



2003 RESNET Conference
Shelter Pointe Hotel and Marina
San Diego, California



“Wish They All Could Be California Homes” The California Energy Star® New Homes Program



Moderator

Thomas Hamilton, Executive Director, CHEERS

Presenters

Cece Barros, Pacific Gas and Electric

David Blanke, Southern California Gas
and San Diego Gas & Electric

Michelle Thomas, Southern California Edison

Evolution of a Statewide Energy Star® Program



- Prior to 2002 each of the Investor Owned Utilities (IOUs) had developed and administered their own Residential New Construction program.
- Builders in California contacted each of the Utilities to obtain information on their specific program offerings.
- Numerous builders had construction statewide.
- Energy Star® was identified as the common thread.
 - Margin needed changing due to revisions to California's Building Energy Codes (Title 24).

Stakeholders Identified



- The IOUs identified and met with *Key Stakeholders* who had to be involved in the process of establishing a new Energy Star® threshold for California.
 - California Energy Commission (CEC)
 - Environmental Protection Agency/Energy Star®
 - California Home Energy Efficiency Rating System (CHEERS)
 - California Building Industry Association (CBIA)
 - Energy Analysts
 - California Association of Building Energy Consultants (CABEC)
- 15% above the 2001 Title 24 Energy Efficiency Standards was established as the new Energy Star® threshold for California.

Working Together

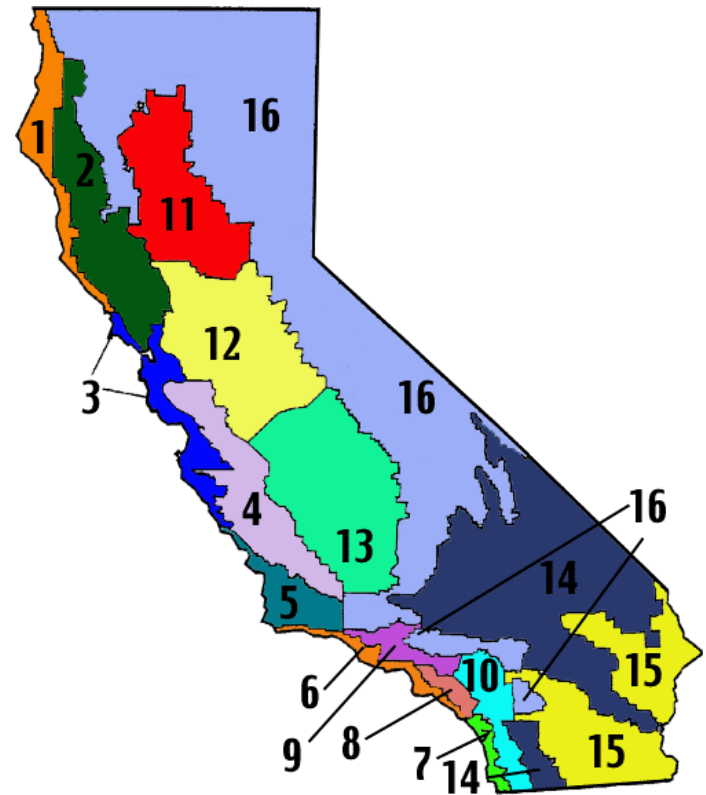


- The IOUs worked together to develop a consistent statewide program for both single and multifamily new construction builders.
 - Procedures and Requirements
 - Applications
 - Trade advertisement
 - Marketing/Collateral Materials

Challenges



- Geographic differences within California.
 - 16 different climate zones.
- Shared service territory among utilities.
- Single family builders already familiar with utility programs.
- Multifamily builders presented a new market for statewide utility program.



Implementing the Program



- Each utility had a different process for working with the building industry.
- Contact as varied as past programs.
- Single thread. Build upon established relations, create new ones and spread the program message to a broad audience.
- New challenge of Hard to Reach market.

Direct Contact



- Builder representatives utilized established relationships to introduce program.
- Presented program and found solutions for participation.
- Contact with energy consultants to create program awareness and needs of program.



Marketing and Advertising



- Advertisements developed for the building industry.
- Used to announce program at Pacific Coast Builder Conference.
- Utilized in trade publications.
- Message of one statewide program for building industry.

Four Power Companies. One Powerful Program.



We're working together to deliver a streamlined energy-efficiency program that benefits all California builders.

It's called the California Edison Smart New Homes Program, and it's designed to help you benefit from the growing

consumer demand for energy-efficient homes. This new program, developed in accordance with Environmental

Protection Agency Energy Star guidelines, establishes statewide standards and provides incentives for building single-family homes, as well as condominiums, townhomes, and rental units.

To find out more about this powerful program, visit the program representatives at Pacific Gas and Electric Company Booth #714 and Southern California Edison Booth #1321 at PCBC.



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Outreach



- Direct mail targeting building industry, architects, engineers, energy consultants and city planning agencies.
- Bill inserts targeting consumers in the market for new homes.
- Articles on program in the Utility's communications to the building industry.
- Program, contact and applications available on each utility's internet site.

Builder and Trade Shows



- Utilities had a unified presence at Pacific Coast Builder's Conference in San Francisco.
- Building Industry Show of Building Industry Association of Southern California.
- Southern California Association of Non-profit Housing in Los Angeles.
- Specialize Energy Fairs.
- Multifamily Consortium.



Builder Organizations



- Coordinated efforts with California Building Industry Association.
- Local BIA chapters.
- Purchasing Agents.
- Sales and Marketing.
- American Institute of Architects.

Accomplishments



- Single Family Statewide Totals.
 - Units: 11,529
 - kWh: 6,659,777
 - kW: 3,528
 - Therms: 533,500
- Multifamily Statewide Totals.
 - Units: 9,900
 - kWh: 1,962,773
 - kW: 9,988
 - Therms: 293,580

Statewide Penetration



- Construction Industry Research Board (CIRB) Construction Review.
 - Single Family Units: 122,000
 - Multifamily Units: 42,000
- California Energy Star New Homes Program Penetration.
 - Single Family: 9%
 - Multifamily: 24%

Developments and Solutions



- Differences in Building Practices and Access to Information.
 - High Use of radiant heating in multifamily construction in Northern California.
 - HERS Requirements in Energy Code and Energy Star.
 - Higher level of participation at the 20% threshold than anticipated.

Introduction of Multifamily Programs



- No pre-existing program in most service territories.
- Not familiar with HERS Verification, pricing structure and access to raters.
- Participants didn't anticipate timing requirements or costs of ratings.
- Long lead times on the planning and permitting process of multifamily projects.
- Reduction and/or late allocation of state funds for multifamily projects.

Reaction of Stakeholders



- Well received by Building Industry and California Energy Commission.
- EPA awarded the Energy Star Partner of the Year Award to the Program.



Plans for 2003



- Program plans for 2003 still pending California Public Utilities Commission approval.
- Currently offering an extension of the 2002 program through March 31, 2003.