

# **Existing Homes – 1**

## **Understanding Current Efforts**

CEE Industry Partners Meeting  
October 15, 2008



**Working Together, Advancing  
Efficiency**

# Session 1 Objectives

- Attendees understand each others' rationales and perspectives about achieving greater energy efficiency in existing homes
- Attendees offer feedback on the objectives and general activities proposed in the Discussion Draft

# Agenda

- Introductions
- Context from CEE staff
- Perspectives from around the room
- Discussion questions

# Framing the Context

- Opportunity knocks
  - Increased interest in efficiency and increased need to act, but confusion among consumers about what to do
- How will we respond?
  - Committee of CEE members developed a Discussion Draft
    - Proposed creating a “Platform” that is integrated across end uses to build consumer awareness and demand
  - Seeking input on this concept today



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# Objectives: The Platform Would...

- Enable members to meet individual energy savings objectives cost-effectively
- Assist members in developing programs that are intuitive from the customer perspective
- Leverage CEE's strengths
- Make use of existing resources
- Include industry associations, manufacturers, and retailers as active partners in its development
- Include both electric and gas efficiency opportunities



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# Potential Actions

- Prioritize messages about efficiency
- Create a forum for discussion and information exchange
  - In person, conference call, web-based
- Develop an infrastructure for future efforts

# Roundtable – Sharing Perspectives

- Efficiency: Blake Smith, Questar
- Lighting: Lisa McLeer, GE
- Windows: Mike Fischer, WDMA
- Home Automation: Jay McLellan, HAI
- Appliances: Sean McKay, Whirlpool
- Insulation: Darrell Winters, NAIMA
- HVAC: Julie Humes, Lennox
- Water Heating: Nina Knight, Rinnai



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# Discussion Questions

- Responses to what's been said so far?
- Is the objective a fair representation of your individual goals?
  - Could it be modified to reflect your perspective?
- Are the proposed activities sufficient to meet that objective?
  - What other actions should we consider?
- What facets need to be considered in the Platform?

# What Should Our Goal Be?

- Internally Focused
  - Research market
  - Evaluate and report on existing resources (tweak?)
  - Information exchange on program design
    - Both between programs and with industries
- Externally Focused
  - Create common messages
  - Develop a common program model
  - Jointly implement a campaign

# Existing Homes – 2 Developing a Platform

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## Session 2 Objectives

- Attendees consider the implications and outcomes of effort and the proposed activities
- Attendees shape the activities that could be pursued under this effort
- Attendees design a process and timeline that will meet their needs

# Agenda

1. Group exercise
  - Form groups and select a question
  - Develop a response with as much detail as time permits
2. Debrief (*Begins at 4:15*)
  - Present your feedback
3. Identify next steps
  - Should we proceed to further develop this concept? If so, how and on what timeline?

# Group Questions

1. What don't we know about increasing efficiency in existing homes?
2. What could be included in a Program Guide?
3. How could efficiency programs and manufacturers interface moving forward?
4. What are the strengths/weaknesses of each market actor?
  - Utilities, governments, contractors/retailers, etc.
  - What are the facilitating entities/resources?
5. Why aren't people making efficiency improvements now?
  - Including behavior

# *Thank you!*

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