



A partnership between MGE,  
KCP&L and MEC. Sponsored by  
MDNR.



# Agenda

Why Partner

How the Partnership Works

The Program Launch

Challenges

Successes



# About Home Performance with ENERGY STAR®

- Designed to help homeowners assess the total energy efficiency of their homes through a professional home energy audit from a certified auditor.
- A Comprehensive Approach to Home Improvement



# Why Partner



# Why HPwES

## Whole House Approach

- Opportunity to promote EE while remaining fuel neutral

## National Program

- Branded with ENERGY STAR, the known symbol for EE
- Successful programs throughout the nation (Focus on Energy, NYSERDA, Austin Energy)

## Local Infrastructure in Place

- Contractor network and continued training
- Quality Assurance
- Incentives
- Marketing

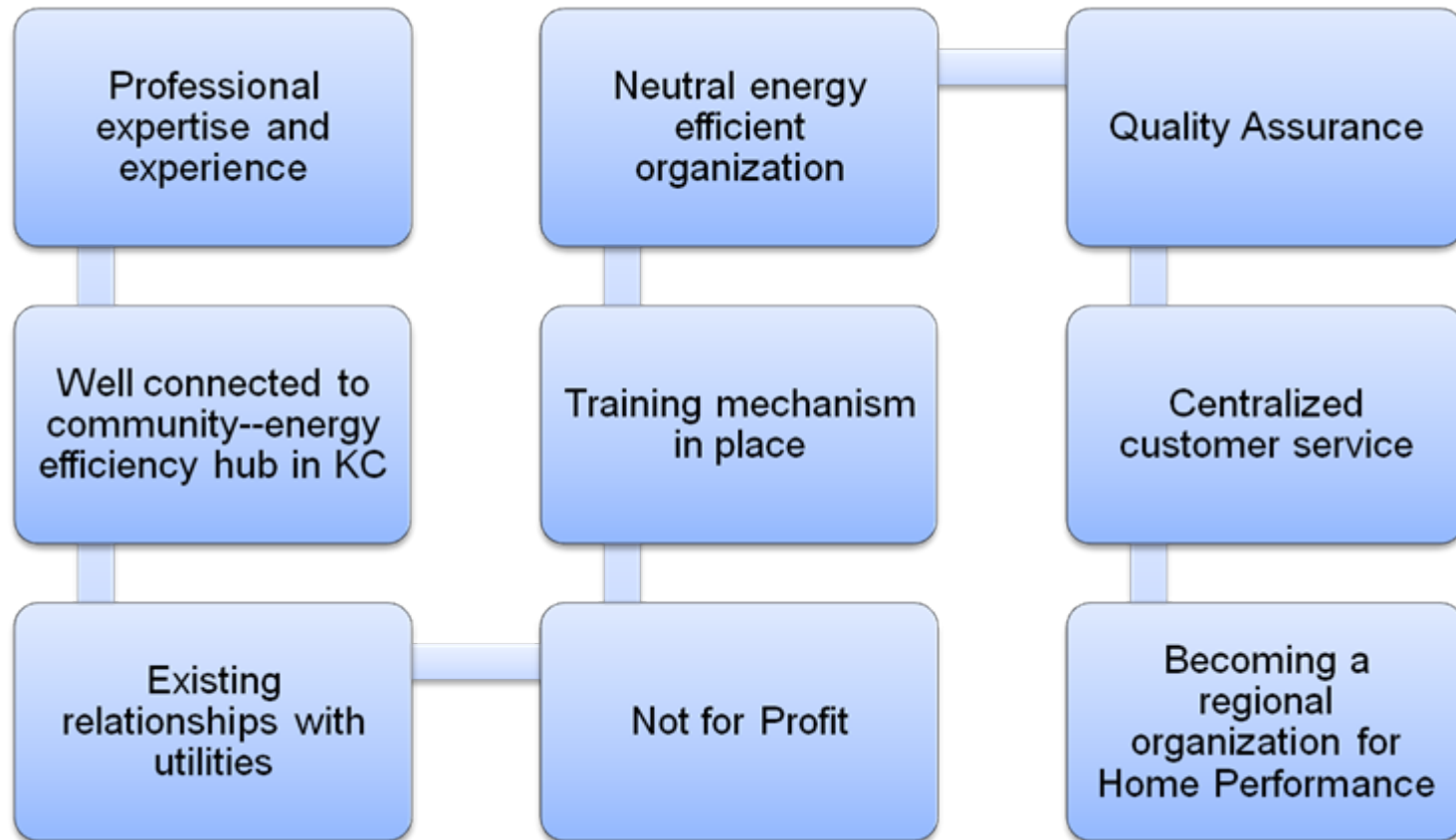
## Third Party Organization

- The Metropolitan Energy Center
- Began training HPwES contractors in 2003
- Local program implementer for MDNR grant in 2008





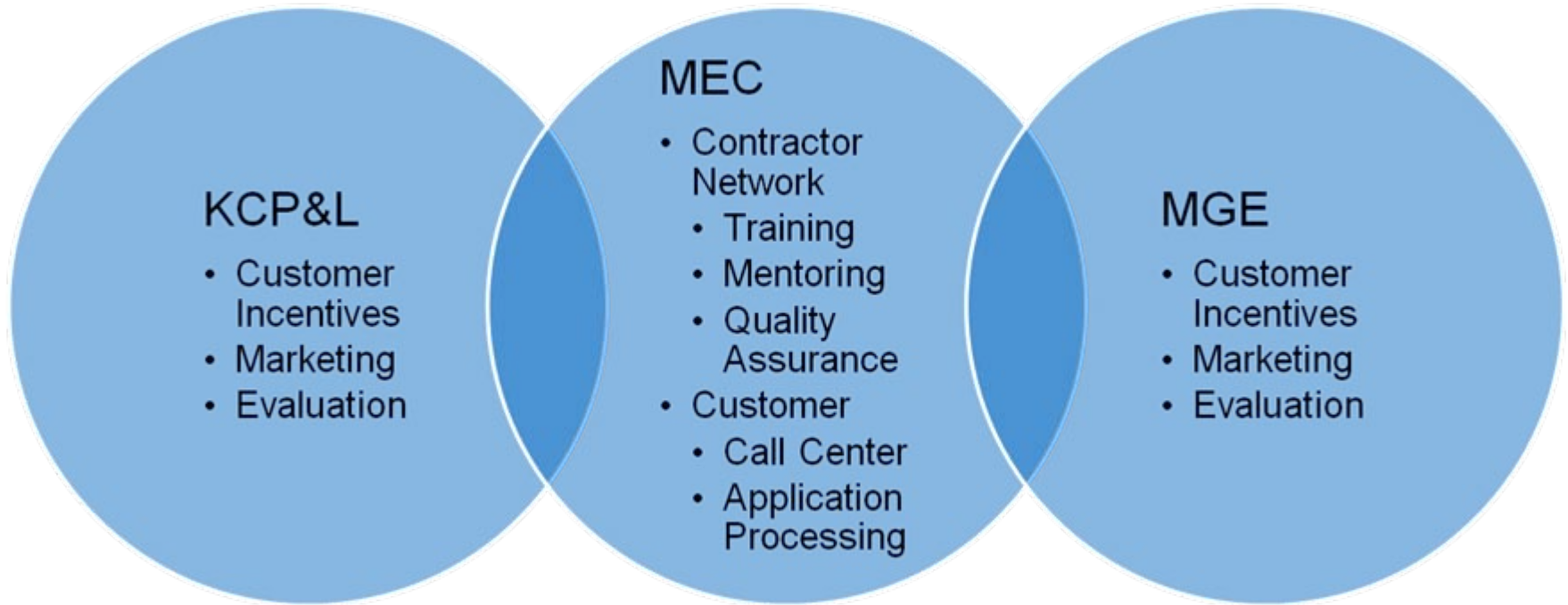
# The Metropolitan Energy Center



# How



# Partner Roles and MOU





# The Details

## Customer

Dedicated  
phone  
number

Single rebate  
application

Website

Incentive  
Level

Qualifying  
improvement  
s

Bill Credits &  
Rebate  
Release  
Feature



# The Details

## Contractor

Software  
Modeling  
Requirement

Building  
Science and  
Software  
Training

Standardized  
Reports

Participation  
Agreement

Customer  
Billing  
Release  
Form

Co-  
marketing



# How It Works (How)

Customers can qualify for up to \$1,200 in utility bill credits!

It's as EASY as 1 2 3

**STEP 1** ... Choose a Certified Auditor

**STEP 2** ... Request a Home Performance audit

**STEP 3** ... Select one of the qualifying improvements you wish to implement

**STEP 4** ... Install improvement

**STEP 5** ... Receive post-installation analysis to verify improvements have been made

**STEP 6** ... Complete and return the Rebate Application form

**STEP 7** ... Receive the appropriate amount in bill credits from both MGE and KCP&L



# Qualifying Improvements (How)

Type of Improvement	Requirement	Tax Credits Available
<b>Insulation</b>		
Attic/Ceiling	$\geq R-49$	✓
Walls	$\geq R-13$	✓
Floor	$\geq R-19$	✓
Ductwork	$\geq R-13$	✓
	*The primary purpose of the insulation must be to insulate	
<b>Windows and Doors</b>		
	ENERGY STAR qualified <i>and</i> U-Factor $\leq .30$ <i>and</i> SHGC $\leq .30$	✓
<b>Air Sealing</b>		
	Reduce air leakage b/w indoors and outdoors by 20%	
	Reduce air leakage b/w ductwork and outdoors by 20%	
	*Your auditor can provide guidance around air leakage measures	

1. The R-value of insulation is a measure of thermal resistance that indicates resistance to heat flow. The higher the R-value, the greater the insulating effectiveness.
2. The U-factor of windows and doors refers to the rate at which a window, door or skylight conducts non-solar heat. The lower the U-factor, the more energy efficient the item.
3. The Solar Heat Gain Coefficient (SHGC) is a fraction that represents the amount of solar radiation admitted through windows and doors, either directly or indirectly that is released as heat inside a home. The lower the SHGC, the less solar heat it transmittal and the greater the ability of windows and doors to provide shade.



# Program Launch

Contractor Kickoff Meeting

News Release

Application

Web Site  
[www.hpwes.net](http://www.hpwes.net)

## MGE, KCP&L FORGE PARTNERSHIP TO OFFER ENERGY EFFICIENT INCENTIVES

Kansas City, Mo. (MONTH/DAY, 2009) – Missouri Gas Energy and KCP&L announced today that they have entered into a joint agreement to offer their mutual customers up to \$1,200 in bill credits for making energy efficient improvements to their homes.

The screenshot shows the homepage of the 'Home Performance with ENERGY STAR' program. The header includes the program logo and navigation links: 'How It Works', 'Qualifications', 'Benefits', and 'Contact'. A sidebar on the right lists 'Certified Auditors & Contractors', 'Rebate Application', and 'Customer Brochure', along with links for 'English: click here' and 'Español: click here'. The main content area features a large image of a smiling couple and a technician working on a furnace. Text on the page states: 'Qualify for up to \$1,200 in bill credits from MGE and KCP&L when you conduct a home energy audit using a certified Home Performance with ENERGY STAR auditor and implement at least one of the qualifying improvements recommended by your auditor.' Below this, a section titled 'It's as EASY as 1 2 3' lists seven steps: 1. Choose a Certified Auditor, 2. Request a Home Performance audit, 3. Select one of the qualifying improvements you wish to implement, 4. Install improvement, 5. Receive post-installation analysis to verify improvements have been made, 6. Complete and return the Rebate Application form, and 7. Receive the appropriate amount in bill credits from both MGE and KCP&L. A 'See a video demonstration' link is provided. To the right, a 'SAVE even more ...' section mentions additional savings on heating and cooling systems. The 'ABOUT the Home Performance Program ...' section describes the collaboration between Missouri Gas Energy, KCP&L, and the Metropolitan Energy Center, sponsored by the Missouri Department of Natural Resources. Logos for MGE, KCP&L, and the Metropolitan Energy Center are displayed at the bottom. A footer contains links for 'Main', 'How It Works', 'Qualifications', 'Benefits', 'Certified Auditors & Contractors (pdf)', 'Rebate Application (pdf)', 'Customer Brochure (pdf)', and 'Contact'.





# Marketing

Ads

Bill inserts

Brochure

Yard Signs

Co-marketing with  
contractors

Customer certificate



Save money and energy this year. . .

with a detailed plan  
to make your home  
more energy efficient

**Get started today!**

**Step 1:** Schedule a Home Performance audit to measure your home's efficiency.

**Step 2:** Receive a customized energy efficiency to-do list.

**Step 3:** Select and implement improvements to qualify for rebates.



**You may qualify for up to \$1,200**

*It's as easy as 1-2-3 . . .*

**HOME PERFORMANCE WITH ENERGY STAR**

KCP&L and MGE customers can receive up to \$1,200 in bill credits through the Home Performance with ENERGY STAR program when at least one qualifying energy-efficient improvement recommended by a Home Performance with ENERGY STAR certified auditor is implemented. Qualifying improvements can include:

- ENERGY STAR windows and doors
- Insulation
- Sealing ductwork
- Sealing air leaks

**Additional energy-efficiency programs**

KCP&L and MGE offer additional programs to help you achieve your energy-efficient home improvements.

**KCP&L**

- **Energy Analyzer.** Use this free online tool to understand your home energy use and learn how you can conserve energy and save money.
- **Energy Optimizer.** Reduce your heating and cooling costs with a free, professionally installed programmable thermostat.
- **Geil Homes.** Qualify for rebate incentives up to \$850 when you upgrade to a high-efficiency cooling system.

**MGE**

- **Energy Sense Water Heater Rebate.** Save up to \$200 off the purchase and installation of an ENERGY STAR-rated natural gas water heater system.
- **Energy Sense Space Heating Rebate.** Qualify for a \$200 bill credit when you purchase and install an ENERGY STAR-rated natural gas heating system.

**Steps:**

**Step 1** — Call (816) 285-4330 or visit [www.ajpws.net](http://www.ajpws.net) to obtain a list of certified auditors.

**Step 2** — Schedule a Home Performance assessment with a certified auditor.

**Step 3** — Receive a customized energy-efficiency to-do list.

**Step 4** — Select the improvements you want to make.

**Step 5** — Implement the improvements.

**Step 6** — Verify the energy savings through your auditor.

**Step 7** — Receive up to \$1,200 from KCP&L and MGE after submitting the application [www.ajpws.net](http://www.ajpws.net).

**Step 8** — Share your Home Performance experience with family, neighbors, co-workers and others.

**To find a certified auditor or for more information**

Call: (816) 285-4330

Visit: [www.ajpws.net](http://www.ajpws.net)

**Receive up to \$1,200 from KCP&L and MGE on your energy-efficiency improvements**

**HOME PERFORMANCE WITH ENERGY STAR**

**KCP&L** energizing life

**MGE** MISSOURI GAS ENERGY

**MISSOURI DEPARTMENT OF NATURAL RESOURCES**

ST-4-080102 SOURCE: Home Performance.PAGE 1-2

ST-4-080102 SOURCE



# Marketing the Whole Package

Measure Type	Funding Source	Program	Incentive
Building Shell	KCP&L/MGE	HPwES	Up to \$1,200
Heating and Cooling	KCP&L	Cool Homes	Up to \$850
	KCP&L	Reduced Rates	8 months of year
	KCP&L	Energy Optimizer	Free Programmable Thermostat
	MGE	Energy Sense	\$200 for Energy Star rated natural gas furnace or boiler.
Water Heating	MGE	Energy Sense	\$200 for an Energy Star rated natural gas tankless system; \$40 for ES tank
Multiple	Federal Government	Tax Credits	Up to \$1,500



# Challenges – Utility Partnership

Filing tariffs

Budgets-over/under

Contractor payments (AP systems are different)

Billing data process are different

Rebate release option

High volume-delay in turn around time



# Successes to Date

300 Improved Homes

50 Companies trained and certified

Contractor work increased substantially

Marketing efforts a great success

12,000 Website Visits

Program being used by The City of KC and  
Green Impact Zone as one source of funding

Program expansion – MGE and Empire partnering soon



# Contacts

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