

Making Long Island Homes Energy-Efficient

**Friday, November 12, 2010
8:30 a.m. – 11:30 a.m.**

**Omni Building
Teleconference Center, Lower Level
333 Earle Ovington Blvd.
Uniondale, New York**

**Presentation by: Chandler Von Schrader
National Manager, Home Performance with ENERGY STAR®
U.S. Environmental Protection Agency**

Join LIPA, EPA, NYSERDA, and Efficiency First to learn about the latest opportunities for making Long Island homes more energy efficient:

- LIPA: Learn about *Efficiency Long Island*, which offers a wide array of financial incentives and rebates to motivate and empower LIPA's residential and commercial customers to become more energy efficient, thereby reducing their energy usage, lowering their bills, and reducing their carbon footprints.
- EPA: Update on Home Performance with ENERGY STAR and a national perspective on reducing energy use in homes.
- NYSERDA: Green Jobs/Green New York implementation and financing opportunities.
- Efficiency First: Update on HOME STAR and other federal legislation.



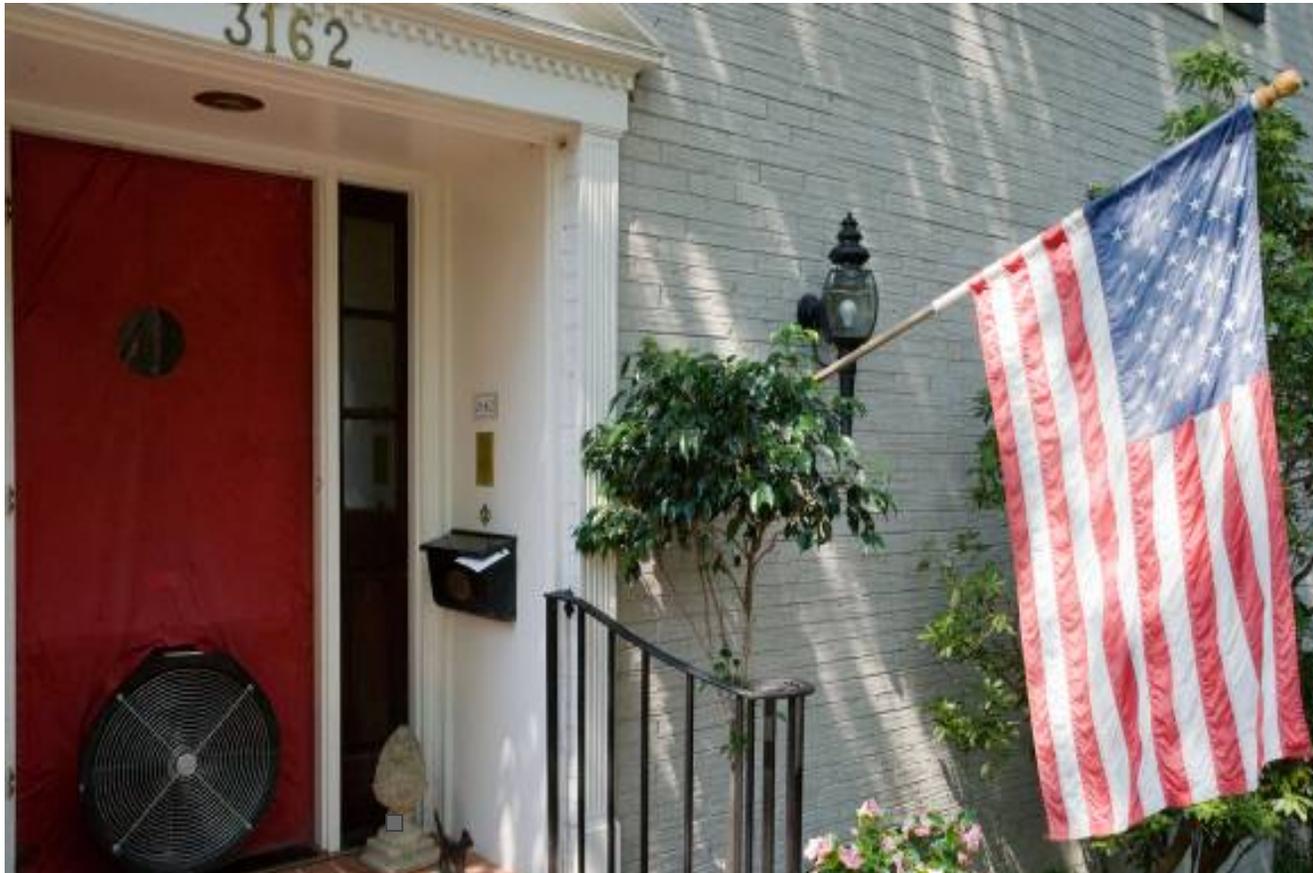
Chandler Von Schrader

National Manager, Home Performance with ENERGY STAR
U.S. Environmental Protection Agency

Mr. Von Schrader has been in the energy efficiency industry since 1981. His first energy efficiency work was selling and installing domestic hot water solar systems. Chandler then moved into providing utility residential energy audits and performed thousands. Along the way Chandler has worked for utilities, an electric cooperative, a weatherization fund, an unregulated utility service company and has been part owner of a kitchen and bath remodeling company and an energy service company (ESCO). For the past seven years, Chandler has worked for EPA promoting energy efficiency best practices in the HVAC, Home Performance and Remodeling industries and is the national manager of Home Performance with ENERGY STAR activities.

**RSVP: Seating is limited. Please respond by November 5th to
(516) 719-9843 or laltmann@lipower.org.**

Profiting From Home Performance



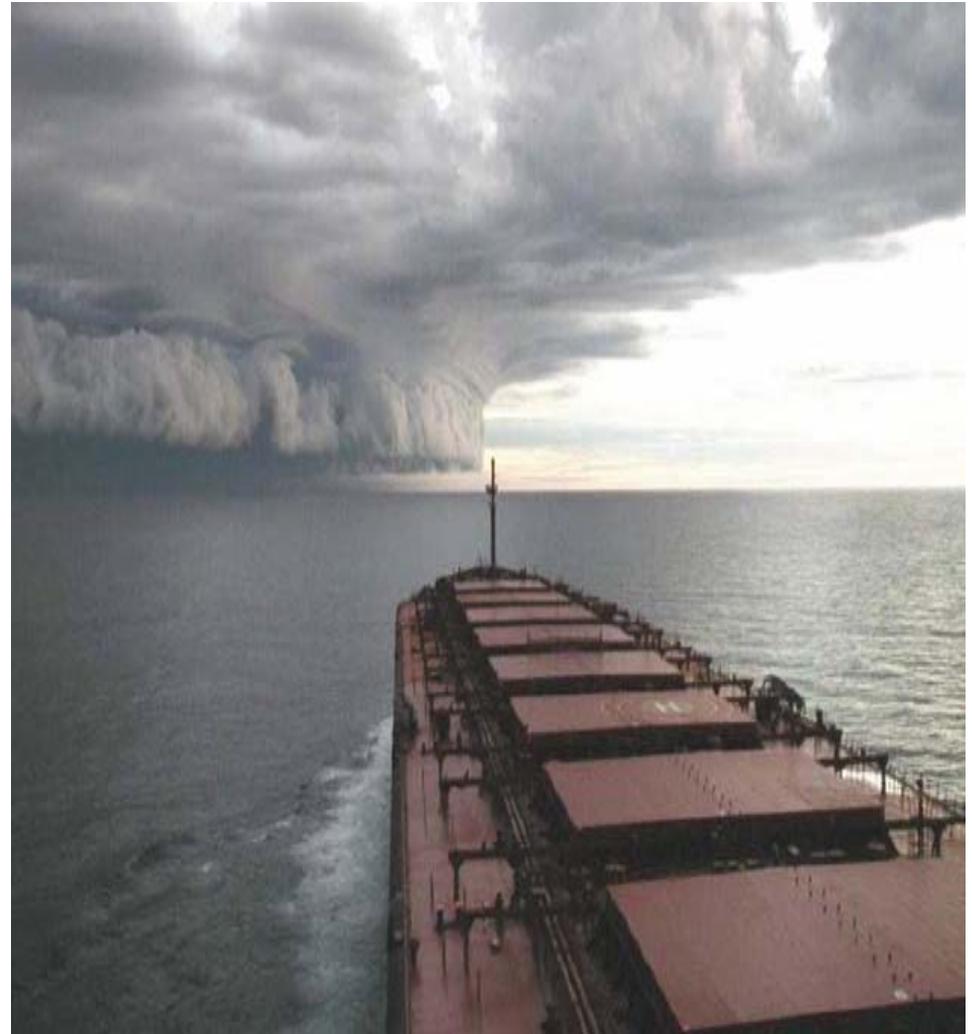
Long Island, NY 11/12/10
Chandler von Schrader, EPA



Perfect Energy/Environment Storm is Brewing



- Infrastructure not ready
- ARRA & SEP grants accelerating action
- Energy costs are rising
- Climate change is here
- Media is spinning green
- National Security via Energy Independence
- And economy is taking wind out of sails...



Interest in Energy Efficiency is Peaking



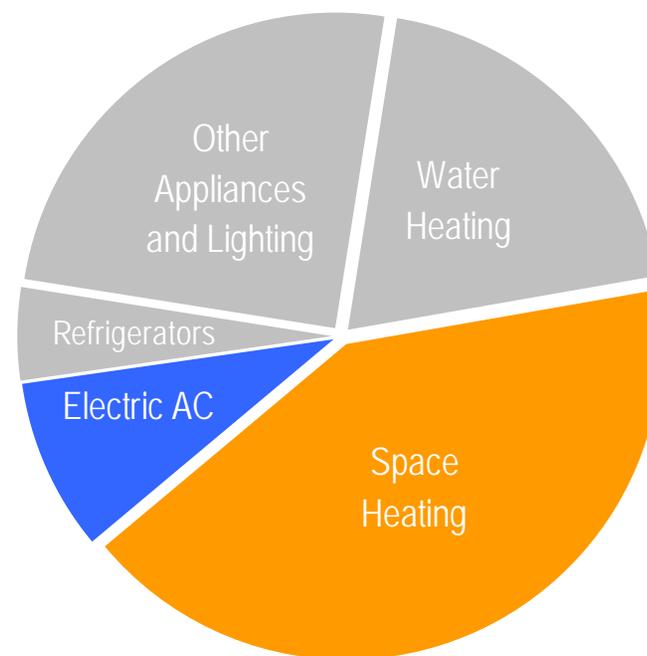
- **Rising energy costs are forecasted**
Electricity costs projected to increase 30% over next few years.
- **Link to national security is commonly understood**
Most recent presidential election has raised public awareness that increased energy consumption results in transfer of wealth to foreign countries, many of which are not considered friendly to the U.S.
- **Consumer surveys consistently rank energy efficiency high**
Suzanne Shelton, Group NAHB, and other studies continue to show increasing interest.
- **Consumers are smarter**
>80% consumers now research on the web before purchasing homes and big ticket products.
- **Remodeling & HVAC industry's contribution is key**
Encouraging efficiency best practices down the line is good business

HP – Best Bet for Deep Savings



- 113 million households use:
 - 69% in buildings built before 1980¹
 - 68% or 76 million owner occupied¹
 - 59% in single-family owner occupied homes¹
 - 56% heat with natural gas²
 - 26% heat with electricity²
 - 64% cool with central AC²
- The average home is 30 years old
- Average homeowner energy cost \$2200/year
- in the past decade alone, residential energy consumption increased by 23%, and projections through 2030 indicate that household energy expenditures will likely increase another 25%.
- Residential energy use contributes 327 million metric tons of Carbon-Eq.³

Average U.S. Single-Family Home Energy Consumption²



Space heating and cooling are a substantial portion of residential energy use--over 50%



¹2007 Building energy Data Book, DOE

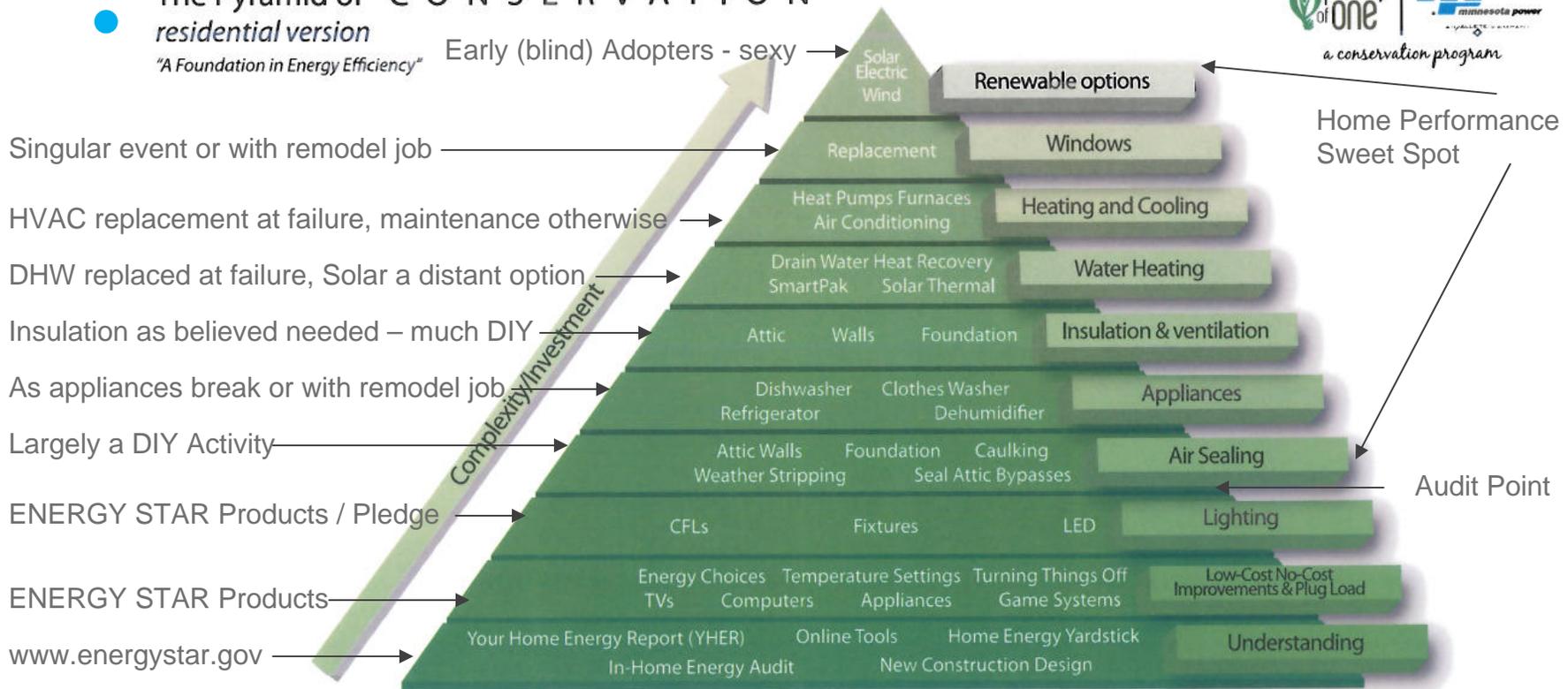
²2005 RECS, Single-Family Homes Table US14, HC2.4 EIA/DOE

³2009 Inventory of U.S. Greenhouse Gas Emissions : (US EPA, 2009)

The Savings Pyramid



- The Pyramid of CONSERVATION**
residential version
"A Foundation in Energy Efficiency"

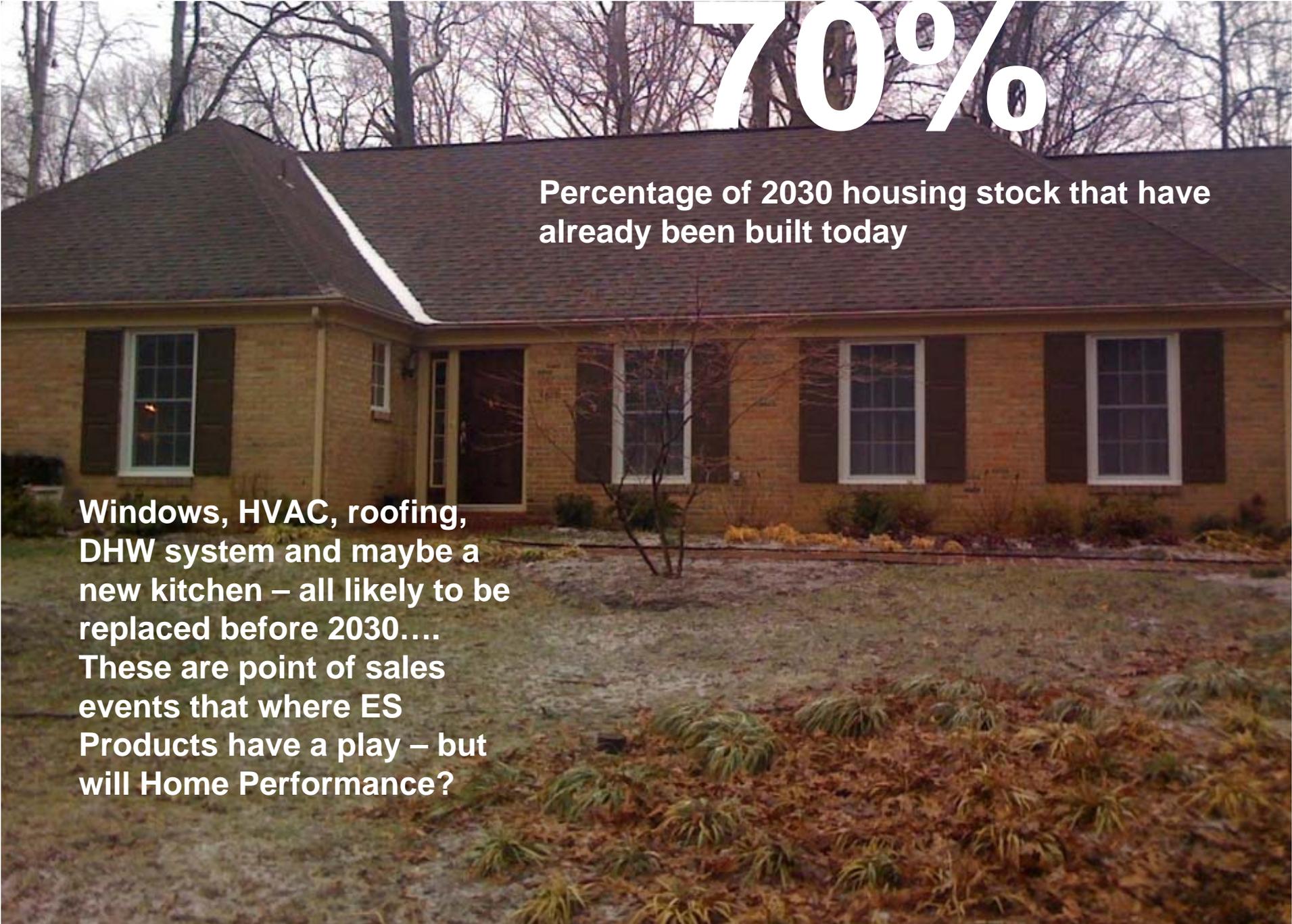


www.mnpower.com/powerofonehome

Conservation – where do I begin?

The choice to be more energy efficient may be clear, but the starting point can be more difficult to determine. The Pyramid of Conservation is designed to help you prioritize steps and develop an action plan that's right for you. By establishing a foundation in energy efficiency and gaining a better understanding about how you use energy, you can more effectively work your way up the pyramid.





70%

Percentage of 2030 housing stock that have already been built today

Windows, HVAC, roofing, DHW system and maybe a new kitchen – all likely to be replaced before 2030....
These are point of sales events that where ES Products have a play – but will Home Performance?





Whose furnace is producing CO?

Who has the cold room?

Who wants the addition?

Whose bill is too high?

Remodeling Activity – Hello!



Event	Transactions Yr	Average Job	Revenue	Source
HVAC Replacement	4.4 million	\$3,100	\$13.6 Billion	Harvard Joint Study - 2009
Window and Door	4.6 Million	\$2800	\$12.8 Billion	“ “
Insulation	1.6 Million	\$1500	\$2.4 Billion	“ “
Water Heater	3.1 million	\$800	\$2.4 Billion	“ “
				“ “
Siding / roofing	4.5 million	\$5200	\$23.4 Billion	
HPwES (2010 projected)	30,000	\$8000	\$240 Million	EPA ESRB



What's Wrong with My House?



Do I Need a Roofer ??



Or Bring in the Big Guns!



Maybe an Insulation Company?



Insulators See this as Good Work



Upstairs hot in the summer?



**Comfort in this bonus
room above?**



Holes Everywhere You Look



The More You Look the More You Find!



More Problems – Are HVAC Contractors Walking the Ducts?





This doesn't look right

**The dryer has
been pulling the
flame out of the
heater.**

Nifty Storage Area – Did the Contractor Look in Here?



Maybe a Comprehensive Audit?



HPwES to the Rescue!



- Whole-house energy inspection
 - Energy specialist trained in building science
- Diagnose why performance is poor
 - Connect the comfort dots
- Summary report
 - Findings
 - Recommendations
 - Estimated costs and savings

SALE THE JOB – NOT THE AUDIT
DO WORK – TEST OUT



What is Home Performance with ENERGY STAR??



Is more than a marketing campaign.

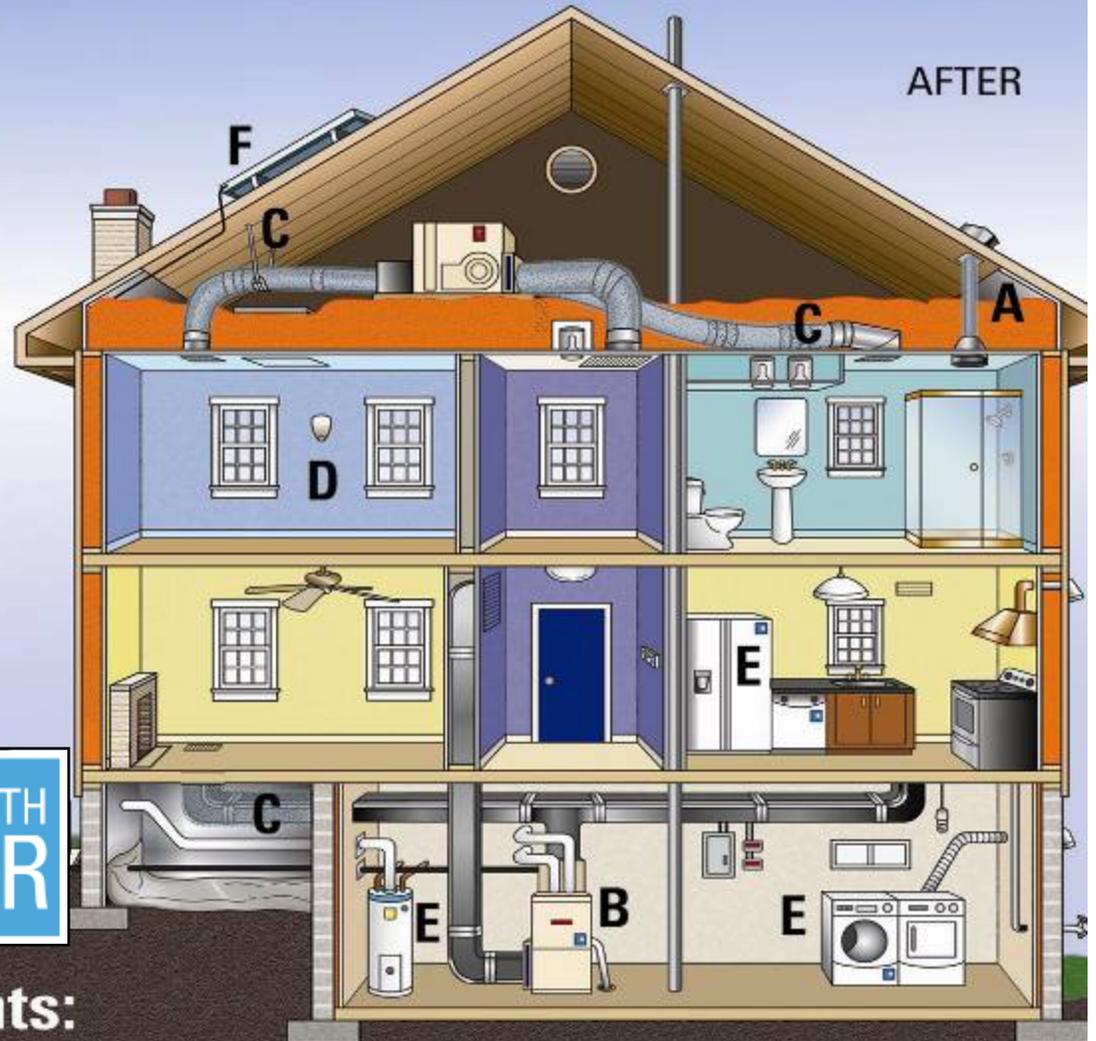
It is a program model for building a network of specially trained contractors that can fulfill the promise of whole-house improvements that reduce energy cost by 20% or more... done by trained contractors whose work is QA reviewed by sponsor



BEFORE



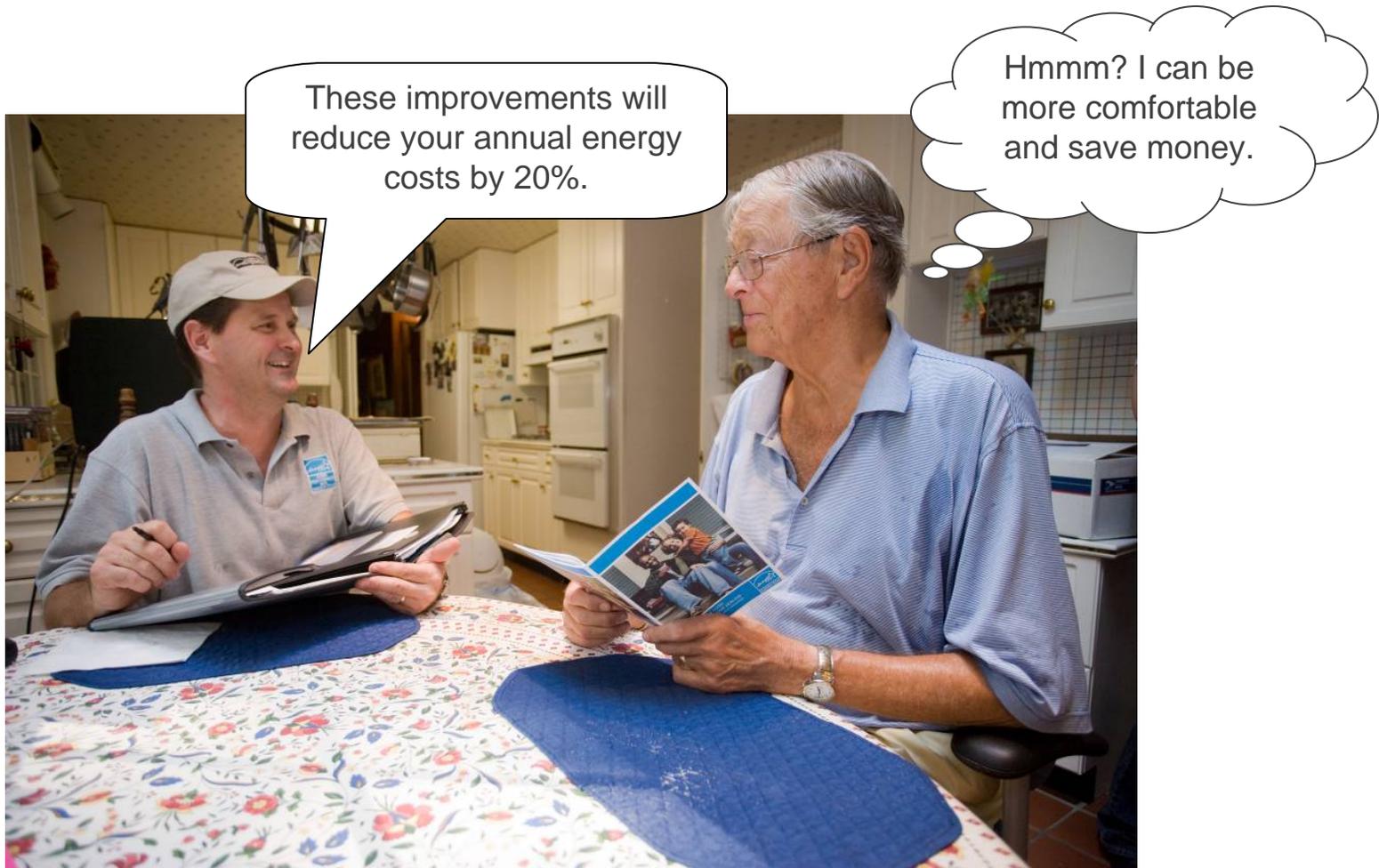
AFTER



Typical Home Improvements:

- A** Sealing Air Leaks and Adding Insulation
- B** Improving Heating and Cooling Systems
- C** Sealing Ductwork
- D** Replacing Windows
- E** Upgrading Lighting, Appliances, and Water Heating Equipment
- F** Installing Renewable Energy Systems

Critical Point – Selling Improvements



Install Improvements



Keystone to HP is Quality HVAC Installs



- The QI Specification identifies consensus requirements associated with quality installations, acceptable procedures for measuring or verifying the attainment of those requirements, and acceptable forms of documentation to show compliance to the requirements
- 3000 to 5000 HVAC systems are being installed across the country today.... Over 70% have at least one deficiency: sizing, air flow, charge and bad ducts. Houston – we have a problem
- Need a little HP in that HVAC delivery!!

The image shows the cover page of the ACCA Standard HVAC Quality Installation Specification. The top left features the ACCA logo (Air Conditioning Contractors of America) and contact information: 2800 Shirlington Road, Suite 300, Arlington, VA 22206, 703.575.4477, Fax 703.575.8107, www.acca.org. The top right has the title "ACCA Standard" and "STANDARD NUMBER: ANSI/ACCA 5 QI-2007". The main title is "HVAC Quality Installation Specification" with the subtitle "Residential and Commercial Heating, Ventilating, and Air Conditioning (HVAC) Applications". A paragraph explains that the ACCA-EI Standards Task Team (STT) develops standards as an ANSI accredited standards developer (ASD). A small text block at the bottom left provides details on the update cycle and where to purchase the standard. The ANSI logo is at the bottom right.

ACCA
AIR CONDITIONING
CONTRACTORS OF AMERICA

2800 Shirlington Road
Suite 300
Arlington, VA 22206
703.575.4477
Fax 703.575.8107
www.acca.org

ACCA Standard
STANDARD NUMBER: ANSI/ACCA 5 QI-2007

**HVAC Quality Installation
Specification**
Residential and Commercial Heating,
Ventilating, and Air Conditioning (HVAC)
Applications

The Air Conditioning Contractors of America Educational Institute (ACCA-EI) Standards Task Team (STT) develops standards as an American National Standards Institute (ANSI) accredited standards developer (ASD). ACCA develops voluntary standards as outlined in the ACCA Essential Requirements and the ANSI Essential Requirements. ACCA standards are developed by diverse groups of industry volunteers in a climate of openness, consensus building, and lack of dominance (e.g., committee/group/team balance). Essential requirements, standard activities and documentation can be found in the standards portion of the ACCA website at www.acca.org. Questions, suggestions, and proposed revisions to this standard can be addressed to the attention of the Standards Task Team, ACCA, 2800 Shirlington Road, Suite 300, Arlington, VA 22206.

ACCA Standards are updated on a five-year cycle. The date following the standard number is the year of approval release by the ACCA-EI Standards Task Team. The latest copy may be purchased from the ACCA online store at www.acca.org or ordered from the ACCA bookstore via toll-free telephone at 888.200.2220.
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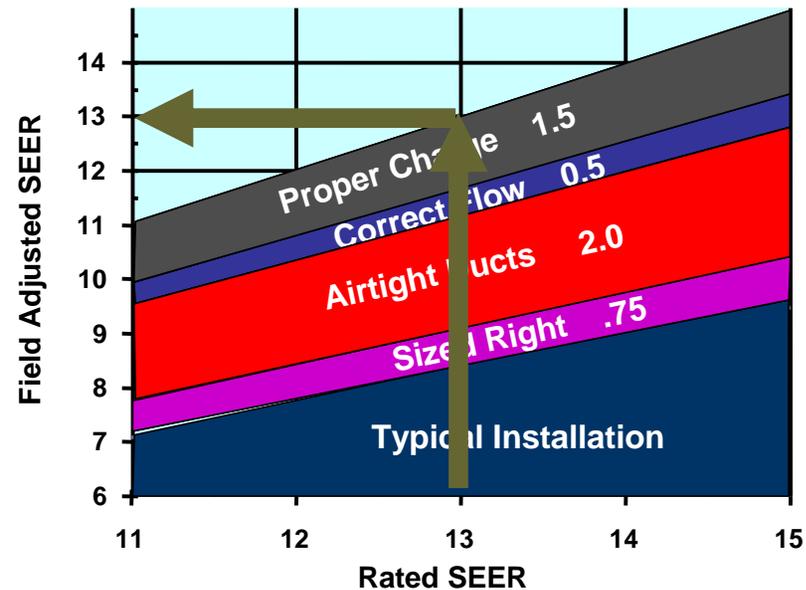
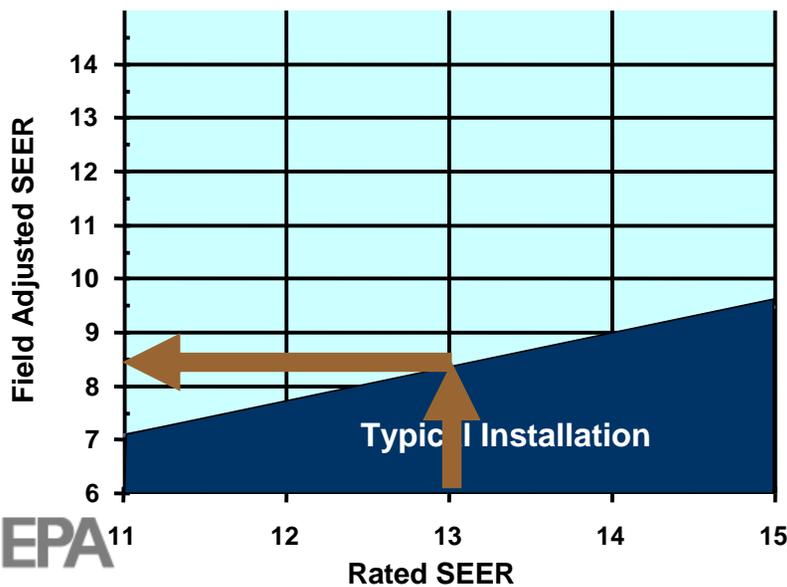
ANSI
www.ansi.org



Let's Get the Installation Right – OK?



- **Get What You Pay For**
- **Engineered Comfort**
 - Thermal Control
 - Humidity Control
 - Noise Control
- **Assured Fresh/Filtered Air**



Post-work Performance Tests



- Test if ventilation meets standards
- Test that gas and oil burning appliances vent properly
- Test how much performance has improved
- Protects the consumer and contractor
- Separates HP contractor from standard fellas



No HPwES without QA



- **Essential to contractor's long term success**
 - Energy savings are real
 - Credibility/reputation demonstrated
- **Requirements**
 - Contractor participation agreement
 - QA starts with reporting, no program w/o it
 - 100% job report review
 - 5% onsite inspection (1 in every 20 jobs)
 - Customer satisfaction survey
- Sell QA upfront !

Home Performance with ENERGY STAR



- Sponsored by a utility, state or local gov't
- A network of specialty trained contractors
 - Comprehensive audit with diagnostic tools
 - Recommend a package of improvements that typically save 20% total energy use
 - Ready to complete work – or provide contacts
 - Homeowner chooses and pays for work
 - Post work performance test
- Sponsored delivered quality assurance and reports back to EPA

Start with Homeowner Education - and Web is Entry Point



- ENERGY STAR @ Home
Go room-by-room

www.energystar.gov/home
Can be hosted on your site



- Home Energy Advisor
Make a plan

www.energystar.gov/homeadvisor



- Home Energy Yardstick
Track your progress

www.energystar.gov/yardstick
Can be hosted on your site





ENERGY STAR - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Common Home Problems
Home Energy Yardstick
Home Energy Audits
Air Seal & Insulate
Heat & Cool Efficiently
Home Performance with ENERGY STAR
Home Improvement FAQs
For Contractors
For Insulation Manufacturers

[Join ENERGY STAR](#)

ENERGY STAR Home Energy Yardstick

WHAT'S YOUR SCORE?

Compare your household's energy use to others across the country and get recommendations for improvement.

What you need to know to get started

- **Your energy use and costs for the last year:** You'll need your last 12 months of utility bills OR a 12-month summary statement from your utility company.
- **Energy sources for your home:** natural gas, electricity, fuel oil, propane and wood.
- **The square footage of your home.**

Your Home

What is your zip code?

How many people live in your home?

What is the square footage of your home, including the basement?

[More information](#)

Your Fuel Types

In addition to electricity, what other fuels do you use for home use? Select all that apply.

Natural Gas

Fuel Oil

Your Energy Use

Would you like to use **annual** or **monthly** billing information to enter your energy use?

Annual
 Monthly

Select the Start Date for the year covered:

Certificate

ENERGY STAR Home Energy Yardstick

YOUR SCORE

EPA's Home Energy Yardstick compares a household's energy use to similar homes and gives it a score between 0 and 10 (10 being the most energy efficient).

Yardstick Score: 3.3*

Home and Energy Use for:

Address: 123 Energy Drive, Falls Church VA
Zip Code: 22048
People living in your home: 2
Square Footage: 2200
Energy Use from 01-Nov-2007 to 31-Oct-2008

Use (Natural Gas)	Bill Amount (Natural Gas)	Use (Electricity)	Bill Amount (Electricity)
845 CCF or Therms	\$0	11,458 kWh	\$0

How To Improve a Low Score

- ✓ Seal air leaks (or drafts).
- ✓ Add more insulation in the attic.
- ✓ If the HVAC equipment is more than 10 years old, consider replacing with models that have earned the ENERGY STAR.
- ✓ Purchase lighting, appliances, home electronics, and other products that have earned the ENERGY STAR.
- ✓ Hire a professional to evaluate the home's energy efficiency.
- ✓ Visit energystar.gov/homeadvisor for more ways to improve efficiency and comfort.

* How you operate or use your home may lower your score. Activities and Equipment that often impact a household's score include: a home office or home business, swimming pool, spa, sauna, pottery kiln, or well pump, as well as a thermostat setting above 72°F for heating or below 78° for cooling.



Homeowner Education



**YOUR HOME CONTRIBUTES TO
THE QUALITY OF OUR ENVIRONMENT**

U.S. Environmental Protection Agency • U.S. Department of Energy

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Home Energy Performance Results

Energy & Environmental Performance

About Your Home & Energy Use [[Edit In](#)]

Your score: 8.3 out of 10

Your score is excellent and your energy use is well below average. 83% of U.S. homes use more energy than you.

About Your Home

Zip Code: 22046

People Living in Home: 2

Square Footage of Home: 2200

Home Built: 1950s

Heating Degree Days: 4029

Cooling Degree Days: 1496



HOME PERFORMANCE WITH
ENERGY STAR



YOUR HOME CONTRIBUTES TO THE QUALITY OF OUR ENVIRONMENT

U.S. Environmental Protection Agency • U.S. Department of Energy

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Home Performance with ENERGY STAR Video: A Comprehensive Approach to Home Improvement



[Chapter 1: A Comprehensive Approach to Home Improvement](#)

Length: 1:09

[Captioned Version](#)



[Chapter 2: The Evaluation](#)

Length: 1:05

[Captioned Version](#)



[Chapter 3: Air Sealing and Adding Insulation](#)

Length: 1:36

[Captioned Version](#)



[Chapter 4: Heating and Cooling](#)

Length: 0:39

[Captioned Version](#)



[Chapter 5: Ducts](#)

Length: 0:41

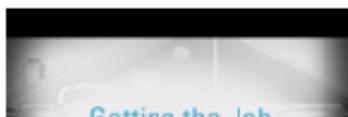
[Captioned Version](#)



[Chapter 6: Lighting and Appliances](#)

Length: 0:58

[Captioned Version](#)



[Getting the Job Done](#)

Home Performance with ENERGY STAR Marketing Toolkit



<INSERT CONTRACTOR NAME> offers Home Performance with ENERGY STAR.

A professional energy audit is the first step toward saving on energy costs. An ENERGY STAR® energy audit is a professional energy audit that identifies energy efficiency opportunities in your home. It is performed by a professional energy auditor who is trained and certified by the U.S. Environmental Protection Agency (EPA).

Home Performance with ENERGY STAR (HPWS) is a program that helps homeowners save money on their utility bills by making their homes more energy efficient. HPWS includes a professional energy audit, a list of energy efficiency recommendations, and a list of qualified contractors who can help you make your home more energy efficient.

Get a quote for a contractor

WHY HOME PERFORMANCE WITH ENERGY STAR?

Energy Audit
An energy audit is the first step toward saving on energy costs. An ENERGY STAR energy audit is a professional energy audit that identifies energy efficiency opportunities in your home. It is performed by a professional energy auditor who is trained and certified by the U.S. Environmental Protection Agency (EPA).

Energy Savings
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Get a quote for a contractor

CONTRACTOR LOGO



Helping you save money on your utility bills is one of our top priorities. We offer a variety of services to help you make your home more energy efficient and save money on your utility bills. Our services include energy audits, insulation, air conditioning, and more. We are committed to helping you save money and make your home more comfortable.

Energy Audit
An energy audit is the first step toward saving on energy costs. An ENERGY STAR energy audit is a professional energy audit that identifies energy efficiency opportunities in your home. It is performed by a professional energy auditor who is trained and certified by the U.S. Environmental Protection Agency (EPA).

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Get a quote for a contractor

CONTRACTOR LOGO & PHONE NUMBER

Home Performance with ENERGY STAR makes everyone more comfortable.

contractor logo



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Get a quote for a contractor

contractor logo

Mail Form

Name Address City, STATE ZIP

contractor logo

Saving money on your utility bills never felt so good.

contractor logo

Home Performance with ENERGY STAR makes everyone more comfortable.

contractor logo

HPWS, approved by ENERGY STAR. Home Performance with ENERGY STAR makes everyone more comfortable. We're not just for the best contractors for you!

contractor logo

Home Performance with ENERGY STAR offers a comprehensive energy audit, insulation, air conditioning, and more. We're not just for the best contractors for you!



Saving money on your utility bills never felt so good.

Home Performance with ENERGY STAR (HPWS) is a program that helps homeowners save money on their utility bills by making their homes more energy efficient. HPWS includes a professional energy audit, a list of energy efficiency recommendations, and a list of qualified contractors who can help you make your home more energy efficient.

Get a quote for a contractor

Saving money on your utility bills never felt so good.

contractor logo

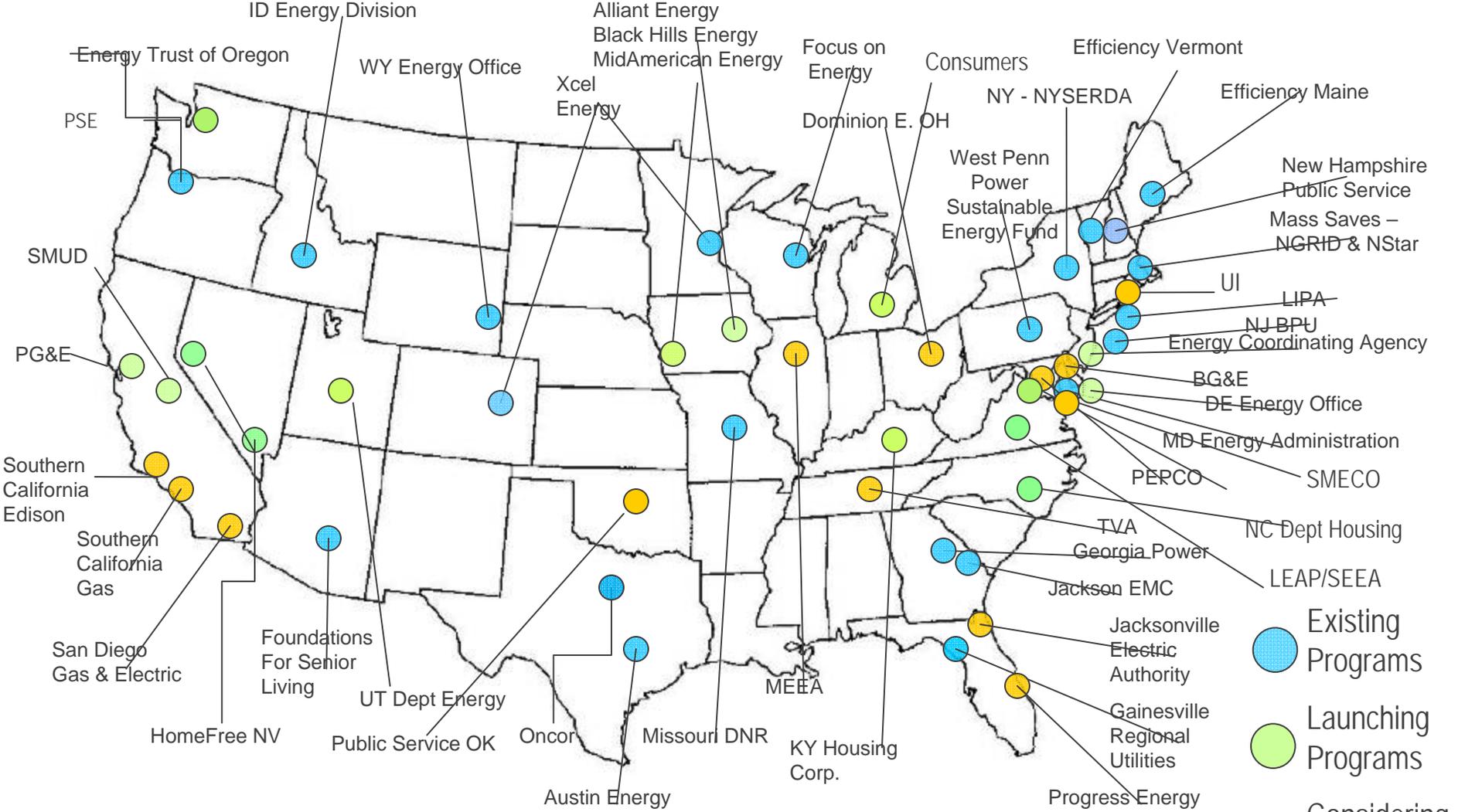


2010 – HPwES Growth Continues



- 24,818 reported HPwES jobs in 2009
- 30,000 anticipated for 2010
- From 2002 to 2009 program to date: 78,313
- Larger programs are making an impact
 - NYSERDA: 6343
 - National Grid: 6259
 - Austin Energy: 2773
 - Wisconsin: 1944
 - MO DNR: 1364
 - Yet how many jobs are not being reported???
- 25% to 35% involve system replacements
- ARRA funding and DOE Better Building grantees looking to use HPwES platform – more \$ to industry!

HPwES 2010 - Becoming a Known Program



80,000+ homes improved!

One Sponsor's State Wide Impact



- 1364 jobs reported by MO DNR for 2009
- \$7000 average job
- \$9,500,000 invested improvements by MO homeowners by MO based firms
- At 20% savings – approximately \$400 yr per home served, total MO homeowners saved over \$500,000 – and these savings will continue
- Over 125 employed serving state's HPwES work
- HVAC replacement big part of activity

What is BPI Accreditation?



A professional credential awarded by BPI to contracting companies who commit to offering comprehensive “whole house” home performance solutions for their customers.



**ACCREDITED
CONTRACTOR**



Do you want to increase company productivity, profitability and customer satisfaction?

BPI accredited contracting companies are the elite of the home performance industry.



Our nationally recognized standards and quality assurance protocols help separate the best-of-the-best from the also-rans. Not every company can make the grade, but those that do prosper because they can prove they have the knowledge and expertise to help customers improve the performance, decrease the carbon footprint and lower the expenses of their homes.

By increasing the scope of work, accredited contracting companies see an improved bottom line, earn a reputation for quality work and also add value to the community.

Give your customers something other contracting companies can't.

Learn how the quality assurance program can help set you apart from your competition.

[▶ Check it out!...](#)

Benefits of Accreditation

Find out how your company can benefit from the current demand for qualified, reliable home performance contractors.

[▶ Check it out!...](#)

Are you ready to get started?



[▶ Download BPI Accreditation Policies and Procedures](#)

[▶ BPI Quality Assurance Policies and Procedures](#)

[▶ Complete the Online Application](#)

BPI Accredited Contractors are HOME STAR Approved



[Click here to learn more.](#)

Frequently Asked Questions: Accredited Contractors



Have a question about accreditation? Find the answer here!



Find a BPI Accredited Contracting Company

[▶ Equipment](#)

Remodel with HPwES - Rules



- Only available for contractors/remodelers already inside existing HPwES programs
- Contractor must perform a whole house assessment as required under HPwES sponsor contractor agreement with prioritized estimated savings
- Remodeler must show energy modeling of new space with HPwES remediation savings report
- Sponsor to provide third party QA inspections as done for under HPwES requirements
- BPI technician certification required (most HPwES sponsors are there)

Remodel with HPwES - Rules



- Most cost effective HP recommendations must be performed (i.e.: air sealing, insulation, duct remediation, HVAC repair or replace, lighting, etc) – no single measure only installations allowed
- New conditioned space must be installed to ENERGY STAR Builder Option Packages specs
- New products and equipment must be ENERGY STAR qualified
- Sponsor is required to report all activity quarterly – separating this Remodel to ES activity from other installations
- No ENERGY STAR remodeling label will be earned
- Remodelers will follow EPA guidance on marketing and logo usage – as done currently within HPwES programs

**Add more than
just square footage.**
www.sponsorwebsite.com

Sample Creative



**Before demolition.
Before framing.
Before finish work.**

Design energy savings into
your home addition plans.

www.sponsorwebsite.com

Raising the roof or bumping out walls, be sure to build for energy savings too. Choose a specially-trained Home Performance contractor to help you save money, boost comfort, and even protect the environment while you remodel your home. Find participating contractors at www.sponsorwebsite.com.

The ENERGY STAR logo, featuring a blue square with a white star and the word "Energy" in a script font, with "HOME PERFORMANCE WITH ENERGY STAR" in a white box below it.

Home Performance with ENERGY STAR
Remodeled Homes
Sample Template

**Home Performance with
ENERGY STAR:**

Your blueprint for a more comfortable
and efficient home improvement project

www.sponsorwebsite.com

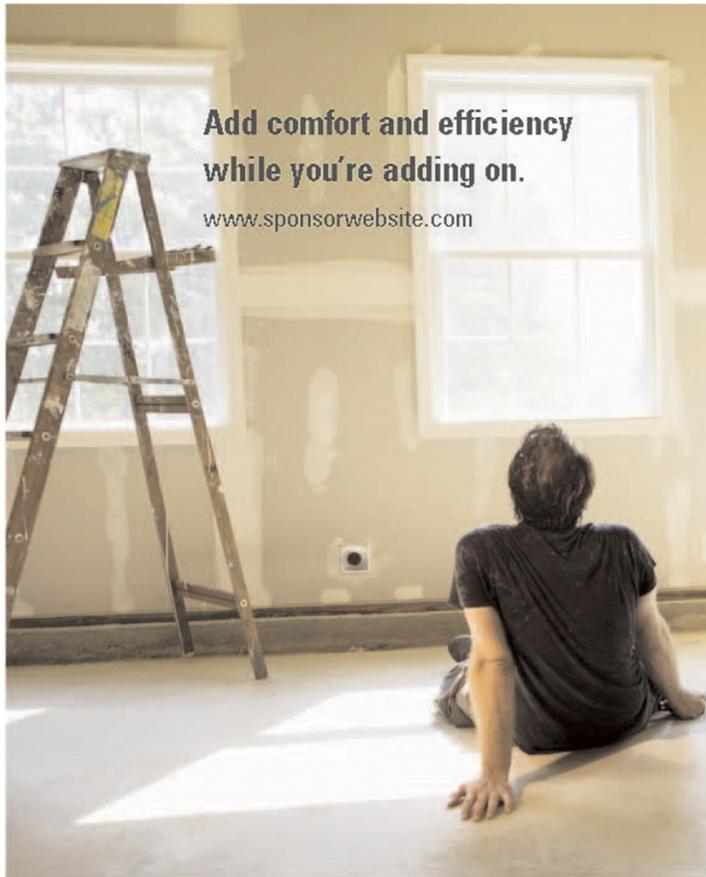
When designing your home improvement project, be sure to plan for energy efficiency too. Choose a specially-trained Home Performance contractor to help you save money, boost comfort, and even protect the environment while you remodel your home. Find participating contractors at www.sponsorwebsite.com.

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Home Performance with ENERGY STAR
Remodeled Homes
Sample Template



Sample Creative



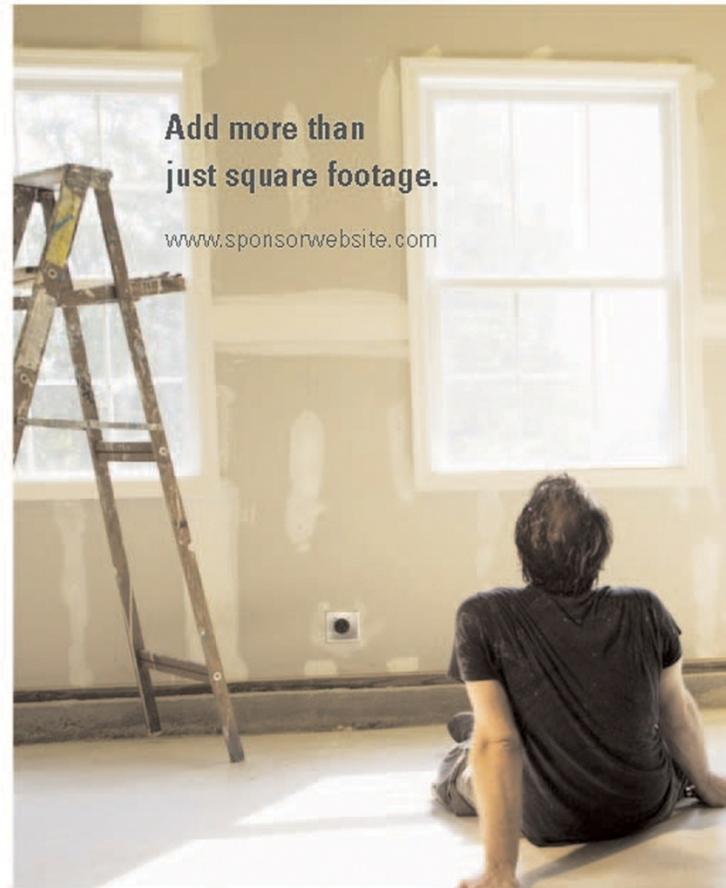
**Add comfort and efficiency
while you're adding on.**

www.sponsorwebsite.com

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Home Performance with ENERGY STAR
Remodeled Homes
Sample Template



**Add more than
just square footage.**

www.sponsorwebsite.com

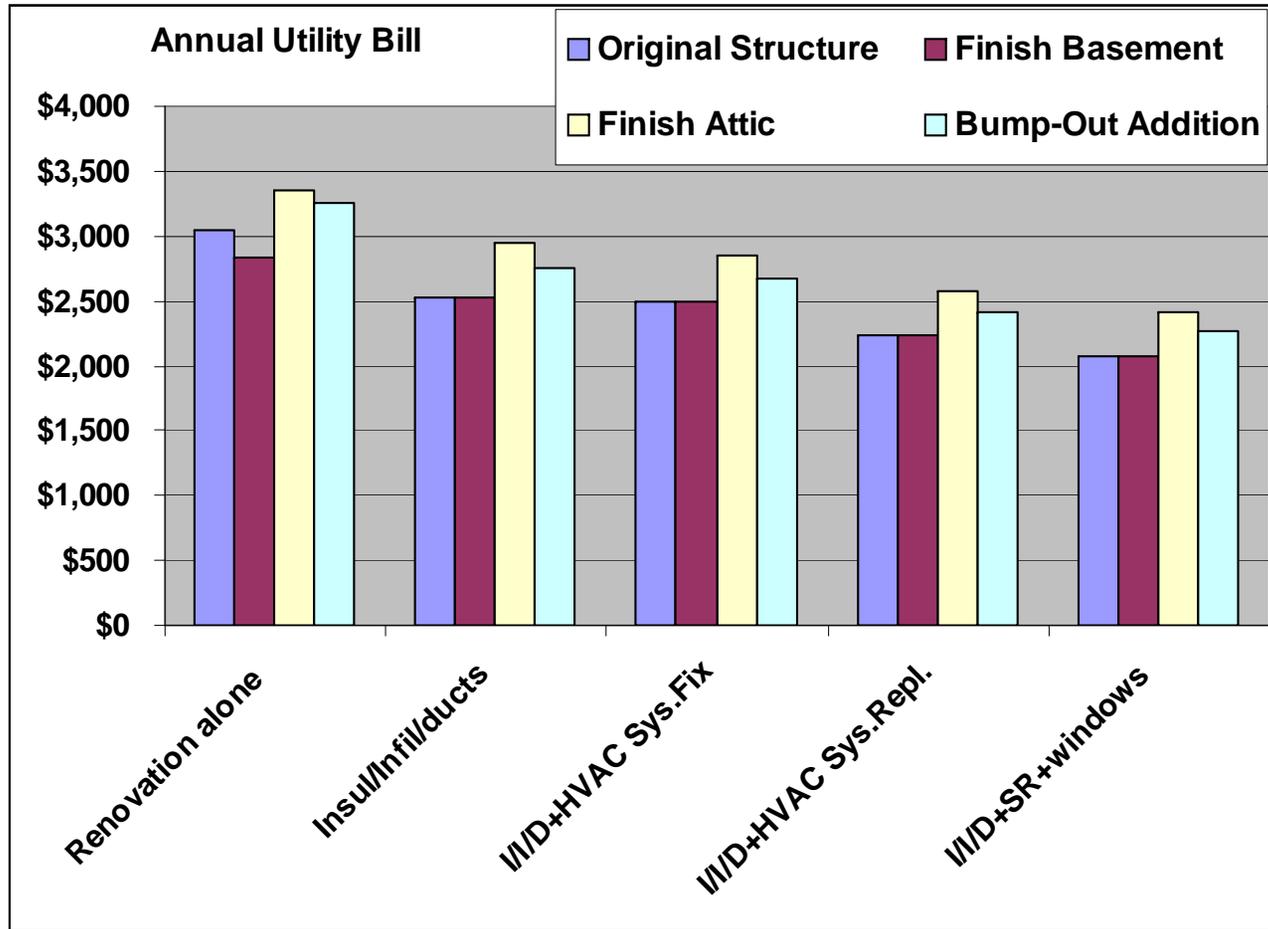
When designing your home improvement project, be sure to plan for energy efficiency too. Choose a specially-trained Home Performance contractor to help you save money, boost comfort, and even protect the environment while you remodel your home. Find participating contractors at www.sponsorwebsite.com.



Home Performance with ENERGY STAR
Remodeled Homes
Sample Template



Modeled Energy Bill



\$.22 kWh and \$1.20 Therm



Retrofit to Recovery - Information



- Home Energy Score – a 1-10 miles per gallon score on a house
- Estimation on savings
- Personalized list of improvements – with annual savings and payback
- 1 hour “walk through”
- See sample report: www.homeenergyscore.gov
- Voluntary program – starting with pilots

RTR – Now Financing



- HUD – PowerSaver Loan via FHA federally insured loans from private banks
- Up to 20 yrs terms with lower rates
- Home Energy Score part of loan app
- DOE supporting state's efforts on revolving loans – now available in 30 states

RTR – Building Workforce



- Uniform set of national guidelines that identify skills and necessary knowledge
- Minimum requirements for high quality energy efficiency specific installations defined
- www.weatherization.energy.gov/retrofit_guidelines
- Healthy Indoor Environment Protocols companion to workforce guidelines to enhance IAQ opportunities

Benefits of Trained Workforce



In Conclusion



- Our nation and Long Island's houses need improvement – opportunity is huge
- Traditional contracting misses mark – yet they are very much your competition
- Home performance is the right delivery yet industry still very young – Audits are the starting point, yet without selling improvements, no gain
- Remember – program must work for the contractor – they are “where the mastic meets the sheet metal”
- Let's pilot some remodel to ENERGY STAR activity – LIPA, lead the way!!
- RTR efforts should help build capacity – but will it create needed demand?
- Programs need to continue to market – and seek to simplify where possible – demand building will solve many problems....

Long Island Contractors Must Be Brave – Efficiency Cheese is Worth the Effort!



vonschrader.chandler@epa.gov



America's Home Performance Workforce

In partnership with the



**Building Performance
Contractors Association**

New York

*“We should have the policy of efficiency first”
— Rep. Peter Welch, Vermont*

www.encyfirst.org

What is Efficiency First?

- 501(C)(6) – Non Profit, trade organization built specifically to influence policy.
- Nationally recognized voice of the Home Performance industry with strong connections in Albany.
- Leads collaboration between legislators, government agencies, public utilities and the private sector.
- Gets involved in the early stages of program development.





State and Local Chapters

Leveraging National Resources

- Sharing lessons learned nationally from state to state
- Coming together to work on national policy for industry growth
- Ongoing coordination with Efficiency First national staff, Efficiency First local chapters and BPCA NYS
- Building a national brand for the Home Performance Industry



MEMBER BENEFITS

<http://www.efficiencyfirst.org/home/member-benefits/>

- Discounts on training courses
- Discounts on infrared cameras & other tools
- Discounts on Web site design
- Company apparel
- Web design; Graphic Design
- Home Energy Magazine
- Lead referral sites like EnergySavvy
- Free Membership in EGIA (Electric & Gas Ind. Assoc.)
Insurance Payroll Systems Debt Collection
- And more to come...



State and Local Chapters

EF Chapters At Work

- Massachusetts: Program redesign campaign for Mass Save
- Maryland: Industry recommendations for local HPwES program
- Michigan: Working closely with Michigan SAVES financing program
- Washington State: Local workforce development projects,
- California: Working for a smooth rollout of Energy Upgrade CA
- New York: Working with the BPCA to promote common sense policy decisions.

Member Education

<http://www.encyfirst.org/webinars>

Members-only webinars to help your company succeed:

- Policy Updates
- Financing
 - Alternative financing options
 - Increasing your close rate
- Home Performance Marketing:
 - Grassroots and Online Strategies for Marketing Home Performance
- Public Relations for Home Performance
- Real Estate: Green MLS (Multiple Listing Service)



Also --

- CEUs available for some webinars
- Free for Efficiency First Members, live/recorded versions



What is the BPCA?

- 501(C)(3) – Non Profit, Education based organization that is forbidden from lobbying.
- Statewide trade association of Building Performance contractors etc.
- Promotes the education and implementation of building science
- Supports contractor education to achieve its vision.
- Can only engage in policy matters when specifically asked.



Building Performance
Contractors Association

New York

BPCA at work

- Voice of the trade
- Engaged in ongoing constructive discussion with program implementers.
- Runs training and education for its membership
- Local chapters meet regularly to keep membership informed.
- Local chapters communicate with the state board to express the concerns of their membership

What Opportunities does this partnership present?

- Where BPCA ends, Efficiency First begins.
- BPCA and Efficiency First have conceived a mutually beneficial and well defined working relationship.
- This relationship is supported and encouraged by the National, State and Local boards of both organizations.
- Local expertise combined with a national presence

What will this mean to us?

- We can have a seat at the table when policy decisions are being made.
 - Suffolk County Energy Audit legislation.
- We can influence program structure BEFORE implementation is upon us.
 - GJGNY
 - PSC
- The clout of a nationally recognized voice, combined with the respect of a widely regarded local trade organization = an unbeatable combination!

What needs to happen?

- BPCA / EF needs strong and active membership.
 - If you are at this meeting, all of this concerns you!
 - To get this industry where it needs to be, YOUR membership is needed in BOTH organizations.

- BPCA members joining EF will get a \$50 discount off the regular \$250 membership per company.
- Efficiency First members joining BPCA will get a \$25 discount off the regular \$100 membership per individual.
- First time members receive both discounts

How do I get started?

- In person, via mail or fax:
 - Fill out the printed registration form and give it to the representative at the efficiency first table
 - Or follow the instructions and send it in
- Online:
 - Current BPCA members: Sign up for Efficiency First membership at www.encyfirst.org/join
 - When asked, select the option for current BPCA members
 - All others: Visit <http://www.home-performance.org/membership/application.aspx> to register for joint membership
 - Or over dinner with your colleagues at...

BPCA Long Island Chapter November meeting

- Thursday November 18th at the 56th Fighter Group Restaurant, Farmingdale
- Open Round Table Discussion on the following topics:
 - Proposed Energy Audit Legislation – Suffolk County
 - Efficiency First.and the BPCA
 - LIPA Incentives , National Grid Incentives and how they work together
 - GJGNY Funding Opportunities
 - Town Programs – Babylon and Brookhaven Green Homes
 - CEU Opportunities as part of the Membership Meetings



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