



U.S. DEPARTMENT OF  
**ENERGY**

Energy Efficiency &  
Renewable Energy

Weatherization and Intergovernmental Program



## National Residential Energy Efficiency Business Model Summit

L'Enfant Plaza Hotel \* Washington, D.C.

### Agenda

Wednesday, May 27 – Thursday, May 28, 2009

Wednesday, May 27, 2009	
7:45 AM	Registration and Continental Breakfast
8:45 AM	<b>Welcome and the Purpose of the Summit</b> – <i>Gil Sperling</i> The Challenge to a National Residential Energy Efficiency Initiative The Structure of the Summit and Moving Forward
9:15 AM	<b>“Enabling Investments in Energy Efficiency” Presentation</b> – <i>Merrian Fuller</i> , Lawrence Berkeley National Lab <i>Presentation will focus on Ms. Fuller’s findings and obstacles to residential energy efficiency.</i>
10:00 AM	15-Minute Break
10:15 AM	<b>Panel on Selected Residential Energy Efficiency Business Models</b> <i>Presentations will focus on challenges to reaching scale.</i>  I. Cambridge Energy Alliance – Steve Morgan II. <i>Keystone Home Energy Loan Program</i> – Peter Krajsa, Great Bear Financial III. California Public Utilities Commission – Dian Grueneich IV. Center on Wisconsin Strategy (COWS) – Joel Rogers V. <i>Home Energy Loan Program</i> – Montgomery County, MD Councilman Roger Berliner
11:45 AM	<b>Lunch with Guest Speaker</b>
1:15 PM	<b>Panel on Selected Residential Energy Efficiency Business Models</b> (continued)  VI. USEPA-USDOE <i>Home Performance with ENERGY STAR Program</i> – David Lee, EPA VII. Green Homes America – Mike Rogers VIII. Delaware Sustainable Energy Utility – John Byrne IX. USDOE Office of Weatherization and Intergovernmental Program – Gil Sperling
2:20 PM	<b>Breakout Session Instruction</b>
2:30 PM	15-Minute Break
2:45 PM	<b>BREAKOUT SESSION I: <i>Designing the Ultimate Residential Energy Efficiency Business Model</i></b> This session will discuss lessons learned from existing programs and policies, as well as how to scale up program capacities from tens of thousands of homes per year to millions per year. Discussions will address both market-rate and low-income models, as well as policy, financing, and implementation platforms.
4:50 PM	Discuss Next Day’s Agenda
5:00 PM	Adjourn for the Day

5:30-7:00 PM	<p><b>Networking Reception</b></p> <p>Sponsored by:</p>  
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**Thursday, May 28, 2009**

8:00 AM	Continental Breakfast
9:00 AM	<p><b>BREAKOUT SESSION II: <i>Executing the Ultimate Residential Energy Efficiency Business Model</i></b></p> <p>This session will build on discussions on ultimate business models from Day One and will identify the role and necessary actions of key stakeholders.</p>
11:00 AM	15-Minute Break
11:15 AM	<b>Breakout Sessions Report Out</b>
12:15 PM	<b>Next Steps and Closing the Summit – <i>Gil Sperling</i></b>
12:30 PM	Adjourn



May 2009

# National Residential Energy Efficiency Business Model Summit

*Gil Sperling, Program Manager*

## About the Summit

Homes consume 37% of all electricity produced in the United States. Of the 113 million homes, 70% of them are 30 years or older and almost all these homes were built before aggressive building codes and standards. There is a crucial need to improve the efficiency of these homes now.

The U.S. Department of Energy's Office of Weatherization and Intergovernmental Programs invites you to join other government and industry leaders in a national forum to discuss the next generation of business models that address the energy efficiency improvement of U.S. homes.

## Purpose of the Summit

The purpose of this summit is to engage in a dialogue on how to transform the residential energy retrofit market to lay the foundation for a national initiative.

Many residential energy programs, policies, and models are being considered or currently being implemented. The City of Berkeley in California amortizes energy efficiency and renewable energy upgrades through the homeowner's property tax bill. On the East Coast, the Cambridge Energy Alliance established a network of energy service providers that do energy audits and financing. Likewise, financial institutions and non-profit organizations, such as the Clinton Climate Initiative, have partnered with Energy Service Companies in the commercial and industrial sectors on a shared-savings model. The Federal Government also implements several residential energy programs, including the *Home Performance with ENERGY STAR*<sup>®</sup> program and the Weatherization Assistance Program.

## Logistics

7:45 AM Wednesday, May 27 -  
12:30 PM Thursday, May 28, 2009

L'Enfant Plaza Hotel  
480 L'Enfant Plaza, S.W.  
Washington, D.C. 20024

## Structure

The Summit participants will discuss existing residential energy efficiency business models and the challenges to reaching scale.

## Who Will Be Attending

- Federal Government Agencies (program managers)
- Utilities (CEOs, program managers)
- Energy Service Providers
- Home Performance with ENERGY STAR programs
- Financial Institutions
- Credentialing Organizations
- Trade Associations and Energy Efficiency Advocacy Groups

## Discussion Topics

- Successful energy efficiency business models
- Policies and programs (current and needed)
- Solutions to impediments (financial, technical and programmatic)
- Innovative financing
- Scalable program implementation models
- Low-income programs
- Workforce certifications
- Role of the federal government
- Public-private partnerships

## *Special Thanks To Our Networking Reception Sponsors*

**Masco Home Services** (MHS), a new start-up under the corporate umbrella of the Masco Corporation, intends to create a national network to deliver energy efficiency and home performance services to America's households. This new capacity is based upon a belief that a sustainable market for energy efficiency and home performance is inevitable as an inherent value to consumers, and a viable business model for professional service delivery. Introduced in 2001 and incorporated into Masco Home Services in 2009, the *Environments For Living* (EFL) program, is the only national, turnkey program of its kind that provides a complete package of services to builders in applying the principles of building science to new home construction. By focusing on the home as a system of systems, the program helps builders construct homes that are more energy efficient, comfortable and durable than conventional code-built homes. To date, more than 125,000 homes have been constructed under the *Environments For Living* banner.  
[www.masco.com](http://www.masco.com)



**Sustainable Spaces** is the Bay Area's leading provider of home performance services, helping homeowners create homes that are comfortable, healthy, and energy efficient. Founded in 2004 with the mission of providing homeowners with a resource for finding and fixing the root causes of wasted energy in their homes, Sustainable Spaces is dedicated to offering whole-system solutions. A licensed general, solar, HVAC and insulation contractor, the company's integrated team of HERS-certified Home Performance Specialists, environmental engineers, and specially trained Home Performance Retrofitters combine customer service with building science innovations and engineering solutions to transform homes into the most efficient, healthy versions of themselves. For more information, please visit [www.sustainablespaces.com](http://www.sustainablespaces.com)

