

**Home Performance with ENERGY STAR Implementation Plan Template  
for Prospective Program Sponsors**



Home Performance with ENERGY STAR® (HPwES) is a public-private voluntary partnership program designed to turn building science-based recommendations into solutions for improved, energy efficient homes. The U.S. Department of Energy (DOE), in coordination with the U.S. Environmental Protection Agency (EPA), offers HPwES as a programmatic platform designed to systematically enhance home performance for healthier and more comfortable living environments, enhanced durability of the homes’ structures and systems, and improved energy savings for the homeowners.

Home Performance with ENERGY STAR, like all ENERGY STAR programs, facilitates market transformation by increasing the availability and adoption of energy-efficient goods and services. HPwES is based on the nationally recognized ENERGY STAR brand and is grounded in a building science driven approach to home improvement that promotes consumer confidence and results in measurable energy savings. Through HPwES, Program Sponsors and stakeholders support an infrastructure of qualified contractors who engage customers, deliver quality work, and drive the market forward for HPwES projects and related services.

Eligible organizations include: Utilities; national, regional, state, or local government entities; or other organizations involved in coordinating and/or administering an energy-efficiency program or environmental education campaign that promotes or intends to promote ENERGY STAR qualified products, homes, Home Performance with ENERGY STAR and/or buildings.

Interested organizations must use this Sponsor Implementation Plan Template to outline your proposed Home Performance with ENERGY STAR program. Review the *Sponsor Guide and Reference Manual (v1.5)* for detailed Program requirements that must be incorporated into your program design. Use Appendix A—the Minimum Requirements Checklist Worksheet as a quick reference to help complete Sponsor Implementation Plan Template.

Please allow HPwES two weeks to review your plan. Once reviewed, HPwES will contact you to discuss your plan with you. Once your plan is approved you will be listed on the HPwES website and receive an email with My Energy Star Account (MESA) instructions to access our in-kind supporting material. DOE reserves the right to decline sponsorship if there are inadequate resources and planning to initiate a HPwES program, and will advise you as to what needs to be addressed.

Please complete and submit the Sponsor Implementation Plan Template to [homeperformance@energystar.gov](mailto:homeperformance@energystar.gov).

**I. GENERAL PROGRAM AND CONTACT INFORMATION**

| <b>Sponsor Candidate Organization Information: Fill information about your organization and support team.</b>   |  |
|---|--|
| Sponsor Candidate’s Official Organization Name(s)   |  |
| Program Name (i.e., public name associated with HPwES platform). Note: program name will be listed on the <a href="http://energystar.com/hpwes">energystar.com/hpwes</a> “Connect” map. |  |
| Implementation Vendor Name(s) <i>(If applicable)</i>  |  |
| Program Administrator Type <i>(Identify the type of organization that best describes your organization.)</i>  | <ul style="list-style-type: none"> <li>Electric Utility Company (IOU, Muni, Co-op)</li> <li>Financial Institution</li> <li>Gas and Electric Utility Company (IOU, Muni, Co-op)</li> <li>Gas Utility</li> <li>Local Government</li> <li>Non-Profit</li> <li>State Government</li> <li>Other, please specify:</li> </ul> |
| Sponsor Candidate’s Mailing Address   | Address Line 1   |
|   | Address Line 2   |
|   | City   |
|   | State  |
| Implementation Vendor’s Mailing Address <i>(If applicable)</i>  | Implementation Vendor  |
|   | Address Line 1   |
|   | Address Line 2   |

|   |                  |   |           |           |
|---|------------------|---|-----------|-----------|
| City _____  |                  | State _____   |           | Zip _____ |
| <b>Contact Information (list all that apply)</b>  |                  |   |           |           |
| 1st Administrative POC  | First name _____ | Last name _____   |           |           |
|   | Email _____      | Phone _____   |           |           |
| 2nd Administrative POC  | First name _____ | Last name _____   |           |           |
|   | Email _____      | Phone _____   |           |           |
| Implementation POC  | First name _____ | Last name _____   |           |           |
|   | Email _____      | Phone _____   |           |           |
| Reporting/Data POC  | First name _____ | Last name _____   |           |           |
|   | Email _____      | Phone _____   |           |           |
| Marketing POC   | First name _____ | Last name _____   |           |           |
|   | Email _____      | Phone _____   |           |           |
| Quality Assurance POC   | First name _____ | Last name _____   |           |           |
|   | Email _____      | Phone _____   |           |           |
| In reference to the POCs listed above, please indicate the HPwES program's primary POC.   |                  | 1st Administrative POC<br>2nd Administrative POC<br>Implementation POC<br>Marketing POC<br>Reporting/Data POC |           |           |
| <b>Program Background: Provide information about your proposed program.</b>   |                  |   |           |           |
| 1. Provide a brief description of your HPwES program, its intent and value for your target market. DOE may use the text you provide for publication in your Sponsor Profile on websites and presentations.  |                  |   |           |           |
| 2. Provide a list of your implementation partners, such as organizations affiliated and/or supporting the local program, including co-marketing partners and organizations your program will authorize to use the HPwES logo.<br>Partner A: _____<br>Partner B: _____<br>Partner C: _____<br>Partner D: _____ |                  |   |           |           |
| 3. What elements of the program will be implemented by the program sponsor or implementation partners   |                  |   |           |           |
|   | Partner A        | Partner B   | Partner C | Partner D |
| <b>Contractor Recruitment</b>   |                  |   |           |           |
| <b>Contractor Training</b>  |                  |   |           |           |
| <b>Contractor Certification</b>   |                  |   |           |           |
| <b>Contractor Mentoring</b>   |                  |   |           |           |
| <b>Consumer Incentives/ Financing</b>   |                  |   |           |           |
| <b>Consumer Awareness/ Marketing</b>  |                  |   |           |           |
| <b>Quality Assurance</b>  |                  |   |           |           |
| <b>Program Evaluation</b>   |                  |   |           |           |
| <b>Other:</b>   |                  |   |           |           |

4. Provide a URL for your planned HPwES program website (Note: This URL will be listed on the [energystar.gov/hpwes](http://energystar.gov/hpwes) "Connect" map) *The URL can be provided during the onboarding process after Sponsorship approval.*

5. What geographical area(s) will be targeted by the HPwES program? (Indicate state, counties, cities, towns, and/or zip codes)

6. Provide information on the current and/or past residential energy efficiency programs that have been implemented in this market, from which your program will be building. Please indicate whether the program(s) target electric, gas, and/or oil savings.

7. What is the estimated number of targeted homeowners (i.e. potential customers) in your market?

## II. HPwES PROGRAM BUDGET AND GOALS

For additional information, please reference Section 2 in the *Sponsor Guide and Reference Manual (v1.5)*.

| 8. What is the estimated annual program budget planned for each of the following categories? |           |           |           |           |           |
|--|-----------|-----------|-----------|-----------|-----------|
|  | Year 1    | Year 2    | Year 3    | Year 4    | Year 5    |
| <b>Program Administration</b>  |           |           |           |           |           |
| Marketing, Outreach, and Customer Acquisition  | \$        | \$        | \$        | \$        | \$        |
| Program Administration   | \$        | \$        | \$        | \$        | \$        |
| Quality Assurance  | \$        | \$        | \$        | \$        | \$        |
| Research & Evaluation  | \$        | \$        | \$        | \$        | \$        |
| <b>Customer Incentives</b>   |           |           |           |           |           |
| Costs of Direct Install Measures   | \$        | \$        | \$        | \$        | \$        |
| Other Customer Incentives & Rebates  | \$        | \$        | \$        | \$        | \$        |
| Customer Financing Costs   | \$        | \$        | \$        | \$        | \$        |
| <b>Contractor Incentives</b>   |           |           |           |           |           |
| Contractor Training & Certification  | \$        | \$        | \$        | \$        | \$        |
| Contractor Production/Reporting Incentives   | \$        | \$        | \$        | \$        | \$        |
| Contractor Equipment Incentives and other Business Development Support                       | \$        | \$        | \$        | \$        | \$        |
| <b>Total</b>   | <b>\$</b> | <b>\$</b> | <b>\$</b> | <b>\$</b> | <b>\$</b> |
| <b>Goals</b>   |           |           |           |           |           |
| Number of participating contractors  |           |           |           |           |           |
| Number of HPwES assessments  |           |           |           |           |           |
| Number of completed HPwES projects   |           |           |           |           |           |
| % energy saved per completed HPwES project   |           |           |           |           |           |
| Gross annual revenue (\$)  |           |           |           |           |           |
| Gross site energy savings (MMBtu)  |           |           |           |           |           |

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| <p>9. What are your program’s top three funding sources?<br/>(Hold down the control key to select multiple options.)</p> | <ul style="list-style-type: none"> <li>Carbon allowance funds</li> <li>Federal grants</li> <li>Forward capacity markets</li> <li>Private investments</li> <li>Rate-payer surcharges</li> <li>State energy efficiency funds</li> <li>Other, please specify:</li> </ul> |
|--|---|

### III. HPwES PROGRAM DESIGN

For additional information and program requirements, please reference Section 2 in the *Sponsor Guide and Reference Manual (v1.5)*.

| 10. What is your schedule for implementing the program?  |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
|--|---|---|---|---|---------|---|---|---|---------|---|---|---|---------|---|---|---|---------|---|---|---|
| Activity   | Year 1  |   |   |   | Year 2  |   |   |   | Year 3  |   |   |   | Year 4  |   |   |   | Year 5  |   |   |   |
|  | Quarter   |   |   |   | Quarter |   |   |   | Quarter |   |   |   | Quarter |   |   |   | Quarter |   |   |   |
|  | 1   | 2 | 3 | 4 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 |
| Identify/recruit contractors   |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| Train/equip contractors  |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| Execute marketing campaign   |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| Implement quality assurance protocols  |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| Implement project tracking   |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| Explore program expansion  |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| Program evaluation   |   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| <p>11. How will energy savings be estimated at the project level?</p>  | <ul style="list-style-type: none"> <li>Deemed Savings (no interactivity)</li> <li>Deemed Savings (w/interactivity)</li> <li>Project Calculator or Worksheet</li> <li>Whole Building Energy Modeling</li> <li>Other, please specify:</li> </ul>  |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| <p>12. Will your program track pre and post project-level energy consumption data to verify energy savings?</p>                                      | <p>Yes<br/>No</p>   |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| <p>13. Will your program focus on single family housing, multifamily housing, or both?</p>   | <p>Single<br/>Multi<br/>Both</p>  |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |
| <p>14. What type of homeowner incentives will your program offer? (Select all that apply. Hold down the control key to select multiple options.)</p> | <ul style="list-style-type: none"> <li>Free energy assessments</li> <li>Low interest financing</li> <li>Measure-based rebates</li> <li>On-bill financing</li> <li>Project-based rebates</li> <li>Subsidized energy assessments</li> <li>None</li> <li>Other, please specify:</li> </ul> |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |         |   |   |   |

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| 15. If you offer financing, what type(s) of lending products will be offered? Please provide information on rates and terms.   |  |
| 16. What type of credit enhancements or financing buy downs will your program offer to customers?  |  |
| 17. What type of mid-stream (e.g., targeting contractors, suppliers, etc.) incentives will your program offer? <i>(Select all that apply. Hold down the control key to select multiple options.)</i> | <input type="checkbox"/> Contractor production incentives<br><input type="checkbox"/> Contractor reporting incentives<br><input type="checkbox"/> Cooperative advertising<br><input type="checkbox"/> Subsidized equipment/software<br><input type="checkbox"/> Subsidized training/certification<br><input type="checkbox"/> None<br><input type="checkbox"/> Other, please specify:      |
| 18. What direct install measures will your program offer? <i>(Select all that apply. Hold down the control key to select multiple options.)</i>  | <input type="checkbox"/> Air sealing<br><input type="checkbox"/> DHW measures<br><input type="checkbox"/> Duct sealing<br><input type="checkbox"/> Lighting<br><input type="checkbox"/> Smart energy strip<br><input type="checkbox"/> Thermostat<br><input type="checkbox"/> Whole house energy meter<br><input type="checkbox"/> None<br><input type="checkbox"/> Other, please specify: |
| 19. Will your program require fixed and/or capped measure pricing for measures paid for by customers?  | <input type="checkbox"/> Yes<br><input type="checkbox"/> No  |
| 20. Is the program regulated by a public utility commission? If so, how long is your program filing cycle? (Example: 1 year, 3 years or 5 years)   |  |

#### IV. WORKFORCE

For additional information and program requirements, please reference Section 3 in the *Sponsor Guide and Reference Manual (v1.5)*.

*Please attach these documents:*

- *Copy of your contractor participation agreement*
- *Process diagram showing how contractors that fail to meet program standards will be identified, monitored, re-trained, sanctioned, or removed from the program*

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| 21. Describe the qualifying criteria and enrollment process for participating contractors in your program. Please also explain how you plan to recruit contractors to participate in the program. |
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| <p>22. Which credentials will be required for participating contractors? Please include specialty credentials if your program requires them for certain measure installations or working on certain building types.</p>   |
| <p>23. Describe how the program will evaluate the performance of participating contractors in terms of QA results, productivity, energy savings achieved, customer satisfaction, etc. Include a brief description of any contractor rating or scoring system(s) the program plans to use.</p> |
| <p>24. Describe how the program will provide feedback to contractors regarding their performance including both the type and frequency of reporting to the contractors.</p>   |
| <p>25. What type of training(s) will be provided or made accessible to your contractors? <i>(Please explain if you plan to offer home performance sales training)</i></p>   |

**V. QUALITY ASSURANCE**

For additional information and program requirements, please reference Section 6 in the *Sponsor Guide and Reference Manual (v1.5)*.

*Please attach a copy of your plan for managing consumer inquiries about the program (e.g., workflow to handle calls and emails).*

*Please attach a copy of your Quality Assurance Plan (Option 1 or Option 2)*

|  |  |
|--|--|
| <p>26. Which quality assurance system will you administer? <i>(Please refer to Section 6 of the <a href="#">Sponsor Guide and Reference Manual</a> for descriptions of options 1 and 2.)</i></p> | <p>Option 1: Meet minimum requirements for Quality Control<br/>Option 2: Implement a Quality Management System</p> |
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## VI. MARKETING AND CUSTOMER OUTREACH

For additional information and program requirements, please reference Sections 1 and 2 in the *Sponsor Guide and Reference Manual (v1.5)*.

*Attach examples you plan to use, if developed.*

|  |  |
|--|--|
| 27. Describe how the Home Performance with ENERGY STAR name and mark will be used and monitored in your program marketing efforts and strategies?  |  |
| 28. Will the program offer Certificate of Efficiency Improvements or Certificates of Performance to homeowners upon completion of a HPwES Project? (Please see the <a href="#">Sponsor Guide and Reference Manual</a> for a definition.) | <input type="checkbox"/><br>Yes<br><input type="checkbox"/><br>No<br>If yes, please explain: |

**THANK YOU!**

Please complete and submit the Sponsor Implementation Plan Template to [homeperformance@energystar.gov](mailto:homeperformance@energystar.gov).