



Spring 2023 Home Performance Trade Ally Workshop

Wednesday, April 26, 2023



Today's Agenda



Topic	Duration	Start	End
Energize Delaware & Franklin Energy Welcome	10	9:00AM	9:10AM
Chesapeake Welcome and Updates	10	9:10AM	9:20AM
HPwES Program Overview	10	9:20AM	9:30AM
New Participating Contractors	5	9:30AM	9:35AM
New HVAC Ratings (SEER2, EER2, HSPF2)	15	9:35AM	9:50AM
Program Updates and Reminders	15	9:50AM	10:05AM
Co-Branding with Energize Delaware	10	10:05AM	10:15AM
Heat Pump Water Heater Workshop	5	10:15AM	10:20AM
Building Performance Association's New Delaware Chapter	15	10:20AM	10:35AM
Update on Inflation Reduction Act (IRA)	15	10:35AM	10:50AM
Trade Ally Feedback Session	25	10:50AM	11:15AM
Award Presentation	25	11:15AM	11:40AM
Lunch/Networking	20	11:40AM	12:00PM



Welcome



HPwES Program Overview

Total Participants

Project Type	PY22	PY23	Increase
Whole-home Assessments	2,195	3,288	50%
Projects	1,585	1,721	9%
TOTALS	3,780	5,009	33%

Assisted HPwES (LMI) Customers

Project Type	PY22	PY23	Increase
Whole-home Assessments	136	264	94%
Projects	99	165	67%
TOTALS	235	429	83%

Total Incentive Dollars

Project Type	PY22	PY23	Increase
Whole-home Assessments	\$1,023,310	\$1,651,590	61%
Projects	\$2,205,804	\$3,282,715	49%
TOTALS	\$3,229,114	\$4,934,305	53%

Avg Incentive

Project Type	PY22	PY23	Increase
Whole-home Assessments	\$466	\$502	8%
Projects	\$1,392	\$1,907	37%
TOTALS	\$1,858	\$2,410	30%

New Participating Contractors

BUSINESS NAME
AAA Dry Foam
Bella Casa HVAC & Plumbing
Big Wave HVAC
Breathe Clean
Bright Side Roofing and Siding
Charles G Hoard Sr
Clark Services Inc of Delaware
Cloud Mechanical Services
Crawl Space Ninja Delaware
DryZone
EnergyWise, LLC
Future Green Services
HK Electric LLC
Keith Semcheski Plumbing & Mechanical
Sama Services
Schlosser and Associates
Service Today
Thomas Richardson Inc



New HVAC Ratings (SEER2, EER2, HSPF2)

Transition to New “M1” Ratings

Traditional Ratings (SEER, EER, HSPF)	New "M1" Ratings (SEER2, EER2, HSPF2)
Heat Pumps Tier 1 (=>16 SEER and =>12.5 EER and =>9.0 HSPF)	Heat Pumps Tier 1 (=>15.2 SEER2 and =>11.7 EER2 and =>7.8 HSPF2)
Heat Pumps Tier 2 (=>17 SEER and =>12.5 EER and =>9.0 HSPF, Multi-stage Capacity)	Heat Pumps Tier 2 (=>16 SEER2 and =>11.7 EER2 and =>7.8 HSPF2, Multi-stage Capacity)
Heat Pumps Tier 3 (=>18 SEER and =>12.5 EER and =>9.5 HSPF, Multi-stage Capacity)	Heat Pumps Tier 3 (=>17 SEER2 and =>12.0 EER2 and =>8.2 HSPF2, Multi-stage Capacity)
Mini-Split HP Tier 1 (=>17 SEER and =>12.5 EER and => 9.0 HSPF)	Mini-Split HP Tier 1 (=>16 SEER2 and =>11.7 EER2 and => 7.8 HSPF2)
Mini-Split HP Tier 2 (=>21 SEER and =>12.5 EER and => 10.0 HSPF)	Mini-Split HP Tier 2 (=>20 SEER2 and =>12.0 EER2 and => 8.6 HSPF2)
CAC Tier 1 (=>16 SEER and =>12.5 EER)	CAC Tier 1 (=>15.2 SEER2 and =>11.7 EER2)
CAC Tier 2 (=>17 SEER and =>12.5 EER, Multi-stage Capacity)	CAC Tier 2 (=>16 SEER2 and =>11.7 EER2, Multi-stage Capacity)
CAC Tier 3 (=>18 SEER and =>12.5 EER, Multi-stage Capacity)	CAC Tier 3 (=>17 SEER2 and =>12.0 EER2, Multi-stage Capacity)
Hybrid Heat Pump & Furnace System Tier 1 (≥16 SEER and ≥12.5 EER and ≥9.0 HSPF) and (94+AFUE w/ECM Blower)	Hybrid Heat Pump & Furnace System Tier 1 (=>15.2 SEER2 and =>11.7 EER2 and =>7.8 HSPF2) and (94+AFUE w/ECM Blower)
Hybrid Heat Pump & Furnace System Tier 2 (≥17 SEER and ≥12.5 EER and ≥9.0 HSPF, Multi-stage Capacity) and (96+AFUE, Multi-stage w/ECM Blower)	Hybrid Heat Pump & Furnace System Tier 2 (=>16 SEER2 and =>11.7 EER2 and =>7.8 HSPF2, Multi-stage Capacity) and (96+AFUE, Multi-stage w/ECM Blower)
Hybrid Heat Pump & Furnace System Tier 3 (≥18 SEER and ≥12.5 EER and ≥9.5 HSPF, Multi-stage Capacity) and (96+AFUE, Multi-stage w/ECM Blower)	Hybrid Heat Pump & Furnace System Tier 3 (=>17 SEER2 and =>12.0 EER2 and =>8.2 HSPF2, Multi-stage Capacity) and (96+AFUE, Multi-stage w/ECM Blower)

Program Incentives

Tankless Water Heater Incentive

MEASURES	INCENTIVE MAXIMUM AMOUNT	
	Home Performance with ENERGY STAR®*	Assisted Home Performance with ENERGY STAR®**
Tankless Water Heater (Gas/Propane) Tier 1 (80+AFUE)	\$500	\$750
Tankless Water Heater (Gas/Propane) Tier 2 (90+AFUE)	\$750	\$1,000

New Duct Insulation Incentive

Program Updates & Reminders

Program Updates & Reminders

- Multi Family Participation
 - Eligibility Requirements: Low-rise, 10 years or older
 - Reduced Assessment Fee
- Change in Homeownership – New Discounted Assessment
- Residential Loan Program - Application Portal

Program Updates & Reminders

- Updated “How to Use OptiMiser” recording now available
 - Visit Energize Delaware’s [Training Video Library](#)

- Home Energy Score



- Small Business Program

Conference Support

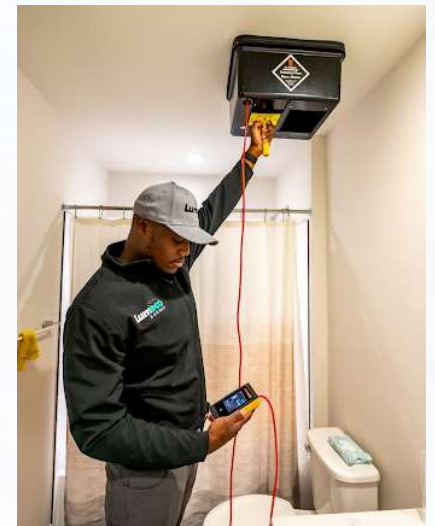
- AEE East Conference & Expo
 - June 7-8 in Boston MA
 - Registration now open (Early Bird pricing ends May 5)
 - AEE = Association of Energy Engineers
- ACEEE 2023 Energy Efficiency as a Resource (EER) Conference
 - October 16–18 in Philadelphia, PA
 - Registration opens June 21
 - ACEEE = American Council for an Energy-Efficient Economy



HEC2 Update

The HEC² Program is designed to empower Delaware residents by providing access to high-quality energy-efficiency education, products and services. The main focus is on workshops and home energy check-ups.

- Check-ups currently performed by Franklin & nonprofit partners
- Expanding subcontractor network to pilot with for-profit contractors
- Lumeco was selected for their abilities to:
 - Building trust within the LMI communities
 - Perform in-person outreach
 - Create neighborhood focus
 - Word of mouth referrals
 - Participation in community events



Co-Branding with Energize Delaware



Marketing & Co-Branding

Participating contractors are encouraged to co-brand with Energize Delaware and the Home Performance with ENERGY STAR® program, but requires that all materials follow the co-branding guidelines.

- Review and sign Logo Use Agreement Form
- All co-branded materials must be approved by Energize Delaware prior to use. Send to Robin.Coventry@deseu.org for review.
- Energize Delaware will provide matching funds of up to 50% of the cost with a \$500 maximum, for the cost of placing co-branded advertisements.

APPROVED LOGOS







Marketing & Co-Branding






302-273-0106 24/7 Support [SCHEDULE SERVICE](#)

BURNS & McBRIDE Home Comfort

COOLING HEATING MAINTENANCE SAVINGS REVIEWS COMPANY

[SEE MORE REVIEWS](#)

Marketing & Co-Branding

The screenshot shows the True Blue Mechanical website. The header includes the company logo, tagline "True Satisfaction. True Savings. True Comfort.", phone number "302-434-9665", and a "Schedule Service" button. A navigation menu lists services like Air Conditioning, Heating, Ductless Mini-Splits, Water Heaters, Maintenance Plan, About Us, and Contact Us. The main content area features a co-branding announcement for the Energize Delaware program, which is circled in red. The announcement includes the Energize Delaware logo, a headline "Looking for Energy Rebates in Newark, DE? Consider True Blue Mechanical!", and a paragraph explaining the partnership. A "Learn More About Energize Delaware" button is also present.

TRUE BLUE MECHANICAL
HEATING & AIR CONDITIONING

True Satisfaction. True Savings. True Comfort.
HVAC Services in Newark, DE and the surrounding area!

Call Now! 302-434-9665

Schedule Service

Air Conditioning ▾ Heating ▾ Ductless Mini-Splits ▾ Water Heaters ▾ Maintenance Plan ▾ About Us ▾ Contact Us ▾

ENERGIZE DELAWARE
Home Performance with ENERGY STAR®
Participating Contractor

Learn More About Energize Delaware

Looking for Energy Rebates in Newark, DE? Consider True Blue Mechanical!

True Blue Mechanical is proud to announce our partnership with the Energize Delaware Program, which aims to equip Delaware homeowners with more efficient home systems at a fraction of the typical cost.

How does this program work? When you join this revolutionary program, you receive money back on different home heating and cooling systems — sometimes upwards of hundreds or even thousands of dollars.

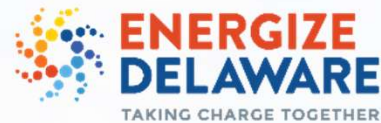
Through a combination of new, energy-efficient systems, the program aims to transform your home into an overall energy-efficient residence to better the environment. Instead of just focusing on one element of your home's efficiency, this program aims to convert multiple, or ideally all, of your home systems into more energy-efficient

Energize Delaware's Heat Pump Water Heater Workshop

When: Wednesday, May 3rd

Where: Hilton Garden Inn Dover
1706 N. Dupont Hwy, Dover, DE 19901

RSVP by 4/28 to reserve your spot!



+ YOU

Building Performance Association's New Delaware Chapter

**Guest Speaker:
Allen Luzak
Home Performance Consulting**

Update on Inflation Reduction Act (IRA)

**Guest Speaker:
Lloyd Kass
VP of Strategy and Market
Development**

Trade Ally Feedback Session

Award Winners

DOE Century Club Awardees

- Burns & McBride Home Comfort
- Maichle's Heating and Air Conditioning
- Aire Serv Heating & Air Conditioning
- SchagrinGAS Company
- First Class HVAC
- Home Performance Group
- SABRS Home Comfort

DESEU Century Club Awardees

- Energy Efficient Earth
- Energy Solutions LLC
- Independence Power Solutions
- Home Performance Consulting LLC
- Comfort & Energy Solutions, LLC
- Energy Services Group
- Equinox LLC

Your HPwES Program Team

Program Role	Name	Office Phone	Email
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Thank you for attending!

If you would like more information or have additional feedback, please contact:

Your HPwES Program Team

