

The City of La Crosse Mayor's Home Energy Challenge

The City of La Crosse has developed The Mayor's Home Energy Challenge to engage, support, and reward, City of La Crosse homeowners who are interested in, and who implement, energy improvement measures for their homes. The program will be an enhancement of the Home Performance with Energy Star® Whole Home Improvement Program with Focus on Energy and has been developed with the support of Focus on Energy and Xcel Energy with the objective of enrolling 100 homes in 100 days. The program will involve a significant campaign to increase the awareness of the program through a number of initiatives to include media events, neighborhood association campaigns, engagement with City employers, demonstration projects and an incentive from the City.

Eligible Property:

- City of La Crosse Single Family residential units up to, and including, 3 units
- Rental units are eligible
- Must fulfill commitments to the City, which include paying property taxes, maintaining properties in accordance with all municipal codes/ordinances and any other municipal claims

Eligible Recipient:

- Single family homeowners
- Rental property owners of 1-3 units
- Must fulfill commitments to the City, which include paying property taxes, maintaining properties in accordance with all municipal codes/ordinances and any other municipal claims

Guidelines:

- The Focus on Energy Home Performance with Energy Star® program will form the basis for the Mayor's Energy Challenge
- All participating Trade Allies must adhere to the terms and conditions of the Focus on Energy Trade Ally code of conduct
- The homeowner or property owner must have an Energy Assessment completed by an approved Trade Ally (TA) with Focus on Energy prior to any improvements
- The Energy Assessment Cost will be: Tier 1 Homeowners: \$350; Tier 2 Homeowners (Income-Qualified): \$50.
- Energy Assessors must have Building Performance Institute Building Analyst certification and follow all requirements as outlined in the Whole Home Trade Ally Agreement.
- Energy Assessors will provide a Home Energy Report detailing the existing condition of the home's energy profile along with prioritized recommendations for improvements showing the ROI for each
- Available rewards will be determined based on the projected percentage of energy savings i.e. >10%; >20%; > 30%. Refer to the Rewards Section at the end of this document.
- All energy improvement measures must be completed by a Focus on Energy Installing Trade Ally and must adhere to the Whole Home Improvements Materials and Installation Standards and Guidelines
- At project completion all energy improvement measures will be verified by the Energy Assessor with post-test energy modeling to calculate total energy savings. Reward

processing will be completed for reimbursement of the Instant Reward to the Installing Trade Ally and for processing of Xcel Energy's matching reward paid directly to the homeowner.

Procedures:

- Contact the City of La Crosse to sign up for the Home Energy Challenge.
- The City will schedule the home energy assessment for the homeowner with the TA at the time of initial contact, typically within 3-5 days
- City will verify that they are an eligible property and participant.
- Within 3 days of completing the energy assessment the TA will submit the comprehensive and customized Home Energy Assessment to both the City of La Crosse and the homeowner.
- The cost for a home energy assessment is \$350 for non income-eligible residents and \$50 for income-eligible residents.
- At this time, the homeowner decides whether or not to move forward with suggested improvements. They will receive a letter from the City of La Crosse committing the \$500 grant funds if they follow the steps outlined in this document. City will also collect W-9 form. If they pursue the Tier 2 rewards, homeowner will also need to submit income documentation.
- Within 3 days of receiving and reviewing the report, bid requests will be sent to the participating Installing TA
- Installing TA will schedule and complete a site inspection to prepare their proposal within 5 days of receiving the bid request
- Proposals will be submitted to the City of La Crosse and the homeowner within 3 days of the site visit
- Bids will be reviewed and awarded within 2 days of receiving the bid from the TA
- The energy improvements will be scheduled to start within 21 days after award
- After project completion the TA assessor will complete post-testing to verify that all improvements meet the bid specifications and M&I Standards. A post-improvement blower door test will be conducted to verify air-leakage reduction
- The TA assessor will process the post energy assessment report within 5 days of post testing and deliver a copy to the City of La Crosse and the homeowner. They will also process required paperwork for the Focus on Energy Instant Reward reimbursement to the Installing TA, the Xcel Energy matching reward to the homeowner, and the City of La Crosse \$500 reward to the Trade Ally installing contractor. The \$500 award may be in part applied to the cost of the assessment.

Reward Structure

See Program Overview

Tier 2 Guidelines

See Program Overview