


Why Redesign?

- Residential code was changing in Oregon
- Increasing energy efficiency by 15%
- ENERGY STAR needed to change, keeping ahead of code
- Created an ENERGY STAR level that was highest in nation
- ENERGY STAR in the Northwest is a prescriptive path


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Why Redesign?

- Builders were not sure of meeting the new all or nothing prescriptive path
- Energy Trust did not want to loose builders the program had spent four years developing
- A tough building market punishing builders


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What Was Needed

- Design a new program with builders concerns first
- Allow builders to participate at a level that works for them
- Design a program that works with green building and energy efficiency programs


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What Was Needed


- Provide the program more than just deemed savings
- Provide builders with a new marketing tool
- Provide home buyers with additional information
- Develop a scaled program

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Other Programs

Which scaled program to use?




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Eureka!

Miles per Gallon for a Home!


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MPG Provides Benefits

- Base the program on a homes energy consumption vs. code
- Allow builders to build at their comfort level above code
- Provide quantifiable and easy to understand numbers for home buyers


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MPG Provides Benefits

- Educate consumers on energy use, cost and carbon
- Tie the homes "MPG" to Green and EE programs
- Allow the program to claim actual savings from the home

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The Energy Performance Score



**ENERGY
PERFORMANCE
SCORE**

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Designing The Program


- Develop defensible program savings
- Develop an energy score
- Develop a carbon score
- Model a homes energy costs
- Provide confidence in the scores
- Create a marketing and education tool

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Program Implementation

- The Energy Performance Score was rolled out to builders first
- A marketing campaign was targeted at homebuyers explaining “MPG for your home”
- The program targeted home tours, Realtors & builder sales staff to promote the EPS
- Provided free trainings to program builders and Realtors on how to use the EPS


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First Year Initial Results

- Program market share has increased by 25% in a down market
- 81% of program builders are building ENERGY STAR equivalent or higher
- Average per home energy savings is 15% higher than ENERGY STAR deemed savings


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First Year Initial Results

- 100 Designers/Architects have joined as program allies
- 175 Realtors trained in use of the EPS
- Oregon governor is looking at the EPS as a point of sale tool for the state


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Applications Beyond Oregon

- Residential energy codes are rising across the US
- ENERGY STAR is increasing it's requirements in 2011
- Home buyers are looking for additional information to make home purchases
- Consumers are concerned about green washing
- Builders are looking beyond ENERGY STAR to other green building programs

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Energy Performance Score

Questions?

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