

WYOMING HOME ENERGY MAKEOVER AND LOCAL GOVERNMENT ENERGY EFFICIENCY AND RENEWABLE ENERGY INSTALLATION PROJECT

PROJECT GOALS AND OBJECTIVES

Most Wyoming homes and local government buildings are more than 30 years old (Wyoming Housing Database Partnership 2009; consortium partner communication). These old buildings--and many of newer construction as well--are energy inefficient, which results in high energy bills for homeowners and taxpayers, waste of fossil fuel, excessive carbon dioxide emissions, and frequently, uncomfortable and unsafe living conditions. Wyoming is a rural (frontier, by federal classification) state, with a climate characterized by extremely low winter temperatures (state record low of -66° F), the highest annual average wind speed in the country (Wyoming State Climate Office 2006), and an eight month heating season. Opportunity abounds in every Wyoming community to improve energy efficiency in residential, government, and commercial buildings(reducing energy bills while improving indoor comfort and safety) and to expand the job market for trained, qualified home improvement contractors.

- **GOAL 1:** Improve energy efficiency in Wyoming homes and government buildings to reduce fossil fuel waste and reduce total energy use by 20% to 40%.
 - Objective 1a: Complete comprehensive energy efficiency retrofit projects on more than 4000 Wyoming homes by 2013, and at least 3000 per year thereafter.
 - Objective 1b: Provide funding for eight Wyoming towns and four Wyoming counties for energy audits and comprehensive energy efficiency improvements on government buildings to reduce energy use by at least 20% by 2013. These towns and counties were ineligible for formula funded Energy Efficiency and Conservation Block Grants.

- **GOAL 2:** Create a sustainable residential energy efficiency market throughout Wyoming that provides homeowners with tools to demand a comprehensive approach to energy efficiency retrofit projects.
 - Objective 2a: Engage 3,750 Wyoming homeowners in home energy makeover contests in six regions of the state, within twelve months of grant funding release.
 - Objective 2b: Engage 1,800 Wyoming homeowners in 12 energy efficiency workshops from 2010-2012.
 - Objective 2c: Provide low-interest financing to more than 1,000 homeowners for comprehensive energy efficiency remodeling projects through the Wyoming GEOSmart loan program in 2010-2013, with optional contractor interest rate buy-down participation thereafter.
 - Objective 2d: Conduct 15 town hall meetings to engage 330 local elected officials and business leaders in 2010-2012.

- **GOAL 3:** Achieve economic and workforce development across Wyoming, by expanding a statewide network of certified contractors to 35 qualified companies (140 building performance professionals) by 2013 that have the skills to provide comprehensive building performance services.
 - Objective 3a: Conduct three building analyst training courses between 2010 and 2012 for Wyoming contracting companies to train and qualify 30 new contracting companies.
 - Objective 3b: Conduct 12 regional workforce development workshops to reach 900 community and business leaders in 2010 and 2011.
 - Objective 3c: Conduct one statewide workforce development conference with 900 attendees in 2012.

PROJECT ACTIVITIES

This project will include three primary components to achieve the above goals and objectives:

- 1. Increase homeowner demand for comprehensive residential energy efficiency**
- 2. Improve energy efficiency in consortium government buildings**
- 3. Improve the economy, create new jobs, and retain existing jobs in consortium and surrounding communities**

Component 1: Increase homeowner demand for comprehensive residential energy efficiency through an innovative marketing and community outreach strategy.

A comprehensive approach to energy efficiency retrofits on existing buildings can lead to energy savings of 50% or more. A critical first step to improving energy efficiency in existing homes is to help homeowners understand the monetary value and non-monetary benefits of taking a comprehensive approach rather than doing single measure projects (such as simply replacing a furnace when it breaks.)

The greatest barriers to broad acceptance of comprehensive energy efficiency in the residential market in Wyoming are homeowner inertia, skepticism that energy efficiency home improvements will save money, and financial constraints. Homeowners don't understand other potential benefits of comprehensive energy efficiency upgrades such as improved comfort and safety in their homes, and they don't appreciate the potential monetary savings that energy efficiency can bring. Component 1 is designed specifically to overcome these consumer barriers and motivate homeowners to take action.

Component 1 will use the Home Energy Makeover Contest model to dramatically increase homeowner awareness of the value of a comprehensive approach to energy-saving home improvements. This innovative approach will engage homeowners, community leaders, the business community, and news media in a high profile, highly publicized contest to select winning homes for comprehensive energy efficiency retrofits. Every step of the contest will be publicized for maximum educational potential: comprehensive home assessments on contestants' homes, energy bill analyses and potential energy savings, and winning homes' actual makeovers, home tours, monitoring energy savings over time and developing case studies on winning homes. Winning homeowners will make a compelling case for the energy benefits of the improvements as well as non-energy benefits including improved comfort, health and safety. Community members will learn the benefits of conducting comprehensive energy efficiency projects using qualified local contractors and local building suppliers.

Homes that are selected to win the contest will be average, middle-class homes that demonstrate a large potential for energy savings, and will belong to homeowners who could have financed the improvements themselves (i.e., not low income). Comprehensive home analyses, including calibrated energy use modeling with TREAT, will be performed on finalist homes by private contractors who are certified Building Performance Institute (BPI) Professional Building Analysts and are participating in the Wyoming Home Performance with ENERGY STAR[®] (WHPwES) program. Quality assurance will be provided by BPI-certified inspectors.

Homeowners who enter the contest and don't win, as well as others who choose not to enter but are interested in energy and carbon savings, will be encouraged to pursue their own home energy makeovers using the Wyoming GEOSmart loan program, with a performance-tiered interest rate. The GEOSmart loan program offers unsecured financing for energy efficiency projects, and program funding will be used to buy down interest rates in tiers ranging from 9.9% for single measures to 5.9% for a comprehensive approach. Tiers will be performance based to encourage comprehensive retrofits, with the lowest interest rates available for the most extensive projects performed by BPI-certified contractors.

Evaluation, monitoring and verification to measure progress toward goals and objectives will be provided by data from contest entrants, the proportion of homeowners who did not win a home makeover contest but who chose to complete efficiency improvement projects on their own (i.e., the loser conversion rate), the number and comprehensiveness of energy efficiency projects completed through the financing program, and the number of energy efficiency jobs completed through WHPwES. Energy use data will be collected and analyzed before and after retrofits to document energy savings that result from

efficiency improvements. Data will be aggregated to document community-wide energy savings. Homeowner evaluations will provide a measure of homeowner satisfaction and will help identify opportunities for continuous improvement of the program to ensure maximum effectiveness.

Winning homes will be selected in six designated economic regions of Wyoming, encompassing consortium partner locations, and will draw an anticipated 3750 entrants. The Electric and Gas Industries Association (EGIA) will provide turnkey contests and loan administration, with Wyoming Energy Council (WEC), consortium members, utilities, and other organizations providing supporting services (e.g., administrative oversight, promotional media, in-kind donations). Intensive marketing before, during, and after the contests will be accomplished through paid media (radio, newspaper), earned media (news releases and news stories on radio, newspaper, TV), supporting organization publications (bill inserts, newsletter articles), and electronic outreach (website, email, viral marketing, social networking.)

Home Energy Makeover Contests conducted under this project will leverage the existing WHPwES program to dramatically expand the visibility and production of the program. Contests will encourage homeowner investment in residential energy efficiency projects and expand existing relationships between WEC and the Wyoming Home Performance Alliance, other supporting utilities and businesses, UtilityExchange.org, BPI, EGIA, and the WEC Weatherization Assistance Program. Letters of support for this proposal were received from BPI, EGIA, GE, Western Area Power Administration, SourceGas, Rocky Mountain Power, EnergyLogic, the State Energy Office, and cities and counties throughout Wyoming.

Component 2: Improve energy efficiency in consortium government buildings.

Opportunities to realize energy savings of 50% or more also exist in government buildings across Wyoming built before adoption of building or energy codes. Many smaller towns and counties lack the tax base to generate upfront revenue needed for major capital improvement projects, including energy efficiency renovations. The recent economic downturn and declining state revenue have exacerbated this problem in Wyoming's small communities. Component 2 of the project will bring funding to towns and counties across the state that were too small to qualify for Energy Efficiency and Conservation Block Grants (EECBG) allocations based on population (i.e., were formula ineligible).

Consortium partners for this project include Albany, Crook, Platte, and Sweetwater Counties, and the towns of Edgerton, Glenrock, Hanna, Kemmerer, Lusk, Pine Bluffs, Powell, and Rawlins. For consortium partners who already have had energy audits performed on local government buildings, this project component will provide funding to accomplish energy efficiency improvements and renewable energy installations. For those entities that have not completed energy audits, this component will provide funding to complete those audits and then accomplish improvements based on audit results. For these consortium partners, the cost of efficiency improvements is estimated in the preliminary budget and will be adjusted after audits are completed. Renewable energy installations will be installed only after cost-effective energy efficiency measures have been implemented.

Evaluation, monitoring and verification to measure progress toward goals and objectives will be provided through energy use analysis before and after energy efficiency improvements and renewable energy installations on government buildings, to document energy savings that result from improvements.

Local governments will promote energy efficiency projects through local news releases and news stories, public meetings, and town hall meetings (in Component 3) that publicize the energy and tax money saved and to demonstrate project effectiveness to community leaders, local businesses and residents.

Energy efficiency improvements accomplished on government buildings will leverage the Wyoming Energy Conservation Improvement Program (WYECIP), a program of the Wyoming Business Council's State Energy Office through which public or non-profit facility owners can fund energy conservation measures through guaranteed energy savings, using energy performance contracts.

Component 3: Improve the economy, create new jobs, and retain existing jobs in consortium and surrounding communities.

Wyoming, like the entire United States, has experienced an economic downturn over the past year and a half, with rising unemployment and diminishing job opportunities. Component 3 will create a growing and vibrant green jobs workforce that will meet the needs of Wyoming communities for years to come, through a technical training program for Wyoming contractor companies and a series of workshops for homeowners, community leaders, contractors, other local businesses, and key utility staff. Currently, very few Wyoming contractors are trained and qualified to provide high quality, comprehensive energy efficiency remodeling services and many contractors lack the necessary skills and knowledge to expand their businesses into building performance.

- ***Building Analyst Professional Contractor Training:*** WEC will provide a minimum of three technical training courses to residential contractors and energy consultants in Wyoming from 2010 to 2012, to train and qualify 100-140 building performance professionals. Courses will be scheduled to support home makeover contests, and when feasible will be held in partnership with Wyoming Community Colleges. Courses will cover energy efficiency, building science, marketing, and business development, and will lead to BPI certification and full participation in WHPwES. Participating contractors will receive ongoing technical assistance, field support, customer referral, and, upon meeting EGIA approval requirements, have access to the Wyoming GEOSmart loan program for their customers, allowing them to take advantage of emerging economic opportunities.
- ***Home Energy Makeover Workshops:*** WEC will sponsor 12 regional workshops (two per winning home) in 2010 and 2011, to educate homeowners about the value of energy efficiency and local programs and resources. Workshops will be held immediately after the home energy makeover contests, and again one year later, so homeowners can meet winners and hear their stories of improved comfort, and energy and money saved. At each event, an estimated 150 area residents will learn about energy efficiency products and services from local building suppliers, participating contractors, utilities, and other trade allies.
- ***Town Hall Meetings:*** WEC will organize 12 meetings in conjunction with energy makeover workshops to educate local community leaders about the program. Elected officials, business leaders, and community leaders will learn about energy efficiency savings from comprehensive home energy makeovers and local government building improvements, local economic benefits from a robust private industry in comprehensive energy efficiency, and successful energy efficiency and carbon reduction strategies in other parts of the country. About 20-25 local leaders will attend each meeting.
- ***Regional Workforce Development Workshops:*** Working cooperatively with Wyoming Community Colleges and the Wyoming Department of Workforce Services, WEC will coordinate 12 workshops focused on green jobs and industries in 2010 and 2012 (timed to support recruitment for contractor training courses) across Wyoming, attracting 50-100 participants each.
- ***Statewide Workforce Development Conference:*** Regional workforce development workshops will culminate in one statewide workforce development conference in 2012 with 600 to 1000 participants. Cooperative support from the Wyoming Department of Workforce Services, the Wyoming Business Council, and the University of Wyoming will be sought.
- ***Leveraging Events.*** These independently sponsored events will leverage program activities.
 - ***Contractor Exchange:*** UtilityExchange.org will organize three Contractor Exchange meetings in 2011, 2012, and 2013, held in conjunction with Utility Efficiency Exchange Conferences. Residential and small commercial building contractors (75-100 per conference) will learn from successful home performance contractors and industry experts, who will share information on how to incorporate energy efficiency and renewable energy initiatives into traditional contracting

businesses and take advantage of federal, state and utility-sponsored incentive programs aimed at green collar workforce development.

- **Utility Efficiency Exchange:** This annual networking and professional development event is hosted by the Wyoming Home Performance Alliance for regional and national energy utilities (March 2010 will be the third annual Wyoming Utility Efficiency Exchange). This independently sponsored event is organized by UtilityExchange.org. These conferences bring utilities together with the trade organizations and service providers that provide products and services to support utility efficiency programs, and will involve 50-75 participants at each annual event in 2011-2013.

Training courses, workshops, meetings, and conferences will be promoted through paid media (radio, newspaper), earned media (radio, newspaper, TV), direct mail, email, website, viral marketing, and social networking. Every event will include participant evaluations that will help identify opportunities for continuous improvement, to ensure maximum effectiveness of events over the course of the program.

This component of the project will leverage existing relationships and programs of EGIA, UtilityExchange.org, BPI, Rocky Mountain Power, SourceGas, Cheyenne Light Fuel and Power, Black Hills Power, other supporting state and regional utilities, Wyoming Community Colleges, University of Wyoming, Wyoming Department of Workforce Services, and Wyoming Business Council.

MERIT REVIEW CRITERIA DISCUSSION

Criterion 1: Project Impacts

- Energy saved and emissions avoided.** By the end of the project in 2013, the near \$5,000,000 investment from the EECBG will result in **262,264 MMBTUs** of energy saved, and **640,011 MMT of CO₂ emissions avoided**. In the three years following grant funding, an additional **605,897 MMBTUs** of energy will be saved and **1,478,589 MMT of CO₂ emissions** will be avoided. See Impact_Table.pdf for more detailed information. Assumptions for energy and carbon savings (further defined in the Impact Table for Component 1) are based on the U.S. Environmental Protection Agency's ENERGY STAR Home Energy Yardstick.
- Leveraging of EECBG grant funds.** Grant funds will be leveraged with significant homeowner investment in energy efficiency improvements; by manufacturer, vendor, and contractor in-kind donations related to the Home Energy Makeover Contest; and by coordinating and building upon existing relationships and programs of local government consortium partners including: the Wyoming Business Council's State Energy Office; WYECIP; WHPwES; University of Wyoming; Wyoming Community Colleges; Wyoming Department of Workforce Services; Wyoming Home Performance Alliance partners and supporters including Rocky Mountain Power, SourceGas, Cheyenne Light Fuel and Power, Black Hills Power, and other rural electric associations and local utilities across the state; WEC's Weatherization Assistance Program; EGIA; UtilityExchange.org; and BPI. Leveraging for this program is estimated to be **\$28,469,819** for residential portions (Components 1 and 3) and **\$1,052,361** for government portions (Component 2) with ongoing activity of **\$50,534,838** in outlying years.
- Market transformation.** The high public exposure of project activities will engage homeowners to create excitement and awareness of the benefits of comprehensive energy efficiency across the state. These activities will fundamentally shift the way Wyoming residents and the business community view energy efficiency. Project components are readily scalable and can be replicated elsewhere. By simultaneously increasing homeowner demand and developing a qualified workforce to meet demand, the transformation initiated by this project will be self-sustaining after the grant period. When home performance contracting achieves a threshold level of market penetration (its tipping point) and demand can reliably be met, it will become self-perpetuating. As the financing program becomes established through interest rate buy downs, it will be transferred to participating contractors to self-fund after grant funding ends, which will provide a competitive advantage to building performance professionals.

- D. Innovation. The approach embodied in this proposal, to increase awareness of the value of comprehensive energy efficiency, to provide a qualified workforce to meet demand, and to establish an affordable financing vehicle, has been highly successful in the few other places it has been tried, including Oregon, South Carolina, and Colorado. This creative, innovative approach engages homeowners and the business community, and breaks down barriers of inertia, skepticism, and financial constraints.

Criterion 2: Project Approach

- A. Management strategy. Outreach and marketing will use paid media, earned media, email, social networking, viral marketing, interactive websites, and direct mail before, during and after each project event or activity. EECBG funding will build on existing programs and relationships to achieve a self-sustaining status by 2013. Projects components are ready to implement when grant funds are released, and will proceed (following the timetable in Table 1) to completion within 36 months. Monitoring and verification will be accomplished by gathering and analyzing data on every project event. Energy use before and after improvement projects (residential and government) will be compiled, analyzed, and aggregated to determine actual energy savings and greenhouse gas emissions avoided. Opportunities to improve project components will be identified through participant and partner evaluations from each event and phase of the project. Consortium partners will submit quarterly progress reports on Component 2 projects to WEC. WEC will evaluate progress on all project components on a quarterly basis, and make necessary adjustments accordingly.
- B. Goals, tasks, methods, milestones, schedule, achievable deliverables & outcomes. Each project goal and objective is realistic and measurable, with defined targets and completion time frames. Strategies and methods to achieve objectives are logical with defined lead responsibility and secondary support. A strategic timetable with defined milestones and decision points will deliver specific outcomes, which will be evaluated to determine achievement of goals and objectives (Table 2).
- C. Barrier identification and solutions. Primary barriers to residential energy efficiency in Wyoming are homeowner skepticism, lack of understanding of the benefits of energy efficiency, financial constraints, and an insufficiently trained, unqualified workforce to provide building performance services. Project Components 1 and 3 are designed to overcome these barriers. The largest barrier to government building energy efficiency upgrades in Wyoming is a lack of up-front capital at the local level to pay for energy audits and comprehensive upgrades, which Component 2 will help overcome.
- D. Plan to address environmental, health and safety, permitting, and compliance issues.
- a. Local jurisdictions may require permits issued by or inspections conducted by local building departments for energy efficient improvements for all components.
 - b. According to NEPA regulations, all proposed activities are within action classes that normally do not require an Environmental Impact Statement or an Environmental Analysis because, individually or cumulatively, they do not have the potential for significant environmental impacts. DOE may provide categorical exclusions under the EECBG for certain activities, including energy saving projects for residential, commercial or industrial buildings; energy efficiency and renewable energy retrofits for state departments, local jurisdictions, school and hospitals; and public outreach and education. **Component 1** focuses on stimulating the residential market by showcasing energy efficiency, and educating consumers on how to buy energy efficiency. The ultimate scope of work and approval for completion is a private transaction between a homeowner and a qualified contractor. **Component 2** projects are contingent upon a completed comprehensive commercial energy audit. Wyoming Energy Council will coordinate with DOE and subawardees to ensure appropriate NEPA clearance or categorical exclusion determinations are made as individual subawardees submit complete work scopes. Proposed activities that involve buildings listed on the National Register of Historic Places, or buildings that may be eligible for listing, Wyoming Energy Council will coordinate with Wyoming SHPO and subawardees to ensure appropriate clearance determinations are made as individual subawardees submit complete work scopes. **Component 3** consists of workshops and training events that will not require NEPA or SHPO clearance.

TABLE 1 PROJECT PLAN AND TIMETABLE.

Timeline	Activity	EECEBG Budget (\$)	Leveraged Funds (\$)
2010			
July-Sept.	Project Kickoff Meeting Measurement & Verification Baseline & Process Home Energy Makeover Contest Sponsor Recruitment 6 Regional Workforce Development Workshops Consortium Partner Project Agreements Consortium Partner Energy Audits	538,401	83,333
Oct.-Dec.	Home Energy Makeover Program Public Launch GEOSmart Loan Program Public Launch Loan Interest Buy Downs Contractor Training Course Consortium Partner Project Implementation	296,401	1,000,000
2011	Loan Interest Buy Downs (<i>every quarter</i>) Consortium Partner Project Implementation (<i>every quarter</i>)		
Jan.-Mar.	Program Status Meeting Contest Winners selected, improvements made Media Open Houses in winning homes 4 th Annual Wyoming Utility Exchange (<i>connected to media open house</i>) Wyoming Contractors Exchange (<i>w/ Utility Exchange</i>)	296,401	1,000,000
Apr.-June	6 Homeowner Energy Makeover Workshops 6 Town Hall Meetings for Community/Business Leaders (<i>with Energy Makeover Workshops</i>)	296,401	1,000,000
July-Sept.	6 Regional Workforce Development Workshops	417,164	3,336,999
Oct.-Dec.	Contractor Training Course Measurement & Verification - mid program status	417,164	3,336,999
2012	Loan Interest Buy Downs (<i>every quarter</i>) Consortium Partner Project Implementation (<i>every quarter</i>)		
Jan.-Mar.	Program Status Meeting 5 th Annual Wyoming Utility Exchange 2 nd Annual WY Contractor Exchange (<i>w/ Utility Exchange</i>)	417,164	3,336,999
Apr.-June	6 Home Energy Makeover Workshops (<i>w/ testimonials from contest winners & loan recipients</i>) 6 Town Hall Meetings (<i>w/ Energy Makeover Workshops</i>)	417,164	3,336,999
July-Sept.	Statewide Workforce Development Conference	474,402	3,451,439
Oct.-Dec.	Contractor Training Measurement & Verification - mid program status	474,402	3,451,439
2013			
Jan.-Mar.	Program Status Meeting 6 th Annual Wyoming Utility Exchange 3 rd Annual Wyoming Contractor Exchange (<i>w/ Utility Exchange</i>)	474,402	3,451,439
Apr.-June	Measurement & Verification - Final Report Final EECEBG Grant Reporting	474,402	3,451,439

TABLE 2 EVALUATION SUMMARY.

Objective ¹	Data Collection	Lead	When	Dissemination
1a	GEOSmart Loans WHPES job reports	EGIA WEC	Quarterly reports Quarterly reports	Annual/Final reports to DOE, Consortium Partners, and stakeholders; media releases ; invited speaking events; best practices presentations at industry training events (e.g., Affordable Comfort, ResNET, American Council for an Energy-Efficient Economy)
1b	Energy use analyses	Partners/WEC	Pre & Post projects	
2a	Contest applications	EGIA	Time of application	
2b	Registration	EGIA/WEC	At event	
2c	Loan processing	EGIA	Loan approval	
2d	Registration	WEC	At event	
3a	Registration	WEC	At event	
3b	Registration	WEC	At event	
3c	Registration	WEC	At event	

¹ Objectives are defined on page 1.

Criterion 3: Partnership structure and capabilities

- A. Extent of involvement of other entities. This project will engage diverse partners including Wyoming local governments (towns and counties), Wyoming State government, the University of Wyoming and Wyoming Community Colleges, regional and state utilities, private non-profit organizations, and private business interests. Numerous entities have expressed their support for WEC's proposal, including GE, Western Area Power Administration, BPI, industry allies, and additional Wyoming local governments (see LettersofSupport.pdf and AuthorizationLetter.pdf.)
- B. Extent of identification of roles and responsibilities. Roles and lead responsibilities are summarized on pages 9-10, and have been defined in more detail in Memoranda of Understanding between consortium members and WEC, which constitute the authorization for this grant application (see AuthorizationLetter.pdf.)
- C. Credentials, capabilities, and experience of team members. Participating organizations and key personnel are experts in energy efficiency and renewable energy; demand side management; marketing; evaluation, monitoring, and verification; and federal grant management. Credentials, capabilities, and experience of project partners and key personnel are briefly summarized on pages 9-10, and described in greater detail in Resume.pdf.

Milestones

- Months 1-6: Energy audits completed, government building improvement projects begun, home makeover contest begun, loan program begun, six workshops completed, contractor training course completed
- Months 7-18: Government building improvement projects continued, home makeover contest completed, loan program continued, contractor training course completed, 26 workshops and conferences completed
- Months 19-30: Government building improvement projects completed, loan program continued, 16 workshops and conferences completed, contractor training course completed
- Months 30-36: Loan program transfer to contractors completed, two conferences completed, final project evaluation & reporting

Decision Points

- Quarterly reports by consortium partners, to gain next quarter's funding release
- Quarterly project assessment meetings by WEC
- Annual program status meetings

Deliverables and Outcomes

Short-term (by 2013)

- 4,166 Wyoming homes received energy efficiency improvements
- 30 local government buildings received energy audits
- 48 local government buildings received energy efficiency improvements
- 5,250 Wyoming homeowners engaged in energy efficiency contest and workshops
- 35 contracting companies qualified to participate in WHPwES
- 1,800 community and business leaders engaged in workforce development activities
- 670 jobs created or retained
- Community economic impact: \$6,226,153 saved on energy bills
- 262,264 MMBTU energy saved; 640,011 MMT CO₂ emissions avoided

Long-term (2013 onwards)

- 3,000 or more Wyoming homes improved for energy efficiency *each* year
- 1,050 jobs created 2014 - 2016
- Community economic impact: \$14,896,792 saved on energy bills
- 605,896 MMBTUs energy saved; 1,478,590 MMT CO₂ emissions avoided 2014 - 2016

RELEVANCE AND OUTCOMES/IMPACTS

The overarching goal of the EECBG opportunity is to make energy efficiency and renewable energy first choice options through fundamental and sustainable market transformation. The three components of this proposal are tailored to work together synergistically to achieve that goal in both residential and commercial markets, to the immediate benefit of Wyoming homeowners and taxpayers, and to the long-term benefit of all citizens. The innovative marketing and community outreach strategies, green workforce and local business development, low interest financing, and high profile engagement of local governments will enable existing programs (e.g., WHPwES, WYECIP, utility and municipal rebate programs) to achieve a level of market penetration across the state that will expand these programs at a self-sustaining level by the end of the EECBG funding period.

ROLES OF PARTICIPANTS

- **Wyoming Energy Council (WEC):** Receive and administer EECBG grant funds to achieve project goals and objectives through defined project strategies; oversee implementation of Components 1 and 3; track consortium partner project progress and compile subawardee reports; ensure compliance with local, state, and federal requirements; submit grant reports as required by ARRA. WEC Experience: Weatherization Assistance Program provider for SE Wyoming for 30 years, Home Performance with ENERGY STAR program sponsor for four years, BPI Affiliate for two years. Key personnel: Tiger Adolf, WEC Executive Director, J.D., licensed attorney with 19 years experience working with state and federal agencies; academic institutions; investor-owned, cooperative, and municipal utilities; and the private sector; Connie Wilbert, Wyoming Home Performance with ENERGY STAR Program Manager, M.S. with 15 years experience in energy policy, project management, and budget management.
- **Consortium partners:** Under Memoranda of Understanding and project-specific agreements for subawards with WEC, receive and manage subawards from the main award to accomplish energy audits (when necessary) and recommended energy efficiency improvements on government buildings; meet all federal requirements and submit required reports to the WEC. Experience and key personnel: Consortium partners have dedicated grants managers or staff with experience in grant management. A key contact person is identified in each MOU, and through subaward contract requirements and quarterly tracking, WEC will ensure that ARRA requirements are met.

- **Wyoming Business Council, State Energy Office (WBC):** Advise WEC on strategic direction; assist with media outreach. WBC Experience: created in 1998 to focus public and private efforts to build a strong job creation base in the new economy with manufacturing and technology as core competencies while strengthening the existing business and industry groups under energy, agriculture, tourism and travel. Key Personnel: Shannon Stanfill, State Energy Office Program Manager.
- **Electric and Gas Industries Association (EGIA):** Under contract with WEC, provide turnkey administration of Component 1 program activities. EGIA Experience: for more than 75 years this contractor membership organization has dedicated itself to advancing energy efficiency and renewable energy solutions through the home improvement and renewable energy industries, facilitated financing of over 40,000 residential and business projects valued in excess of \$500 million, and administered over \$250 million in rebate payments. Key Personnel: Bruce Matulich, EGIA CEO & Executive Director; 30 years experience in utility and energy services industries with extensive experience in developing and implementing utility, state and locally sponsored energy efficiency programs.
- **UtilityExchange.org:** This EGIA affiliate organization will contract with WEC to organize and produce portions of Component 1 and 3. Experience: planning and production of activities through which utilities and allied organizations learn about energy efficiency, demand response, renewable energy, customer service, marketing/sales, and enhanced business operations. Key Personnel: Ed Thomas, Director, 20 years experience in residential energy efficiency, marketing, facilitating industry networking and training, and business operations.
- **Wyoming Home Performance Alliance:** Under Alliance Partner Agreements with WEC, assist with energy use data collection and media outreach. Experience and key personnel: identified in alliance partner agreements (available upon request.)
- **Program Evaluation Entity (To be identified):** Validate measureable results from all program components, including energy saved, homes improved, and jobs created.

AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009, P.L. 111-5 INFORMATION

The purposes of ARRA are to stimulate the economy and to create and retain jobs, with preference given to projects that can be started and completed expeditiously. This project will:

- Create or preserve 670 jobs during the three year grant period, and more than 300 jobs per year thereafter.
- Stimulate local economies across Wyoming through expenditure of \$28.4 million from 2010 through 2013, and a continuing average of \$37.5 million per year into the future. Based on the economic assumption that every \$1 spent locally circulates seven times in the local economy, this translates to \$262.5 million circulated in Wyoming communities per year into the future as a result activities stimulated by this project.
- Promote self sustaining, efficient, renewable practices for all citizens of Wyoming.

The **Wyoming Home Energy Makeover And Local Government Energy Efficiency And Renewable Energy Installation Project** will reduce energy use and fossil fuel emissions in Wyoming communities by improving energy efficiency in residential, government, and commercial buildings while stimulating local economies by supporting local businesses, creating new jobs, and preserving existing jobs. This project is designed and ready to implement immediately, and will serve as a model for similar projects across the country.