



Setting the Standards for
Home Energy Efficiency



Results of Electronic Ballot of RESNET Executive Committee on Proposed 2017 RESNET Operating Budget November 28, 2016

Shall the RESNET Executive Committee recommend to the board the funding contained in the 11-21-16 Draft Executive Committee Proposed 2017 Budget Expenditures (Attachment A)?

Yes (5)

No (0)

Abstain (0)

Roy Honican
Lee O'Neal
Jim Petersen
Nancy St. Hilaire
Kelly Stephens

The motion passed.

Attachment A

Draft RESNET Executive Committee Proposed RESNET 2017 Expenditures

New Proposed Expenditures for 2017 highlighted

RESNET Activity

Standards Development

\$144,000

- Standards Manager (Rick Dixon) \$50,000
- Full time standard secretariat support \$60,000
- Annual ANSI membership (increase) \$ 9,000
- Standard drafting support \$25,000

National Registry

\$185,000

- Registry data base manager (Jonathan Martin) \$50,000
- Server maintenance (Fourth Dimension) \$44,000
- Additional server licensing \$16,000
- Upgrade server \$25,000
- Additional professional services support on upgrade of server, enhance reporting, incorporate QA Genie into registry and incorporation of WER Index ratings into registry (Fourth Dimension) \$50,000

Quality Assurance

\$318,000

- RESNET Quality Assurance Manager (Laurel Elam) \$93,000
- Contract with EnergyLogic for QA Genie \$60,000
- RESNET support staff to manage QA Genie \$45,000
- Psychometrician consultant to review RESNET HERS Rater tests (Robert Lipkins) \$25,000
- Upgrade of RESNET written test delivery system \$50,000
- RESNET staff support to manage RESNET QA contractors \$45,000

RESNET Web Site

\$181,000

- IT support and web master (Fourth Dimension) \$20,000
- Audience alignment, update content, update design

- and improve responsiveness (Fourth Dimension) \$85,000
- Make web site mobile user friendly and replace pdfs with videos and infographics (Fourth Dimension) \$76,000

Marketing and Advocacy

\$396,000

- Marketing (Fourth Dimension) \$84,000
- Increase awareness and understanding of the importance of buying a HERS Rater home.
- Increase traffic to relevant information on the RESNET website or HERS index microsite
- Increase awareness of growing number of homes rated
- Educate users about the HERS Index score
- Upgrade marketing activities (Fourth Dimension) \$116,000
 - Promote RESNET Professionals and their services
 - Expansion of the current RESNET network (size, engagement and strength)
 - Engage the members with RESNET's online efforts
 - Web site advertisements
 - Drive relevant traffic to one consumer website from 3 key sources
 - Educate homeowners
 - Content Writing
 - PPC Management
 - SEO for consumers and professionals
 - Social Media advertising
 - Monthly in-depth analytics reports
- Federal advocacy (Winning Strategies Washington) \$ 96,000
- Hire full time in-house marketing director \$100,000

RESNET Conference

\$260,000

RESNET Water Efficiency Rating (WER) Index

\$90,000

- Hire full-time RESNET WER Index Manager \$90,000

Administration and Management

\$926,000

- Payroll \$582,000
- Professional Services \$111,000
- Travel \$ 90,000
- Other \$113,000

- 2017 financial audit (RFP in process) \$ 30,000

I. **Totals of All Activities in Proposed Operating Budget**

\$2,500,000