



Residential Whole House Breakout Session

Innovative Models for Whole House Programs

Alice Rosenberg
Program Associate
January 26, 2011
Winter Program Meeting, Costa Mesa, CA

Residential Breakouts

- Today 11:00-12:30 ▶ Whole House: Innovative Models for Whole House Programs
- Today 1:30-3:00 ▶ Appliances: Moving Forward with a Swimming Pool Pump Initiative
- Today 3:30-5:00 ▶ Lighting: Insights and Tools for Moving to Comprehensive Lighting Programs
- Tomorrow 11:00-12:30 ▶ Consumer Electronics: Communicating with Consumers about Efficient Electronics
- Tomorrow 1:00-5:00 ▶ Residential & Small Commercial HVAC: The Future of ENERGY STAR HVAC Labels

Residential Program Team



Rebecca Foster
Principal Program Manager
Lighting, Existing Homes



John Taylor
Senior Program Manager
HVAC, ENERGY STAR



Margie Lynch
Senior Program Manager
Consumer Electronics,
Windows, New Homes



Eileen Eaton
Program Manager
Lighting, Appliances



Seth Wylie
Program Manager
Consumer Electronics



Alice Rosenberg
Program Associate
Whole House,
Consumer Electronics

Scope of Work

Whole House Committee

Existing Homes

New Homes

Res Windows

▼ Influence Federal Programs

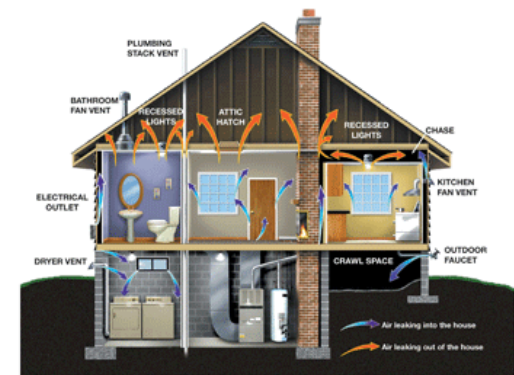
- DOE's Home Energy Score
- EPA's ENERGY STAR for New Homes
- DOE's R-5 Windows Volume Purchase Program
- Home Performance with ENERGY STAR

▼ Engage with Industry Stakeholders

- Existing Homes Working Group
- CEE Industry Partners Meeting

▼ Share Program Experiences

- Committee Conference Calls
- Subgroups and Working Groups
- In-person June/Jan Program Meetings



Source: US EPA ENERGY STAR®: www.energystar.gov/index.cfm?c=home_sealing_hm_improvement_sealing

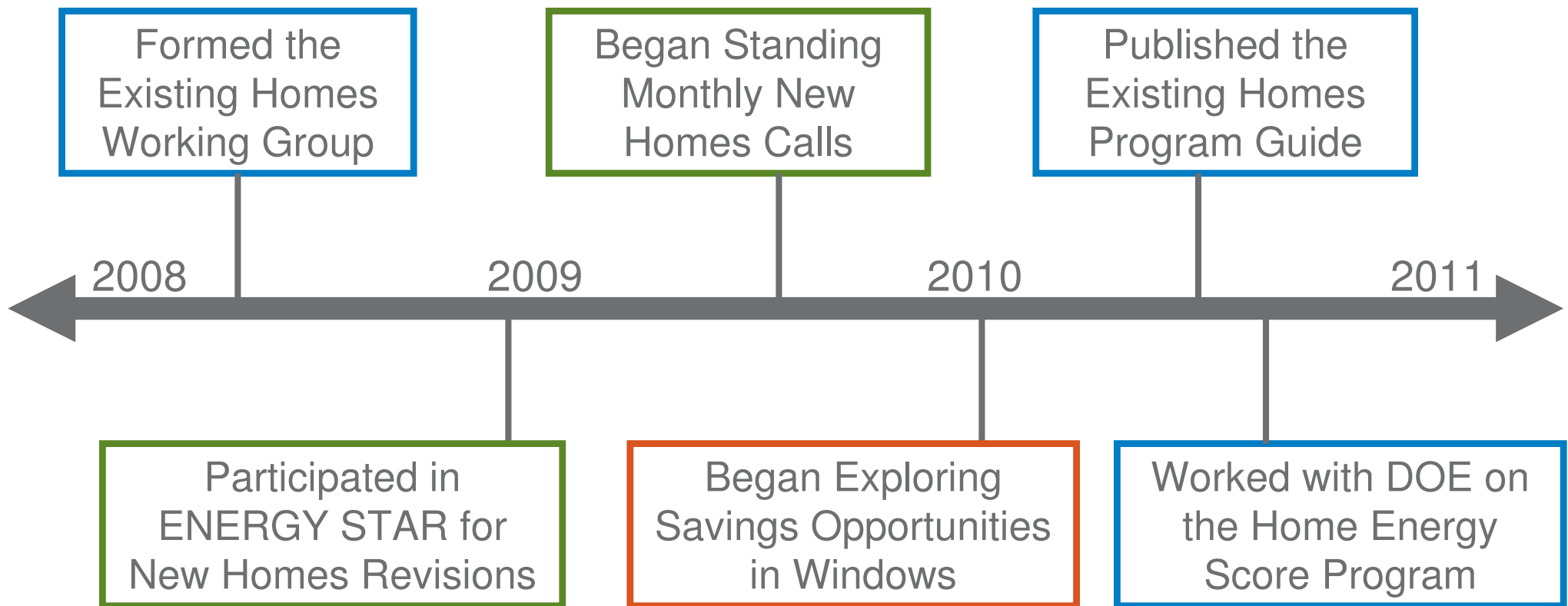


Work To Date

Existing Homes

New Homes

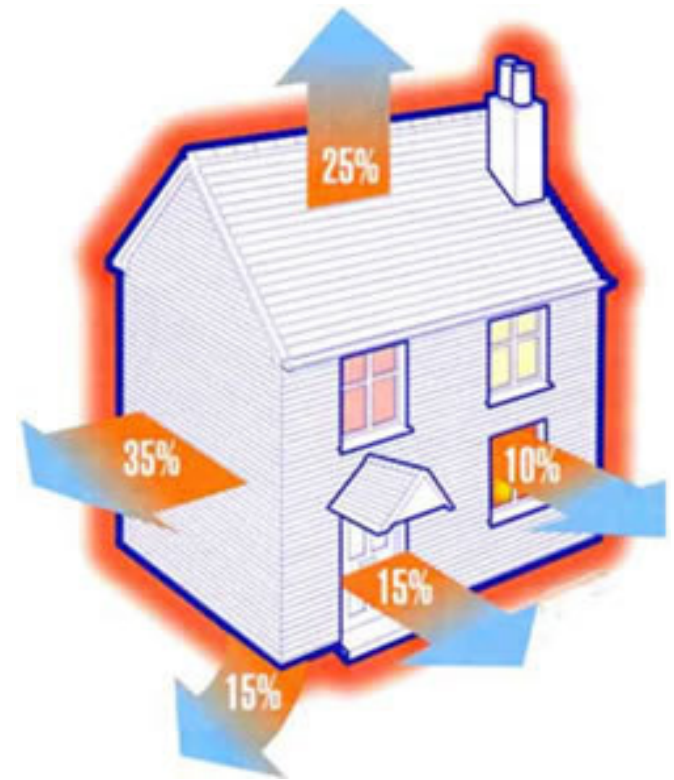
Res Windows



Objectives

▼ Share innovative models and approaches to whole house program design

- Highlight unique member program models for obtaining greater energy savings
- Outline key barriers that programs face and discuss strategies to overcome these challenges
- Identify areas for continued Committee work in both new and existing homes
- Other??



Agenda

◀ Welcome/Introductions Rebecca Foster, CEE (5 min)

◀ Background Alice Rosenberg, CEE (10 min)

◀ Presentations

- **NEW HOMES:** John Morton, SCE (15 min)
- **EXISTING HOMES:** Nathan Bruner, SDG&E and Jeff Gleeson, PG&E (15 min)

◀ Discussion (40 min)

◀ Wrap-Up (5 min)

John Morton

Southern California Edison

▼ Program Manager for Residential New Construction

Nathan Bruner

San Diego Gas & Electric

▼ Program Manager for Whole House Retrofits

Jeff Gleeson

Pacific Gas and Electric Company

▼ Program Manager in Customer Energy Efficiency

Discussion


Discussion

PROGRAM CONSIDERATIONS

- 1) Cost effectiveness
- 2) Baseline market assessment
- 3) The policy context

PROGRAM CONSIDERATIONS

Discussion

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- 1) Cost effectiveness
 - 2) Baseline market assessment
 - 3) The policy context

- ▶ How have state or local legislation affected your whole house program design?
- ▶ How do you foresee federal programs influencing program design moving forward?
- ▶ What challenges do these national efforts pose, and what opportunities do they present?

Discussion

PROGRAM ELEMENTS

- 1) Identify potential customers
- 2) Ensure workforce capability and capacity
- 3) Work with trade allies
- 4) Reduce financial barriers
- 5) Motivate consumers through marketing
- 6) Verify Savings

Discussion

PROGRAM ELEMENTS




- 1) Identify potential customers
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- 5) Motivate consumers through marketing
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- ◀ What industry relationships or aspects of partnerships have you found particularly successful?

Discussion


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- ▶ Are there unique financing options or components have been more effective than others?

Discussion

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- ▶ What innovative marketing strategies or media campaigns have you found successful at reaching consumers?

Contact

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Thank You!

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