

RFP Response to NASEO - National Association of State Energy Officials

Indication of Vendor Interest

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1) Contact Information and Company Overview:

Contact Name: Martijn Fleuren, CEO

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About HomeWorks Energy: HomeWorks Energy was founded in 2008 with a mission to simplify energy efficiency for homeowners. As the largest home performance contractor in Massachusetts and a Mass Save partner, we have conducted over 78,500 home energy assessments and completed 3,000+ HVAC installations in the past 3 years. With almost 500 employees across Massachusetts and 50 employees in Connecticut, HomeWorks Energy is committed to delivering quality services and achieving high customer satisfaction. We maintain an A+ rating with the Better Business Bureau and have received over 400 five-star reviews on Google. Our Net Promoter Score of over 80 reflects our dedication to customer satisfaction.

2) Approach to Equity, Diversity, Inclusion, and Accessibility (DEIA):

At HomeWorks Energy, we prioritize equity, diversity, inclusion, and accessibility. Our approach includes the following initiatives:

- a. Multilingual Call Center: We operate a multilingual call center and can serve customers in major world languages through our translation services.
- b. Outreach in Multiple Languages: We were the first home performance contractor in our state to market to homeowners and renters in languages other than English.

c. Community First Partnerships: We partner with over 10 cities and towns designated as Community First Partnerships. These partnerships help Massachusetts families and small businesses in Environmental Justice communities save money and energy through our programs. We have a growing focus on serving low- and moderate-income families and have piloted innovative programs to cater to their needs.

d. Diversity in Workforce: We value equity and diversity within our own workforce. While the construction industry as a whole exhibits a significant gap between diversity in entry-level positions and management roles, we strive to bridge this gap. For instance, at HomeWorks, 25.75% of our department, 26% of Crew Leads, and 26.6% of Field Managers are Hispanic. We believe in providing equal opportunities to our employees, regardless of their background.

e. Partnership for Workforce Development: To further our DE&I efforts, we collaborate with organizations like the Local Initiatives Support Corporation (LISC). LISC targets environmental justice communities for workforce development and job placement. Through our partnership, we assisted in developing a program that connects candidates from these communities to formal training and job opportunities in the green sector, and we offer job placement at HomeWorks.

3) Description of Field Delivery of State Programs:

As a home performance contractor in Massachusetts and Connecticut, HomeWorks Energy provides energy efficiency services through the Mass Save program (www.masssave.com) and Energize Connecticut (<https://energizect.com/>). Our services include:

- Home Energy Assessments
- Weatherization (insulation and air sealing)
- HVAC installations (heating, cooling, heat pumps, and water heaters)
- HVAC preventative maintenance and repair services

In Massachusetts, we currently serve market-rate and moderate-income residents, and within the next month, we will expand our services to include low-income residents. In Connecticut, we support market-rate, moderate-income, and low-income residents.

4) Services Offered to State Energy Offices:

HomeWorks Energy specializes in customer acquisition and delivery of energy efficiency services to residential customers. We can provide the following services to State Energy

Offices in MA and CT, with the ability to scale to other states in the Northeast, including Rhode Island, New Hampshire, New York, and Maine:

a. Customer Outreach and Education: Our multi-channel marketing team excels in direct mail, digital marketing, mass media, and field operations. We can effectively conduct customer outreach, education, and enrollment in energy-efficiency activities. Our outreach efforts have resulted in significant numbers, such as 30,000 home energy assessments, 12,000 weatherization jobs, and 1,500 HVAC/heat pump installations per year.

b. Training Programs: We have developed comprehensive in-house training programs under HomeWorks University. These programs cover home energy assessors, weatherization crews, and HVAC technicians. Our training combines classroom instruction with hands-on practical education for energy-efficiency professionals.

c. Home Energy Efficiency Assessments: We offer thorough home energy efficiency assessments, including combustion safety tests, scoping for weatherization opportunities (air sealing and insulation), installation of instant savings measures (thermostats, faucet aerators, light bulbs, power strips), and consultation on solar, windows, and electrical storage.

d. Comprehensive Weatherization: Our services encompass air sealing, insulation (batt, cellulose, foam board, etc.), and installation of necessary ventilation systems.

e. HVAC Installation Services: We specialize in heating, cooling, and hot water heater installation. Our focus is on heat pumps, including both ductless mini-splits (DMS) and internal central heat pumps.

f. HVAC Maintenance and Repair: We provide comprehensive maintenance and repair services for HVAC systems.

Confidentiality Statement:

HomeWorks Energy authorizes NASEO to publish and distribute this response to the NASEO RFI on its website and through other means to the states and general public. We have included no confidential or proprietary information in our response.