

Ellen Steiner (WHPA Staff) called the meeting to order.

WE&T Committee Attendees		
Organization	Name	WHPA Category
Brownson Technical Center	Bill Brown	Educator, Trainer
Honeywell ECC	Daniel Jones, Vice Chair	Controls (Manufacturer or Distributor)
HVACRedu.net (It's About Q)	Jeff Taylor	Educator, Trainer
IHACI (Institute of Heating and Air Conditioning Industries)	Susie Evans	Contractor Association
Tre'Laine Associates	Pepper Hunziker	Energy Efficiency Program Consultant
WHPA Staff		
BBI (Better Buildings, Inc.)	Bonnie Gustavson	Other Stakeholder
EMI (EMI Consulting)	Ellen Steiner	Energy Efficiency Program Consultant

Agenda

The “Employer Support Recommendations of 12-17-15” was presented to the WE&T Committee at their meeting on April 14, 2016.

1. They requested a “limitations section.”
2. They also suggested that the recommendations contain more research and market acceptance testing be done before implementation.

Limitations Section

UPDATE by Ellen Steiner (EMI Consulting).

- **Observations:**
 - Goal of the paper is to make recommendations – but further vet the operationalization of market acceptance.
 - Ellen to work on phrasing of this.
 - Purpose of employer support – original definition was not to support employers, but to ensure employers were supporting the work that was being done.
 - This is one element, but the utilities should do more than that.
 - One challenge is “developing HVAC SS contractor recognitions.”
 - “Badge” was an idea but seems to be a lot of contention.
 - Could just remove the “badge” piece.

- Better Business Bureau – diamond certified could be used as an example.
- Language in the document surrounding a public list seems appropriate.
 - Allows examination without creating a tedious and prohibitive process that will negatively influence participation.
- It is one thing to create a list and another to promote the list.
 - Possible that contractors may market their placement on the list.
 - Suggested that contractors can take on the marketing.
 - May want to add that industry association trade groups could play a significant role in marketing.
- Bottom line is that contractors want a level playing field and they want more business.
- If you do not get the value proposition *right* for quality maintenance vs. low price, no one will buy into the idea.
 - If the customers are not given the message of the importance of proper ductwork, for example, all of this will be for naught.
- Outreach group to consumers are consumer protection agencies – their role is to communicate to consumers to protect their interests.
 - Could support these efforts but need to identify lead groups for doing certain things.
 - Idea is to minimize work and use resources that may already be in existence.
 - What should the IOUs' role be in this?
 - ✓ It's not the role of the utilities to deal with enforcement issues.
- Recommendations:
 - Remove “badge” – it will not be enough to motivate contractors.
 - Recognition of contractors should involve helping them generate more business.
 - Need to flush out who will manage the list – who will verify, who will maintain, and by what frequency?
 - Need to consider these questions in the recommendation.
 - Contractors (and possibly industry association trade groups) to handle marketing of placement on list of contractors ‘doing the right thing.’
 - Relate the idea of selling value over price with another aspect of the SS – the energy efficiency sales aspect and value proposition.
 - If examples are included, make it clear that they are examples and not requirements.
 - With regard to promoting and outreach to consumers, minimize work and use resources that may already be in existence.

ISSUES, QUESTIONS, and RECOMMENDATIONS raised by meeting attendees:
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- Remove “badge” – it will not be enough to motivate contractors.
- Can people be put on a list?
 - A vehicle for people who are spending money to comply to be recognized?
 - How do the IOUs and the rest of the industry support those efforts?
- Are there referral programs available?
- How do we recognize the contractor and reward them in meaningful ways?
 - Help them generate more business somehow.

- There are few contractors who do this.
- Industry association trade groups are in a position to do marketing regarding list of contractors ‘doing the right thing.’
- How do we sell value over price?
 - Is that worth putting in the document?
 - Tether this idea with another focal area of the SS:
 - Energy efficiency sales aspect
 - Focusing on selling the value proposition of craftsmanship on maintenance and installation