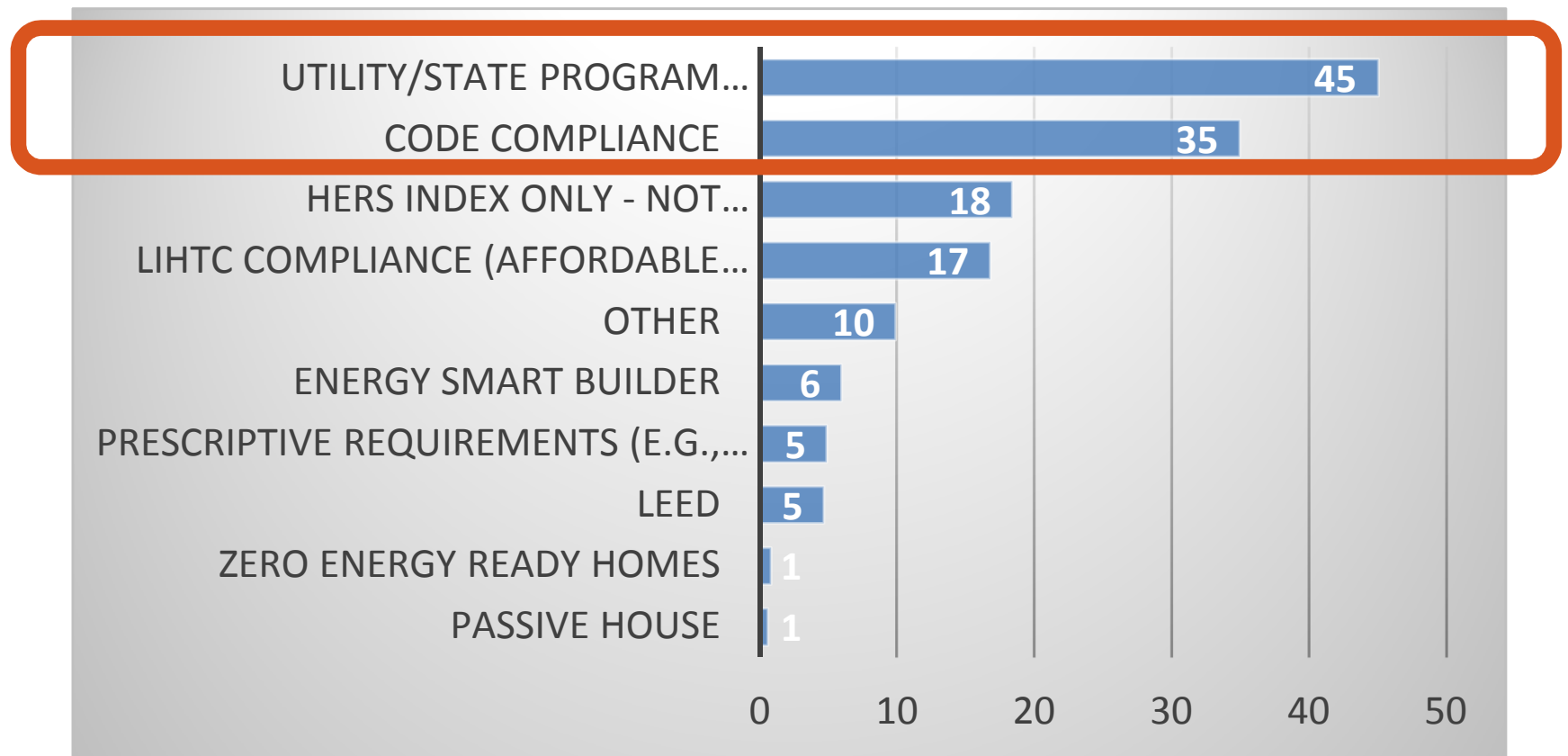
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Importance of Utility Programs

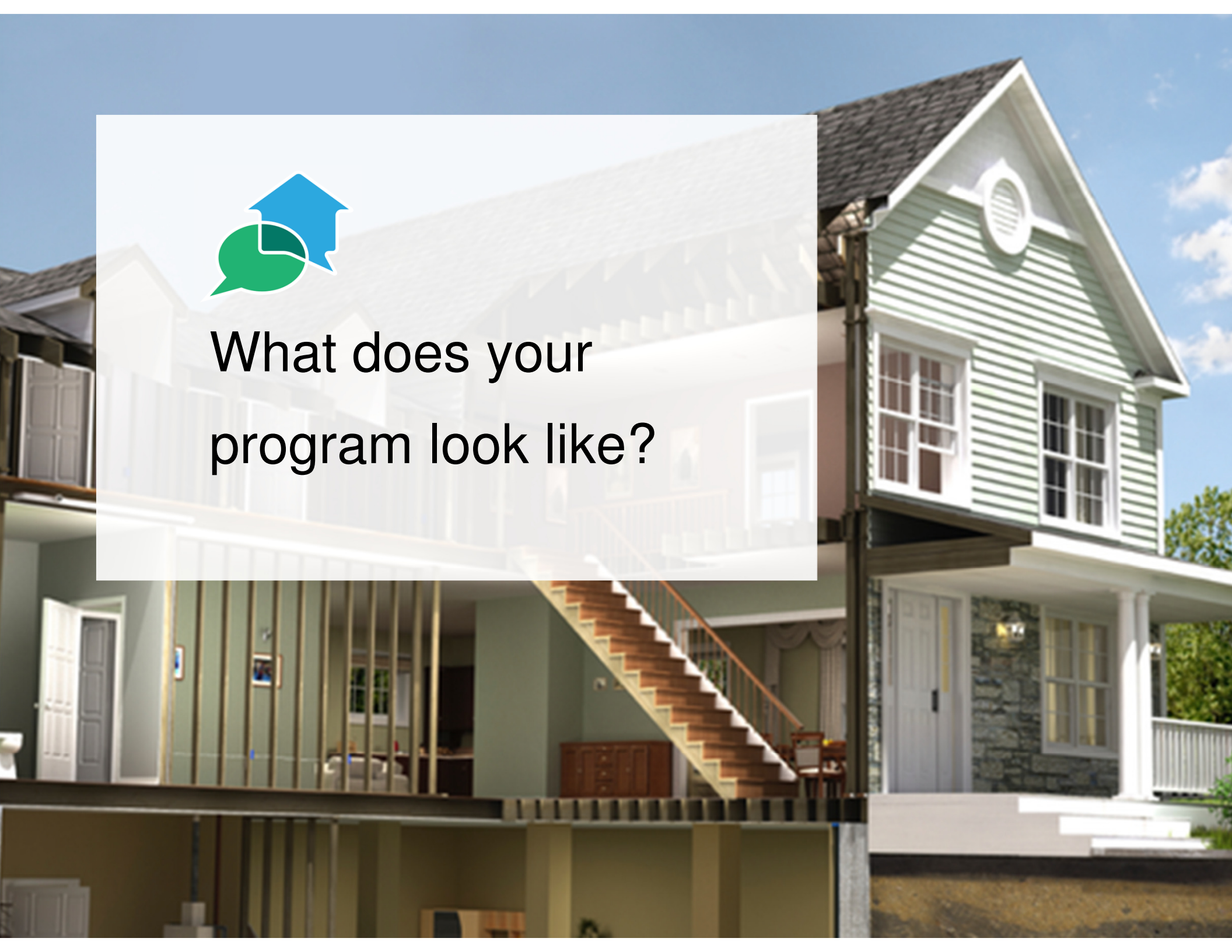
What percentage of your HERS Ratings are submitted for each of the following?



Rater survey implemented by Performance Systems Development across the U.S.



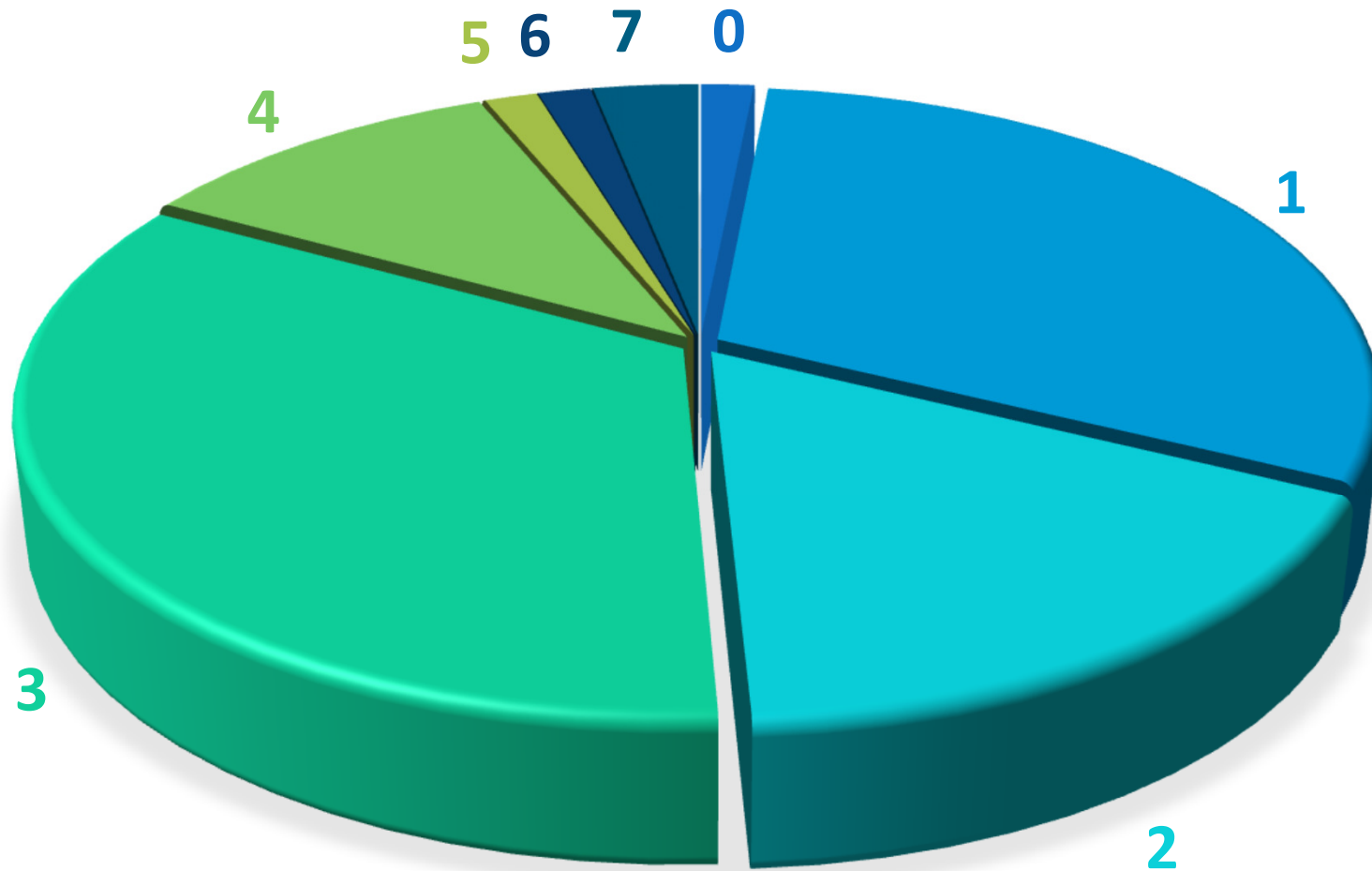
What does your
program look like?



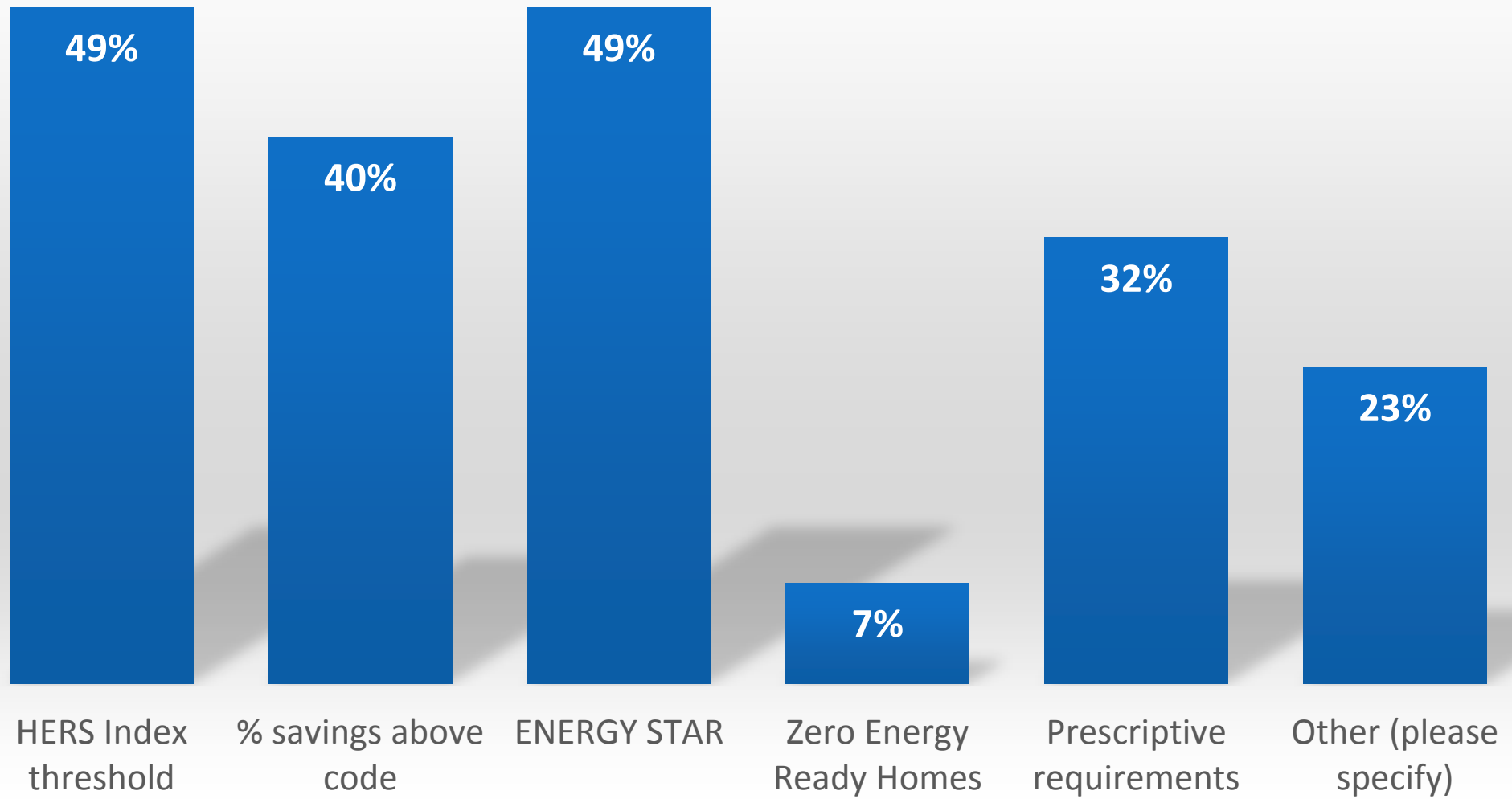
So, what are the programs?



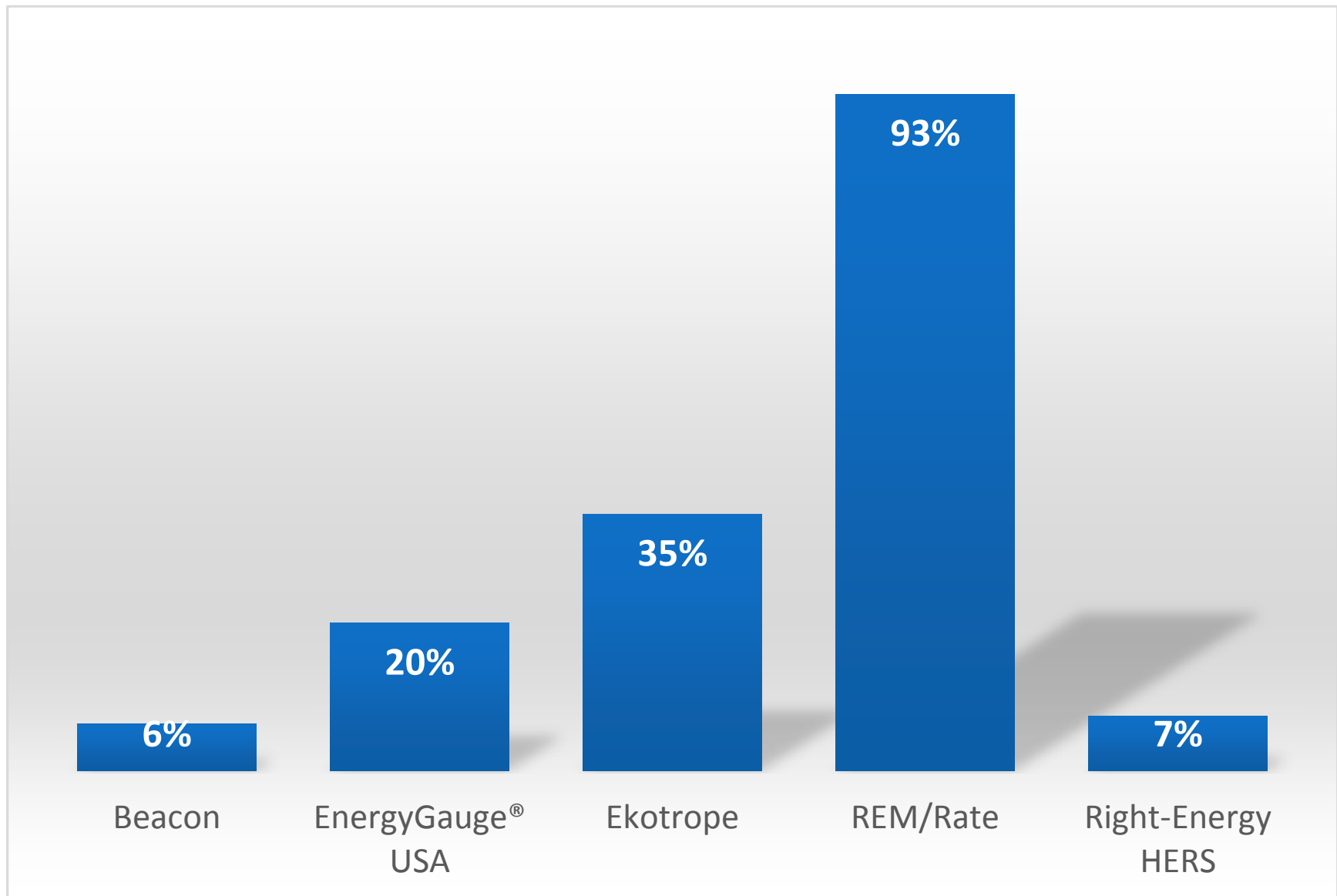
HOW MANY PROGRAMS DO YOU PARTICIPATE IN?



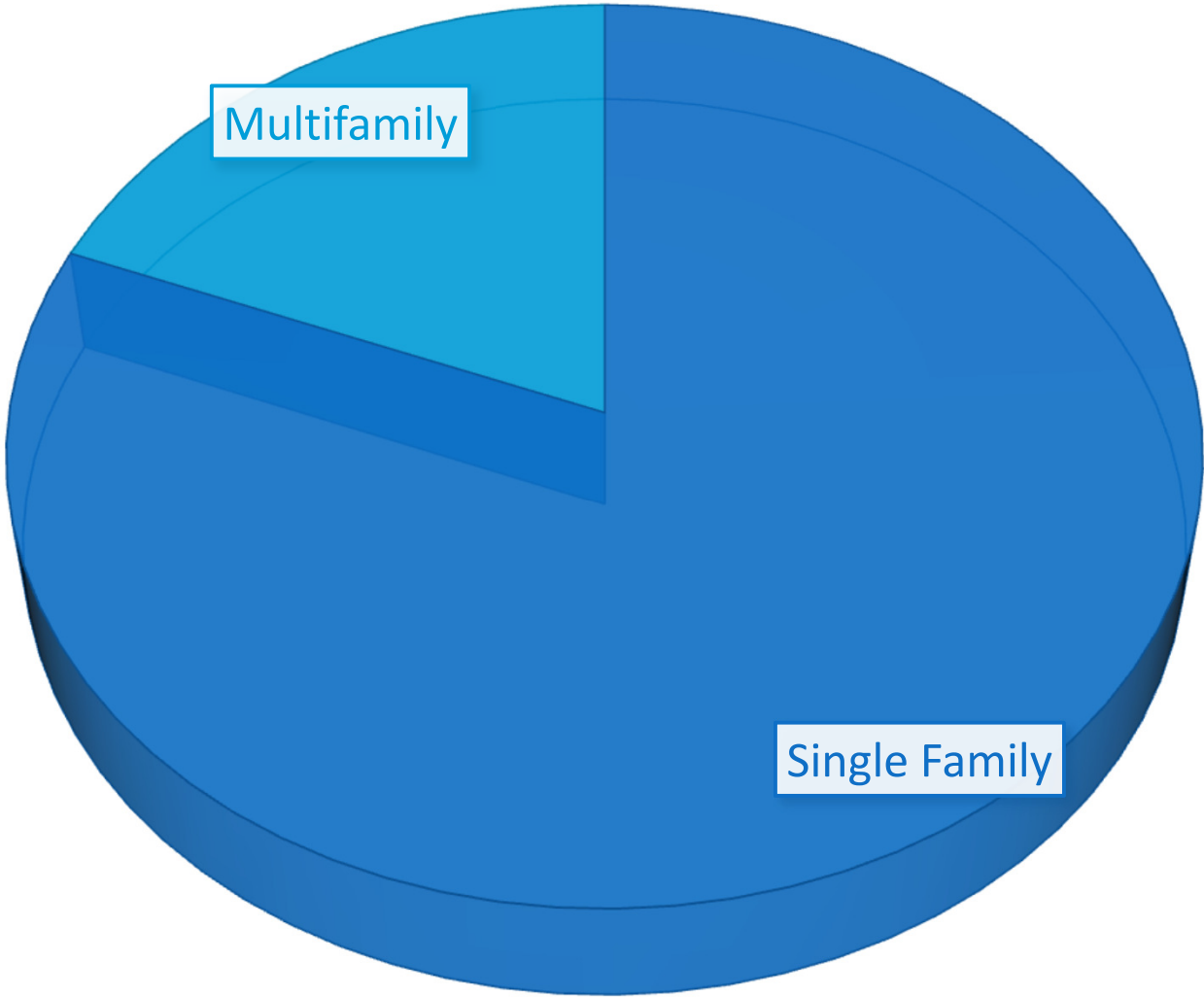
What are the qualification criteria?



What software are allowed by this program?



Housing Types?





How important are
programs to your
business?

What percentage of ratings would you continue to do, in the absence of program incentives?

0-25%

25-50%

50-75%

75-100%

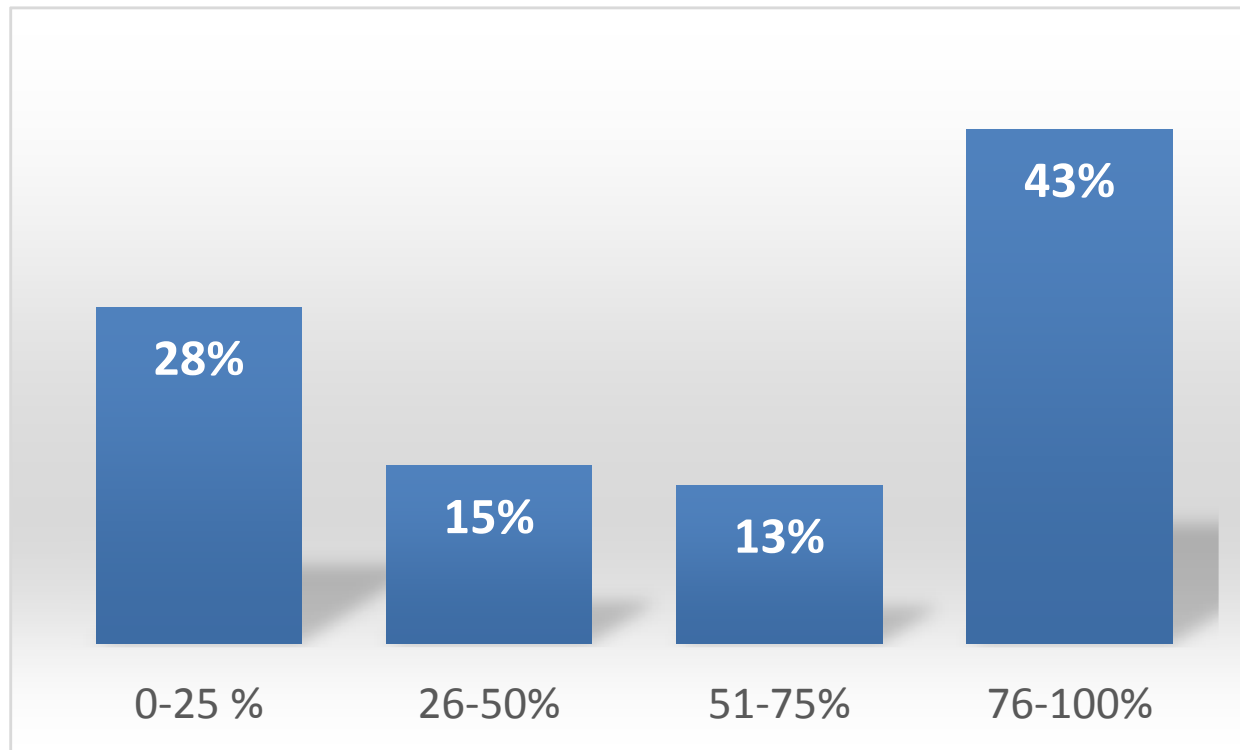
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Importance of Utility Programs

What percentage your current ratings would you continue to do, in the absence of program incentives?



Rater survey implemented by Performance Systems Development across the U.S.



How is program support
valued?



Form of program support is most important to

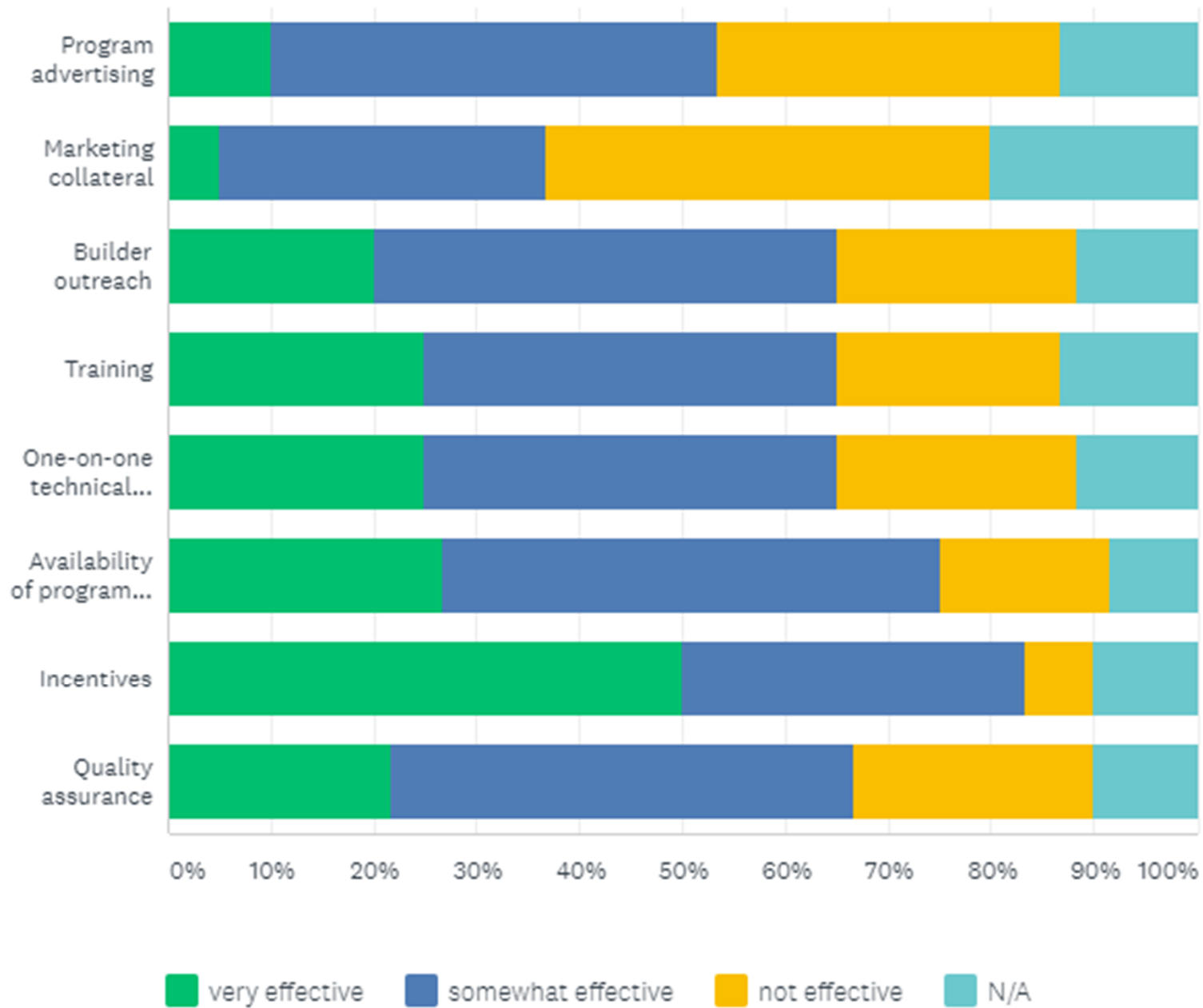
- Marketing Collateral
- Program Advertising
- Builder Outreach
- Training
- 1-1 Technical Support
- Quality Assurance
- Availability of Staff

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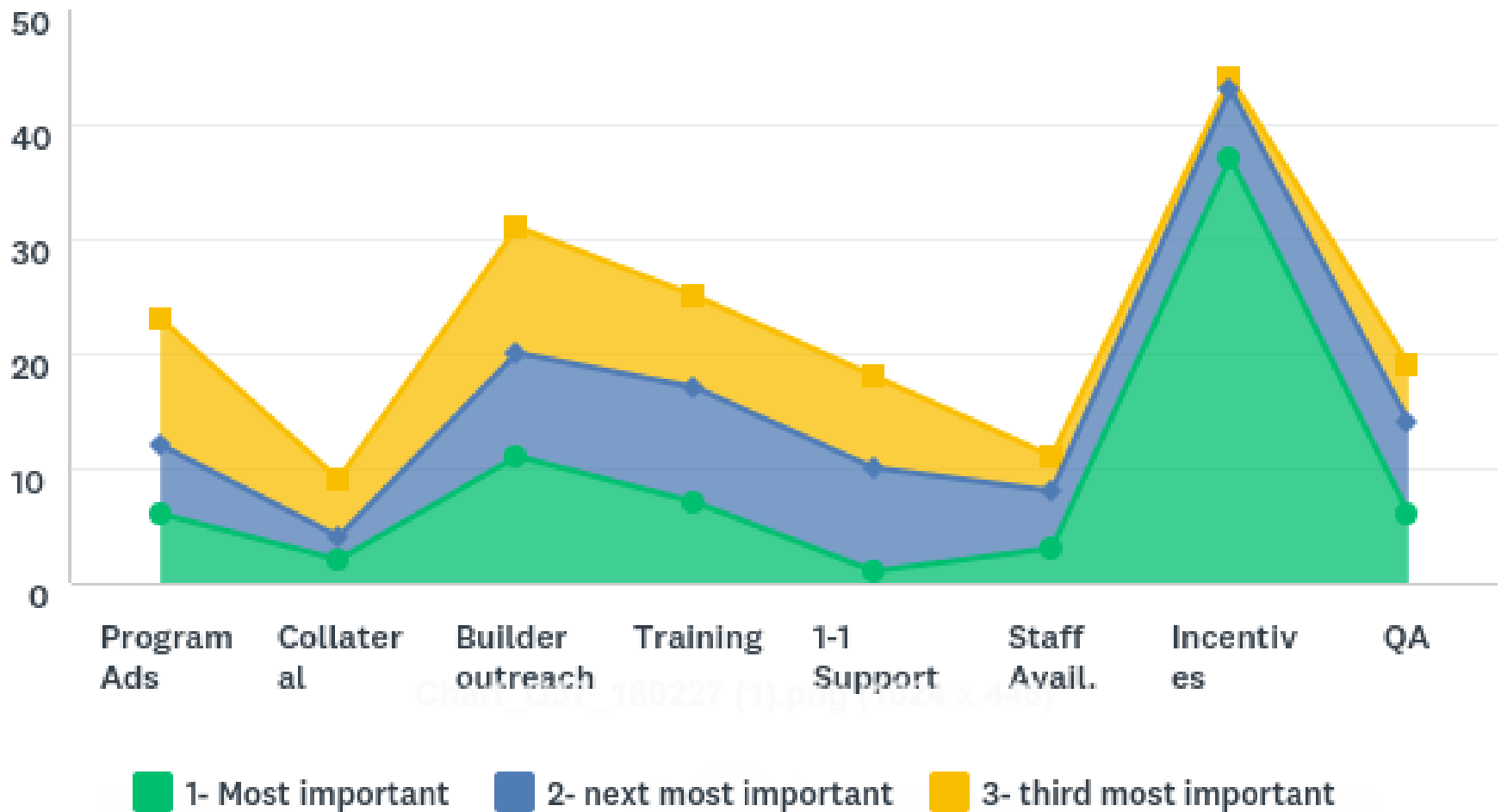
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How do programs support your business?



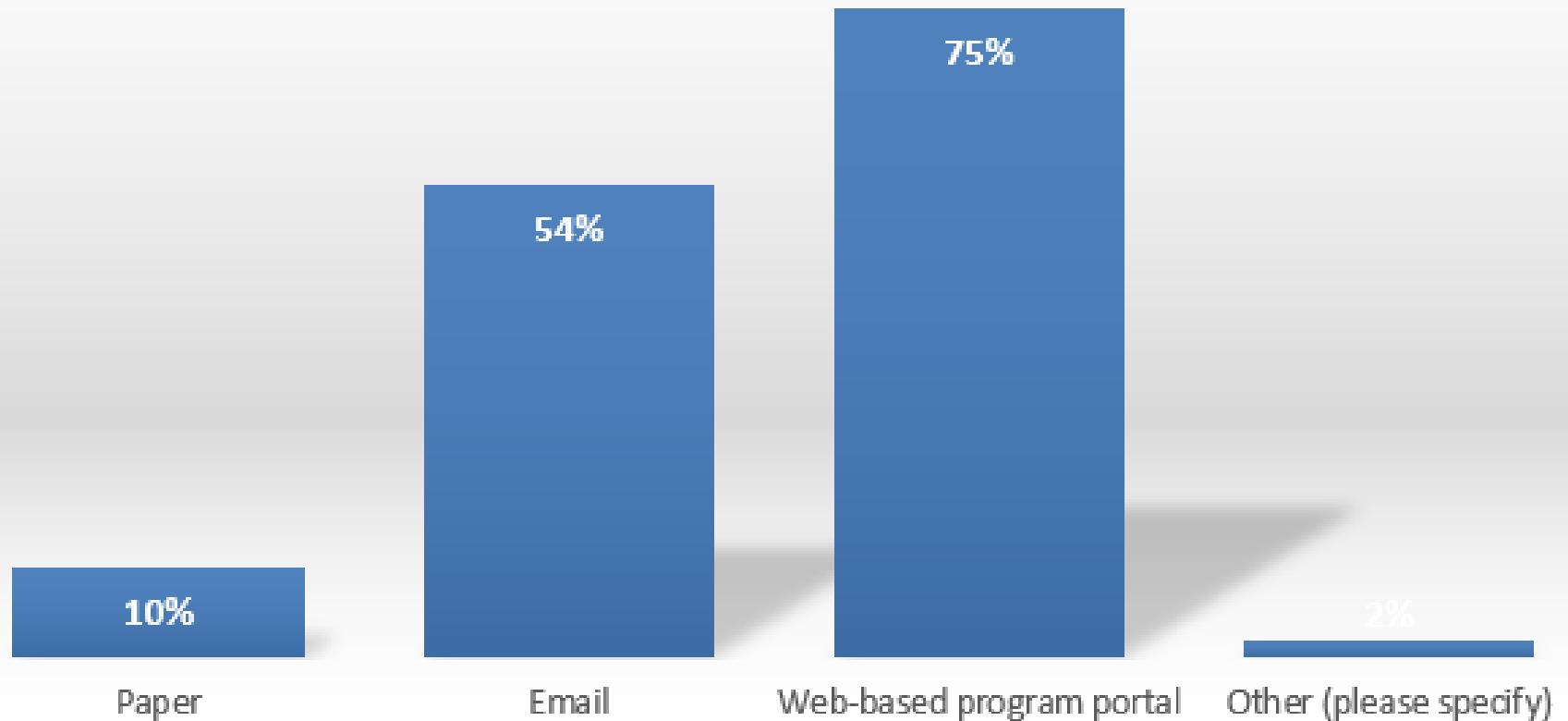


Top Three Categories of Program Support



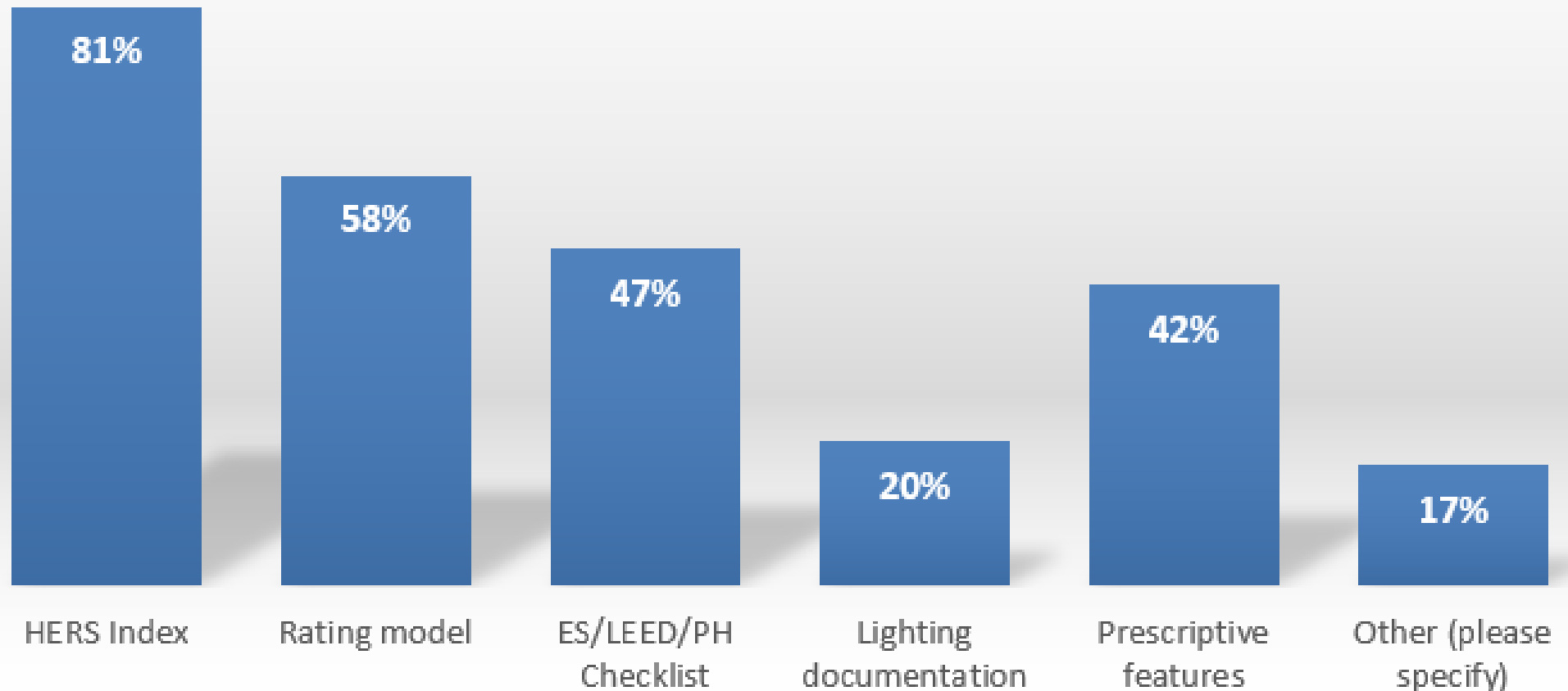


How do you submit homes to the programs you participate in?





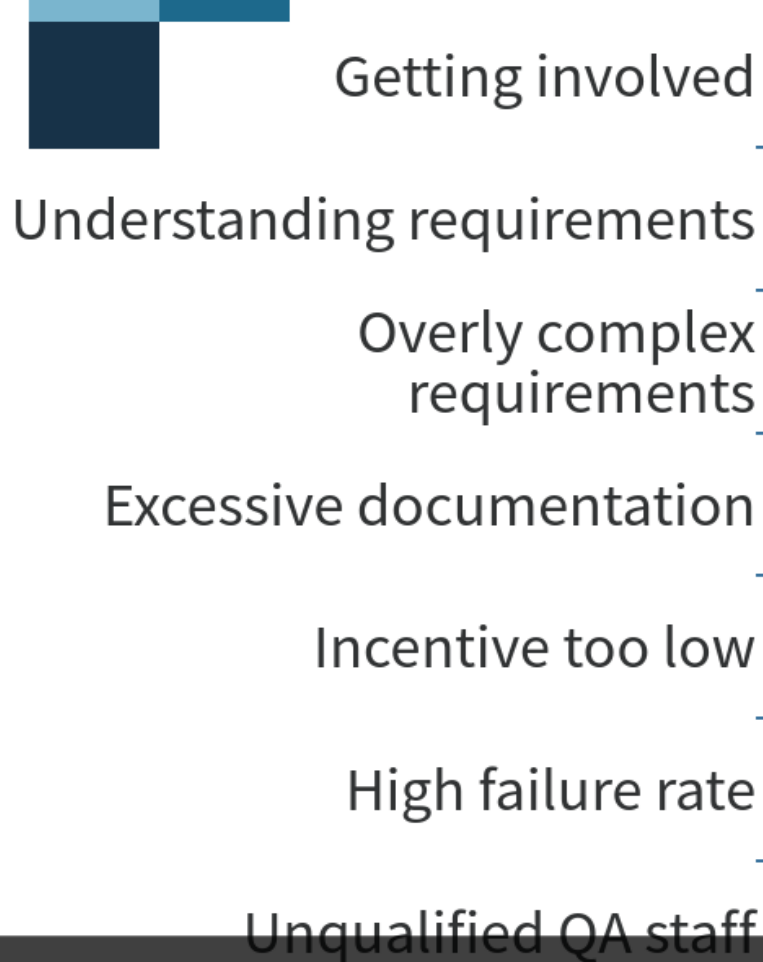
Required program submittal documentation (check all that apply):





What are hurdles to participation?

What factors are a hurdle to program participation?



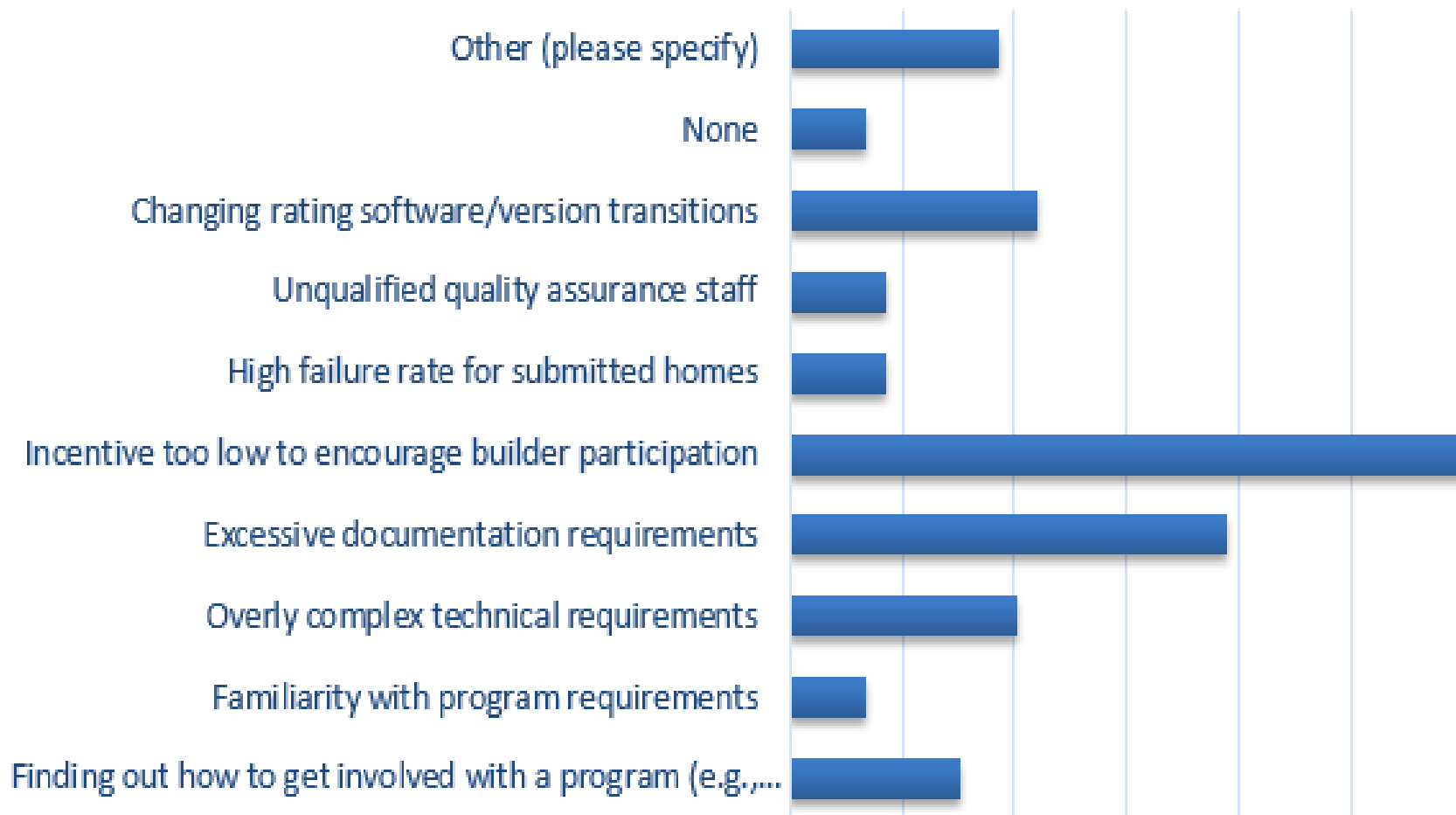
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What factors, if any, present a hurdle to your participation in a program?





Raters' Voices

What they wish programs understood



- *Simplify the program and increase incentives*



- *Builders are fine paying for us to spend time making their homes better. They are not fine supporting increased fees from us that are caused by excessive program documentation requirements..... we can tell that the people reviewing our documentation are following strict checklists because they do not actually understand the material they are reviewing. This results in tons of time consuming "corrections" which are not helping make the homes better, only satisfying some reviewer (who is) not familiar enough with what the submitted paperwork actually means.*



- *Sometimes you find out what they require after homes are kicked out, then you have a lot of resubmissions which take a lot of time.*
- *For a company that does 6000 homes or more per year, some of the data requirements from utility companies sets us back at times.*





- *It's really helpful to have a tiered structure where **the more efficient a house is, the higher the rebate is**. For us it's worked better to peg that to kWh (or therm) savings rather than HERS index. HERS index is too game-able, and the savings varies based on how big the house is. If you tie it to savings, the programs seem more sustainable.*
- ***You get what you incentivize**. Reaching that "last mile" builder (resistant to change, no staff) is a HERS Raters job - easy builders already converted.*





- *Program managers compete with us for rating work, so we are reluctant to share information. We've also felt they use this leverage against us.*
- **DO NOT ALLOW COMPANIES TO MANAGE PROGRAMS THAT DO ANY OF THE WORK BECAUSE OF CONFLICTS OF INTEREST...A COMPETITOR WHO WAS MANAGING THE PROGRAM SOLICITED OUR CLIENTS...**
- *Provider organizations competing against rater organizations. It is too easy to cheat and complete ratings at less cost for providers.*
- *XXX uses it's own employees to do blower door testing*



- *Most programs don't recognize the role Raters play in driving the programs forward. They also fail to recognize that it's often difficult to charge the client for incentive data collection and processing. I strongly believe that part of the incentive should go to the Rater...*



- *Low builder competence to understand program requirements*
- *Make builders take difficult tests to prove they understand performance/prescriptive paths and how that plays a big part of programs and incentives.*



- *Please approve additional softwares for compliance...*
- *Limits on rating software that can be used.*
- *Most of the programs require the Rater to enter an address, then a HERS Index, number of floors, square footage, a whole bunch of random data... than a copy of the rating file, which contains ALL the previous information and more. The painful part is entering in the same data multiple times on multiple screens, it is so time consuming, when the one rating file will give them everything they need to qualify the home. My suggestion, create a RESNET/Utility approved universal submission tool.*



- *Interested in programs 10 year plan, any plans to phase program out.*



HELP!



- *Most of these programs are designed with single family homes in mind, I would love to see a more robust multifamily approach.*
- *Answer emails and phone calls within 2 days*
- *Program Administrators are slow and unresponsive*
- *Would like more support on promoting the dollar value of the rating to the occupant.*





**WHERE DO WE GO
FROM HERE?**



What do participants in your program think?

Program Implementers



And how could you find out?





Create an avenue for feedback and/or input

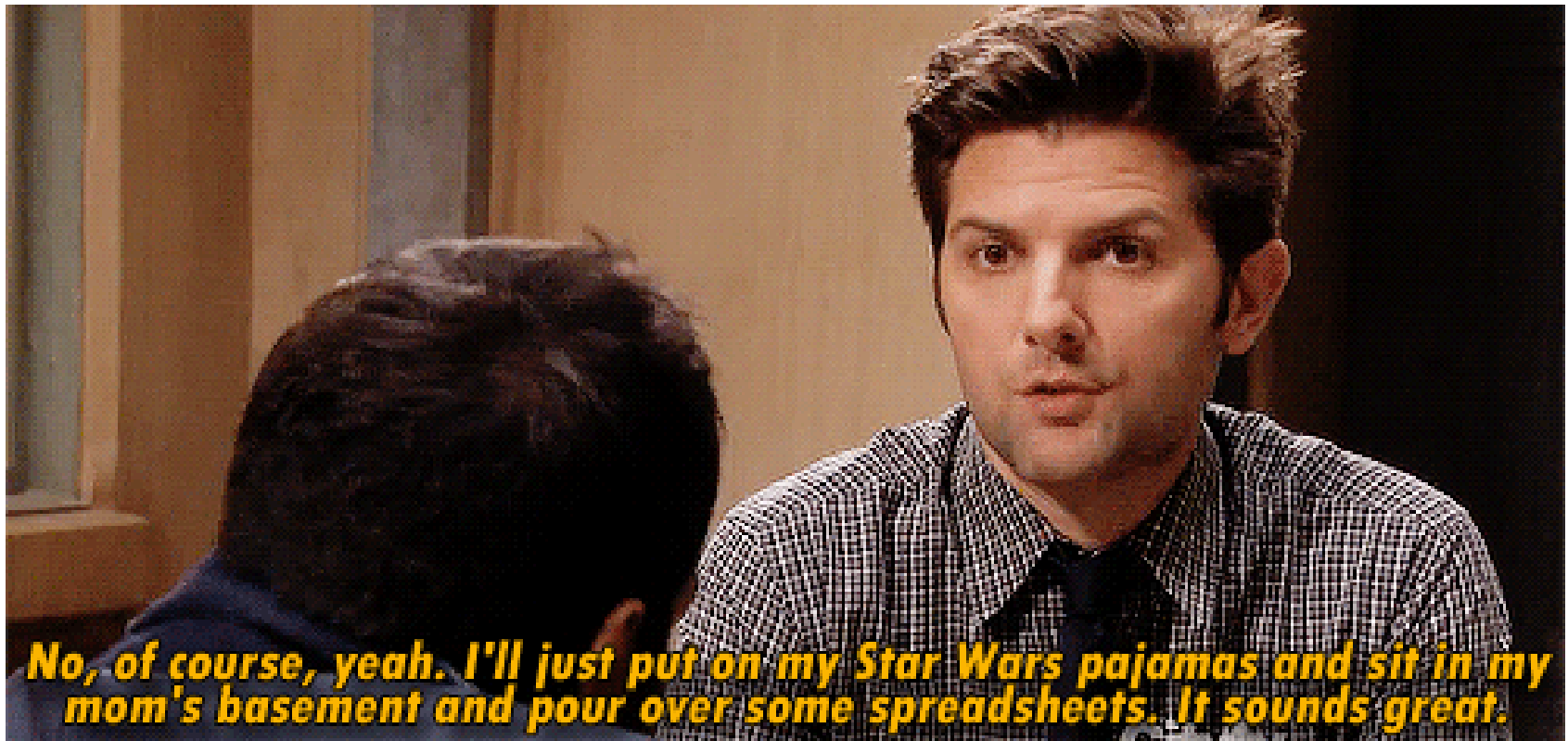
- Monthly Call
- Survey
- Quarterly Meeting
- Webinar
- QA Feedback Loop
- One-on-one Contact



Common Trends



Simplify submissions





Be clear about requirements



Common Trends



Minimize duplicate
data entry,
& extras that bog
down the process...



Common Trends



Reward the right stuff (incentives matter)



Common Trends



- Have staff that speak Rater
- Have staff that speak Builder



Common Trends



Help Educate Builders



PENNSYLVANIA PROUD

Builders across Northwest Pennsylvania are showcasing their construction skills with more energy efficient homes.

The Keystone State is built on innovation. Look no further than the advanced energy efficient techniques that are saving homeowners 30 percent or more on their energy bills.

Builders of high-quality homes benefit through the Pennsylvania Energy Efficient New Homes Program. Eligible builders can receive thousands of dollars in financial incentives.

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Met-Ed[®]
Penelec[®]
Penn Power[®]
West Penn Power[®]

FirstEnergy Companies

Common Trends: Share plans for the future



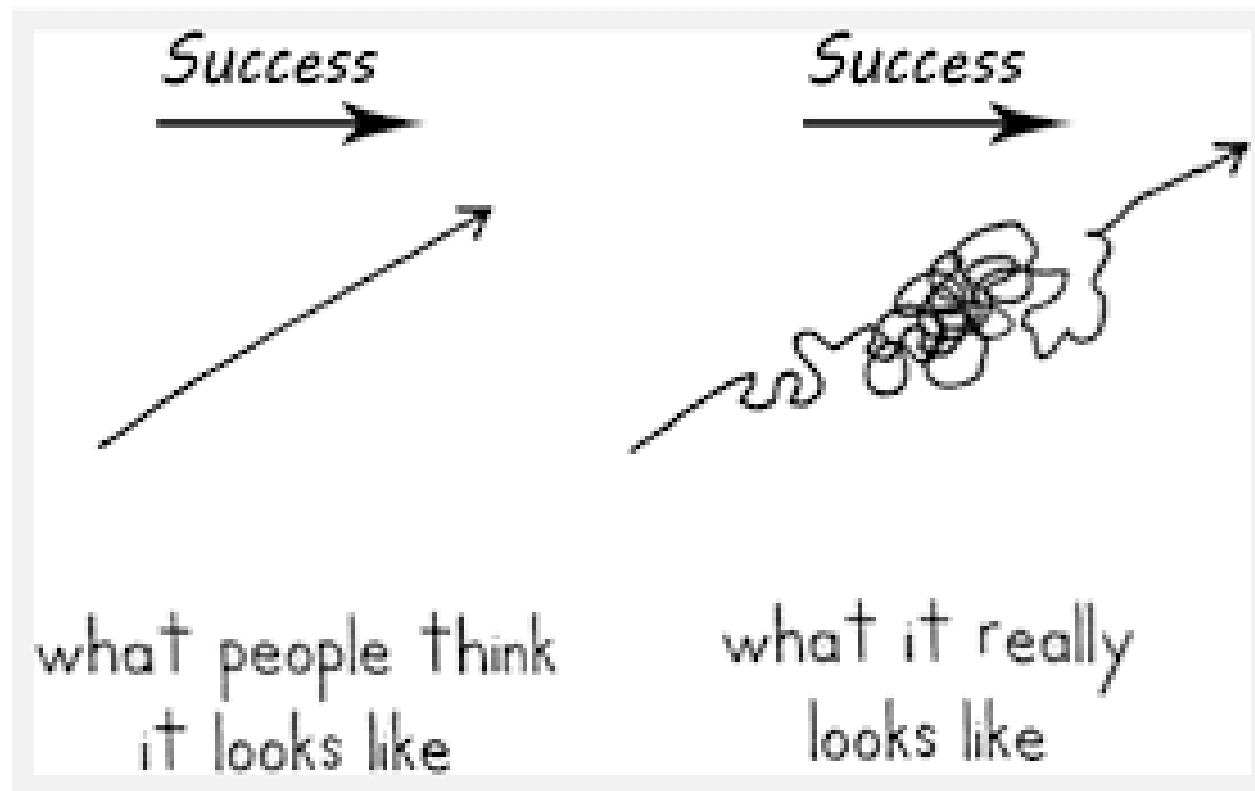
- Understand impact of program changes on rater business
- Make changes slowly, with lots of advance notice



The road to success is complicated....



....but working together, we can get there



Thank you!



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