



## Hitch Your Wagon To a STAR

### ENERGY STAR Labeled Homes and the Future

| State         | Estimate of Homes<br>Labeled ENERGY<br>STAR for Year 2000 | Successful Companies  |
|---------------|---|---|
| Alaska        | 1,165   | Alaska Housing Finance Corp.  |
| Arizona       | 2,283   | Wastchak, Southwest Gas, Tucson Electric Power Corp, Building Science Corporation |
| California    | 5,671   | ES&S  |
| Connecticut   | 204   | Conservation Services Group   |
| Delaware      | 148   | Energy Services Group   |
| Florida       | 711   | Florida Hero, Florida Power Corp, FSEC, Florida Power and Light                   |
| Iowa          | 764   | ERH Iowa  |
| Indiana       | 927   | ERH Midwest, Energy Diagnostics, Thermosean Inspections                           |
| Massachusetts | 572   | Conservation Services Group   |
| Maryland      | 373   | Energy Services Group, S&P/DO   |
| Michigan      | 1,445   | ERH Midwest   |
| Minnesota     | 229   | Sheltersource, Building Science Corporation                                       |
| Nevada        | 1,602   | Woods & Associates, Southwest Gas, Concol   |
| New Jersey    | 1,208   | McGrath Associates, Corbett, PERGO  |
| Ohio          | 93  | Johnson, Deane & Homes  |
| Oklahoma      | 119   | Guaranteed Watt Savers, Oklahoma Gas & Electric                                   |
| Texas         | 974   | Guaranteed Watt Savers, Building Science Corp, Houston Power and Light            |
| Utah          | 191   | ERH of Utah   |
| Vermont       | 222   | ERH of Vermont  |



## Reading the Tea Leaves

Governor Christie Todd Whitman:

*"The fact is that climate change associated with greenhouse gases effect on every aspect of our daily lives. The environmental and economic benefits that stem from controlling greenhouse gases are enormous. Whether it's maintaining our vibrant shore economy, preserving open space or expanding development opportunities in urban core, the joint efforts we are undertaking with our business leaders and others are helping to make New Jersey an even better to live, work and raise a family"*



## Reading the Tea Leaves

- February 19 release of the U.N. 1,000 page report, written by 700 scientists, detailing most recent projections on climate change
  - Average earth temperature could rise by as much a 10 degrees over next 100 years
  - The economic losses from natural catastrophes increased from \$ 4 billion a year in the 1950s to \$40 billion in 1999
  - Sea level can rise over 3 meters over next 1,000 years
- These findings are much more pessimistic than previous findings.



## Reading the Tea Leaves

- And Don't Forget...
  - Tripling of gas prices for the Lee Household
  - California's "success" with Deregulation
  - Public Benefit Charge \$
  - Potential for tax credits
  - Housing market slow-down



## Changes to ENERGY STAR

- The ENERGY STAR Family of Products, Buildings and Homes
- ENERGY STAR's Objective:
  - "Making it easy to make a difference"
- Logo Use
- New Web-Site

## Changes to ENERGY STAR



## Changes to the New Homes Program

- Builders, Providers, Raters, and Utilities are Partners
- Providers print labels for Builders, and report quarterly to EPA
- Improved Builder Option Packages
- Simplified MOU for Partners

### Energy Star Partnership Agreement

Through this agreement, (organization name), joins in partnership with **Energy Star**. Through this partnership, the **ENERGY STAR** name and/or labels can be used in association with qualified homes.

Authorized Energy Representative: \_\_\_\_\_ (Name)

Signature: \_\_\_\_\_ (Signature)

For Corporate: Director, International Programs, U.S. Environmental Protection Agency  
 Signature: \_\_\_\_\_ (Signature)

Partner's Designated Responsible Key Contact:

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

Your organization type: \_\_\_\_\_ Partner \_\_\_\_\_ International RESNET/IBDP Provider or Certified Rater/Inspector

What organization/contractor provides the ENERGY STAR \_\_\_\_\_

Would you like to receive information about improving the energy performance of your other homes or buildings? \_\_\_\_\_ Yes \_\_\_\_\_ No

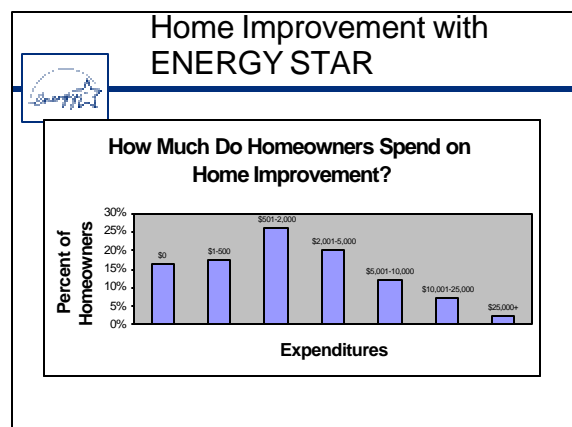
Would you like to receive information about Energy Star labeled products? \_\_\_\_\_ Yes \_\_\_\_\_ No

**Energy Star Commitments to Partners**

- Increase awareness of the Energy Star label across the residential and commercial sectors by distributing messages in the form of press releases, brochures, posters, and products.
- Provide (through the Internet or other means) current Energy Star information, and reference documents, including:
  - Energy Star label the brochure
  - Criteria for Energy Star qualified buildings, homes, and products, and
  - Energy Star membership application and registration information.
- Promote Energy Star products with public recognition through the Internet, special awards, and media campaigns.
- In their efforts to market products and/or promoting the movement, the partner agrees to accept and comply with the requirements for information or certification as Energy Star requires.

## Home Improvement with ENERGY STAR

- Huge opportunity
- However, the ENERGY STAR certification may not be cost-effective
- A relative label not consistent with ENERGY STAR



## Home Improvement with ENERGY STAR



- Program's Objectives:
  - target these expenditure brackets
  - focus on influencing transactions
  - make consumers think ENERGY STAR when remodeling or improving their homes

## Home Improvement with ENERGY STAR



- Purchase ENERGY STAR appliances at time of remodel
- Think of systems within a home when repairing
  - ENERGY STAR labeled ducts
  - ENERGY STAR labeled envelope
- For whole house improvements, think "Home Solutions with ENERGY STAR"

## Home Improvement with ENERGY STAR



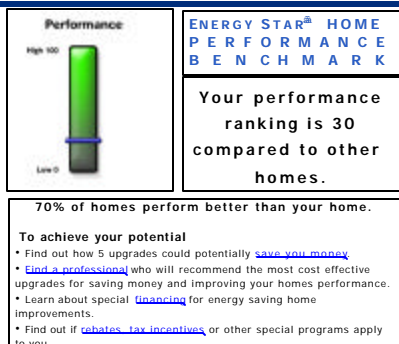
- Developing tools to affect transactions
  - specifications for systems
  - marketing bundles
  - Home Improvement tool
  - Home Solutions with ENERGY STAR
  - Home Benchmarking

## Home Benchmark



- Compares a home's energy performance to the performance of similar homes.
- Based on total energy consumed, using utility bills
- Provides a relative ranking of the home

## Benchmark Results



## To Conclude...



- ENERGY STAR's success depends on a strong rating providers and sponsors.
- ENERGY STAR is indebted to other efforts, both private and public, to improve energy efficiency
- The overall success to improve the efficiency of the housing stock depends on a well coordinated effort by all.