



New York State Energy Research and Development Authority (NYSERDA):

Home Performance with ENERGY STAR® "Cracking the Existing Homes Market"

Presented by Rick Gerardi

For the

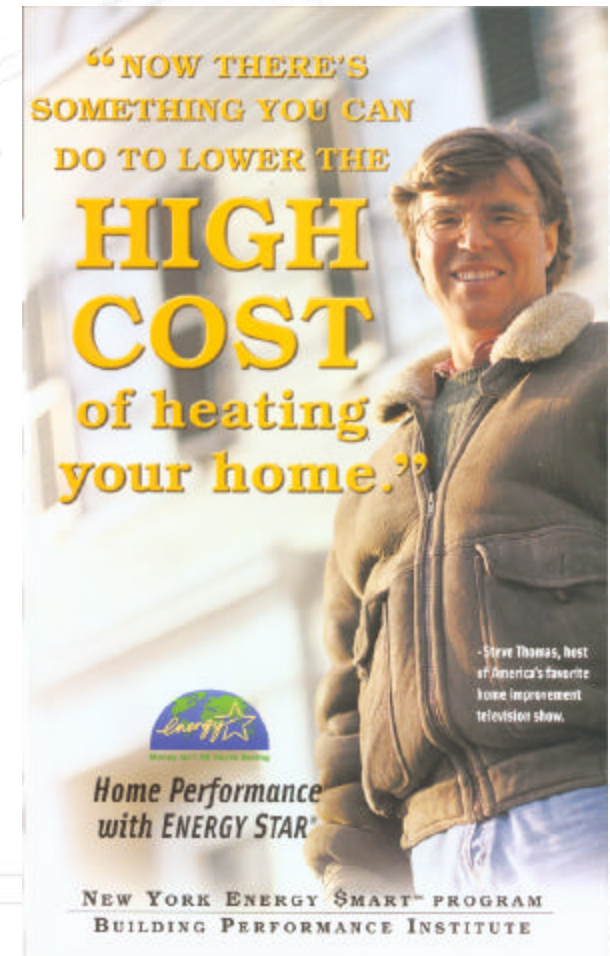
RESNET Conference

March 2002

Marketing & Communications



- ? Targeted in 2001 at Albany/Hudson Valley, Syracuse/Binghamton, Rochester and Buffalo
- ? Spokesman: Steve Thomas of *This Old House*
- ? TV, Radio, Print, Consumer Handouts, Builder Recruitment Information, Etc.
- ? Leads generated and distributed to builders via 1-877-NY-SMART and www.GetEnergySmart.org



Home Performance with ENERGY STAR®: *Incentive Breakdown*



? **Incentives to Build Consumer Demand:**

- Low- interest ENERGY STAR Financing
- Marketing & Communications (considered contractor incentive)

? **Incentives for Contractor Participation:**

- Assistance for Training, Certification and Accreditation
- Equipment Purchase Assistance
- Contractor Audit and Referral Incentives
- Contractor kWh reduction and Appliance Incentives

Strong emphasis on significantly reducing the cost and risk of market entry for contractors

Home Performance with ENERGY STAR®: *Building Market Legitimacy*



- ? Campaign focuses on the Building Performance Institute-certified contractor
- ? Only BPI-certified and accredited contractors can offer the services under the program and access the 5% APR Energy Star financing
- ? Goal: get consumers to recognize BPI-certified contractors as the best for delivering comfort, health, safety & durability



Home Performance with ENERGY STAR®: *BPI Certification*



Certification Levels – for individual technicians

- Tech I – Auditor
- Tech II – Shell Specialist (level required by NYSERDA)
- Tech II – Heating Specialist (level required by NYSERDA)

Home Performance with ENERGY STAR®: *BPI Accreditation*



- ? Given to the company annually, not the technician
- ? Focus is on business practices
 - Insurance
 - Product and service warranties
 - Written customer complaint and dispute resolution procedures
- ? Offers building performance installation training for company's installers

Contractor Training, Certification and Accreditation



- ? **"Battlefield" training and certification**
- ? **Rest get 75% assistance for training, certification and accreditation**
- ? **BPCA and B.O.C.E.S coordinate and deliver training services**
- ? **CSG provides training on program procedures and use of on-line audit/account management software**



*New York
State
B.O.C.E.S*

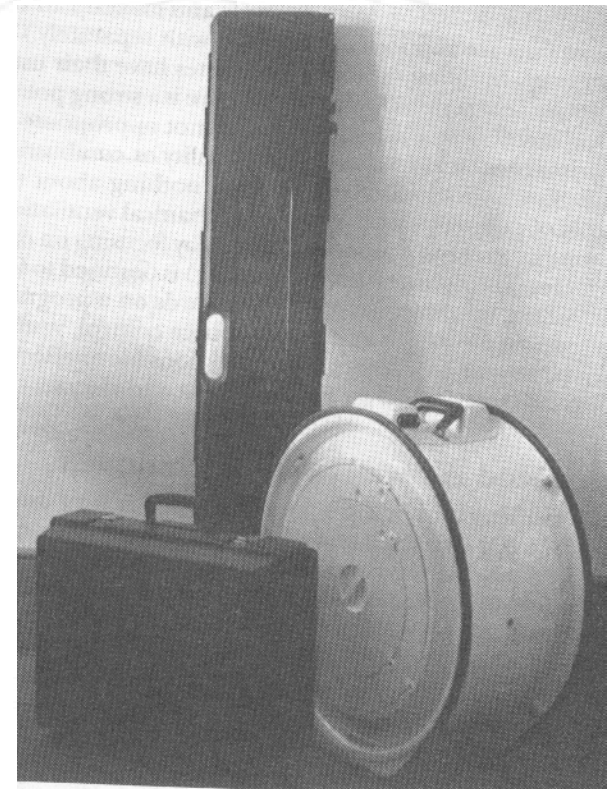


**Building
Performance
Contractors
Association**

Home Performance with ENERGY STAR®: *Equipment Packages*



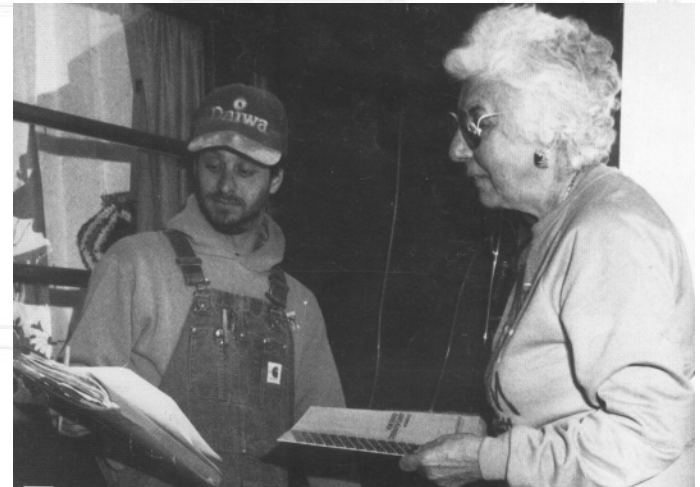
- ? **NYSERDA purchases equipment, enters into agreement with Contractor.**
- ? **Contractor pays 10% down pmt.**
- ? **Contractor begins to pay off equipment at 0%**
 - **1-yr. term for \$0-\$2,500**
 - **2-yr.term for >\$2,500**
- ? **Mid-term evaluation: if contractor has completed 20 approved jobs, NYSERDA forgives balance of equipment payments**



Whole-House Audit Incentive



- ? Contractor offers \$100 audit... deducted from workscope amount
- ? Blower door test; visual inspections of ducts, windows, roof, insulation levels, moisture/mold; CO and combustion safety tests; furnace/boiler efficiency test
- ? Enter audit results/customer energy info in approved software and develop audit report on proposed measures
- ? Negotiate measures, close deal and apply for loan



Diagnostics : Air Sealing/Duct Sealing



Blower Door



Duct Blaster



Statistics for first ten months of activity



- ? Over 360 homes serviced (\$2.7M)
- ? Over 250 homes in process (\$3.5M)
- ? \$1.4 M in low-interest incentives
- ? More than 60 Participating Contractors
- ? Over 150 BPI certifications
- ? More than 225 contractors trained
- ? Less than \$1M in infrastructure incentives for training and certs
- ? Over 7000 calls to the call center



Thank You!

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