



# Energy Trust of Oregon Manufactured Homes Programs





# Agenda

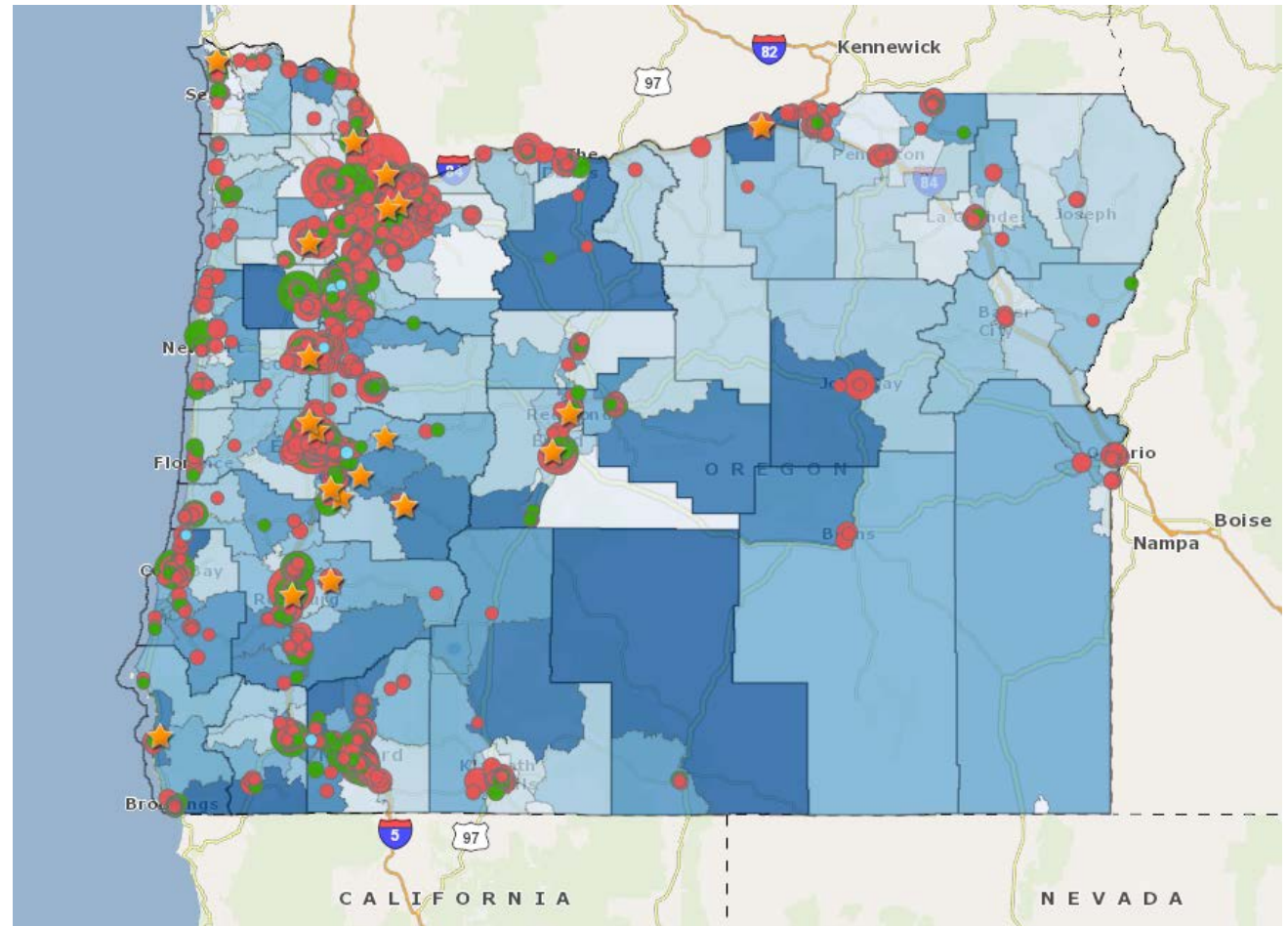
- The manufactured housing stock
- Overview of offers
  - Existing Manufactured Homes – Free Services
  - Existing Manufactured Homes – Fixed Price Heat Pump Promotion
  - New Manufactured Homes – Certified Sales
  - Manufactured Home Replacement – Pilot & Program
- Upcoming opportunities and reminders

# The Manufactured Housing Stock

# Manufactured Homes

- 170,000 manufactured homes in OR (10% of residential building stock)
- 110,000 built before 1995
- Pre-1995 manufactured homes may use up to 70% more energy per sq/ft than site-built equivalents
- Disproportionately LMI compared to other housing types

Manufactured Home Communities in Oregon



# Manufactured Homes

- Over 40% of manufactured housing is considered affordable, compared to just over 20% for all other housing types.
- Manufactured homes have a higher rate of homeownership than all other housing types in Oregon
- On average manufactured homeowners have a lower median income than owners of other housing types

Portland Metro Area Manufactured Home Ages



# Existing Manufactured Homes Free Services



# XMH Free Services Program Overview

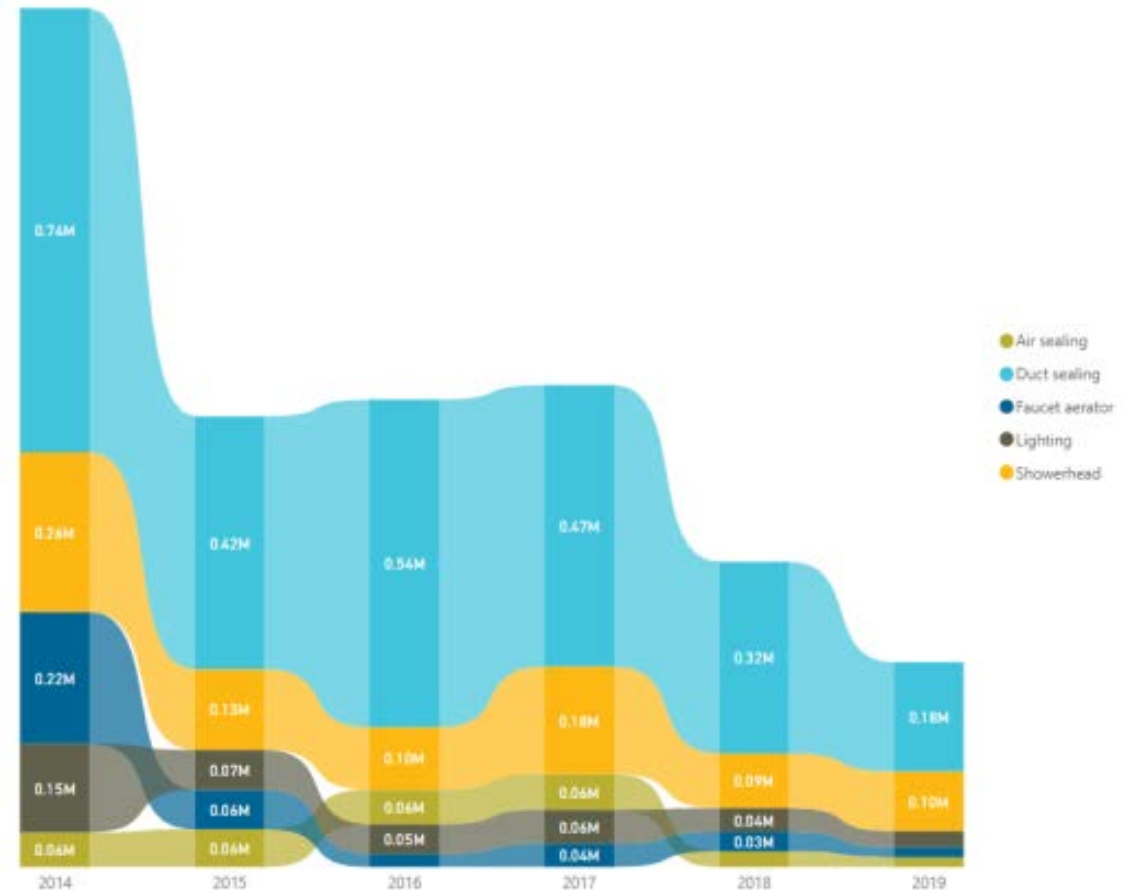
- Opportunity to deliver effective improvements and repairs at no cost in a housing category with great potential for energy savings
- Only approved and qualified trade allies may participate
- A limited network of trade allies were approved for participation via RFP in each region
- Participating trade allies will provide Home Energy Assessments, duct testing, duct sealing and duct repair at no cost to owners and occupants of manufactured homes



# Historical Perspective

- Existing Manufactured Homes Free Services is one of Energy Trust's longest running offers
- Participation was steadily dropping since 2014
- Low incentives and market saturation were the primary reasons for TA drop-off
- Program was redesigned to address these issues in Q1, 2021

**XMH Free Services savings 2014-2019**



**FIGURE 32 REPORTABLE kWh XMH FREE SERVICE AND ISMS**



# XMH Free Services 2021 Program Design Changes

- **No Air Leakage Testing or Air Sealing services or incentives**
  - Air Sealing measures were found to be cost ineffective over time
  - Participating trade allies submitted fewer and fewer Air Sealing projects, annually
- **RFP and limited participation**
  - Energy Trust is limiting the number of trade allies who can provide these services statewide to ensure a thorough referral follow-up rate and effective distribution of incentives
- **Pre-screening**
  - Energy Trust plays a critical role in pre-qualifying each site for participation through direct customer engagement
- **Energy Trust marketing**
  - Energy Trust markets Manufactured Homes Free Services in regions where active approved trade allies are present
- **No Instant Savings Measures (ISMs)**
  - Items like lightbulbs and showerheads are no longer incentivized

# Incentive Changes

## Old Free Services program:

- Two incentives minimum (**\$70 minimum incentive**)
- Larger maximum payment possible per-site but a lower likelihood of reaching that maximum

Incentives Requested		
Measure type	Requirements	Incentive amount
<input type="checkbox"/> Duct leakage test	Test data required.	<b>\$35</b>
<input type="checkbox"/> Duct sealing	Pre-test of 100 CFM <sub>50</sub> or greater for singlewide homes; 150 CFM <sub>50</sub> or greater for doublewide homes or larger. Minimum 50% reduction (sealing and repair).	<b>\$300</b>
<input type="checkbox"/> Air leakage test	Test data required.	<b>\$35</b>
<input type="checkbox"/> Air sealing	Minimum of 100 CFM <sub>50</sub> reduction for singlewide homes; 200 CFM <sub>50</sub> for double wide homes or larger.	<b>\$250</b>
<input type="checkbox"/> Complex duct repair	Must be doublewide home or larger.	<b>\$150</b>
<input type="checkbox"/> Double complex duct repair	Must be doublewide home or larger.	<b>\$300</b>
<input type="checkbox"/> Carbon monoxide detector	Install when combustion appliances are within the conditioned space of a home.	<b>\$25</b>
<input type="checkbox"/> Travel	Form 325TI must be completed and attached to this application.	<b>\$60-\$160</b>

## New Free Services program:

- Two incentives maximum (**\$250 minimum incentive**)
- Smaller maximum payment possible per-site but a higher likelihood of reaching that maximum

Home Energy Assessment (Required for No-Cost Service Incentive)		
Incentive	Requirements	Incentive amount
<input checked="" type="checkbox"/> Home Energy Assessment (required)	The Home Energy Assessment is a required form. Upon visiting the home, please complete each field and submit along with this application to apply for one No-Cost Service Incentive below.	<b>\$250</b>
No-Cost Service Incentives (Select one) Completion of Duct Leakage Testing/Sealing and Home Energy Assessment sections above are required for No-Cost Service Incentive.		
Incentive	Requirements	Incentive amount
<input type="checkbox"/> Duct Sealing	A pre-test of 100 CFM <sub>50</sub> or greater for single-wide homes; pretest of 150CFM <sub>50</sub> or greater for double wide or larger homes. Minimum 50% reduction for incentive.	<b>\$300</b>
<input type="checkbox"/> Duct Sealing and Minor Repair (thorough description and photos required)	Available when minor repair or replacement occurs. Minor repairs include: <ul style="list-style-type: none"> <li><input type="checkbox"/> Patching gaps with sheet metal or mesh-reinforced tape</li> <li><input type="checkbox"/> Elbow and boot connection repairs</li> <li><input type="checkbox"/> Duct-to-duct connection repairs</li> <li><input type="checkbox"/> Short supply duct branch replacement(s)</li> </ul> Description of additional duct repair work performed:	<b>\$450</b>
<input type="checkbox"/> Duct Sealing and Major Repair (thorough description and photos required)	Available when major repairs or replacement occurs. Major repairs include: <ul style="list-style-type: none"> <li><input type="checkbox"/> Full crossover replacement(s)</li> <li><input type="checkbox"/> Main supply trunk replacement(s)</li> <li><input type="checkbox"/> Supply and return plenum replacement or major rebuild</li> </ul> Description of additional duct repair work performed:	<b>\$600</b>

# Eligible Sites

Work Performed	Eligible Site Requirements
Home Energy Assessment	<ul style="list-style-type: none"><li>• Manufactured home</li><li>• Currently uses a forced-air furnace or other ducted system as primary heat source</li><li>• Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas, or Avista customer</li><li>• Strong indication of needing duct sealing or repair</li></ul>
Duct Sealing	<ul style="list-style-type: none"><li>• Manufactured home</li><li>• Currently uses a forced-air furnace or other ducted system as primary heat source</li><li>• Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas, or Avista customer</li><li>• Ducts tested to assure duct sealing is needed per PTCS standards</li></ul>
Duct Repair	<ul style="list-style-type: none"><li>• Manufactured home</li><li>• Currently uses a forced-air furnace or other ducted system as primary heat source</li><li>• Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas, or Avista customer</li><li>• Documented signs of required minor or major duct repairs</li></ul>

Participating Contractors will be responsible for **seeking and receiving exception approval prior to work at any site** that deviates from program participation rules as outlined in their participation agreement. Work performed is subject to Work Quality Verification inspections by Energy Trust staff.



# XMH Free Services Available Incentives

<b>Home Energy Assessment (Required for No-Cost Service Incentive)</b>		
Incentive	Requirements	Incentive amount
<input checked="" type="checkbox"/> Home Energy Assessment (required)	The Home Energy Assessment is a required form. Upon visiting the home, please complete each field and submit along with this application to apply for one No-Cost Service Incentive below.	<b>\$250</b>
<b>No-Cost Service Incentives (Select one) Completion of Duct Leakage Testing/Sealing and Home Energy Assessment sections above are required for No-Cost Service Incentive.</b>		
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# Trade Ally Participation

- Trade ally participation in the XMH Free Services program has shifted to an RFP solicited closed-network model
- The number of trade allies offering this service will be limited per-region.  
(Roughly 2-3 trade allies per region.)
- Limiting the network ensures better program longevity by combatting market saturation concerns and ensuring participating trade ally can accept customer referrals consistently.
- Energy Trust may consider a second RFP phase in 2022 to increase the number of trade ally participants in lagging markets like Central Oregon, Eastern Oregon, the Columbia Gorge and elsewhere.

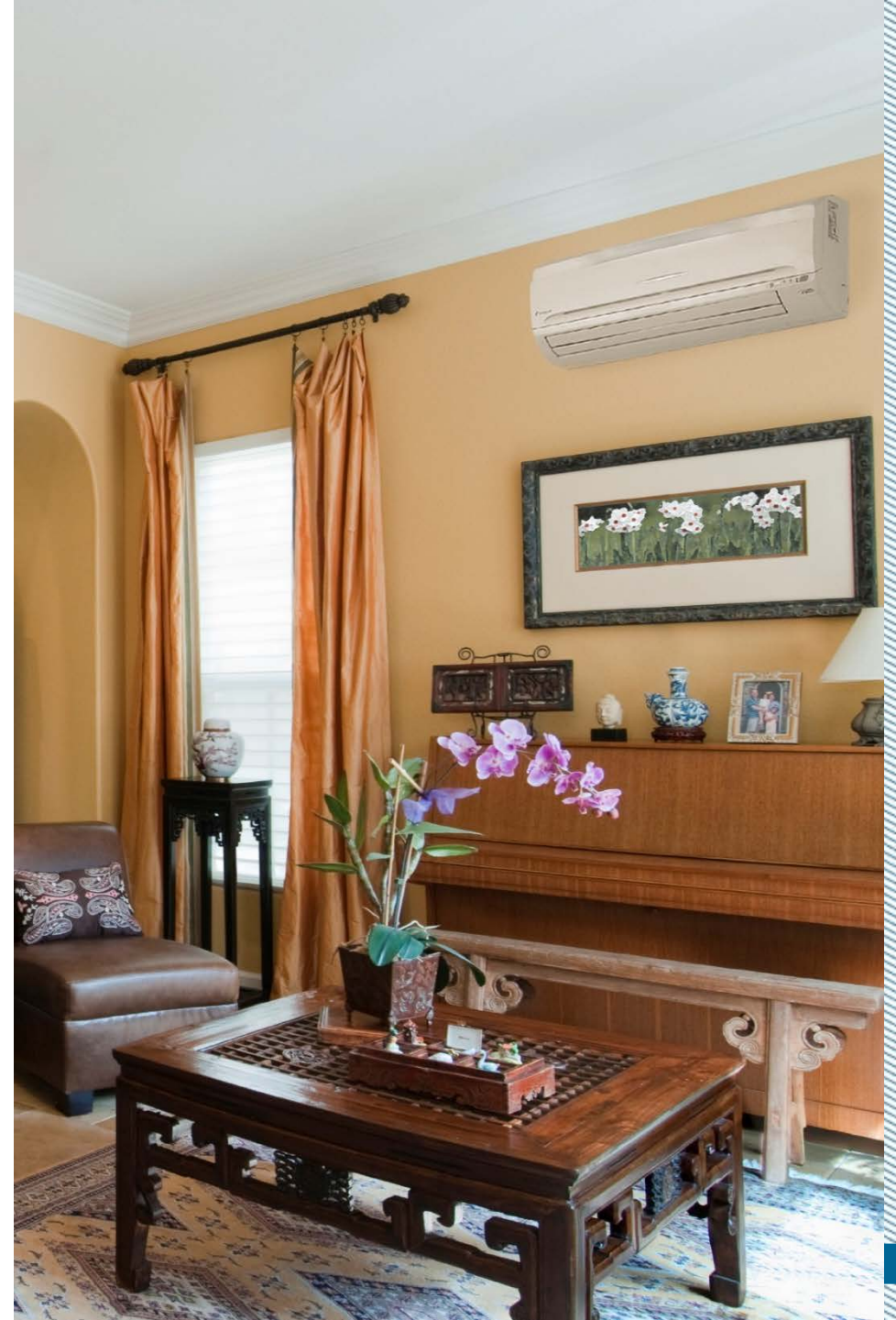


# XMH Fixed Price Heat Pump Promotion



# Promotion Overview

- Year-over-year promotion for the installation of heat pump technology which is typically cost prohibitive in manufactured housing stock
- Creates a limited network of qualified trade allies offering the most competitive pricing in each region
- Offers advanced incentives:
  - Central Heat Pump: \$3,000
  - Ductless Heat Pump: \$2,500



# Site Eligibility Requirements

## **Ducted Heat Pumps**

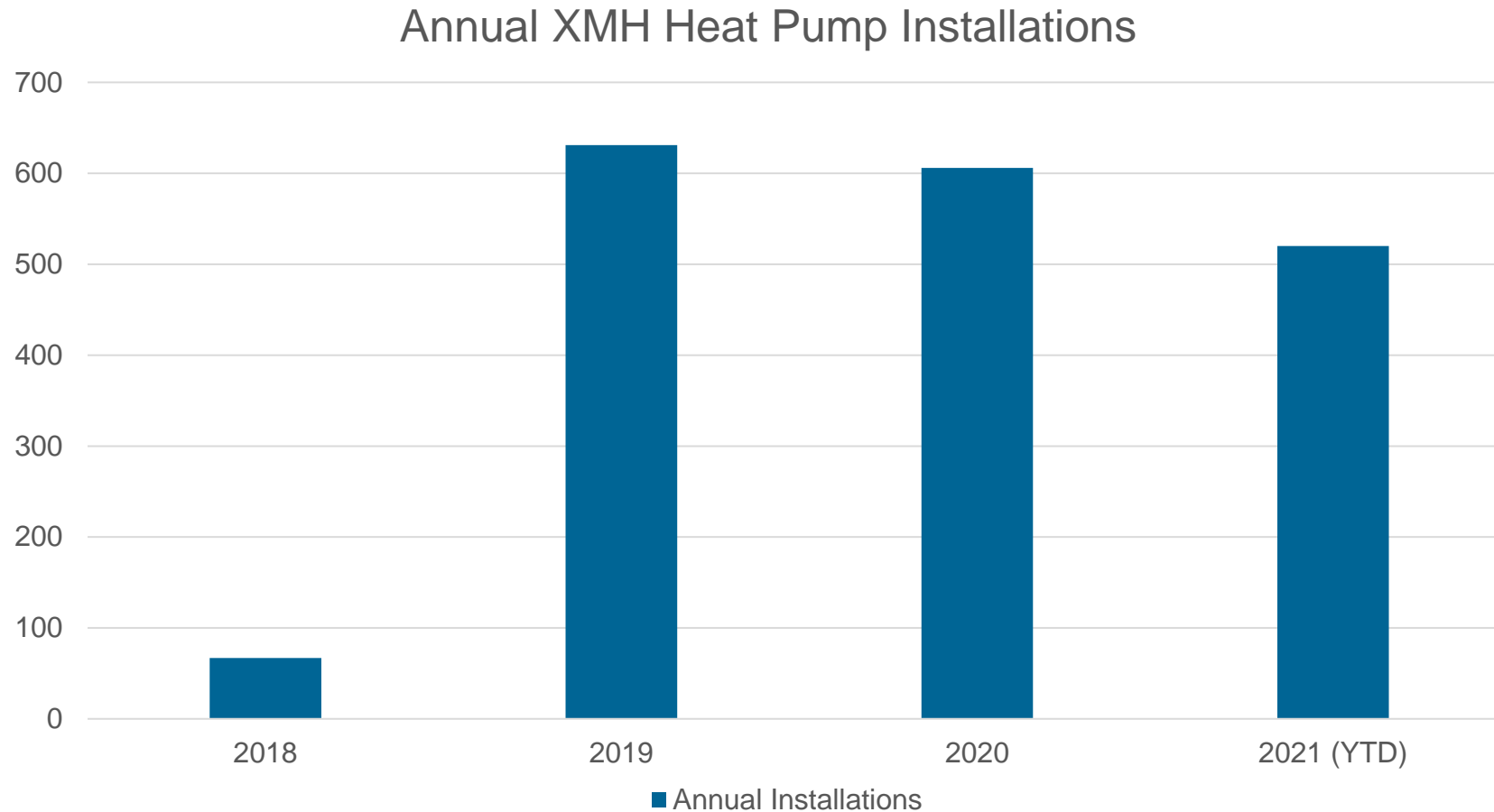
- No minimum HSPF requirements
- Install an approved thermostat model (eligible models found here: [www.energytrust.org/heatpumpcontrols](http://www.energytrust.org/heatpumpcontrols)) with a lockout set at 35 degrees
- Reminder: Replacing existing air handler is NOT required
- Homes older than 1985 are ineligible

## **Ductless Heat Pumps**

- 1:1 systems only, single interior head must be installed in the main living space
- 9.0 HSPF minimum
- Clear photo of indoor unit installed in primary living space required

# Promotion Installations since 2018

- Nearly 2,000 installations in manufactured homes since 2018





# 2022 Promotion Timeline

Steps	Timeframe
Post RFQ & Notify TA Network	October 18
RFQ Due	November 19
Select / Interview TA's	October 18 - December 7
Notify TA's of 2022 Selections	Week of December 7
Begin Onboarding Webinars	As TA schedule allows
Begin Participation Agreement Completion	*Week of December 13
2022 Promotion Start	January 1, 2022

\*Onboarding webinar must be completed before PA is signed.

## 2022 Promotion RFQ

- RFQ made available on 10/18. Account managers will notify trade allies directly when available.
- No significant changes to the 2022 RFQ compared to previous promotion years.
- Pricing makes up 40% of RFQ scoring criteria and is the best way to ensure acceptance into the promotion. Applicants with the most competitive pricing will have the best opportunity to participate in the 2022 promotion.
- Additional Services also weighted heavily in the RFQ scoring process. Trade allies who can highlight how they will help customers connect to other Energy Trust incentives, such as free duct sealing and duct repair will also receive positive scores.

# 2022 RFQ Scoring Criteria

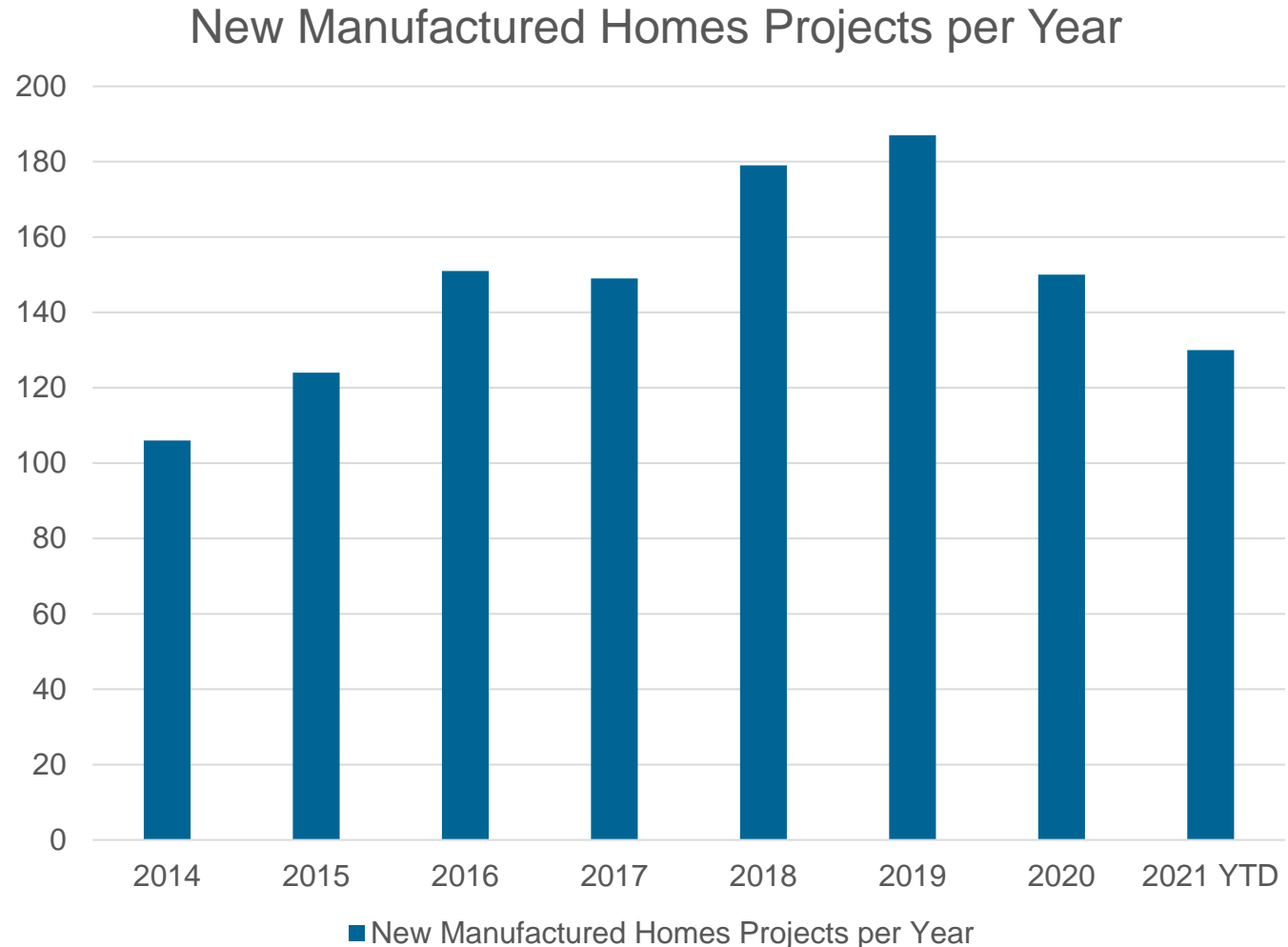
Criteria	Weight	Description
<b>Company Profile and Service Area</b>	<b>10%</b>	<ul style="list-style-type: none"><li>•Demonstrates professionalism, financial security and operational capacity</li><li>•Clearly demonstrates participation interest</li><li>•Clear Energy Trust program participation experience</li></ul>
<b>Demonstrated Experience</b>	<b>20%</b>	<ul style="list-style-type: none"><li>•Expresses clear experience in manufactured homes</li><li>•Expresses clear experience with central and ductless systems technology and best practices</li></ul>
<b>Pricing</b>	<b>40%</b>	<ul style="list-style-type: none"><li>•Low priced systems without sacrificing system quality</li></ul>
<b>Additional Services</b>	<b>30%</b>	<ul style="list-style-type: none"><li>•Minority, woman, or veteran-owned business</li><li>•Well defined customer education strategy and practices</li><li>•Bi-lingual administrative, installation and customer support</li><li>•Serves historically underserved areas</li><li>•Offers additional services to customers</li></ul>



# New Manufactured Homes

# New Manufactured Homes Program

- Influences the sale of new manufactured homes by incentivizing certified ENERGY STAR® or NEEM+ models
- Incentives are paid to the retailer sales staff and homebuying customer (**\$300 per sale to retailer sales staff and up-to \$1,100 per homebuyer**)
- Many participating retailers are also aware of additional opportunities like the XMH Fixed Price Heat Pump Promotion



# Manufactured Home Replacement

# Manufactured Home Replacement Program

- Began as a pilot study in 2017 focused on building a coalition of organizations which could collaborate on replacements
- Pilot successfully concluded in 2021 after the replacement of over 45 homes
- Year-over-year program offering is in development and expected to launch in Q1, 2022





# Manufactured Home Replacement Program - Key Themes & Incentives

- Promotes and funds home replacements in a variety of scenarios including homes replaced on private property, in park environments, and in communities rebuilding after wildfires
- Works with Oregon Housing and Community Services and other funding organizations to reduce the cost of replacement

Home Size	Energy Star Incentive	NEEM+ Incentive
Single-wide	\$10,000	\$11,000
Double-wide	\$15,000	\$16,000

# Upcoming Opportunities and Reminders

# 2022 XMH Fixed Price Heat Pump Promotion

- RFQ published on Monday 10/18 and applications accepted through 11/19.
- All trade allies are encouraged to respond to the RFQ. Applications are available at [energytrust.org/about/explore-energy-trust/rfps-rfqs/](https://energytrust.org/about/explore-energy-trust/rfps-rfqs/)
- 2022 participant selections will be communicated in December.



**RELIABLE COMFORT  
AT A DISCOUNT PRICE**

SAVE 50% OR MORE ON A NEW HEAT PUMP

Energy Trust of Oregon and [CONTRACTOR NAME] are working together to offer reduced pricing on professional heat pump installation for manufactured home customers who heat their homes with electricity provided by Pacific Power and Portland General Electric.

Perfect for manufactured homes, heat pump systems can help you:

- Save up to 50 percent on heating costs
- Enjoy year-round comfort with efficient heating and cooling
- Improve indoor air quality for a safer, healthier home

**SPECIAL OFFER**

For a limited time, get discount pricing on your new heat pump and save up to \$3,000. Talk with your contractor about financing options that may also be available.

+

To see if this opportunity is right for your home, please contact [CONTRACTOR NAME] at [CONTRACTOR EMAIL] or [CONTRACTOR URL] today.

[CONTRACTOR LOGO]

**EnergyTrust**  
of Oregon

Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and generating renewable power. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista save on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future.

# Standard Incentives in Manufactured Homes

- Many standard Home Retrofit incentives can be applied to manufactured homes. Examples include:
  - \$1.75-\$6.00 per sq/ft Window Installations (various efficiencies)
  - \$150 Gas Tank Water Heater – customer installed
  - \$500 (non-promotion) Heat Pump incentives
  - \$0.25 per sq/ft Floor Insulation – customer or contractor installed





Questions?





Thank you!

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