



# DRIVING AWARENESS FOR TOMORROW'S HOMES – TODAY

Erin Diamond, Efficient Homes Initiative | October 17, 2013



## STATE OF THE REGION

### PROGRAM GOAL

Drive market adoption of energy-efficient homes in new construction.

### MARKET SNAPSHOT

**22,300** Certified single-family homes since 2005

**1,190** Multifamily certified homes

**161** Builders

**37** Rating organizations



# STATE OF THE REGION

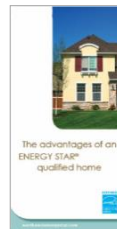
## MARKETING PROGRESSION

**2009-2011**  
Regional mass  
consumer marketing



**2012-2013**  
Use ENERGY STAR to  
introduce next tier

**2007-2008**  
Develop marketing  
messaging; co-op



**2011-2012**  
Program rebranded,  
templates developed





## STATE OF THE REGION

### TODAY'S MARKET

- High regional consumer demand for energy efficiency
- Mature program, relatively educated market
- Four-state region, several players
- Decrease in builder participation
- Aggressive Northwest codes & cycle timelines
- Several local green labels, programs



## CONTINUING TO RAISE THE BAR

Using ENERGY STAR as its launching pad, NEEA is looking at the **next wave of building products and practices** that will continue to improve energy efficiency in new construction and influence codes.

Market education and awareness today will help increase adoption tomorrow.

## INTEGRATED CONSUMER MARKETING CAMPAIGN

**Generate consumer & builder  
awareness for advanced  
building practices**

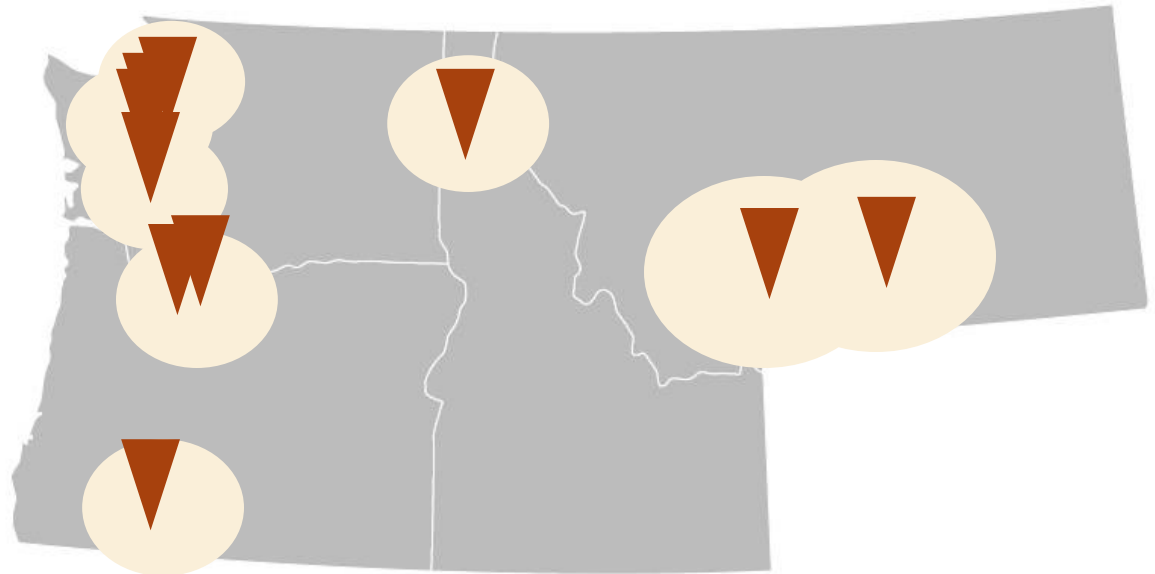
- Paid media
- Public service announcements
- Public relations
- Local events



## GEOGRAPHICAL COVERAGE

### ▼ BUILDERS FEATURED (2012-2013)

- Ashland, OR
- Plain Hills, OR
- Olympia, WA
- Seattle, WA
- Coeur d'Alene, ID
- Ennis, MT
- Portland, OR
- Billings, MT





Be more at home.

# DEMOGRAPHICAL COVERAGE





FIND A BUILDER | PARTNER RESOURCES



TAKE A VIRTUAL TOUR

FIND A HOME BUILDER

BENEFITS OF OWNING AN ENERGY STAR HOME

SUPER EFFICIENT HOMES

ABOUT NORTHWEST ENERGY STAR HOMES

WHAT IS A SUPER EFFICIENT HOME?

EXPLORE SUPER EFFICIENT HOMES

LEARN ABOUT EFFICIENT TECHNOLOGIES

NAVIGATE THE HOME PERFORMANCE SCALE

FIND A SUPER HOME BUILDER



## THE INSPIRATION HOME

Built by: Scott Homes (2012)  
Olympia, WA

overview

performance features

builder profile

project journal

31 Jul

### WORKING TOGETHER IS RE-ENERGIZING

By: Puget Sound Energy



Puget Sound Energy is proud to be apart of the Inspiration Home Tour! This is an exciting time for all interested in building to a higher level of energy efficiency and new construction standards. Our team will be on-site at the PSE booth to share more details on easy ways to save energy, time and money. Stop by to say hello! On August 18th at noon, PSE and Northwest ENERGY STAR® Homes will also be presenting Scott Homes with a big check for their commitment to

Installing high efficiency products that help owners enjoy a style of living with energy bills guaranteed to be lower.

PSE's [Single-Family New Construction program](#) has worked in tandem with Northwest ENERGY STAR® Homes since the program's inception in 2005 to provide incentives and energy efficiency information services to customers and participants at each point along the value chain, targeting builders, building performance specialists, property owners, service contractors, retail lighting partners and efficiency equipment suppliers, distributors and manufacturers. PSE has a long and accomplished history as a leader in the implementation of energy efficiency programs in the Pacific Northwest, and as a leading advocate for ENERGY STAR products and services. We share a common goal to improve energy efficiency by transforming the market for appliance and building materials that save energy. Through this continued effort, PSE has earned the award of ENERGY STAR Partner of the Year several



NORTHWEST ENERGY STAR HOMES TAKE A VIRTUAL TOUR FIND A HOME BUILDER BENEFITS OF OWNING AN ENERGY STAR HOME SUPER EFFICIENT HOMES ABOUT NORTHWEST ENERGY STAR HOMES PARTNER RESOURCES



### THE INSPIRATION HOME

Built by: Scott Homes (2012)  
Olympia, WA



overview performance features builder profile project journal

- Northwest ENERGY STAR® Certified Home
- Premier's 1" (R-40) SIP (structural insulated panels) walls and 12" (R-60) SIP roof system
- Mitsubishi FE12 Ductless Heat Pump (DHP)
- Heat Recovery Ventilator (HRV)
- Wet solar water heating system
- Premier's rigid R-20 foam boards are installed under the entire garage/basement slab. R-40 Flash and Jolt (2" closed cell spray foam with R-30 batts) install on the lid of the garage/basement
- Foundation walls have Miss Crumb included to divert water away from the house
- Completely sealed wall and lid penetrations in the garage/basement
- No or very low VOC (Volatile Organic Compounds) products
- Wall and floor seams taped with butyl tape to better seal off air leaks
- Triple pane Vinyl-Tek Cardinal 50 unit windows
- Lubron lighting control systems with occupancy sensors and pre-set lighting schemes
- TREX decking systems with recycled content steel joists and water drainage systems
- Solar hot water heater
- Solar Photovoltaics
- Whirlpool ENERGY STAR appliances

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### THE INSPIRATION HOME

Built by: Scott Homes (2012)  
Olympia, WA



overview performance features builder profile project journal

**SCOTT HOMES**  
3016 10th Avenue NE  
Olympia, WA 98506  
<http://scotthomes.com/>

Family owned and operated, Scott Homes is a design/build company that has been building green homes and developing communities in the greater Puget Sound for more than 20 years.

As community members in the South Sound, Scott Homes strongly believes in doing business with the highest integrity to help build their local community. They proudly leave their mark by building homes that help preserve the earth's valuable resources and reduce energy consumption. Scott Homes understands that selecting your builder is a choice, and therefore focuses on providing personal service in addition to delivering the highest quality structure.



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## EFFICIENT TECHNOLOGIES

Residential energy efficiency is often seen as a checklist of new appliances to be purchased—a dishwasher, a water heater or even a flat screen television becomes the solution to reduce energy consumption and save money.

What is overlooked is the fact that a true high-performance home gains most of its energy savings in places that are rarely seen by the homeowner. Advanced framing, high R-value insulation, air-sealing and triple-paned windows work non-stop to keep heat in during the winter and out during the summer. Heating and ventilation systems work in conjunction with the home's outer shell to maximize occupant comfort and improve indoor air quality. And finally, heat pump water heaters and LED lighting make sure that repetitious daily tasks consume the least amount of energy possible.

When combined, these building materials and practices become a seamless, integrated system that constantly addresses the fluctuations of a home's interior and exterior environment and regulates accordingly. These super energy-efficient features make it possible to build a home that exceeds current national and state standards for energy efficiency or even better, a "net zero" home that produces as much energy as it uses.



### Framing

In the past, framing has been overlooked as an energy saving opportunity. We know now that conventional framing choices such as wood, concrete and metal often act as thermal bridges and directly transfer heat from interior walls to the outside. The following examples are framing techniques that significantly improve energy savings:

- **Advanced framing:** reduces material waste and heat transfer by arranging materials to increase areas insulation and reduce direct pathways for heat to leave the house
- **Staggered stud walls:** interrupt thermal bridging by alternating studs along the wall, never completely connecting the inside wall to the outside wall
- **Double wall assemblies:** layer two smaller walls filled with insulation next to each. Constructing walls v 2x6" instead of the standard 2x4" studs creates a deeper wall cavity allowing for more insulation
- **Insulated Concrete Forms (ICFs) and Structured Insulated Panels (SIPs):** all-in-one wall system with pre-fabricated framing materials that integrate a high-level of insulation
- **Raised heel trusses** extend the space where the roof meets the wall of a house adding areas that can insulated

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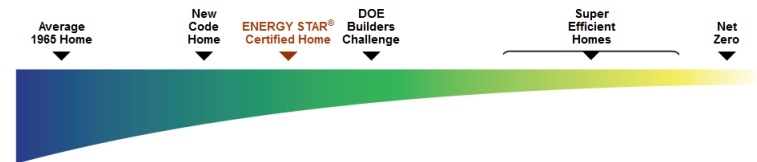
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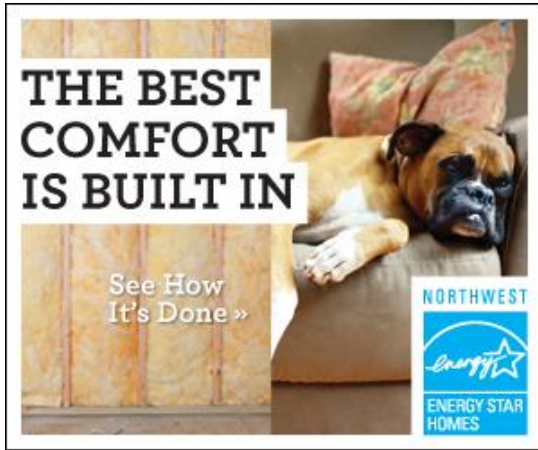
## NAVIGATE THE HOME PERFORMANCE SCALE

Energy efficiency in new residential construction is a constant evolution. As state building codes continue to adopt additional energy saving measures into their standards, sustainable and green building programs are driven to find new and innovative ways to continue to build even better homes with increased comfort, savings and superior quality. What makes a home super-efficient? Explore the different components of energy efficiency in each of the following types of homes.



### ENERGY STAR® CERTIFIED HOME

ENERGY STAR certified homes capture cost effective energy savings through practices and technologies that go beyond the basic energy codes. Compared to a modern home built to code, an ENERGY STAR certified home is at least 15% more energy efficient. The savings can be attributed to a wide range of improvements to the building envelope (walls, floors, ceiling and windows), heating and cooling equipment, water-heating equipment, lighting and appliances. The latest version (Version 3) of ENERGY STAR requires checklists that must be filled out for each home to be certified, ensuring that critical details have been inspected and verified in the home. These details address the design and installation of HVAC systems, insulation and air sealing, and moisture management, which all contribute to whole-house performance.



**THE BEST  
COMFORT  
IS BUILT IN**

See How  
It's Done »

NORTHWEST  
Energy  
ENERGY STAR  
HOMES



**DEFINING THE  
NEXT HOME  
STANDARDS,  
FROM THE  
GROUND UP**

NORTHWEST  
Energy  
ENERGY STAR  
HOMES



**TODAY'S GREEN  
IS TOMORROW'S  
STANDARD**

Meet It »

NORTHWEST  
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# TRAFFIC: PAID MEDIA

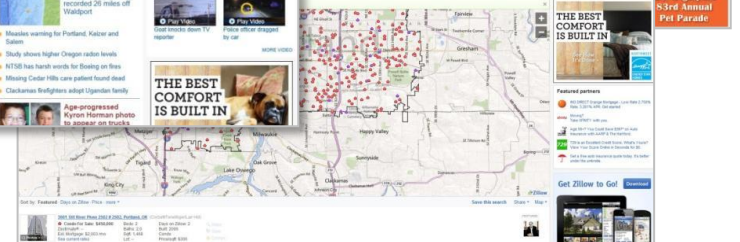
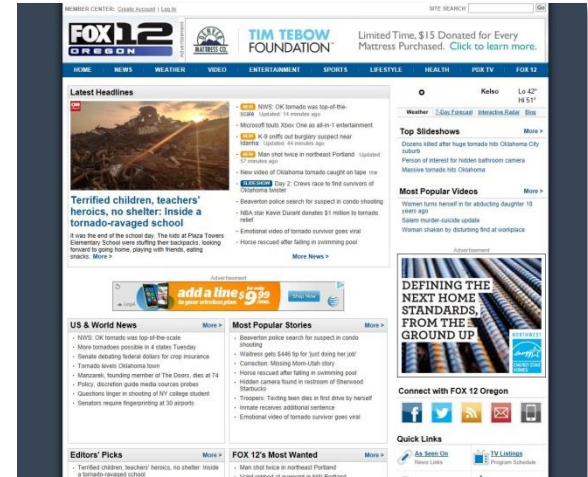
## OPTIMIZE, OPTIMIZE, OPTIMIZE

### Channels:

- Zillow
- News: LP, lifestyle, home & garden
- Behavioral targeting

### Ad types:

- Video streaming
- Sliding billboards
- Banner ads
- TV





Be more at home.

# TRAFFIC: EARNED MEDIA

## STORY TELLING VS. NEWS

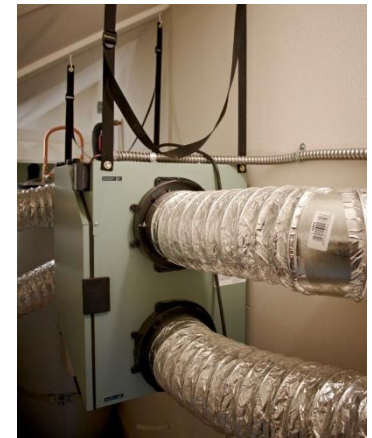
Story packets, including editorial content and side-bar stories, pitched to print publications, blogs, and news groups.





Be more at home.

# TRAFFIC: LOCAL EVENTS



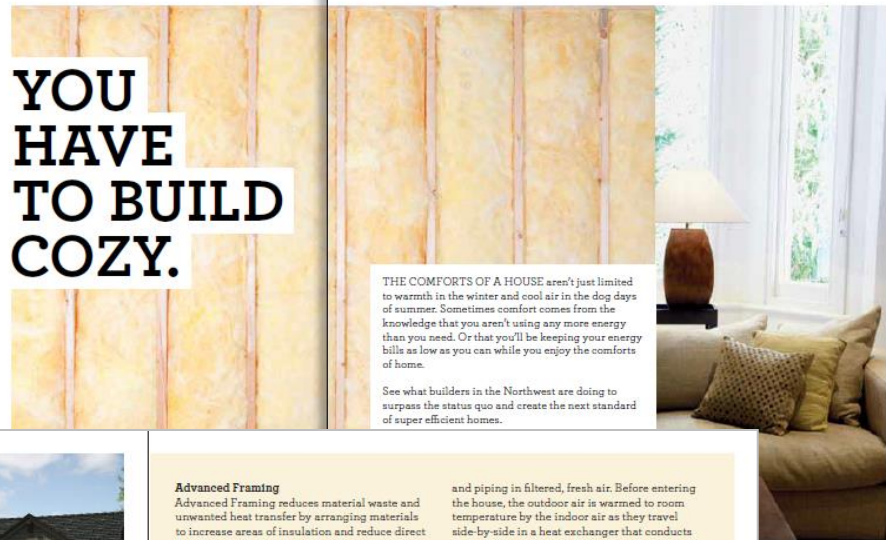


# CUSTOM COLLATERAL

BEFORE  
YOU CAN  
FEEL  
COZY,



YOU  
HAVE  
TO BUILD  
COZY.



THE COMFORTS OF A HOUSE aren't just limited to warmth in the winter and cool air in the dog days of summer. Sometimes comfort comes from the knowledge that you aren't using any more energy than you need. Or that you'll be keeping your energy bills as low as you can while you enjoy the comforts of home.

See what builders in the Northwest are doing to surpass the status quo and create the next standard of super efficient homes.



**THE PORTLAND PILOT**  
THE NEXT GENERATION OF HOMES

NEW TRADITION HOMES has become a regional leader in developing innovative and energy-efficient solutions to new residential construction. Through ongoing research and dedication, they continue to build homes that are healthier, more durable and more efficient than today's standard new homes. Every New Tradition Home is ENERGY STAR® and Built Green-certified for better comfort and lower energy bills.

New Tradition Homes' Portland Pilot home incorporates a number of advanced building products and practices, including:

#### Advanced Framing

Advanced Framing reduces material waste and unwanted heat transfer by arranging materials to increase areas of insulation and reduce direct pathways for heat to leave the house.

#### Increased, Blown-In Insulation

Blown-in insulation is applied with high-pressure forced air and densely packs the entire wall cavity, completely filling gaps around framing materials. This reduces pathways for conduction (thermal bridging) and prevents condensation that leads to mold and dry rot.

#### Proper Atr-Sealing

A home that is well insulated, but not airtight, performs as well as a winter jacket that is left unbuttoned. Air-sealing must happen in order to realize the energy savings captured with Advanced Framing and improved insulation. It also supports the efficiency of HVAC systems and maintains air quality.

#### Ductless Heating and Cooling System

This home utilizes a Mitsubishi ductless mini-split heat pump system, which produces up to four times more heat energy than it consumes. The ductless system delivers conditioned air in various zones of the house without the use of ducts. It also serves the cooling needs of the home during hot summer months.

#### Heat Recovery Ventilator (HRV)

An HRV improves air quality by periodically exhausting out stale air and indoor pollutants

and piping in filtered, fresh air. Before entering the house, the outdoor air is warmed to room temperature by the indoor air as they travel side-by-side in a heat exchanger that conducts heat between the two. This maintains the quality of the incoming fresh air and also pre-heats it without using the home's furnace or heat pump for additional energy savings.

#### Tankless Water Heater

Tankless water heaters, also known as on-demand water heaters, provide hot water when you need it and are an energy-efficient solution compared to many traditional water heaters. These systems eliminate the need for a storage tank where standby water can experience heat loss and require re-heating.

#### High-Performance Windows

Energy-efficient windows employ advanced technologies, such as protective coatings and improved frame assemblies, to help keep heat in during the winter and out during the summer. Double- and triple-paneled windows provide air cavities that act as an insulating layer, reducing heat transfer and increasing comfort.



To learn more about  
New Tradition Homes, visit  
[newtraditionhomes.com](http://newtraditionhomes.com)



# RESULTS

## YEAR OVER YEAR SUCCESS

METRIC	2012	2013
# projects	6	3
Paid media impressions	18.9M	12.4M
Timeline	Aug-Dec	Apr-Jun
PSA value	\$600k	\$700k
Press coverage	38 stories	16 stories
Website traffic	72% increase	292% increase
Click-through rate	0.21	0.25







# RESULTS

## EARNED MEDIA

- **Online banner ads:** largest traffic driver
- **High-impact ads** (sliding billboards, page takeovers): 60% of clicks, only 5% of budget
- **Video pre-roll, post-roll ads:** second best performing ads
- **Behavioral targeting ads:** Low click-through rates, long time on site, more qualified leads
- **Television ads:** effective for spreading awareness; low traffic but long time on site (avg. 4:22)



## IN HINDSIGHT

- **A campaign without carrots.** You don't *need* prizes to achieve results. Determine your objectives.
- **Vet your projects.** Identify invested *partners* who you can help elevate and are committed to the campaign.
- **You're on the builder's timeline.** Working with projects in construction phase resulted in a lack of control over schedules.
- **Allow plenty of lead time for press pitching.** Story packets were highly successful, but slower to generate press.
- **Creative has a shelf-life.** By the third month, we saw a decrease in click-through rates for online ads.



## THANK YOU!

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NORTHWEST



ENERGY STAR  
HOMES

