



BUILDING PERFORMANCE

ASSOCIATION

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

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Our Mission

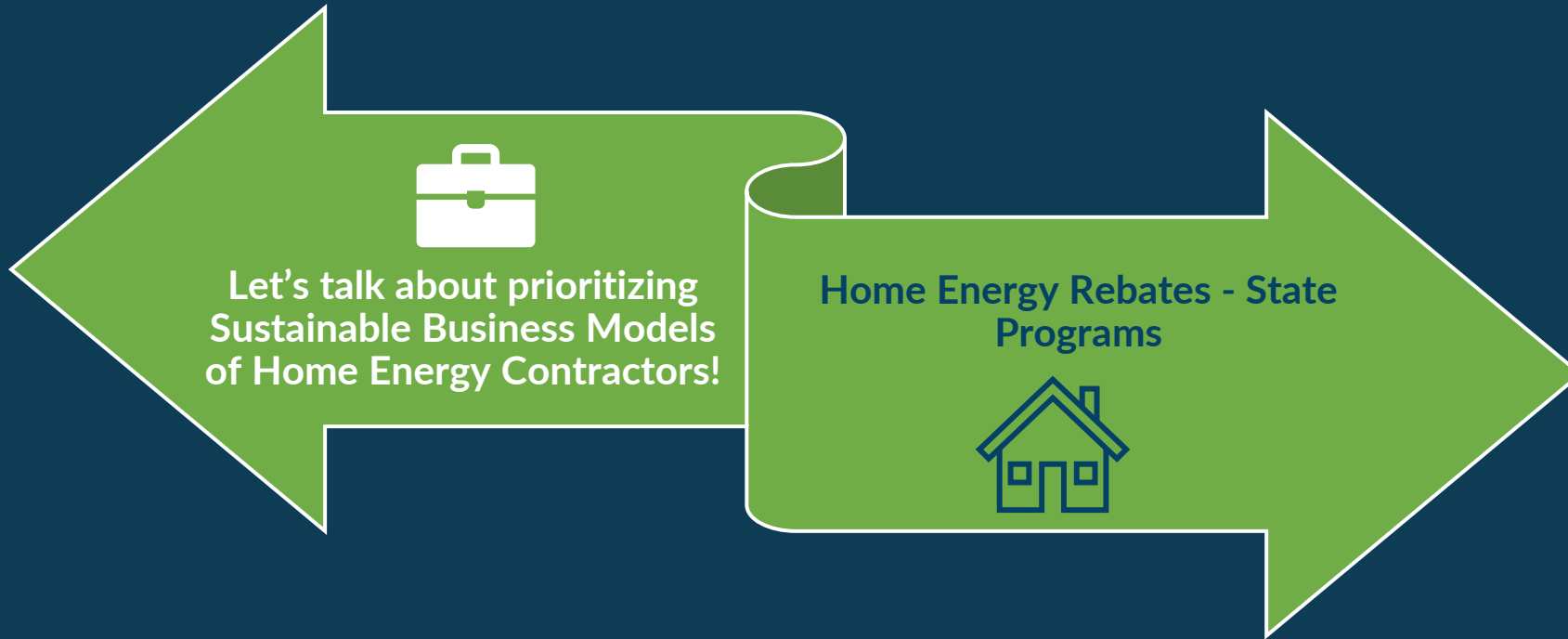
To advance a thriving industry delivering improved energy efficiency, health, and environmental performance of buildings. Our current area of focus is existing residential buildings, including multifamily and manufactured homes.

- ✓ 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

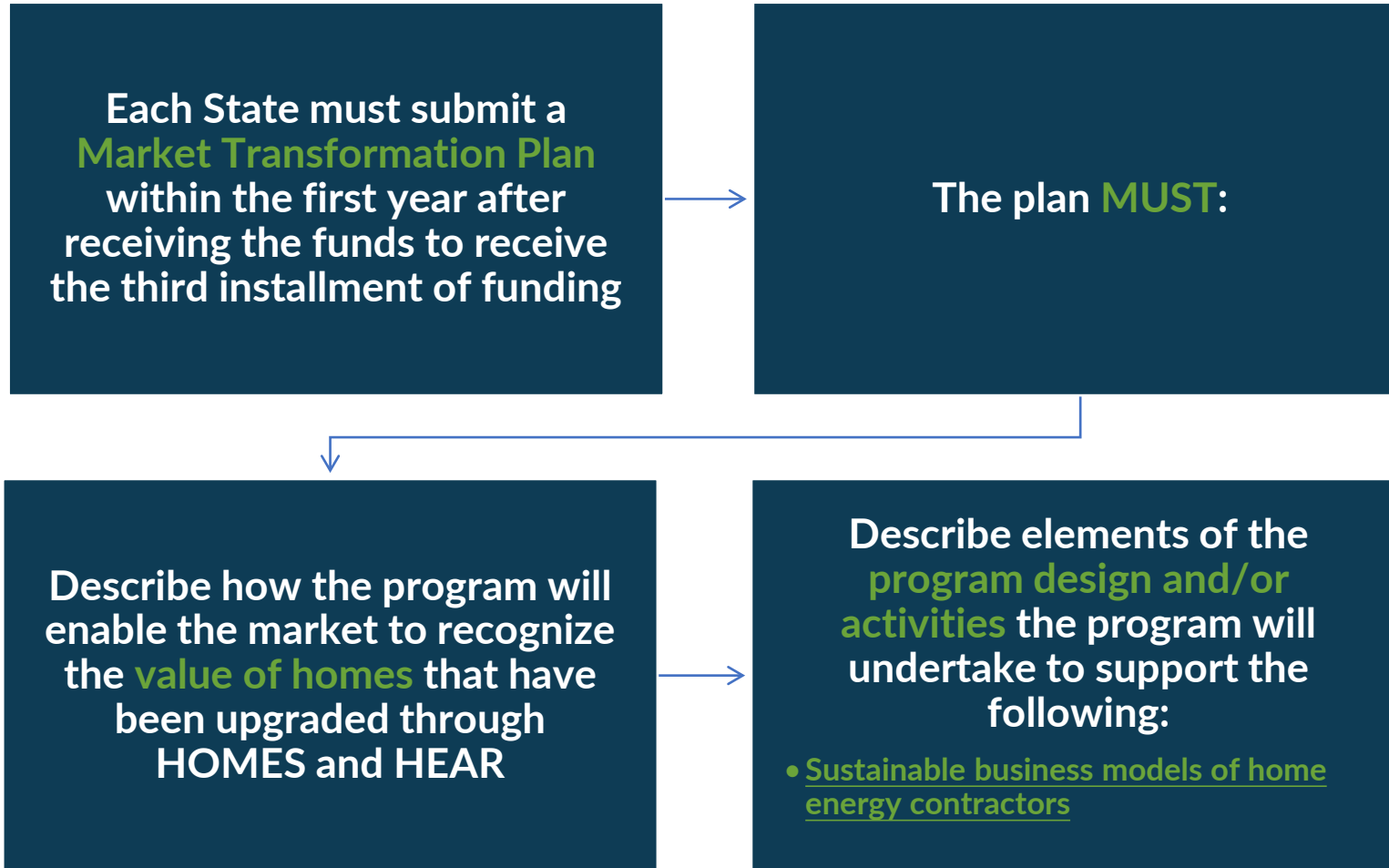
- **Expand Energy Specialist Registered Apprenticeships**
- **Outreach in hard-to-reach communities**
- **Exposure at K-12 level**
- **Engagement with disadvantaged populations**
- **Multiple channels for training opportunities**
- **Connecting wrap-around services**
- **Defining braided sources of funding**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





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



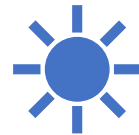
Designed to train, test and certify residential energy efficiency & electrification contractors



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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