

NYSERDA's Home Performance with ENERGY STAR Program



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ACI Track @ RESNET - 2007

NYSERDA's

Residential Energy Affordability Program

Mission:

To deploy proven energy efficiency and building performance products and services in the residential sector in order to provide affordable energy and a cleaner environment for all New Yorkers.

Myth # 1

Consumers don't care enough about energy efficiency to pay for it.

The reality is.....

- When made aware of the multiple benefits of energy efficient products and building performance services, consumers will respond in great numbers.
- Consumers find that the initial outlay for all of the additional benefits are recouped through energy cost savings.
- As consumers become convinced of the additional benefits and cost savings of one product, that understanding extends to other energy efficient products and services. i.e. ENERGY STAR®

Myth # 2

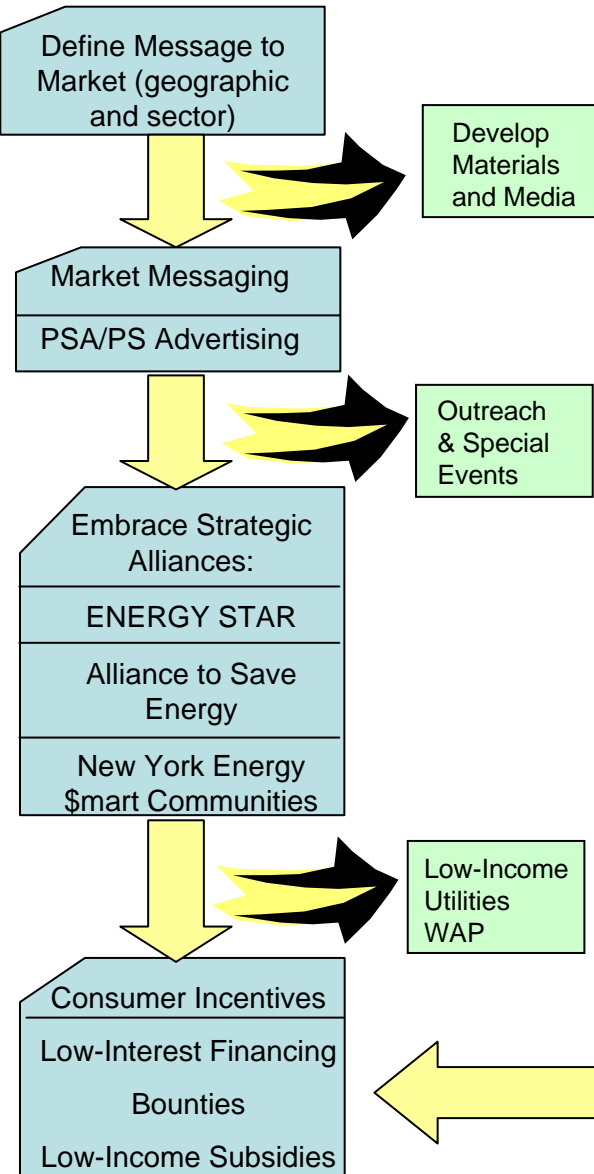
Large amounts of energy savings cannot be reaped from the residential sector as cost effectively as from other sectors (i.e. commercial, industrial).

The reality is.....

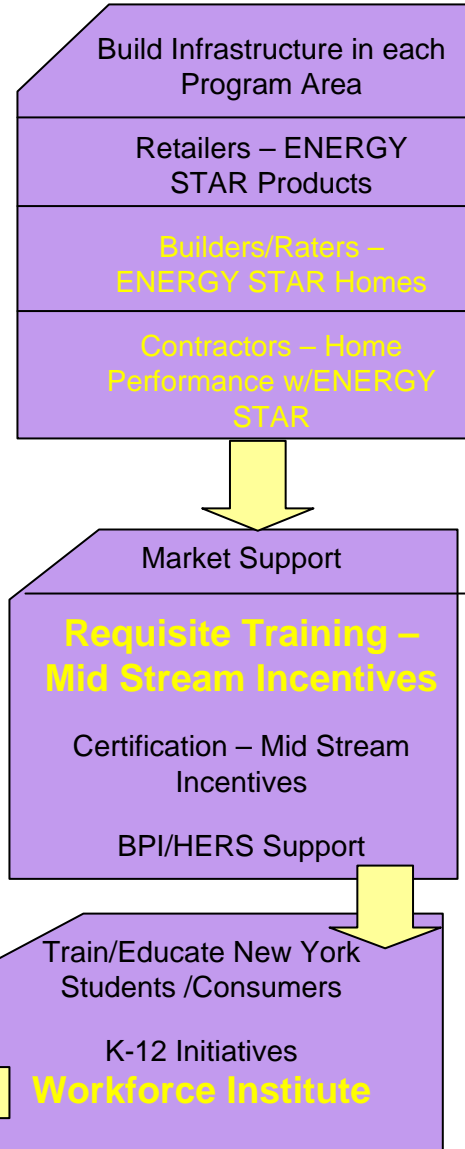
- Of the \$30 billion spent on energy in all NYS buildings, \$17 billion is spent in the residential sector
- High cost of energy + cold climate + high summer peak demand = great savings potential
- Convergence of expertise, technologies, and consumer awareness of energy issues make timing right for a *market-based*, not resource acquisition, approach.

Residential Market Transformation

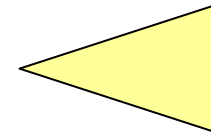
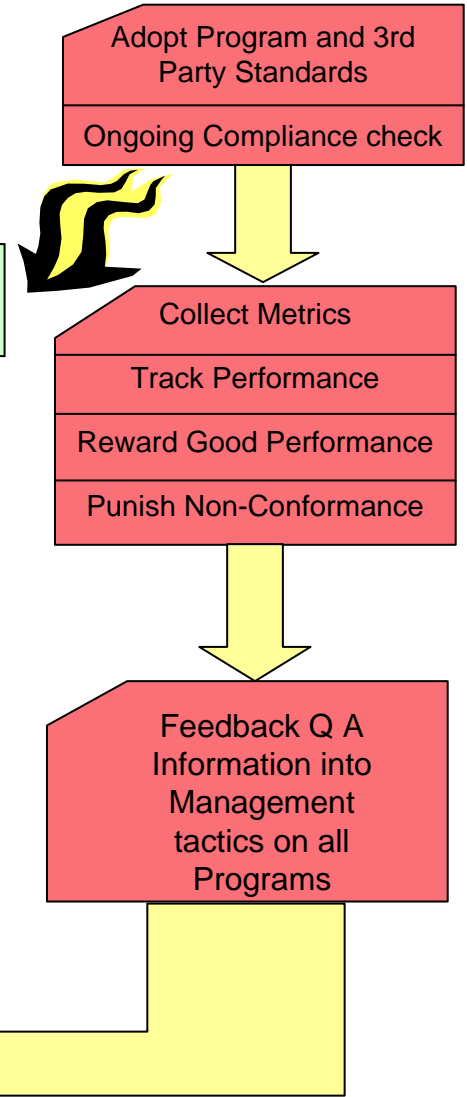
Drive Consumer Demand



Ease of Access to Products & Services



QC and QA

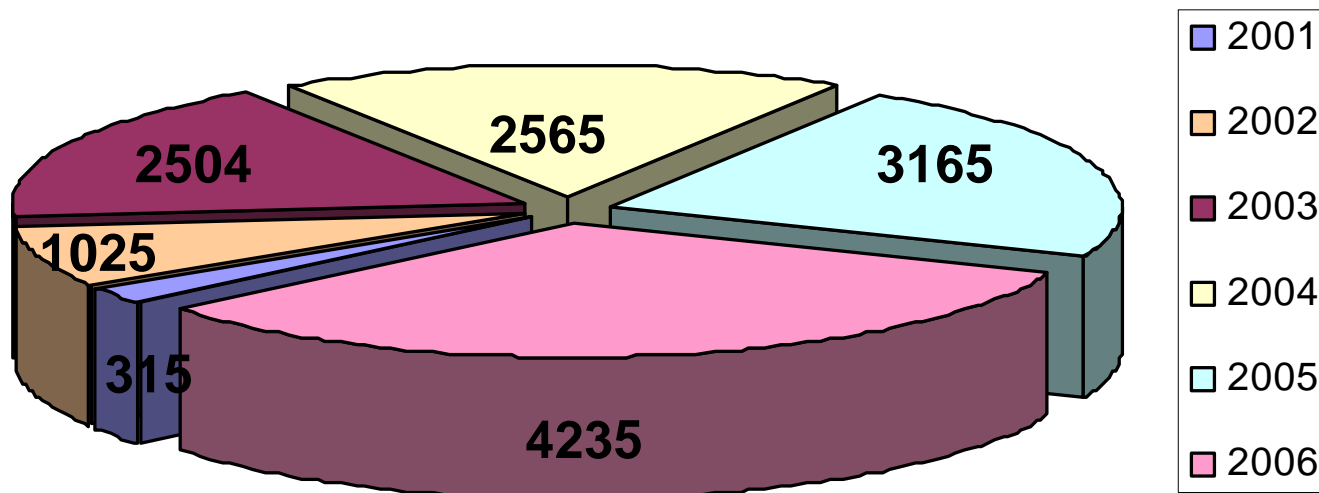


Home Performance with **ENERGY STAR** Results

- **15,000+** existing households serviced to date
- **\$110+ million** of work completed PTD
- Average homeowner saves **\$740** annually on energy bills
- Statewide cumulative annual metrics:
 - electric savings of **12.2+** million kWh
 - fossil fuel savings of **518,000** +MMBtu
- Saving New York homeowners **Millions** of \$\$'s a year on energy costs

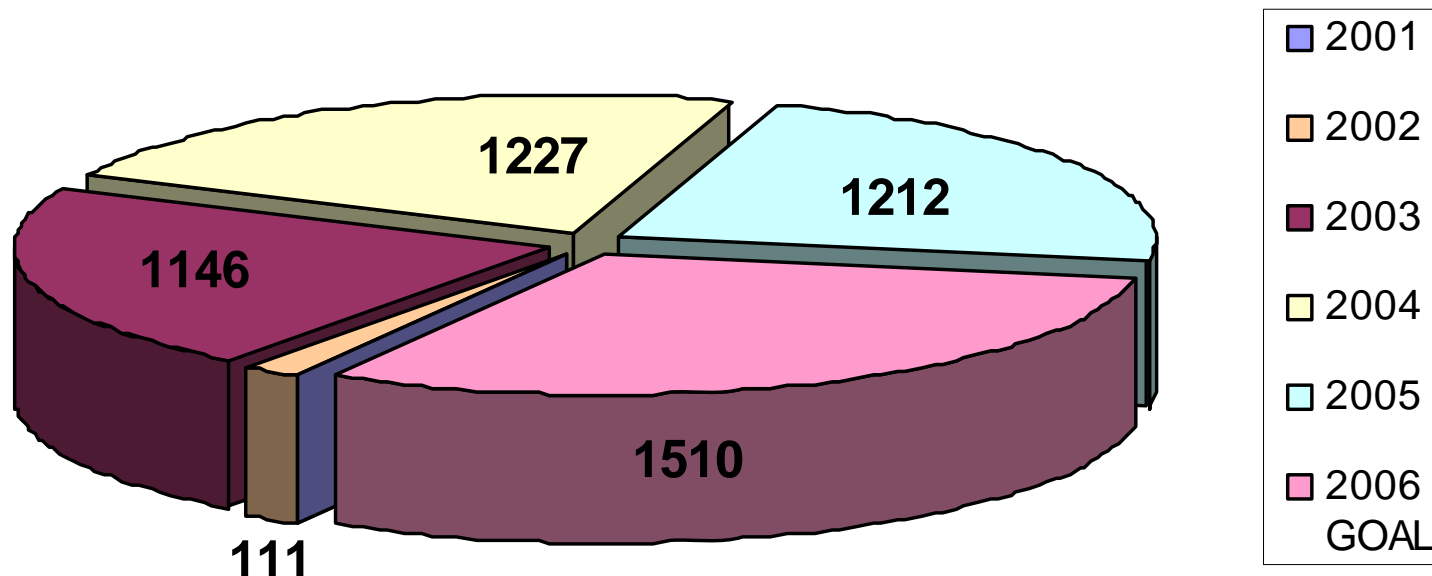
Home Performance with ENERGY STAR®

Home Performance with ENERGY STAR
Program Production and 2006 Projection



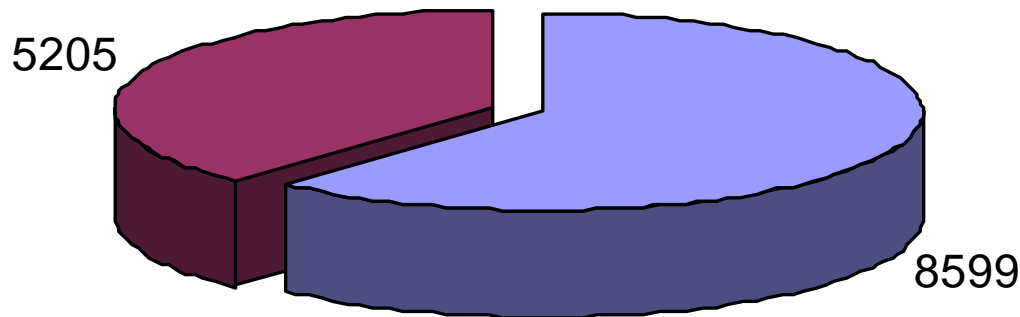
Assisted Home Performance with ENERGY STAR®

**Assisted Home Performance with ENERGY STAR
Program Production and 2006 Projection**



Home Performance with ENERGY STAR®

Home Performance with ENERGY STAR and Assisted Home Performance with ENERGY STAR Program Activity

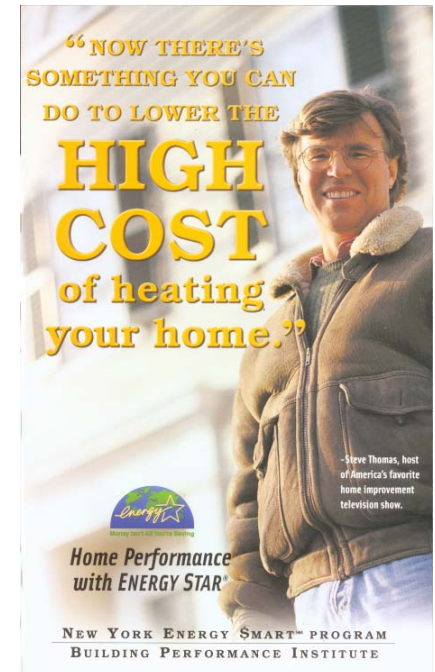
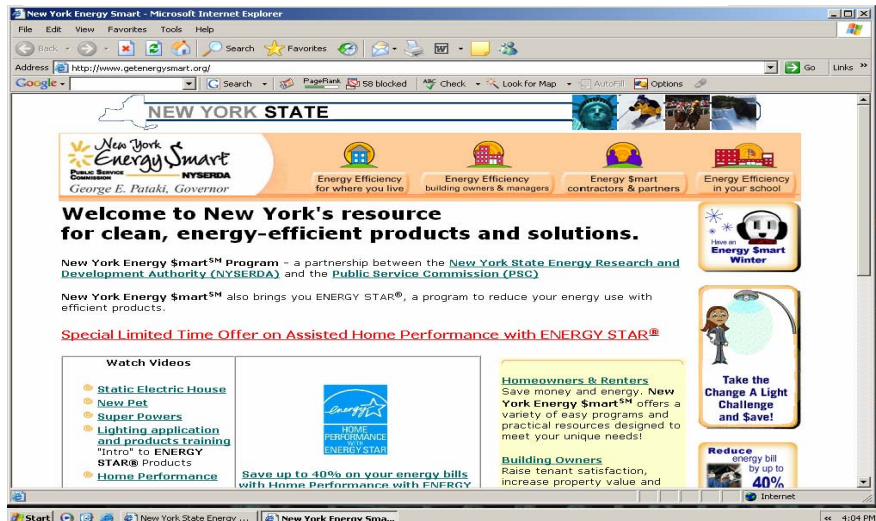


- Home Performance with ENERGY STAR
- Assisted Home Performance with ENERGY STAR

Lessons Learned

- Take Marketing Seriously
- Consistent Standards and Training
- Implement Market-by-Market
 - Focus on key Partners (champions)
- Develop Sustainable Market Based Partners
- Target Incentives to Contractors
- Provide Low Interest Consumer Financing
- Strong QA/QC
- Be in it for the “Long Haul”

Create Demand - Marketing



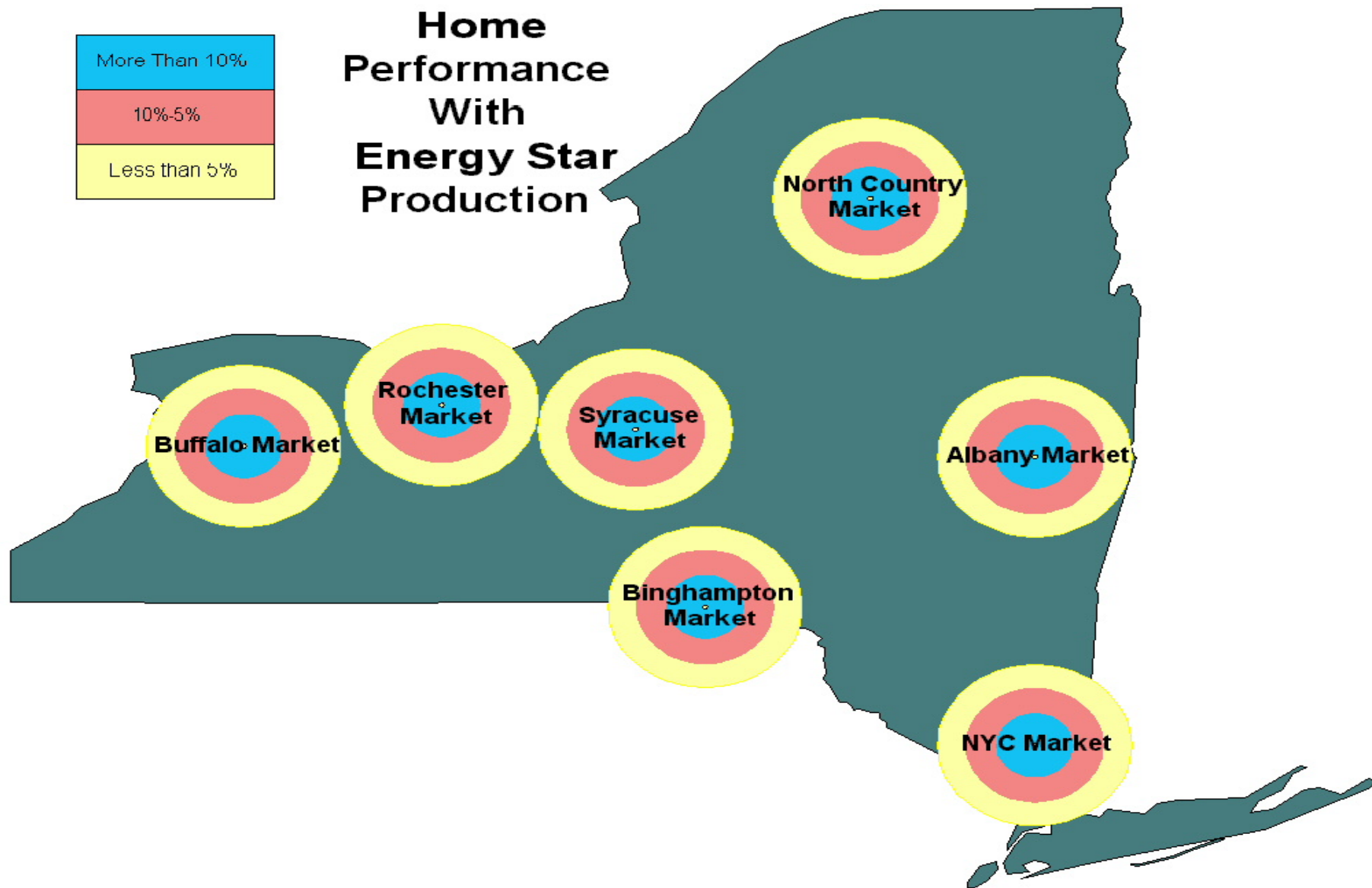
Consistent Standards and Training



DIRECTIONS  FOR LIFE™

Add ACI Logo

Home Performance With Energy Star Production



Establish Market Based Partners



DIRECTIONS  FOR LIFE™



CORNELL Cooperative Extension

BPCA NYS

Midstream Approach

Contractor Infrastructure Incentives

NOT

Rebates !!!!!!!

(build capacity not equipment)

Financing “Close the Deal”

Home Performance with **ENERGY STAR®** Financing
– Low interest loans for \$2,500 to \$20,000 up to 10 yrs.

New York Energy \$martsm Loan Fund – Low interest loans for up to 10 years through a participating lender.

Assisted Home Performance with ENERGY STAR® - 50% subsidy (\$5,000 maximum) for income qualified households.

10% Homeowner Financing Incentive - If you choose not to use one of the other financing options, you may receive a cash incentive equal to 10% of the cost of the eligible energy efficiency measures directly from NYSERDA.

Quality Assurance Procedures

- Integrate feedback loops to Program, BPI and especially to the contractors
- Provide strong Training & Technical Assistance
- Implement due process
 - probation, suspension and termination
 - good faith or bad faith
- Establish strong systems and stick to them! (set an example “hang them high”)
- Separate QA from QC with TA

Quality Assurance Process

- Require BPI Accreditation
- Build upon BPI and ensure HPwES compliance and promise through third party inspections
 - 10% and 20% (approx 50/month)
- Evaluate contractor work performance (P3 – F3)
- Inform contractor of weakness and provide Technical Assistance (improvement in skills and knowledge delivers higher quality and greater performance)
- Incorporate common findings into technical training and trade-based best practices

Again, Lessons Learned

- Take Marketing Seriously
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Next Steps: “Where Are We Going?”

- Expand Market Infrastructure
- Continue Downstate Efforts
- Renew Marketing Activities
- Increase Program Standards
 - Comprehensiveness (tiers)
- Integrate Advanced Technologies
- Institutionalize Technical Training
- Trade Delivered Best Practices Training
- Expand Financing Options



Thank You!

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