

Purpose:

This document is intended to serve as an anticipated Statement of Work for a video shoot of a home energy audit scheduled to take place at the home of Ross Salawitch on Monday, February 27th beginning at noon at 4205 Van Buren Street, University Park, MD 20782. We expect the audit to be completed in four hours or less.

The purpose of the video shoot is to capture footage of the various steps involved in the energy audit. The footage will be compiled, with a voice over, to be used in a short clip (exact length TBD) attached to the project web site (www.mystep-up.org) and for use in an on-line instructional tool kit.

The intent of the video clip is *not* to be comprehensive footage of the technical aspects of the audit – there are plenty of such clips available online. Rather, the intent of the video footage is:

1. To inform STEP-UP participants (or prospective participants) about the process, steps and benefits related to a home energy audit, and;
2. To inform STEP-UP participants (or prospective participants) about the how the specific step of getting a home energy audit fits within the overall STEP-UP program process, as summarized in the attached “Step-by-step with STEP-UP” document.

Key Elements for Inclusion in the Video:

To satisfy the purpose and intent noted above, we would like video footage of the following steps (all elements contained in or related to the “Assess” portion of the attached “Step-by-step with STEP-UP” document). We defer to the video company and the editor as to whether some of these elements may be better combined:

- a) Scheduling the audit – perhaps circling a calendar date or something like that;
- b) Preparing for the audit – getting your utility bill history prepared;
- c) The auditor arriving and preparing the homeowner for what they are about to do – perhaps footage of them sitting at the table and answering questions;
- d) A brief – brief – sequence following the auditor around as they look at the systems in the home. This section should show (but not focus on) the related diagnostic tools to be used for each system, as well as perhaps text on the screen summarizing the audited

systems: insulation, air leakage, heating and cooling, ventilation, lighting, appliances, windows and doors, chimneys, combustion safety of appliances;

- e) The auditor entering the data into their computer system;
- f) Graphically represent an audit report, with a clear explanation of the key elements to be contained in a good audit report. All items to be provided to the videographer during edit process:
 - a. Clearly indicates levels of home energy consumption broken down by type
 - b. Benchmarks the energy consumption of the home against similar homes
 - c. Recommends improvements within each of the system areas in the home
 - d. Quantifies the potential impact on energy reduction for the recommended improvements
 - e. Often provides associated cost estimates for the recommended improvements
 - f. Identifies if there are any concerns related to combustion safety or indoor air quality
- g) The audit report being reviewed by the homeowner, with support from the Energy Coach. The purpose here is to demonstrate that through STEP-UP, if there is anything unclear or about which the homeowner feels they need support, it is available;
 - a. Worth noting that in some cases the auditor is separate from the install contractors, and in some cases referrals, and in some cases the same company.
 - b. Pros and cons for each, ask the Energy Coach
- h) Summary of the benefits to the consumer of getting the audit report:
 - a. Clear idea of what areas of the home need to be improved;
 - b. Clear idea of the recommendations for improvement, and what sort of impact each of those recommendations may have;
 - c. Some idea of potential costs involved;
 - d. A roadmap to be followed as they take the next step in getting contractors who can help with improvements.

Editing and Voice-over:

1. The Town will provide the script for the voice-over and the voice, the contractor is responsible for recording the voice and overlaying the recorded voice with the final visual recording.
2. The contractor is required to deliver a digital final product with all of the elements described above in no more than 4 -5 minutes for use on the web (low resolution) and as a DVD (high resolution) for inclusion on a final package to another town replicating this project. All logos and credits will be provided. The contractor is free to suggest music that will enhance the final version.
3. The contractor is required to deliver two copies of the raw footage, and two low resolution and two high-resolution finished product within 30 days of filming.
4. The Town retains all ownership of raw and final footage.