



2012 NW Ductless Heat Pump Project Overview

January 25, 2012

Agenda

- 2011 highlights
- 2012 goals
- 2012 program activities:
 - Events and trainings
 - Communications
 - Financing partnerships
 - Retail strategy
 - Manufactured homes retailer initiative
 - Product and installation support
 - Marketing

2011 Highlights

INSTALLATIONS

- 4,244 units installed

QUALITY ASSURANCE

- 71 QA inspections completed

MASTER INSTALLER PROGRAM

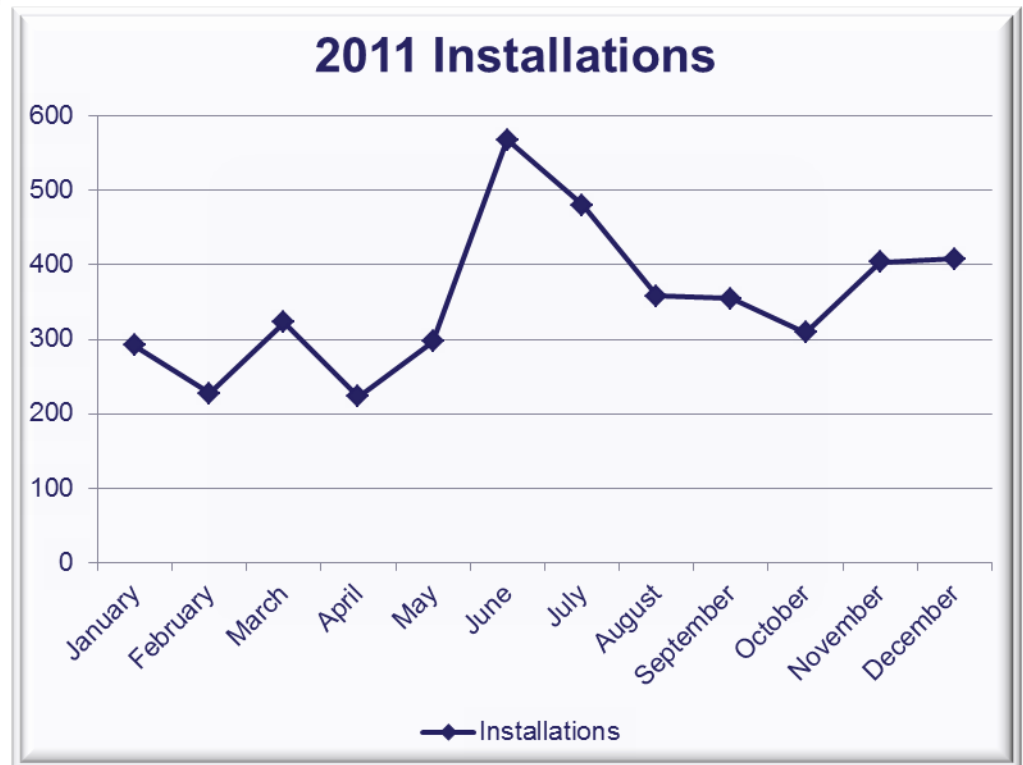
- 77 Master Installers

RETAIL INITIATIVE

- 109 The Home Depot locations to promote ductless technology

MANUFACTURED HOMES

- 5 manufactured homes retail partners



2011 Highlights

WORKSHOP

- 307 registrants

REGIONAL CAMPAIGN

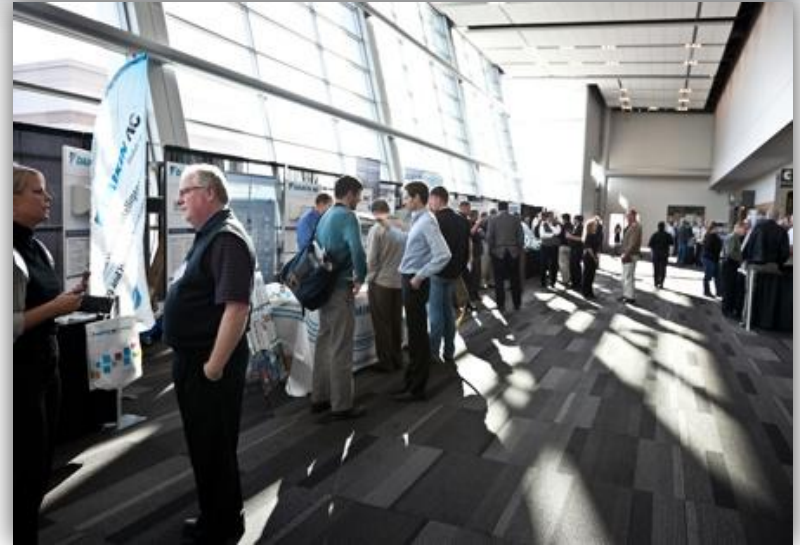
- Over 6.6 million online impressions
- 1,400 sweepstakes entries

RETAIL STRATEGY

- Developed infrastructure to support ductless retail sales

FINANCING PARTNERSHIP

- Umpqua Bank GreenStreet loans available
- Puget Sound Cooperative Credit Union



2012 Goals

2012 GOALS

- Provide market channel support and development
- Deliver support to utilities and market actors
- Build awareness of ductless technology for electric resistance homes
- Increase market actor involvement in regional efforts
- Maintain quality installations

2012 Activities

EVENTS AND TRAININGS

- Contractor participation support
 - Monthly orientations
- Technical support
 - Best Practices webinars
 - Communicating manufacturer/distributor trainings

The screenshot shows the website for Ductless Heating & Cooling Systems. The header includes the company name and navigation links for 'CONTACT US', 'FAQ', and 'CONSUMER RESOURCES'. Below the header is a navigation bar with tabs for 'UTILITIES', 'MANUFACTURERS & DISTRIBUTORS', 'CONTRACTORS', 'NEWS & EVENTS', and 'ABOUT US'. The 'NEWS & EVENTS' tab is active, showing a sub-menu with 'events calendar', 'program news', and 'newsletters'. The main content area is titled 'Upcoming Events' and lists four events:

- CONTRACTOR ORIENTATION**
1/11/2012
8:00am-9:00am
Includes 'SHARE' and 'ADD TO CALENDAR' buttons.
- INSTALLATION BEST PRACTICES WEBINAR**
1/26/2012
8:00am-9:00am
Description: This webinar provides information and suggestions to help contractors achieve successful ductless heat pump installations. Quality installations result in minimal call backs, more customer referrals, and increased awareness of ductless heat pump technology.
Includes 'SHARE' and 'ADD TO CALENDAR' buttons.
- CONTRACTOR ORIENTATION**
2/08/2012
8:00am-9:00am
Includes 'SHARE' and 'ADD TO CALENDAR' buttons.
- INSTALLATION BEST PRACTICES WEBINAR**
3/08/2012
8:00am-9:00am
Description: This webinar provides information and suggestions to help contractors achieve successful ductless heat pump installations. Quality installations result in minimal call backs, more customer referrals, and increased awareness of ductless heat pump technology.

On the right side, there is a 'Show events for:' section with radio buttons for event types: 'Any', 'Contractor Trainings', 'Manufacturer/Distributor Trainings', and 'Utility Trainings'. Below this is a calendar for December 2011, with dates 13, 14, and 15 highlighted. At the bottom right, there is a promotional banner for 'DISCOVER DUCTLESS AND PLAY TO WIN \$10,000!' featuring an image of a chair and a television, with the website 'GoingDuctless.com' mentioned.

2012 Activities


PROJECT NEWS AND UPDATES

- Quarterly newsletters to market partners
- Bulletins sent to relay time sensitive information

NW Ductless Heat Pump PROJECT

4th Quarter Newsletter

November 2011



In This Issue

- [2011 Workshop Campaign Update](#)
- [Financing](#)

Quick Links

- [Best Practices](#)
- [Installation Guide](#)
- [Homeowner Education Guide](#)
- [Marketing Templates](#)
- [Calendar of Events](#)
- [Regional Campaign Materials](#)
- [Utility Participation List](#)
- [Cost of Heat Chart](#)

Dear Installers,


To support you this heating season we've launched some exciting Fall initiatives including:

- The Regional Campaign
- The workshop
- A financing partnership
- An updated Project website

Read the articles in this newsletter for more detail. If you have any questions or concerns, don't hesitate to contact us.

Thanks for Making the Tacoma Workshop a Success!

A big thanks to all who attended the NW Ductless Heat Pump Project Workshop on November 1, 2011. Over 300 industry professionals came to learn, network and explore ways to accelerate the adoption of ductless technology.



Financing

Did you know that 70% of home upgrades are financed through loans, credit cards or home equity?

The Project partnered with Umpqua Bank to promote the GreenStreet lending program for the purchase of Ductless Heat Pumps. Click

2012 Activities

ENHANCING DHP FINANCING PARTNERSHIPS

- Increase ductless sales by promoting the GreenStreet Lending program
- Broaden messaging for Project and Umpqua Bank financing products
- Develop partnerships between Umpqua Bank branches and local installers
- Ensure regional availability



2012 Activities

RETAIL STRATEGIES

- Enter retail market and broaden consumer exposure to ductless technology
 - e.g. The Home Depot (THD) stores
- Provide sales and marketing support to the 109 participating THD service providers in WA, OR, MT and ID
- Target additional “big box” retailers
- Expand ductless sales into small retail



2012 Activities

MANUFACTURED HOMES INITIATIVE

- Integrate ductless systems into manufactured homes sales and production
- Increase installations in existing and new manufactured homes
- Pilot new methods



2012 Product and Installation Support

QA INSPECTION PROTOCOL

2012 site selection:

- **NEW CONTRACTOR INSPECTION**
 - 1 of the first 5 installations
- **RANDOM INSPECTION**
 - 1% of all Project installations
- **DISCRETIONARY INSPECTION**
 - Discretionary inspections:
 - Utility request
 - Issues identified from data
 - Needs to evaluate individual contractors



2012 Product and Installation Support

UTILITY QA SUPPORT

- Utility QA webinar
 - This webinar will be held May and September 2012
- QA Inspection form available for download and use

On-Site Quality Assurance Form		NW Ductless Heat Pump PROJECT	
Official Use Only: Customer ID			
Homeowner Participation Form: Does the following data match the actual conditions?			
1. Is the house: <input type="checkbox"/> single family <input type="checkbox"/> manufactured home <input type="checkbox"/> multi-family Notes:		2. Type of electric heating system <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:	
3. Secondary heating system description <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:		4. Did the homeowner remove or partially remove the previous electric heat? <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:	
Contractor Invoice Form: Does the following data match the actual installation?			
1. Total number of indoor units installed <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:			
2. Indoor unit model number(s) <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:			
3. Total number of outdoor units installed <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:			
4. Outdoor unit model number(s) <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:			
5. Is the lineset length accurately reported? <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:			
Site Inspection:			
1. Describe the unit's settings, as found (heat/cool/auto, high/low, temp.) Notes:		2. Is there a natural gas line to the house? <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:	
3. Are there any self-diagnosis lights blinking? <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:		4. Are refrigerant lines insulated and protected? <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:	
5a. Has the homeowner been educated on proper system operation? <input type="checkbox"/> Yes <input type="checkbox"/> No		6. Does the condensate drain terminate outside the home? <input type="checkbox"/> Yes <input type="checkbox"/> No	
5b. Does the homeowner have an operation manual? <input type="checkbox"/> Yes <input type="checkbox"/> No		Notes:	
Operation test: Run the unit on high (5 degree temperature difference) for 5-10 minutes and assess operation.			
7. Heating/Cooling mode: <input type="checkbox"/> Yes <input type="checkbox"/> No		Notes:	
Inspection Report:			
1. Inspection outcome (choose one) <input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Major Deviation <input type="checkbox"/> Minor Deviation		2. Inspection summary:	
3a. Site inspection notes:			
		3b. Does the inspection require contractor follow up? <input type="checkbox"/> Yes <input type="checkbox"/> No	
4. Was a utility representative present during the QA visit? <input type="checkbox"/> Yes <input type="checkbox"/> No Notes:		5a. Was the contractor present during the QA visit? <input type="checkbox"/> Yes <input type="checkbox"/> No	
		5b. Would the contractor be interested in marketing support from the Project? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Inspector Information:			
Inspector Name:		Phone number:	Date:
9/1/2011			

2012 Product and Installation Support

OPTIMIZE MASTER INSTALLER PROGRAM

- Additional support provided to Master Installers

The screenshot shows the 'Find an Installer' page on the Ductless Heating & Cooling Systems website. The page features a navigation menu with options like 'WHAT'S A DUCTLESS SYSTEM?', 'TESTIMONIALS', 'MAKING THE SWITCH', 'RESOURCES', and 'ABOUT US'. The main content area includes a search form with dropdown menus for 'State' (Oregon) and 'Region' (Oregon - Portland Metro), and input fields for 'Zip Code' and 'Distance' (100). A 'FIND INSTALLERS' button is visible. Below the search form, there is a table listing qualified Master Installers.

Name and Address	Phone	Region Served	Master Installer
ABLE HEATING & COOLING, LLC. Tigard, OR 97223 http://www.ableheatingandcooling.com	503.579.2250	Oregon - Portland Metro, Oregon - Salem/Corvallis	Yes
ADVANCED HEATING & AIR McMinnville, OR 97128 http://www.advancedheatingpdx.com	503.434.8544	Oregon - Portland Metro, Oregon - Salem/Corvallis	Yes
ADVANCED HEATING & AIR Sherwood, OR 97140 http://www.advancedheatingpdx.com	503.538.4328	Oregon - Portland Metro, Oregon - Salem/Corvallis	Yes

Marketing

2012 GOALS

- Increase consumer awareness
- Stimulate regional market actor and utility participation
- Build market knowledge, experience and tools

2012 STRATEGIES

- Support partner marketing efforts to increase adoption
- Maintain consistent messaging that will resonate with consumers
- Develop and launch a regional marketing campaign
- Enhance support to regional Master Installers

Marketing

TOOLS & TEMPLATES

- Produce additional tools and templates that provide consistent messaging
- Provide printed sales toolkits to all contractors in the region

PUBLIC SERVICE ANNOUNCEMENTS

- Refresh current PSAs

GOINGDUCTLESS.COM

- Update and enhance website throughout 2012

SOCIAL MEDIA

- Optimize social media presence
 - Engage market actors and utilities in these efforts



Marketing

REGIONAL CAMPAIGN

- Generate consumer demand
- Market actor and utility participation
- Campaign-themed templates
- Co-op reimbursement may be available
- Broadcast advertising

STRATEGIC PARTNERSHIPS

The Project will enhance regional marketing by working with:

- Utilities
- Manufactured homes retailers
- Retail locations
- Financing agencies
- Manufacturers

Evaluation

EVALUATION UPDATES

- Pilot project updates
- Completed reports
- Next steps



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