

2008 CO ENERGY STAR® New Homes Program Planning & Information Meeting

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December 5, 2007



Governor's
Energy Office

Welcome!

Today's Discussion

- Introductions
- ENERGY STAR New Homes Program Overview
- ENERGY STAR New Homes Program Resources
- The 2008 CO ENERGY STAR New Homes Program
- GEO's Matching Grant Application
- Colorado Specific Discussion & Questions
- Wrap Up



The 2008 Program

- Program Overview
 - Partnerships with Cities, Counties & Utilities
 - Establish an ENERGY STAR Platform
 - Support Industry Partner Development in CO
 - Homebuilders, HERS, Realtor, Building Science
 - Matching Grants for Local Implementation
 - Dollar for Dollar Match (up to \$25k)
 - Customization Encouraged
 - Geographic Partnerships



Matching Grant Application

- Available on GEO Website by Dec 10, 2007 (www.colorado.gov/energy)
- Closing Jan 23, 2008
- Awards Made By End of Jan 31, 2008
- Regional Programs w/ Multiple Cities/Counties, Should Submit A Single Application
- Indicate Matching \$ Contributions from Each Partner
- May Apply for Any Amount <\$25k
- Two Key Sections:
 - Proposed Alignment with any Existing Programs
 - “Implementation Planning Worksheet”



Implementation Planning:

- *Five (5) Areas for Regional Activity*
 - Program Management/Oversight
 - Homebuilder Participation Planning
 - Training & Support
 - Marketing & Consumer Awareness
 - Program Tracking
- Several Ideas/Options Are Presented for Each Area, Recommend Selecting 1 to 2 for Each Activity or Proposing Unique Plan to Address.



Implementation Planning:

Regional Program Organization

- Select A City/County Point Person
- Register As An ENERGY STAR Partner
- Create Timeline for Local Activities
- Assess Regional Residential Market & ENERGY STAR Potential (EPA & GEO Can Help w/ Info)
 - Historic Starts/Permit Data
 - Current Energy/Building Codes
 - Key Builders & HERS Infrastructure
- Coordinate Geographic Partnerships
- Create Webpage
 - To Describe the Local ENERGY STAR Program



Implementation Planning:

Homebuilder Participation (slide 1)

- Develop an official program “participation agreement” for area homebuilders with a return deadline of May 1, 2008.
- Prepare/distribute “Homebuilder Information Packets”
- Develop a “priority list” of potential ENERGY STAR homebuilders
- Identify HERS Raters operating in the jurisdiction encourage them to actively recruit area homebuilders to complete the PA



Implementation Planning:

Homebuilder Participation (slide 2)

- Working w/ local Homebuilder Association (HBA), schedule and deliver a presentation about the ENERGY STAR New Homes
- In partnership with HERS Raters schedule and coordinate private meetings to discuss the program with builder-staff.
 - purchasing managers, marketing staff, management,
- Reimbursement of Homebuilder HERS Analysis:
 - “5-best” plans.
 - “one-time” reimbursement of ~\$250



Implementation Planning:

Training & Support

- HERS Rater Development
- Real Estate Professional Education
- Homebuilder Sales
- Homebuilder Technical/Construction



Implementation Planning:

Marketing & Consumer Awareness

- Establish Regional Co-Op with Builders
- Supply “Point-of-Sale” Materials
- List Area Builders on Program Website
- Create Area ENERGY STAR Map for Consumers



Implementation Planning:

Regional Program Tracking & Reporting

- HERS/Homebuilders send Local Manager Monthly Spreadsheet with All Certified Homes Listed
- ENERGY STAR Plaque Exchange for Homebuilders



GEO ENERGY STAR Messaging

Timelines & Rollout

- Matching Grants for Cities & Counties
 - Application Available Dec 10, 2007
 - Awards Made by End of Jan 2008
- Homebuilder Participation
 - Feb 2008 to May 2008 Registration Period
- Training & Support
 - Ongoing: Feb 2008 to Dec 2008
- Marketing & Consumer Awareness
 - Aggressive Marketing Campaign May 2008 to Sept 2008
- Reporting
 - Ongoing: Feb 2008 to Dec 2008



CO ENERGY STAR New Homes

- Qualitative Objectives

- Improve Energy Efficiency in CO New Homes
- Increase Homebuyer Awareness of ENERGY STAR New Home Features and Participating Homebuilders
- Support the Development of HERS & Building Science Industries in CO

- Quantified Goals

- Increase the # of Registered ENERGY STAR Homebuilders in CO
- Currently in CO, ~7% of New Home Starts are ENERGY STAR
 - Can CO Become a National Leader in Residential Energy Efficiency?
 - 2008 = 10%
 - 2009 = 15%
 - 2010 = Top 10 ENERGY STAR State (20%+)?



Discussion

