



# *"Sweet Dreams Are Made of This"* *New York Energy Star Labeled Homes*

Presented by Rick Gerardi

At the

**2003 RESNET Conference**

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# *NYSERDA's Goals for NY Energy Star Labeled Homes*

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Help New York residents save energy, reduce emissions, increase affordability, and live in healthy, durable, comfortable and safe **New Homes.**

# *Underlying Principle*

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Provide New Yorkers a comprehensive  
“house-as-a-system” approach that  
delivers savings through quality new  
home construction!!

# *Existing Resources*

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



# Marketing & Communications



- Targeted in 2001/2002 in Albany, Syracuse/Binghamton, Hudson Valley, Rochester and Buffalo
- Spokesman: Steve Thomas of *This Old House*
- TV, Radio, Print, Consumer Handouts, builder Recruitment Information
- Leads generated and distributed to builders via 1-877-NY-SMART and [www.GetEnergySmart.org](http://www.GetEnergySmart.org)

**Build ENERGY STAR®**  
New York 2002

September 18-19, 2002  
Saratoga Springs, NY

Sponsored by:

  
ENERGY STAR® Labeled Homes  
New York State

  
NYSERDA

In Cooperation with:

# 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



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# *NYSERDA's ENERGY STAR® Small Homes: Incentive Breakdown*



- **Incentives for Consumer participation:**

- Financing/E\* Home Incentives
- Marketing & Communications (also contractor/builder incentive)

- **Incentives for Contractor Participation:**

- Assistance 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**

# Lighting/Appliances



## Example ENERGY STAR Labeled Lighting and Appliance Packages

Option No.*	ENERGY STAR Labeled Lighting		ENERGY STAR Labeled Appliances		Total Energy Savings
	Compact Fluorescent Lamps (CFLs) (50 KWH ea.)	Fluorescent Fixtures (75 KWH ea.)	ENERGY STAR Labeled Refrigerator (150 KWH ea.)	ENERGY STAR Labeled Dish Washer (150 KWH ea.)	
1		4 Fixtures			300
2	3 CFLs	2 Fixtures			300
3	6 CFLs				300
4	3 CFLs			1	300
5			1	1	300



# *Mechanical Ventilation*

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- Automatically controlled mechanical ventilation - at least 15 cfm plus 15 cfm per bedroom (ASHRAE Standard 62)
- Closed or power vented combustion systems recommended
- Or basement worst case depressurization combustion safety test

# New York ENERGY STAR® Labeled Homes: *Incentive Breakdown*



- **Incentives for Consumer participation:**
  - \$500 Homeowner Incentive
  - Marketing & Communications (considered consumer/builder incentive)
- **Incentives for Builder/Rater Participation:**
  - \$1,000/home Builder Incentive
  - \$3,000/display home Builder Incentive
  - \$5,000/model home Builder Incentive
  - Builder/Rater Assistance (75%) for Training
  - 25% Co-op advertising

## *Consumer Feedback: "Where we are Now"*

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- "Our first winter in our new home showed a big reduction in utility expenses - you win with the program"
- "You can't afford not to buy or build an Energy Star® home, it was the best money we spent."

## *Builder Feedback: "Where we are Now"*

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- "It's a win-win situation for everyone...the builder receives incentives and support to build better homes. That means greater customer satisfaction, reduced callbacks and higher profits."
- "9 out of 10 customers are asking for Energy Star® - it's the only way we want to build."

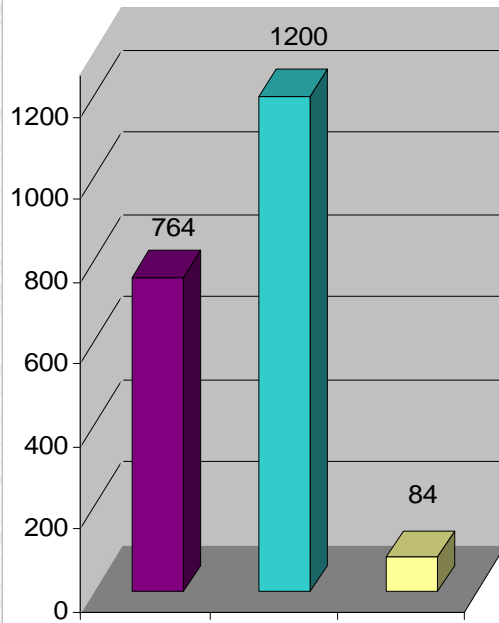
# Where we are now!

## Where we are going!

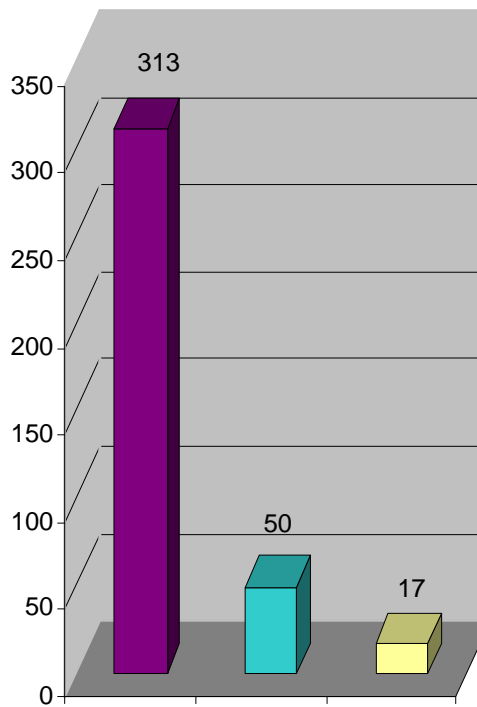


### New Homes Built

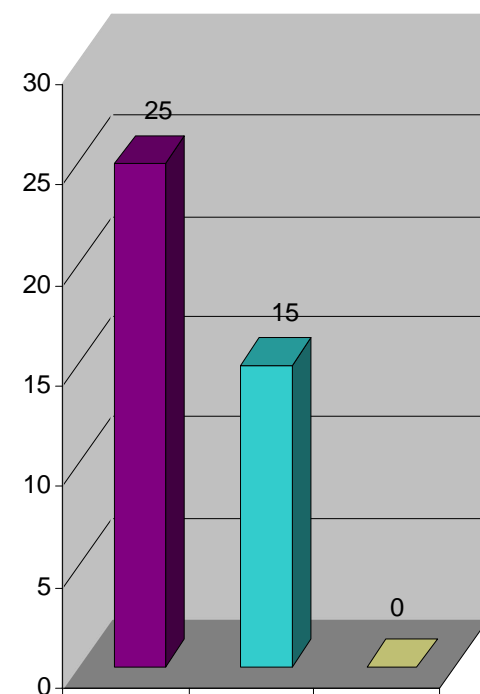
(includes 50 homes in 2001 & 630 homes in 2002)



### Participating Builders

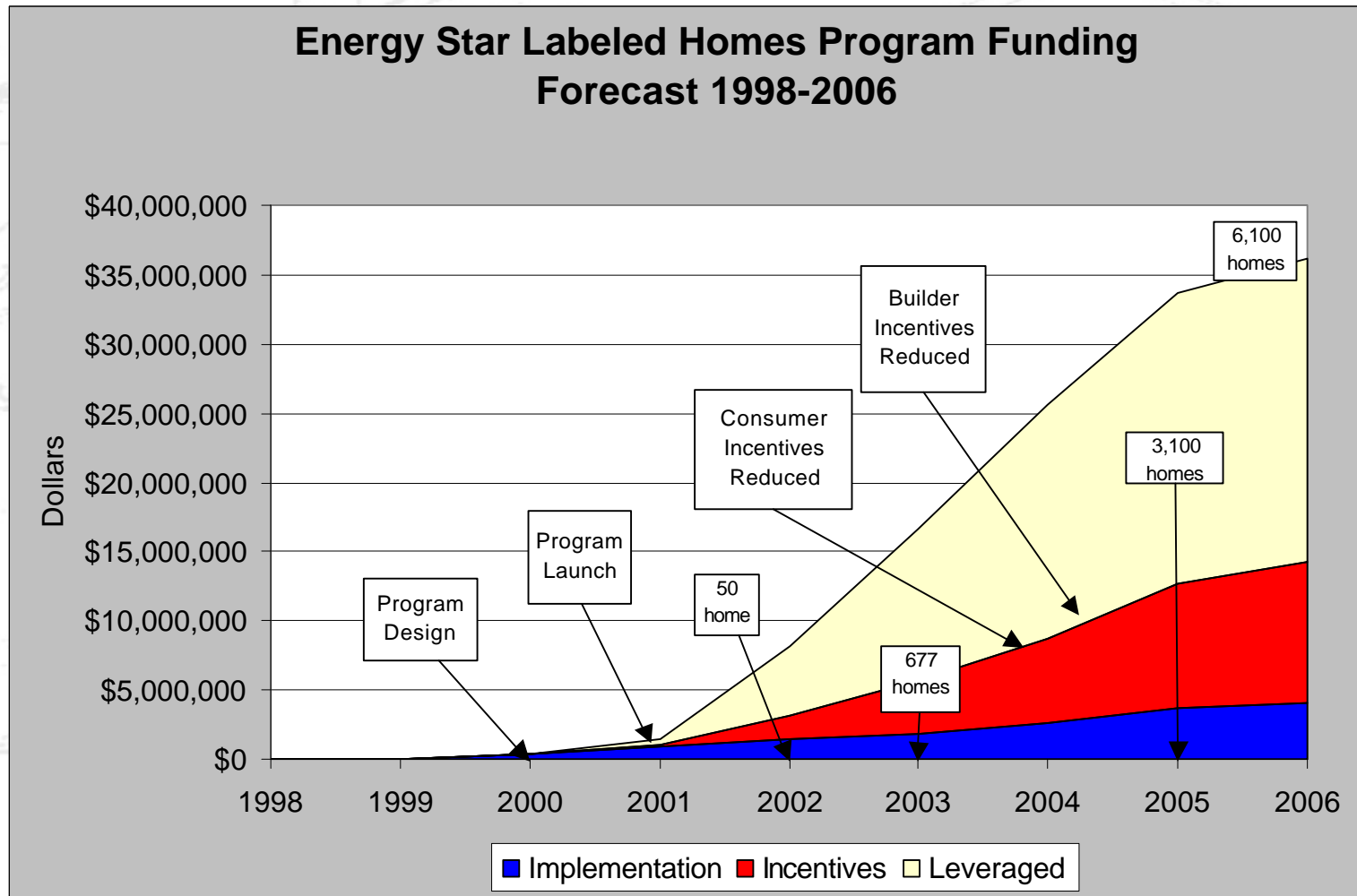


### Participating Raters



<span style="color: purple;">■</span>	Program Total Since Inception	
<span style="color: cyan;">■</span>	2003 Target	
<span style="color: yellow;">■</span>	2003 Actual	

*Where we are now!*  
*Where we are going!*





# *Next Steps, "Where are we Going"*

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- Reconfiguration of Provider Structure in NYS.
- Renewed targeted marketing
- Enhanced Co-op advertising
- Assisted New York Energy Star® Labeled Homes
- Enhanced integration of Energy Star® Labeled Products
- Inclusion of Renewable Energy Technologies
- Expanded Statewide Coverage
- Integration of Advanced Meters



**NYSERDA**

Thank You!

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