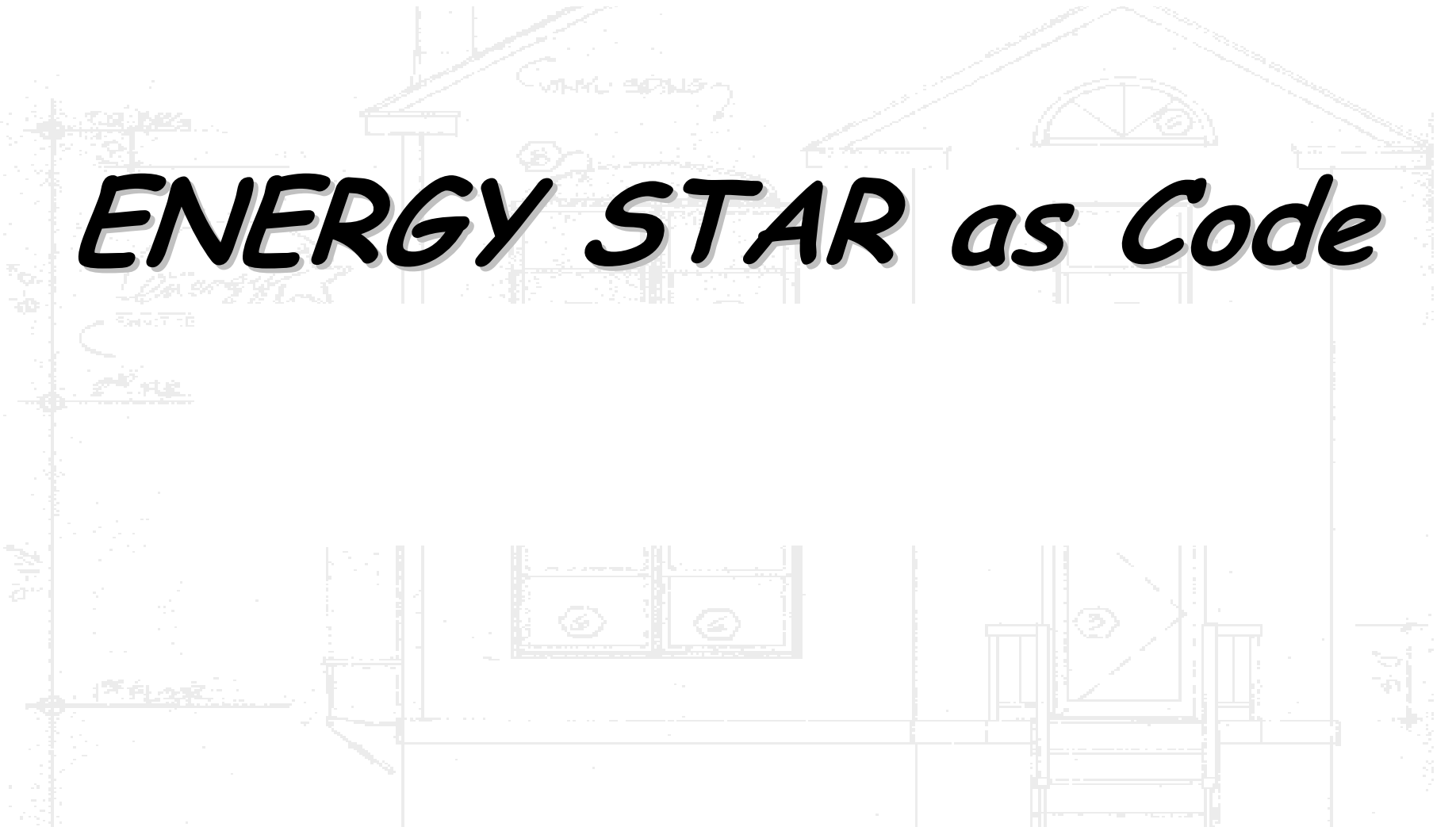


ACI HOME PERFORMANCE CONFERENCE
APRIL 28, 2009



ENERGY STAR

ENERGY STAR as Code



OUTLINE



- 1. What is Code?*
- 2. What is ENERGY STAR?*
- 3. Why Would Rational Consumers ALWAYS Choose ENERGY STAR?*
- 4. Why Would Rational Builders ALWAYS Construct ENERGY STAR?*
- 5. Why Governments Want ENERGY STAR?*
- 6. What Ten Non-Code Options Can Be Used for ENERGY STAR?*
- 7. What Should Interested Governments Do?*

WHAT IS A CODE HOME?



ENERGY STAR

***Worst home
allowed by law.***



WHAT IS ENERGY STAR FOR HOMES?



A voluntary labeling program that:

- ***Defines Energy Efficient***

*Rigorous Specifications Substantially Above Code
Third-Party Verified*

- ***Recognizes Builders***

*Government-Backed Label
Web Site, Marketing, Awards*

• ***Enforce Non-Enforced Codes:***

- *Proper Installation of Insulation*
- *Complete Air Barriers*
- *Tight Ducts*
- *Tight Construction*
- *Proper Installation/Engineering of HVAC*

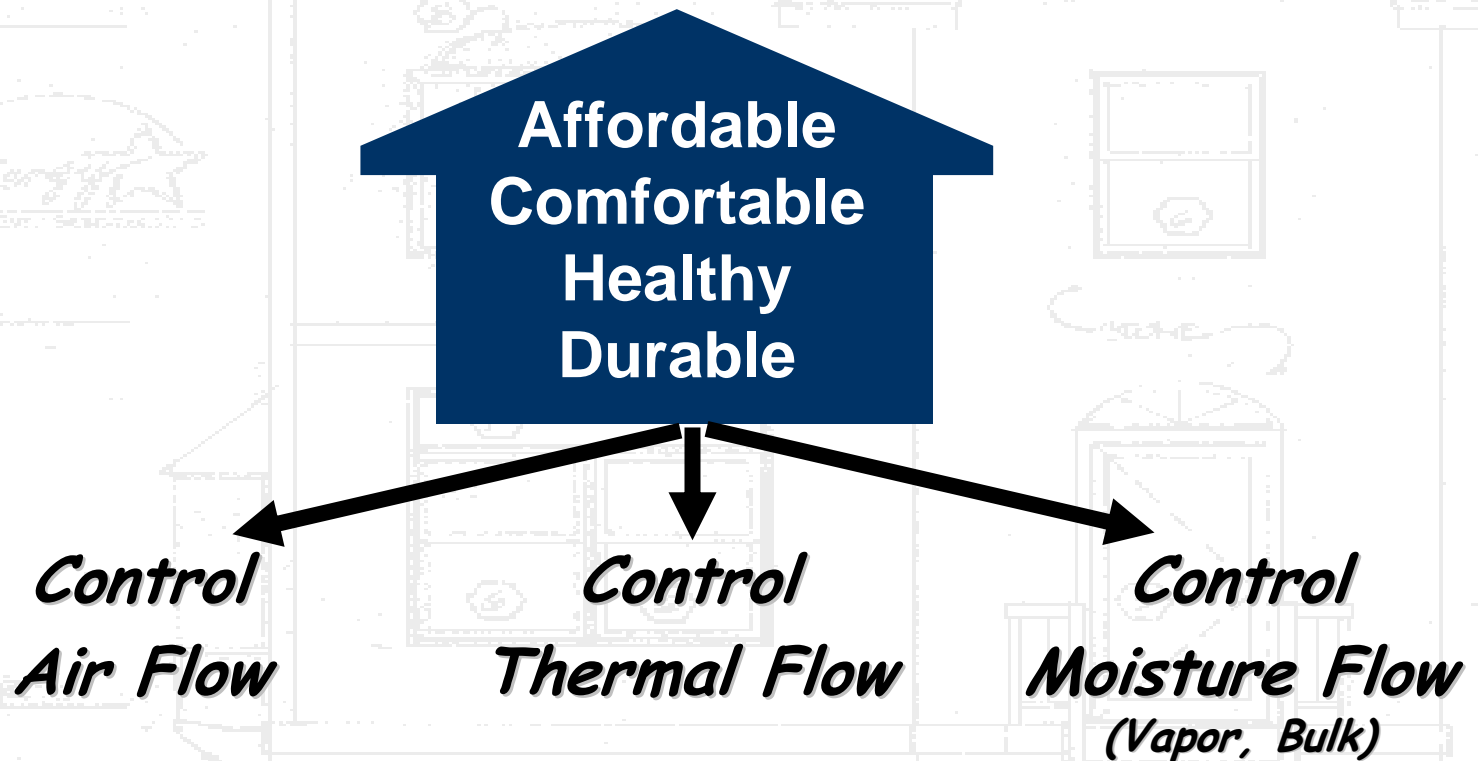
• ***Transform New Technologies:***

- *Advanced Windows*
- *High-Efficiency HVAC Equipment*
- *High-Efficiency Water Heating and Distribution*
- *Programmable Thermostats*
- *High-Efficiency Lighting/Appliances/Fans*

PURPOSE OF ENERGY STAR



Enforce House as a 'System'



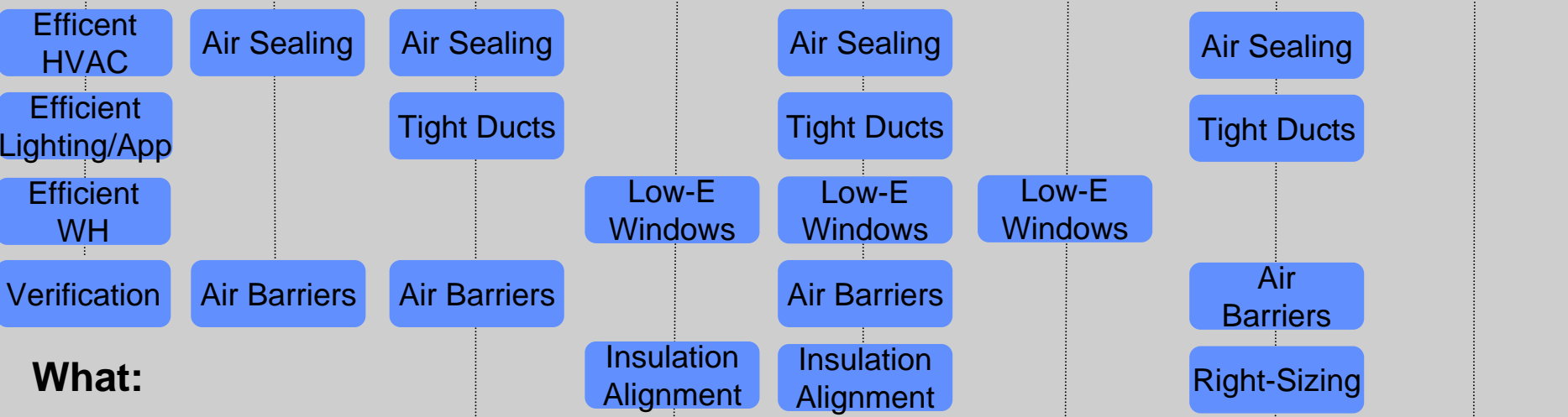
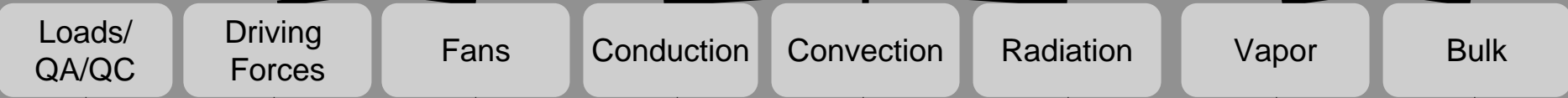
HOUSE AS A 'SYSTEM' WITH ENERGY STAR



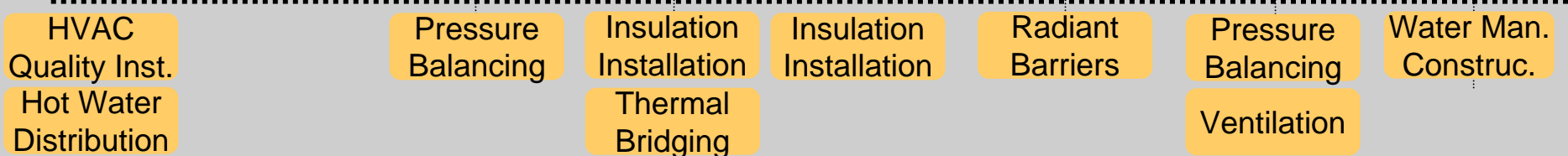
Goal:



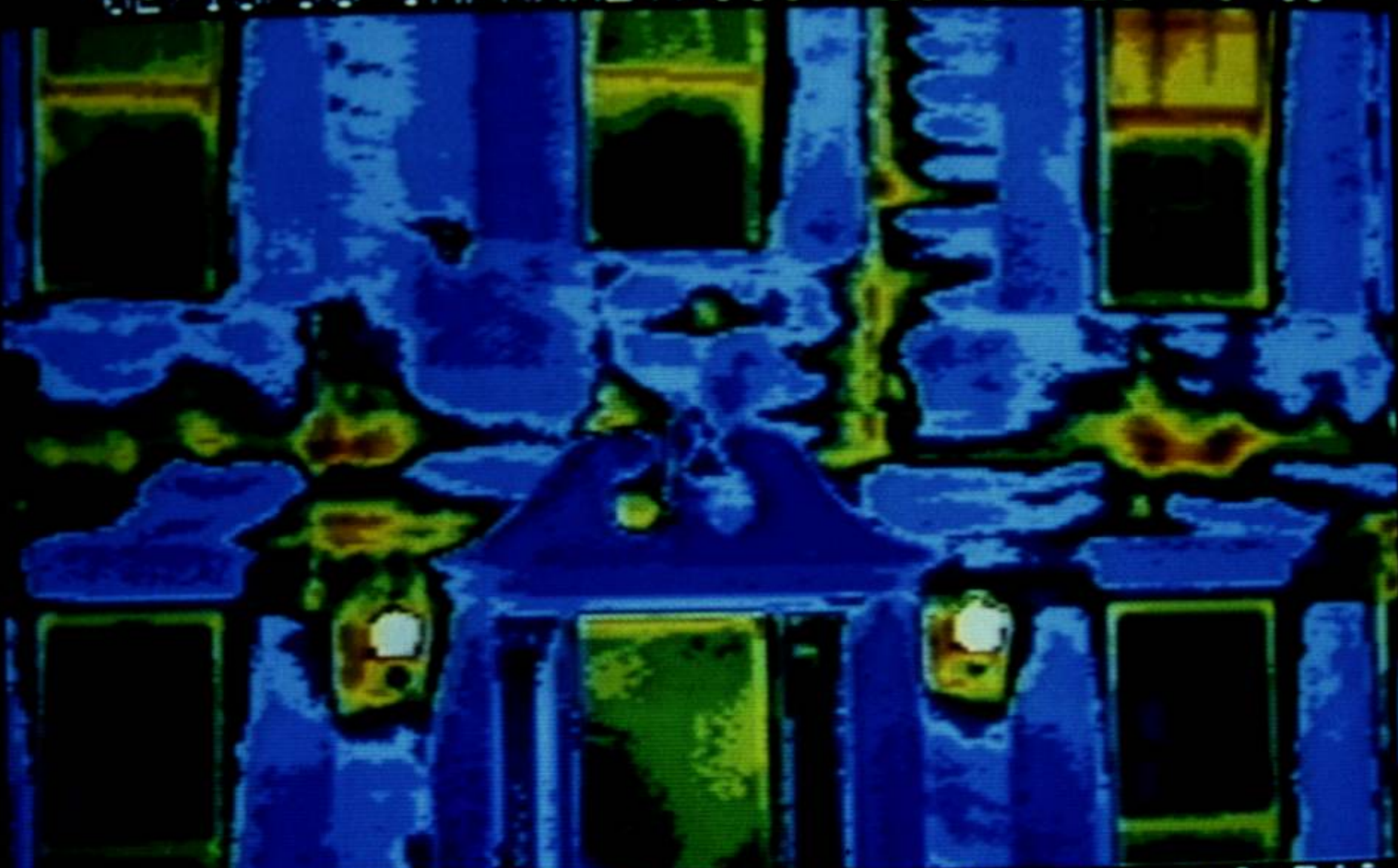
How:



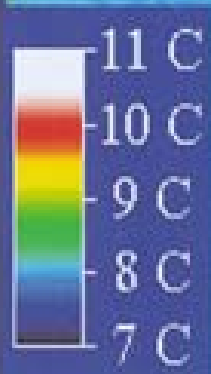
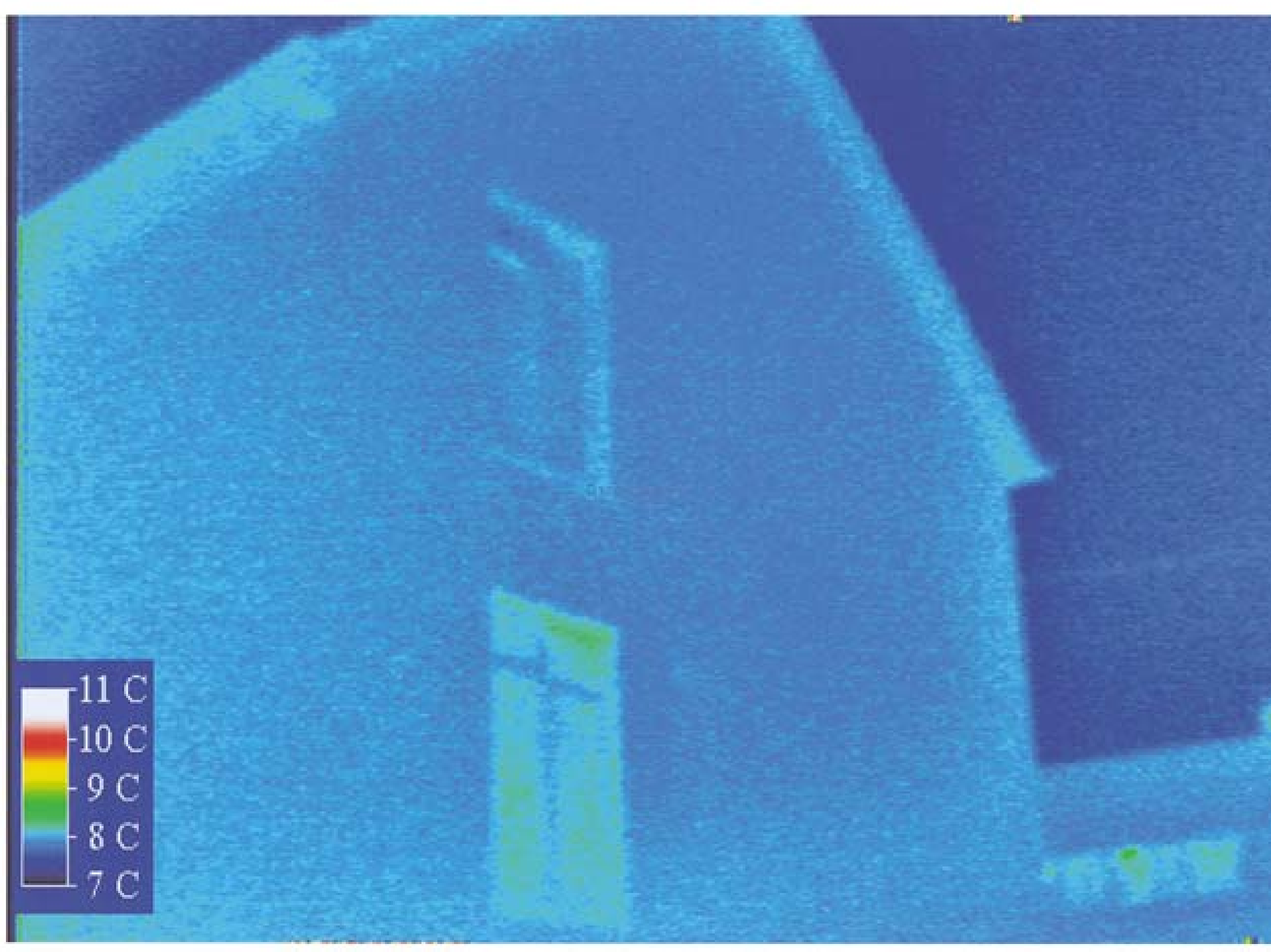
What:



02/15/93 INFRAMETRICS 760 BB 20:41:59



+ 2.5°C IMAGE MODE BAT=11.4VOLTS +12.5°C



WHY BUY ENERGY STAR?



Unless you break the laws of physics, controlling air, thermal and moisture flow deliver:

- *More Comfort*
- *Improved Indoor Air Quality*
- *Improved Durability*

WHY BUY ENERGY STAR?



Monthly

Utility Savings * **\$45**

*Added Mortgage** **\$20**

***Cost Savings* \$25**

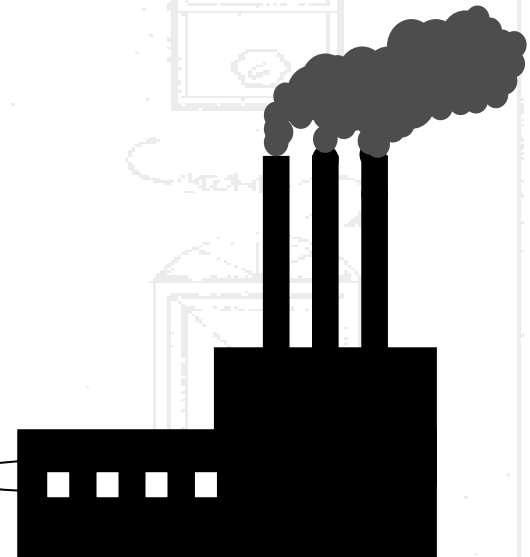
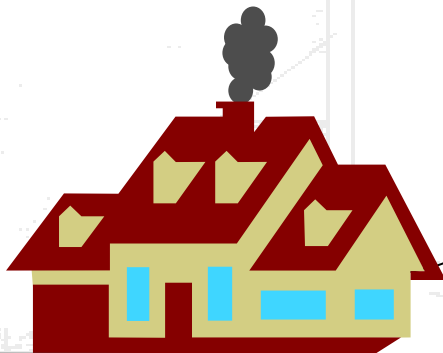
** Savings likely to increase while mortgage remains fixed*

WHY BUY ENERGY STAR?



← Energy Used = ← Pollution

← Imported Energy = → Nat'l Security



WHY BUY ENERGY STAR?



Because ENERGY STAR helps ensure a...

- ***Better Home, that***
- ***Costs Less, and***
- ***Feels Good***

This is a rational consumer decision!

WHY CONSTRUCT ENERGY STAR?



• *Less Risk*

- *Defect Litigation*
- *Relevance*

*This is a rational
builder decision!*

• *Customer Satisfaction*

- *Low Utility Bills*
- *Performance*
- *Green*

• *Critical Differentiation*

- *Better Product at Lower Ownership Cost*
- *Advanced Technology*
- *Infrared Camera Makes Used Homes Obsolescent*

WHY MAKE ENERGY STAR CODE?



What ENERGY STAR Provides

What Government Wants

Affordable Homes = Stronger Economy

Durable Homes = Stronger Communities

Healthy Homes = Safer Citizens

Higher Value Homes = Greater Tax Revenues

Energy Savings = Reliable Electric System

Carbon Savings = Environmental Protection

This is a rational government decision!

BUT ENERGY STAR = ABOVE CODE



*What **non-code** options do governments have that result in rational preference for **ENERGY STAR Qualified Homes**?*

10 NON-CODE OPTIONS



1. *Discount/Delay Permit Fees*

2. *Priority Code Processes*

- *Increased Density Allowances*
- *Expedited Plan Approvals*
- *Priority Field Inspections*

3. *Facilitate Incentives w/Regional Partners*

- *Discounted Utility Hook-up Fees*
- *Discounted Utility Bills (e.g., 10%)*
- *Discounted Mortgage Interest Rates*
- *Promote EEMs with Local Banks*
- *Discounted Home Insurance Rates*

4. *Nurture a HERS Rating Infrastructure*

5. *Free/Subsidized Technical Training*

10 NON-CODE OPTIONS



6. Educate Consumers

- *Web Site*
- *Sponsor Education at Home Shows*
- *Marketing Information/Articles in Media*

7. Provide Recognition for Builders

- *Feature Builders on Community Web Site*
- *Sponsor Parade of ENERGY STAR Qualified Homes*

8. Facilitate Utility Bill Analyses

9. Consumer Feedback with Utilities

- *ENERGY STAR Home Energy Yardstick*
- *Bills Comparing Energy Use (e.g., SMUD)*

10. Work with Local Realtors and Appraisers

- *Realtor/Appraiser Training*
- *Incorporate ENERGY STAR in Local MLS*

WHAT SHOULD GOVTS. DO?



*Work with EPA to develop best
practice solutions for
ENERGY STAR Qualified Homes*



HOW TO GET MORE INFORMATION



On the Web at:

<http://www.energystar.gov/homes>

