



“With A Little Help From My Friends”
Home Performance With Energy Star

Presented by Andrew Fisk

At the

2003 RESNET Conference

February 25, 2003



Who is NYSERDA?



NYSERDA is a public benefit corporation developed under statute of the State of New York in 1975.

Statewide administrator of System Benefits Charge (SBC).

Who is NYSERDA? (con't)



Underlying programmatic principles are based on the "Three E's":

1. **E**nergy savings
2. **E**nvironmental protection
3. **E**conomic development

NYSERDA's Goals for Home Performance



Help NY residents save energy, reduce emissions, increase affordability, and live in healthy, durable, comfortable, and safe homes.

Market Barriers



- Limited consumer awareness
- Weak existing capacity of competent service providers
- High start-up costs for business
- Limited availability of standards and training
- Poor interaction between trades
- Lack of ability to close the deal

How NYSERDA achieves these goals and overcomes barriers



By:

- Creating consumer demand: educating New Yorkers on the value of energy efficiency, comfort, and H&S
- Fostering consumer protections: providing competent service providers
- **Facilitate ease of access (financing)**
- Helping create new jobs and greater economic growth

Underlying Principle



Provide New Yorkers a comprehensive "house-as-a-system" program that delivers savings through quality!!

Existing Resources



Linking the recognition and credibility of the ENERGY STAR®, BPI, and NYSBA REF labels to products and services



Marketing & Communications



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

The advertisement features a photograph of Steve Thomas, a man with glasses and a brown jacket, smiling. The text is overlaid on the image. At the top, it reads: "NOW THERE'S SOMETHING YOU CAN DO TO LOWER THE HIGH COST of heating your home." Below this is the ENERGY STAR logo and the text "Home Performance with ENERGY STAR". At the bottom, it says "NEW YORK ENERGY SMART PROGRAM BUILDING PERFORMANCE INSTITUTE". A small quote from Steve Thomas is on the right side of the image.

"NOW THERE'S SOMETHING YOU CAN DO TO LOWER THE **HIGH COST** of heating your home."

Steve Thomas, host of America's favorite home improvement television show.

Home Performance with ENERGY STAR

NEW YORK ENERGY SMART PROGRAM
BUILDING PERFORMANCE INSTITUTE

Home Performance with ENERGY STAR®: *Incentive Breakdown*



- **Incentives for Consumer participation:**

- Low- interest ENERGY STAR Financing (5%APR)
- Marketing & Communications (considered contractor incentive)

- **Incentives for Contractor Participation:**

- Assistance (75%) for Training, BPI Certification and Accreditation
- Equipment Purchase Assistance
- Contractor Audit and Referral Incentives
- Co-op advertising

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

Contractor/Builder/Rater Training



- OCM B.O.C.E.S responsible for coordinating and delivering contractor and HERS rater training
- NYSBA REF responsible for delivering builder training
- CSG/ICF responsible for delivering program training



ONONDAGA • CORTLAND • MADISON
BOCES



“Ability to Close the Deal” Financing Options:



Low-Interest **ENERGY STAR**® Financing –
5%^{APR} on loans between \$2,500 and
\$20,000 for up to 10 years

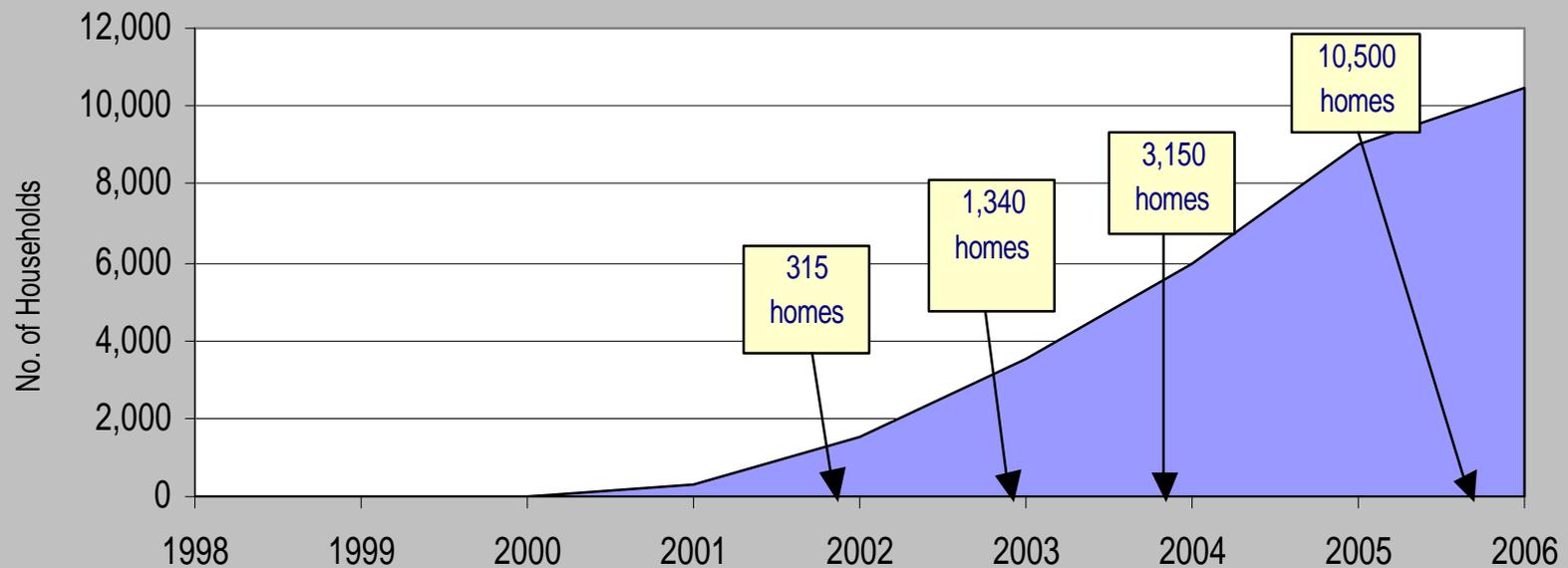
New York ENERGY \$martsm Loan Fund –
Interest rate reduction up to 4.5% for the
first 5 years

10% Homeowner Financing Incentive

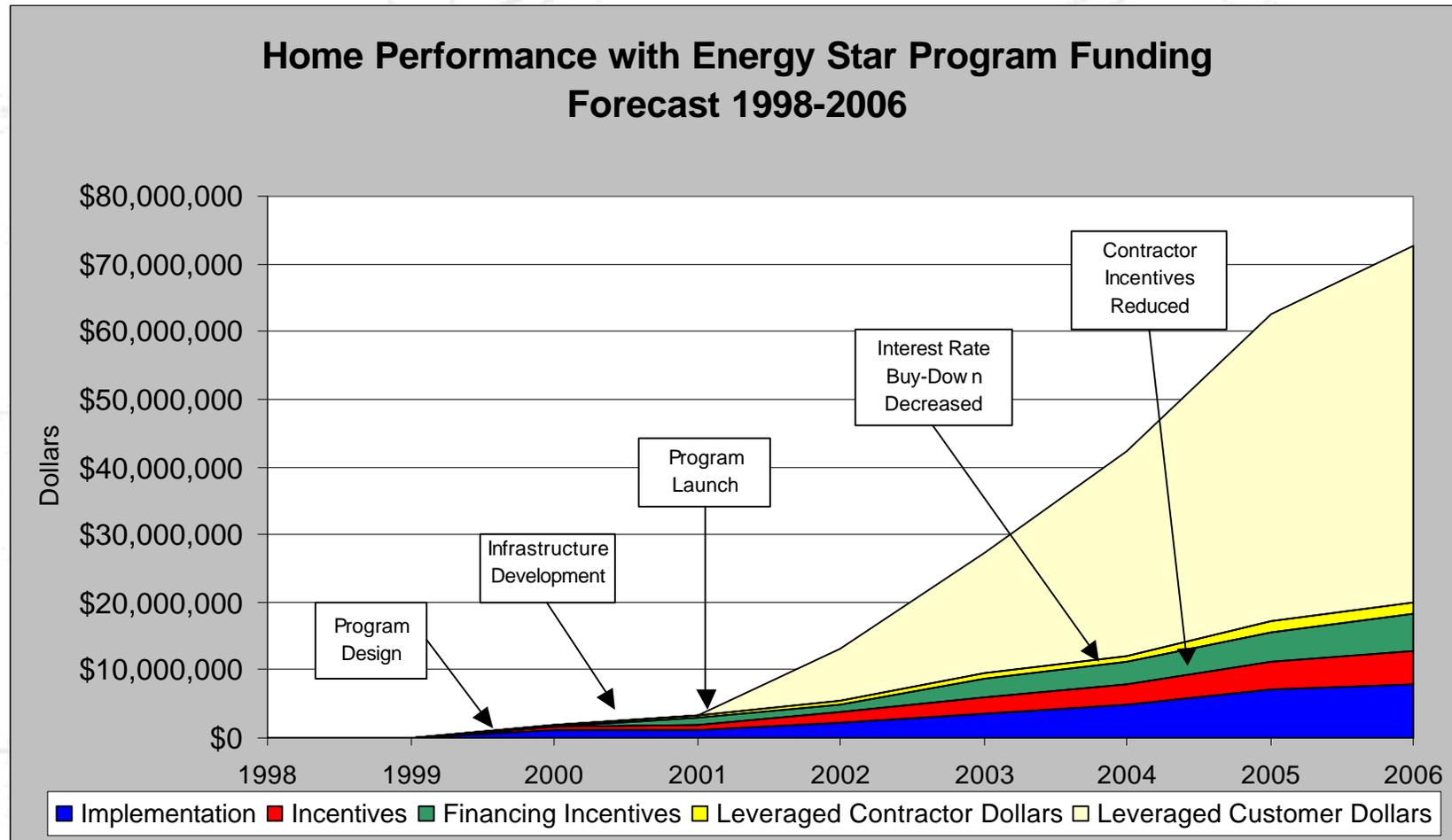
Stats and Forecasts: "Where we are now, and are going"



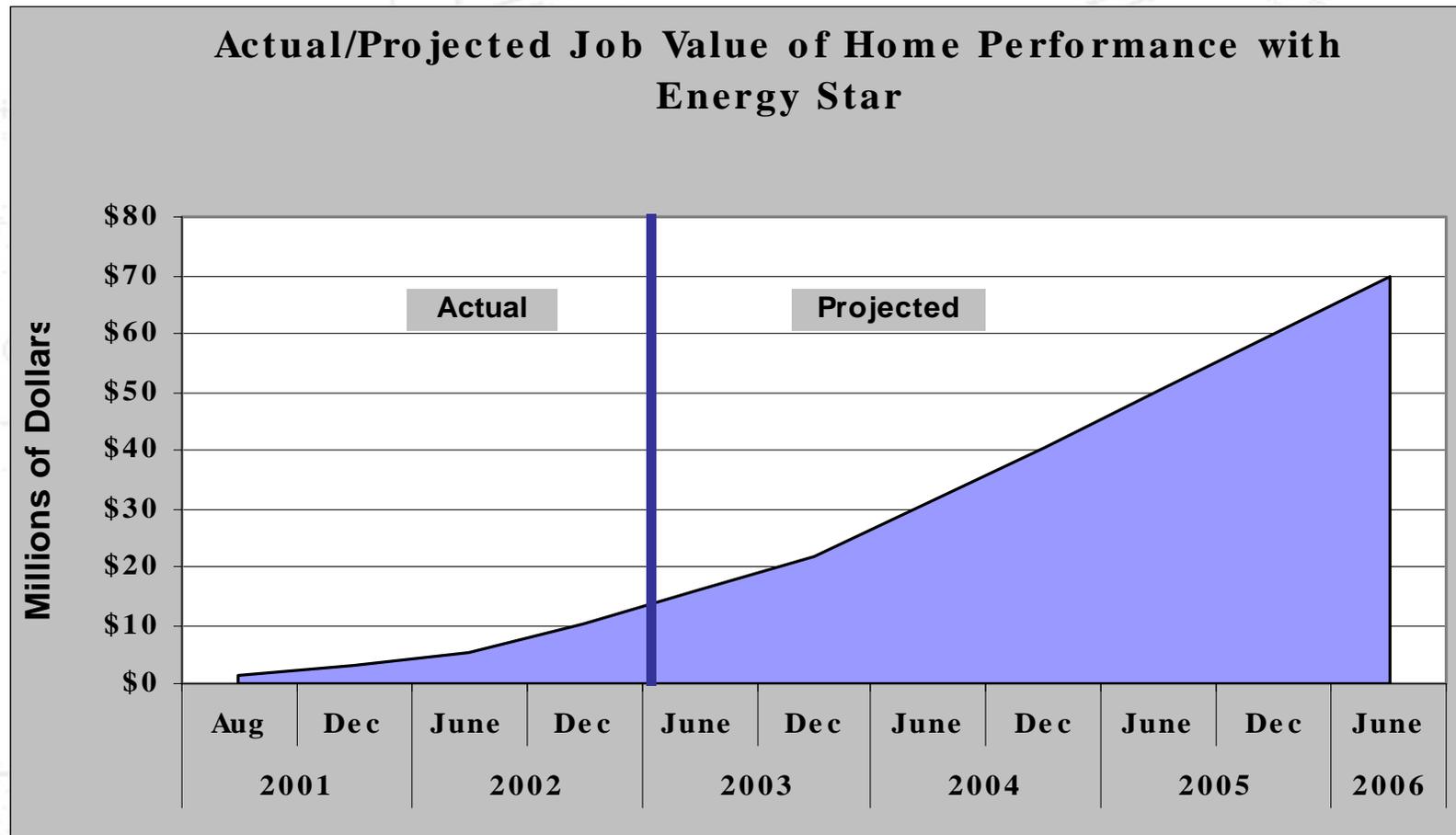
Home Performance with Energy Star
Households Served 1998-2006



Stats and Forecasts: "Where we are now, and are going"



Stats and Forecasts: "Where we are now, and are going"



Feedback: "Where we are Now"



- "Everyone should participate, new or old"
- "Affordable and Professional"
- Convenient "One-stop-shopping"
- "Good for your pocket, family, and environment"
- "I feel safe in my own home"

Next Steps, "Where are we Going"



- Increased Q/A and Q/C
- Stronger Integration of Energy Star Appliances and Lighting
- Entrance into the remodelers market
- Enhanced Co-op advertising
- Inclusion of Renewable Energy Technologies
- Greater Statewide coverage
- Integration of Advanced Meters



Thank You!

Contact information:

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