

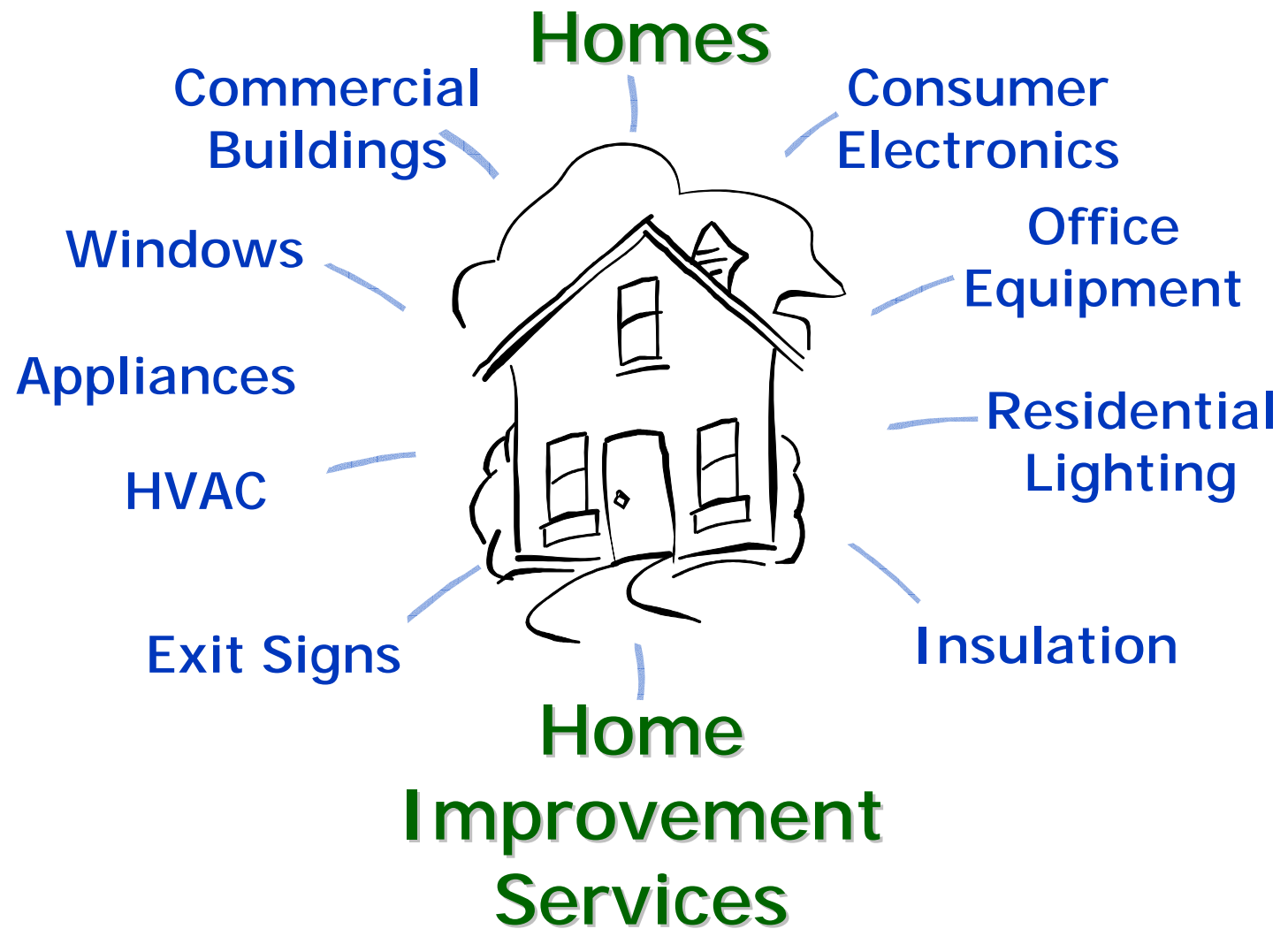
Home Improvement with ENERGY STAR®

RESNET Conference
March 2002
Mike Rogers





The ENERGY STAR® Family





Success with ENERGY STAR labeled products

- **Partnerships**

- 1,600 manufacturers labeling 11,000 models
- 730 retailers (12,000 stores) -- Sears, Home Depot, Lowes
- 100 utility partners supplying 50% of US customers

- **Awareness**

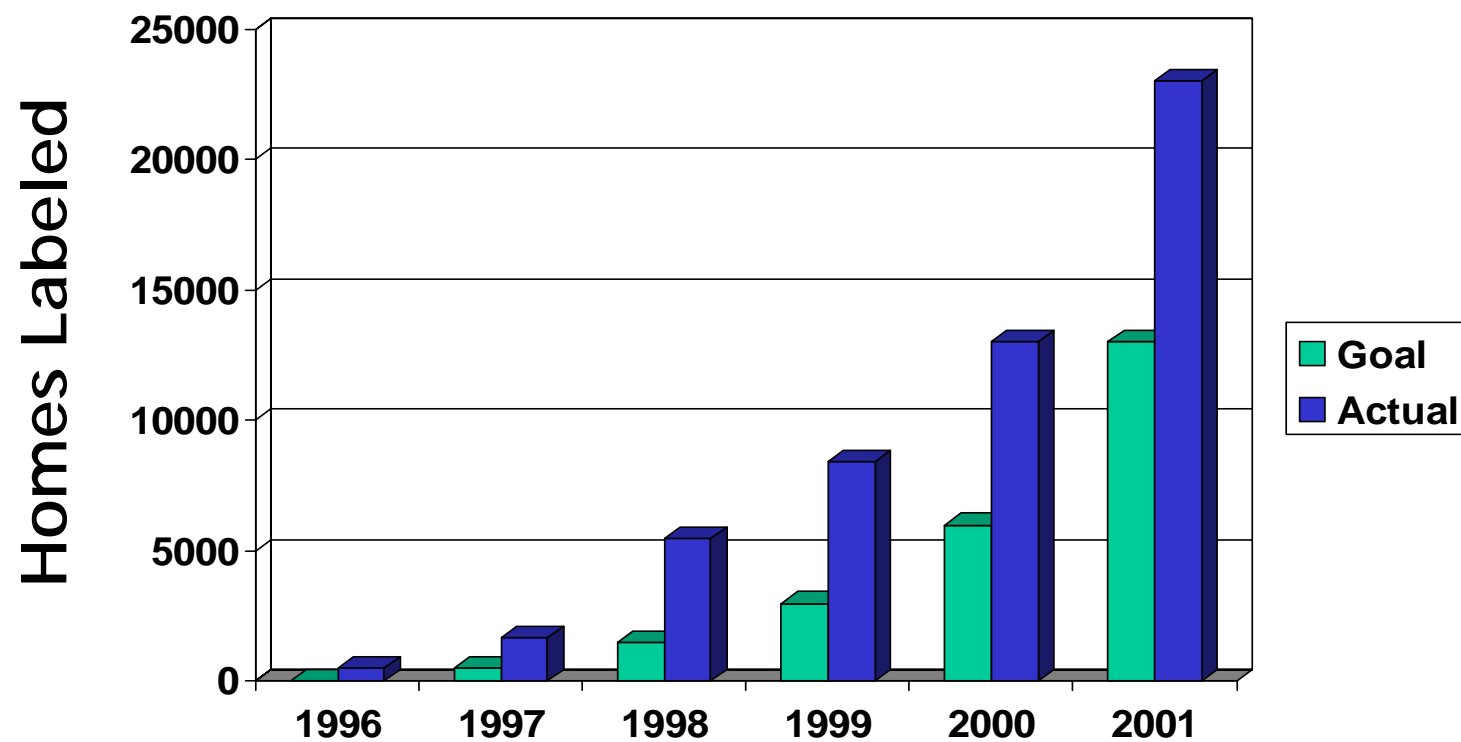
- 40% public recognition nationally

- **Savings**

- 600 million products purchased
- \$3 billion being saved annually
- 5 GW of peak power offset
- Typical homeowner can save about \$400/year



Measured Success with ENERGY STAR labeled Homes





Measured Success with ENERGY STAR labeled Homes

- **55,000+** homes with over 1,600 builder partners
- 26,000+ Labeled Homes in 2001
- 10 - 25+% Penetration in Major Mkts. [e.g., Houston, Indianapolis, Las Vegas, Phoenix]
- Large Corporate Builder Commitments [e.g., Beazer, Pardee, Pulte, Mercedes]
- ~40 Utility Partners
- ~20 Modular Housing Plants
- ~60 Manufactured Housing Plants



New Public Service Campaign

- Theme: how Americans make simple changes to save money and improve the environment
- ENERGY STAR is a credible symbol for saving money and protecting the earth
 - ENERGY STAR is an easy way to save money and prevent air pollution
- Makes emotional connection
- Provides motivational context- actions of each individual can contribute to common good
- Call to action
 - look for ENERGY STAR to save energy and prevent air pollution



Distribution

- Top 150 television markets
- Over 5,000 daily and weekly newspapers
- National consumer and trade magazines
- 35 national radio networks and over 1,000 English and Spanish-language radio stations

Home Improvement with ENERGY STAR®





ENERGY STAR Label for Homes

- ENERGY STAR label for all homes
 - Both new and existing homes
 - HERS 86
- No new label for existing homes
 - 2nd label would add confusion
 - As soon as someone moves into a new home, it becomes an existing home
- Focus will be on inserting energy-efficiency into an array of transactions
 - From product replacement to system upgrades to whole house improvements



ENERGY STAR Home Improvement Toolbox

Providing Unbiased Information to Homeowners

Consumer Information Web site

Home Energy Yardstick, Home Energy Advisor,
Home Doctor, Home Remodeler

Extending the ENERGY STAR Brand to In-Home Services

Products

Marketing
Bundles

Home Sealing
Cool Change

Home
Performance
with
ENERGY STAR

HERS 86 -
ENERGY STAR
Labeled Home

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Coming Soon

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HOME IMPROVEMENT TOOLBOX

with ENERGY STAR®




Home Energy Yardstick

Find out how well your home's energy use compares to other homes.



Home Energy Advisor


Submit detailed information about your home and receive a customized package of energy-saving upgrades.



Home Doctor

Find energy-saving prescriptions for common household problems.

Pick a Symptom



Home Remodeler


Get advice on your home remodeling projects to save energy and money year after year.

Choose a Project

Use these tools to help you save energy and money when remodeling, repairing or improving your home.

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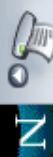
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http://esta3.energystar.gov/hwy/Step3a.jsp?Rating=64&AdjustedEnergy=166520

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Put your home to the test | Benchmark your building's energy performance

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STEP 3 Your Results



Home Energy Yardstick

How Do I Compare?



How Much Can I Save?

Potential for Improvement

If you can improve your score from 6.4 to **9.0** you could potentially save **\$333** per year in energy cost.

Note: If you did not enter your home's energy cost, then your potential savings is calculated based on average state energy rates.



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10
minutes
is all
it
takes...



...to find out how your home's
energy use compares to
thousands of your neighbors.

Visit: <http://www.energystar.gov/yardstick>

ENERGY STAR helps you identify
solutions to help save money while
protecting the environment for
future generations.

Contact: Your Company
Your City, PA
1-800-YOUR ###

We offer diagnostic services and
energy saving solutions to improve
your comfort and save money.

Stamp

Customer
Address

Ten minutes at the Home Show is all it takes ...

to compare your home's energy use with thousands of your neighbors. We'll show you how ENERGY STAR® labeled products and services can help you save energy and money while protecting the environment. Stop by the ENERGY STAR booth (#1109) at the Providence Home Show.

What You Should Bring:

1. The year your home was built
2. The square footage of your home (total floor area)
3. Most recent utility bills showing your energy use for the last 12 months (total kWh of electricity, CCF of natural gas, gallons of propane or oil)



To find out more visit energystar.gov/yardstick

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refrigerator
and freezer
door gaskets
periodically
by
closing the
door on a
dollar bill. If it
pulls out
easily, you
may need
a new gasket.

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HOME ENERGY ADVISOR

Saving Energy = Saving Money

We'll show you how!

We will ask you about your home, then recommend upgrades.
These recommendations will help you:

- save money and energy
- protect the environment
- make your home safer and more comfortable

Enter your zip code below.

Zip Code:


Submit

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with ENERGY STAR®

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energy and money when remodeling,
repairing or improving your home.



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Find out how well your home's energy
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Submit detailed information about
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common household problems.



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Pick a Symptom
High Energy Bills
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Damp Basement or Crawlspace
Cold Floors
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DE

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Bathroom Remodel
Adding an Addition
Basement Remodel
Home Office
Home Theater
Attic Conversion
Replace Windows

http://www.epa.gov/hhiptool/remodel.html

ENERGY STAR®

Home Sealing





ENERGY STAR Home Sealing

- ENERGY STAR Home Sealing
 - A home envelope specification
 - DOE recommended insulation levels for existing homes
 - .35 air changes per hour
 - ENERGY STAR labeled windows recommended for replacement
 - Blower door diagnostics and combustion safety testing
- Two Part Strategy:
 - National consumer message
 - Promote contractor services were available



ENERGY STAR Home Sealing Consumer Messages

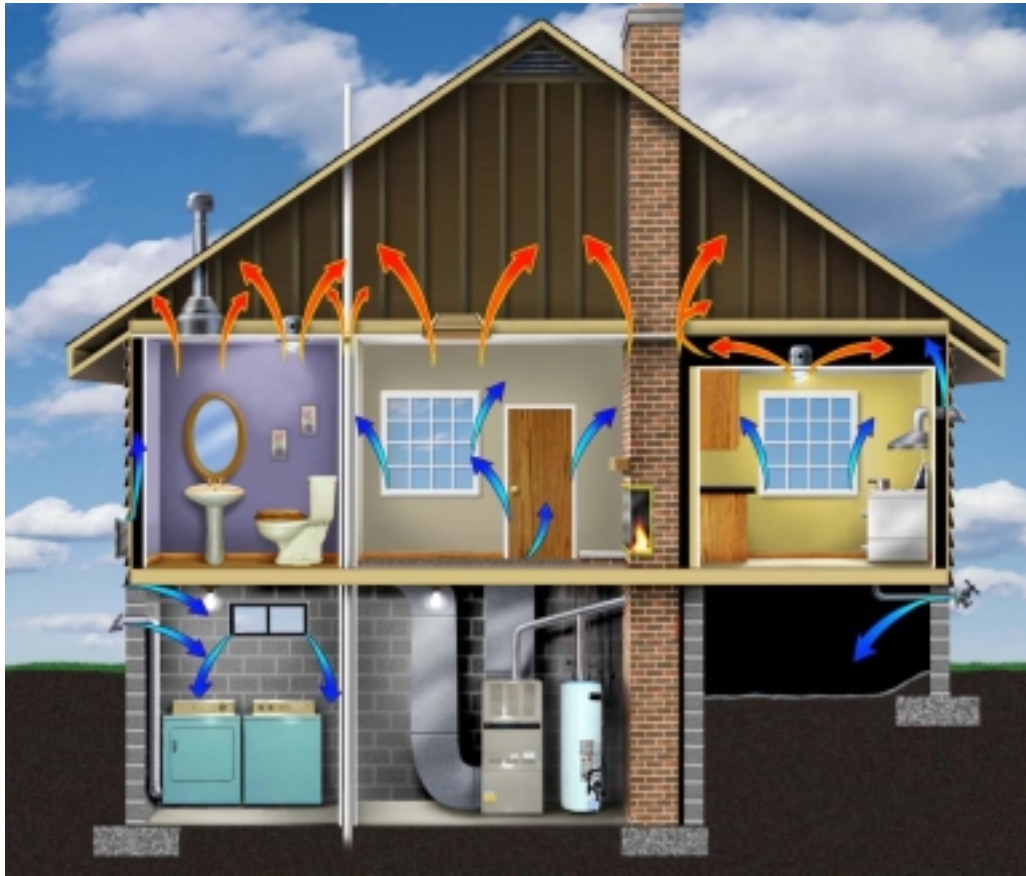


Photo Credit: The Energy Conservatory



ENERGY STAR Home Sealing National Consumer Message

- **Save up to 20%** on your heating and cooling bill and **increase the comfort** of your home. Energy Star recommends sealing the "envelope" that surrounds your living space: the ceiling, walls, windows and floors.
- To increase your home's comfort and energy efficiency:
 - **Add insulation** to stay comfortable during periods of extreme temperatures.
 - **Seal air leaks** to stop drafts and get full performance out of your existing insulation.
 - **Look for Energy Star labeled windows** when replacing windows in your home for improved energy efficiency.



ENERGY STAR Home Sealing Progress and Plans

- Nov. '01 -Video News Release (VNR), web site, NE Launch with National Grid and local contractor
- Jan. '02 - Launch at Indianapolis Home Show with Steve Thomas - Host of "This Old House"
- Feb. '02 - VNR re-release with media outreach
 - 30 cities, northern climates, service providers
 - Start with Wilmington, Philadelphia, Baltimore
- Spring '02 - Cool Change Promotion
 - Tie in Home Sealing - "Keep the cool air in"
- On-going effort to launch Home Sealing as a service in regional markets - we need additional providers of this service



ENERGY STAR

Cooling Promotion 2002

Make a
COOL CHANGE

to ENERGY STAR®



ENERGY STAR Objectives

- **Increase awareness** of the benefits of ENERGY STAR labeled cooling equipment and products among consumers, manufacturers, retailers, and utilities
 - central air conditioners (CAC), heat pumps, room air conditioners (RAC), dehumidifiers, ceiling fans, and programmable thermostats
- **Increase sales** of ENERGY STAR labeled cooling equipment/products
- **Educate** consumers and HVAC industry about importance of systems approach to equipment replacement/upgrades



Core Strategies

- **Establish** unified creative platform with common theme/messages and cooling equipment/products focus
 - Joint promotions among utilities, states, manufacturers, retailers, distributors, and contractors
 - Create consumer incentive to buy and contractor incentive to sell
- **Introduce systems approach**
 - It's more than just the equipment; it's all components that contribute to efficient operation (equipment, ducts, thermostats)



Cooling Promotion Graphic

Make a
COOL CHANGE

to ENERGY STAR®

- Cool for the environment
- Cool for your home
- Saves Cool Change



Cooling Promotion Call-to-Action

- Now's the time to check out the cooling system in your home and make a cool change to ENERGY STAR. You'll save energy and money and help protect the environment.



Cooling Promotion Components

- Partner coordination
- Cool Change consumer education guide
- Web landing page
- Sales associate/dealer training
- Promotional templates to assist manufacturers, retailers, and utility/regional partners
- Media outreach
- Third-party outreach
- Partner recognition



Home Performance with ENERGY STAR®



Home Performance with ENERGY STAR®

- Service to provide whole house analysis and ensure recommendations are implemented
- Building performance contractors provide evaluation AND perform work.
- Emphasis on comfort, durability, and professional problem-solving along with energy-efficiency



Home Performance with ENERGY STAR®

- Home energy inspection with an energy specialist, e.g., a rater, including:
 - Diagnostic testing
 - Combustion safety
 - Electric baseload analysis
- But also emphasis on implementing recommended improvements
- To a large extent, consistent with what Weatherization providers and many HERS raters already do!



Home Performance with ENERGY STAR®

- ENERGY STAR lends brand name to help with awareness and credibility
- Developing advertising templates and marketing assistance
- Essential to have oversight and a QA/QC program. Two models include:
 - Certification and Accreditation (e.g., using BPI)
 - Inspection
- Targeted to states or areas with the necessary interest, support, and expertise



Home Performance Implementation

- NYSERDA began Spring 2001
 - Using BPI certification/accreditation
 - Loan interest rate buy-downs
 - Aggressive marketing campaign
- Wisconsin began October 2001
 - Oversight through inspection protocol
 - Initial emphasis on establishing contractor capacity; marketing ramping up soon
- Austin Energy beginning Spring 2002
 - Large emphasis on cooling
- Exploring opportunities for additional pilots



We can show you where the MONEY IS LEAKING OUT OF YOUR HOUSE.

Right now, countless New Yorkers are spending more than ever to heat their homes. Even worse, many homeowners are not getting the comfort they are paying for. Many homes suffer from cold spots, rooms that are too hot or too cold, ice dams, drafts, building rot, mild and mold problems. They may all be common signs that the house is not properly insulated, or that the heating system is improperly balanced, or that moist air in the house is not being effectively controlled. Many homes are simply heating the outdoors.

But now there's something you can do about it. Because right now, Home Performance with ENERGY STAR® can provide you with a Certified Home Performance Contractor who can help you with your insulation and heating needs. Using the latest Home Performance technologies, we can show you exactly where you're losing heat and how to greatly improve the efficiency of your home, while saving you up to 40% in energy costs.



If your furnace is over 10 years old, replacing it with an ENERGY STAR approved unit can save up to 20% in energy costs.



A blower door test is used to measure air leakage and trace air flow.



Upgrading insulation and sealing air leakage are frequently recommended to reduce energy costs.

We can demonstrate how much money you can save by fixing your heating, insulation and air leakage problems. As part of our Home Performance analysis, we use a computer program to analyze your current heating costs and to show you how much money you could save by making practical improvements to your home.

In most cases, the cost of repairs is more than paid for by energy savings. Our analysts will show you how much you can save for years into the future, by making improvements now. We'll give you an estimate of how much the corrective work will cost, so you can decide what makes sense for you.

If you decide to have the work done, we can do everything, including providing low-interest financing. Home Performance with ENERGY STAR is a public service developed under the New York Energy Smart™ program. With it, homeowners are eligible for low-interest ENERGY STAR financing for the improvements.

All testing and corrective work is done by a Building Performance Institute Certified Home Performance Contractor. All contractors who participate are highly trained and then certified by the Building Performance Institute (BPI), a national resource for building science technology that sets the standards for assessing and improving the energy performance of homes. Certified contractors are trained in using the latest diagnostic equipment and building science principles for high-performance improvements and results.

For a fully deductible testing fee, a Certified Home Performance Contractor can perform a test your home using the most advanced whole house testing technologies.

The contractor will identify problems and recommend the necessary upgrades to make your home more energy efficient and comfortable. If you choose to do the work, the testing fee will be fully deductible from the cost of the work. They'll also perform a free carbon monoxide test to make sure your home is safe.

To choose a BPI Certified Contractor, to schedule an appointment, or to receive our free video, call 1.800.222.0050.

All you've got to lose are your high heating bills.



Building Performance Institute
Certified Contractor
Contractors are trained to the highest standards of home energy performance.



Developed under
George E. Pataki, NY Governor



Money Isn't All You're Saving

Home Performance
with ENERGY STAR®

Call 1.800.222.0050. Visit our website at GetEnergySmart.org



Home Performance -- NYSERDA Results

- About 400 jobs completed
- Almost 100 jobs in process
- Average price/job -- \$9,000 for customers taking advantage of financing
- Customers asking for, and paying for, whole house audits. “I want a blower door test.”
- Audit report—customer feedback shows that the report could be more comprehensive and “professional” looking to meet customers expectations.



Home Performance -- Wisconsin Results

- 68 jobs completed (Oct-Feb)
- 54 jobs in progress
- Early focus on recruiting contractors
 - Still establishing contractor base, but major areas of the state are covered
- Marketing just beginning
 - Initial marketing limited to small amount of cooperative advertising
 - Marketing firm contract awarded in January; comprehensive marketing plan under development
 - Utilities are starting to use bill stuffer advertising



What Can You Do?

- ENERGY STAR is exploring opportunities for additional Home Performance with Energy Star pilots.
- If you're interested, please contact Mike Rogers



Money Isn't All You're Saving

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