

Contractor Co-op:

2017 Program Cycle Basics



About the Co-op Team

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About The Energy Network

- The Energy Network is a local government organization
- Created by the California Public Utilities Commission (CPUC)
- Provides resources and assistance to homeowners, businesses and public agencies planning energy efficiency upgrade
- Serving Southern California



Contractor Co-op

- Contractor Co-op is a program that supports Participating Contractor's work with Home Upgrade by reimbursing 50% of qualifying business costs up to \$10,000.
 - Participating Contractors with The Energy Network and SCE/SoCalGas's Home Upgrade program
 - Actively submitting Home Upgrade projects

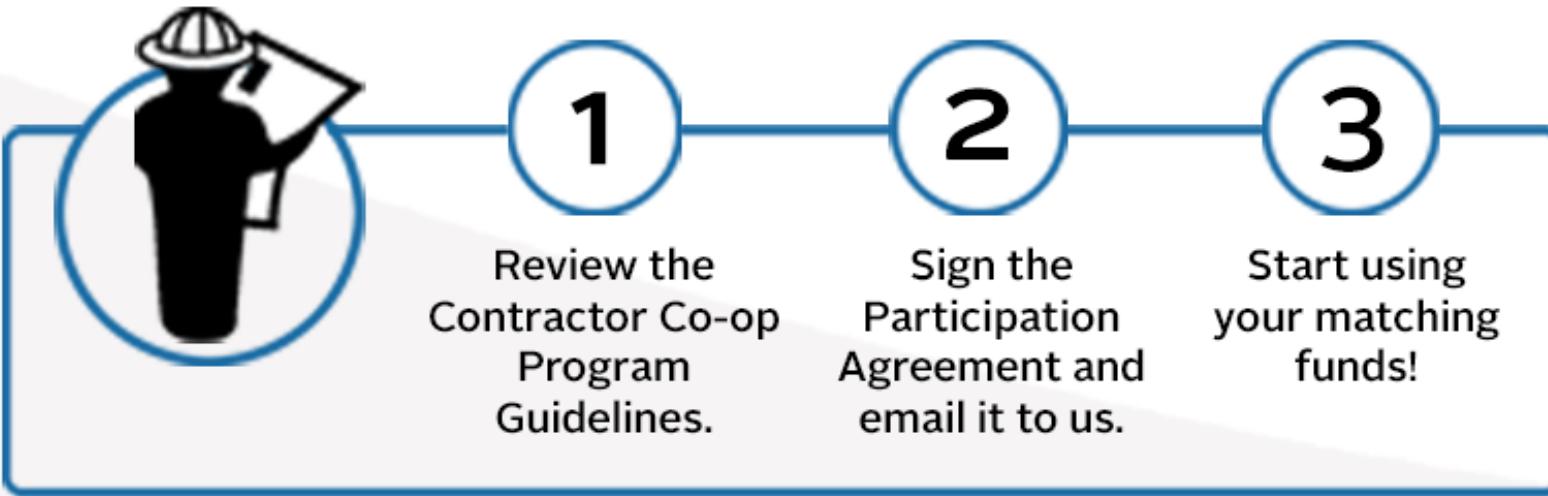
Benefits of Co-op

By having 50% of your costs reimbursed, you can:

- Stretch your budget for marketing and equipment
- Make certifications and trainings more affordable
- Cut costs on resources and supplies that enhance your services



Enrollment:



Getting Started

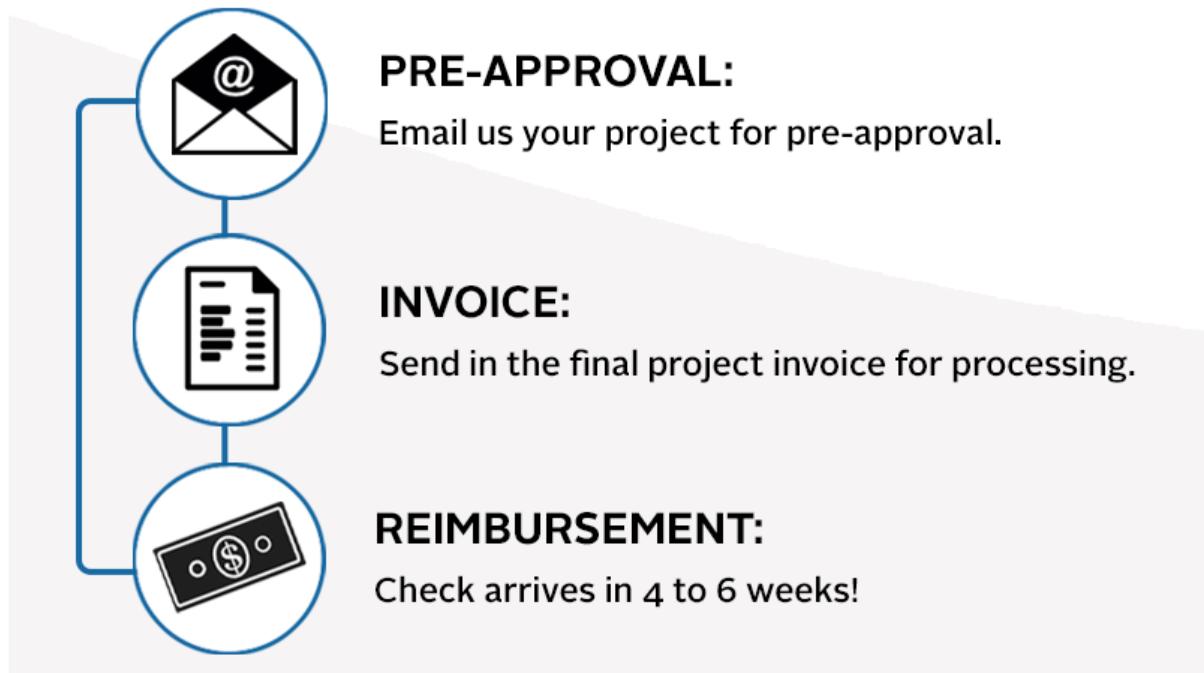
Enrollment:

- Contractors who participated in the 2015-16 program have been automatically enrolled in 2017.
- If you would like to enroll, contact us at coop@theenergynetwork.com.

Matching Funds:

- All contractors are start at \$10,000 for 2017.
- Remaining funds from 2015-2016 have not carried over.

Using Your Funds:



Pre-Approval and Reimbursement

Pre-Approval:

- Upfront quote is required for all projects.
- Project must be pre-approved before the final purchase to be eligible for reimbursement.
- Contact us to reserve funds for a recurring project (ex. Monthly magazine ads, online profile costs, etc.)

Reimbursement:

- Invoices dated prior to 1/1/17 are not eligible for the 2017 program cycle.
- Final invoices must be submitted within 60 days of pre-approval.

Eligible Project Types

MARKETING:

Vehicle Wraps
Print Ads
Radio Ads
Direct Mailers
Apparel
Trade Show Fees
Web Promotion

EQUIPMENT:

Blower Door
Duct Testing
Gas Leak Detector
Flow Hood
Calibrations
Software
And more!

TRAININGS AND CERTIFICATIONS:

BPI
CALCerts HERS
GreenPoint Rated SF
LEED for Homes
NATE HVAC
And more!

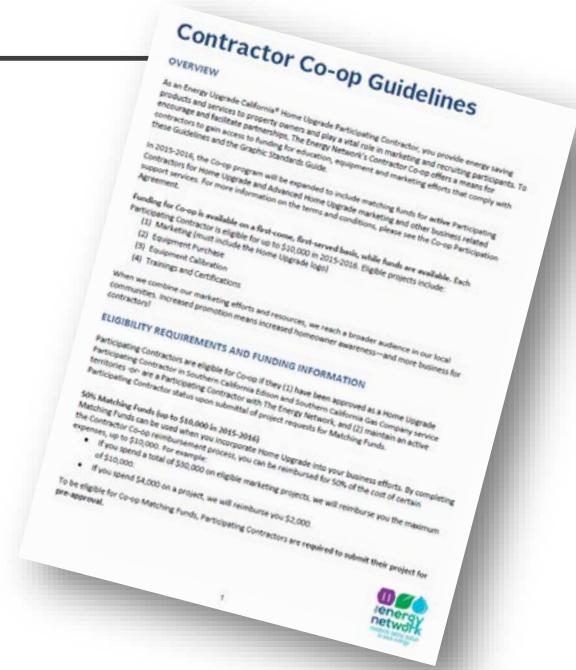
Marketing Purchases

- Apparel, auto wraps, print, radio, and online ads, billboards, banners and trade show booth materials, etc.



Marketing Purchases

- Must follow Brand Guidelines.
 - Home Upgrade Logo
 - Home Upgrade Messaging
 - \$3,000 in rebates and incentives for Home Upgrade
 - \$6,500 in rebates and incentives for Advanced Home Upgrade
- Send in BOTH design proof and quote for pre-approval.



PARTICIPATING CONTRACTOR



What not to do...



Any version of the Energy Upgrade California® logo is outdated, no longer used, and not permitted for contractor use.

Equipment Purchases & Calibrations

- Equipment must be directly related to Home Upgrade work.
- Send in a formal quote including equipment names/models and cost for pre-approval.
- List of eligible equipment can be found in the Program Guidelines.



Trainings & Certifications

- Vendor must be accredited.
- Must send formal quote or web link from provider for pre-approval.
- BPI certification, NATE, CalCERTS HERS, etc.



2017 Project Eligibility Changes

Eligible Projects:

- Online advertising, including on sites such as Houzz, Angie's List, Home Advisor, or Yelp.
- Energy audit software licensing fees, including SnuggPro fees.

Not Eligible:

- Company website costs are no longer eligible.
- Canvassing costs are no longer eligible.

Frequently Asked Questions

Do I need to spend down all my Co-op Matching Funds at once?

No. You can submit multiple different projects separately until you reach the maximum reimbursement of \$10,000.

Frequently Asked Questions

What is my remaining Matching Fund balance?

Feel free to contact us at coop@theenergynetwork.com to find out your balance.

Frequently Asked Questions

Where can I download the approved Home Upgrade Participating Contractor logos?

A variety of these are available on www.tenres.com/coop.

Please remember to review and follow our brand guidelines when using the HU logo.



Frequently Asked Questions

I have an older project that I have already paid for. Can I get this project reimbursed?

If it was not previously pre-approved, it cannot be reimbursed. We must pre-approve all projects prior to their purchase.

If your project was previously pre approved within the past 60 days and is on record, we can reimburse you.

If you have a recurring project with a static design and price (like a recurring ad), please contact us at coop@theenergynetwork.com.

Contact Us

Questions? We're always happy to help.

Visit us at www.tenres.com/coop.

Email us at coop@theenergynetwork.com.

Call us at [\(877\) 785-2237](tel:(877)785-2237).