



BUILDING PERFORMANCE

ASSOCIATION

State Energy Offices Market Transformation Plan Home Energy Rebates (50121 & 50122)

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Our Mission

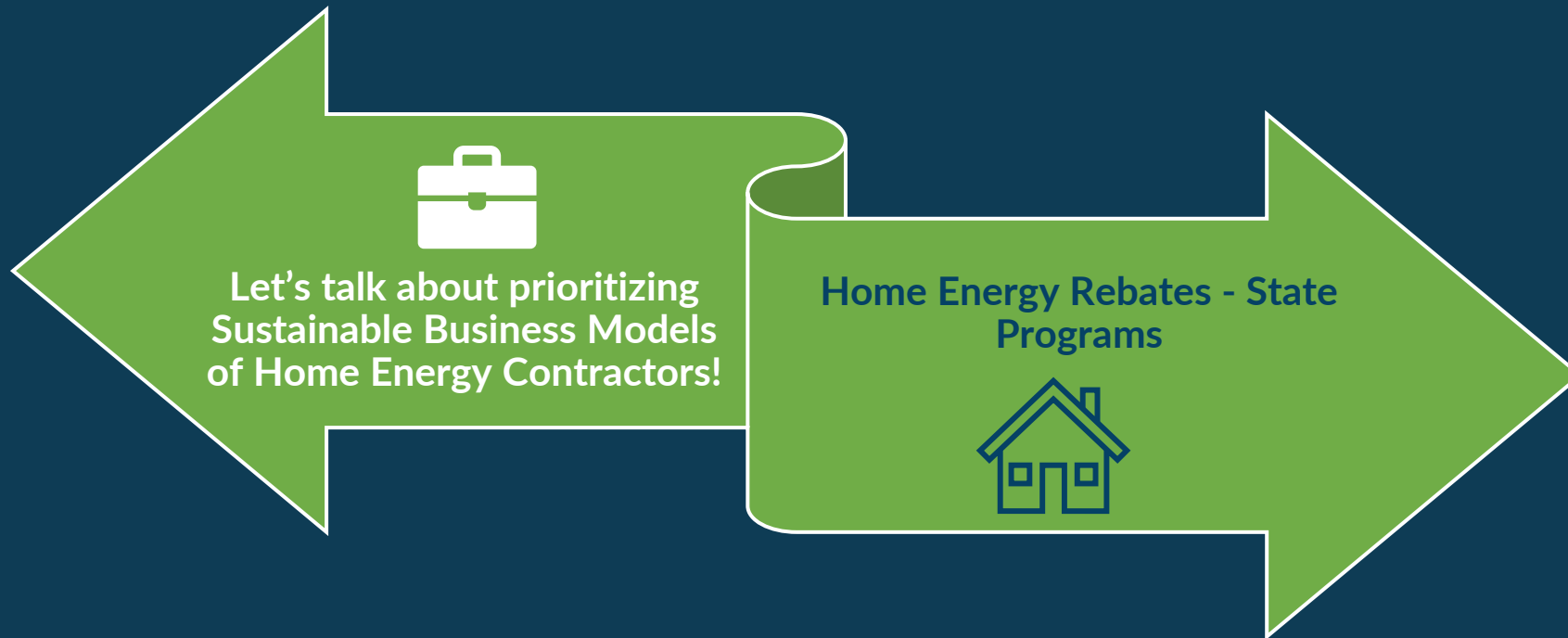
To advance a thriving industry delivering improved energy efficiency, health, and environmental performance of buildings. Our current area of focus is existing residential buildings, including multifamily and manufactured homes.

- ✓ Member-based, 501(c)6 industry association dedicated to expanding home and building performance, energy efficiency businesses and industries.
- ✓ Represents 20,000+ stakeholders working in contracting services, weatherization, product manufacturing, program administration, building science, and nonprofits.

BPA GOALS: **CREATE Clear Pathways** **FOR careers in energy efficiency**

- Expand Energy Specialist Registered Apprenticeships
- Outreach in hard-to-reach communities
- Exposure at K-12 level
- Engagement with disadvantaged populations
- Multiple channels for training opportunities
- Connecting wrap-around services
- Defining braided sources of funding
- Wage progression & Hands-on skills
- Ensuring equity, diversity and inclusion in career pathways





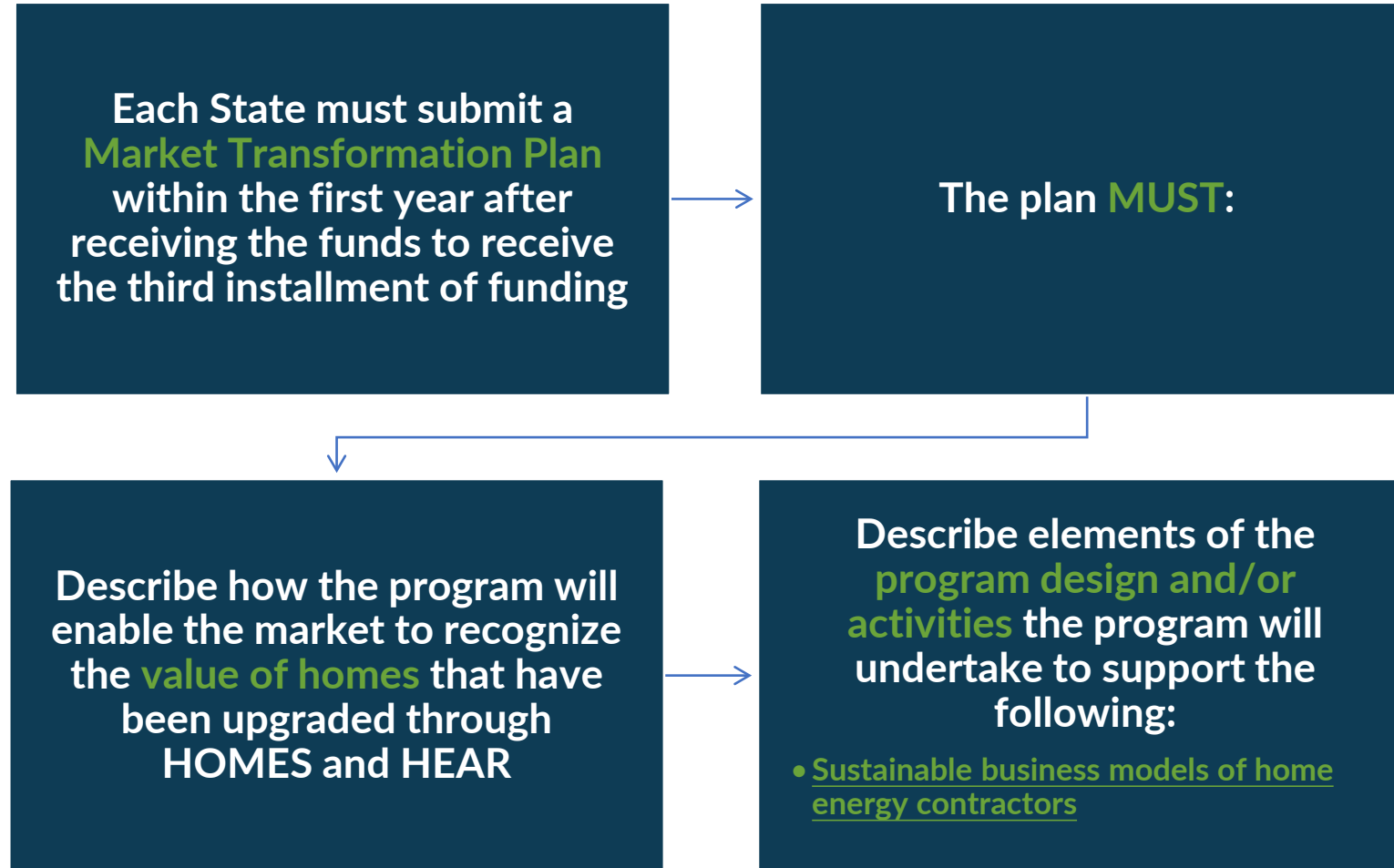
Let's talk about prioritizing
Sustainable Business Models
of Home Energy Contractors!

Home Energy Rebates - State
Programs



REQUIRED:

Market Transformation by supporting the clean energy economy



CURRENT LANDSCAPE OF ENERGY EFFICIENCY JOBS IN AMERICA

- 2 in every 5 jobs within the energy sector are concentrated energy efficiency
- 1.19 million construction jobs are in energy efficiency
- 15% spend at least 50% of the time on energy efficiency
- 9% of jobs are held by veterans
- 6% growth projected in energy efficiency careers in 2023
- 95% of construction employers say it is “very difficult or “somewhat difficult” to hire qualified workers



CAREERS IN ENERGY EFFICIENCY

- Residential Energy Auditor
 - Residential Quality Control Inspector
 - Healthy Home Evaluator
 - Crew Leader
 - Technician
 - Program Manager
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- Building/Home Performance Contractor
 - HVAC Contractor
 - Residential Building Code Inspector
 - Building Science Installer



WHY PRIORITIZE HOME ENERGY CONTRACTORS?

- **Economic Development Opportunity**
 - Cost-effective improvements are needed across the nation – builds local businesses
 - Contractors want to improve current offerings – more energy efficiency or whole home performance work
- **Training is needed**
 - Promote and advance energy efficiency careers – limited staff on hand
 - IRA Funding through TREC can subsidize training costs – prioritize businesses that utilize this funding to upskill or increase their workforce
- **Market demand = Market transformation**
 - Provide technical assistance and industry engagement
 - Highlight importance of improving residences to consumers



TRAINING RESIDENTIAL ENERGY CONTRACTORS (TREC) GRANT



**Available to State Energy
Offices**



**Designed to train, test
and certify residential
energy efficiency &
electrification
contractors**



**To help ensure that clean
energy technologies are
installed in homes across
the nation**



**Contractors trained
through this funding will
be connected to projects
funded by the
Department of Energy's
Home Energy Rebates
Programs**



**Rebates will be available
to eligible residents for
retrofits and appliance
upgrades that reduce
energy use**



WHAT DO HOME ENERGY CONTRACTORS NEED?

Incentives

- What's in it for them?

Subsidized Training

- IRA Funding through TREC can subsidize training costs

Support

- Clear rules and guidelines to maximize benefits for consumers
- Income Verification support – website for consumers to qualify



WHAT DO HOME ENERGY CONTRACTORS NEED?



Simple Program Requirements

- HEAR has extensive requirements
- Contractors want to improve current offerings but need simplicity



Market Demand

- Consumers must want these improvements



Marketing Support

- Provide technical assistance and industry engagement
- Highlight importance of energy improvements



Sustain and Expand Business Models

- Home Energy Contractors will need support from State Energy Offices initially



Maximize Funding

- IRA and BIL/IIJA will provide an on-ramp to program interest after funding has been expended



Solution:

Each state is uniquely positioned to support contractors and develop a plan for sustainable business practices

- Engage contractors to determine what methods work best for their customers
- Provide ongoing training and support
- Utilize other funding sources (SEP/EECBG/EAT) to create incentives for contractors that do participate
- Educate consumers on the importance of energy improvements

Resources are available from DOE here: [Residential Program Guide](#)





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