

# ENERGY STAR Partner Meeting

## **wattsmart** *New Homes Program*



October 17, 2013

# wattsmart New Homes Program Introductions

- Jason Berry, Residential and Demand Response Manager, PacifiCorp/Rocky Mountain Power
- Troy Preslar, Program Analyst, Nexant (Program Delivery Contractor)



# Agenda

- Rocky Mountain Power
  - Goals & Programs
- Program successes
- Strategies & tactics
- Results
- Q & A

# Rocky Mountain Power Demand Side Management (DSM) Programs



- Retail Service
  - 1.73 m customers
  - Six western states
- Three decades of DSM
  - Fully integrated in the Company's resource planning
  - New Construction Stand Alone Measures
    - Washington
    - Idaho
    - Wyoming
    - California
  - Utah New Homes Program
    - Contribution to savings
      - High ~5.9 million kWh (gross at site)
      - Low ~2.9 million kWh (gross at site)

# Rocky Mountain Power *wattsmart* DSM Program Goals

- Transform market to more efficient building practices
- Create infrastructure and relationships to reach key players for market changes



# Rocky Mountain Power DSM Program Goals

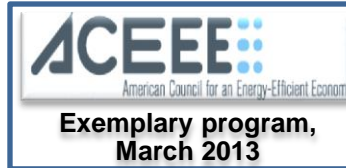
- Provide cost effective kWh savings for rate payers
  - Structure programs that are simple and accessible to the building community
  - Create push/pull demand for program measures through effective marketing and outreach.



# wattsmart New Homes History



21 gWh saved



ENERGY STAR 2005, 2009  
Partner of the year

**wattsmart**  
New Homes Program

**Program Launch: 2005**



2012: Rater  
certification  
introduced



2013: 104 participating  
builders

# wattsmart New Homes Future

- Create an effective and affordable outreach program
  - Leverage program relationships for effective outreach.





# Building Relationships

- Many industries have similar goals



# Partner Engagement

	Training	Events	Meetings	Marketing	Oversight	Expertise	Partnership
HVAC Contractors							
Insulation Contractors							
Lighting Suppliers							
Product Representation Firms							
Community Action Groups							
Code Officials							
Home Builders Association							

# Contractors & Trade Professionals

- HVAC
  - Connect through trade organization memberships.
  - Provide training opportunities.
  - Sponsor events.



# Contractors & Trade Professionals

- Insulation
  - Connect with builders through training with insulation partners.
  - Provide market segmentation information.



# Contractors & Trade Professionals

- Lighting Installers and distributors
  - Provide sales training.
  - Provide market segmentation information.



# Product Representation Firms

- Provide and partner in trainings and events.
- Provide market segmentation information.





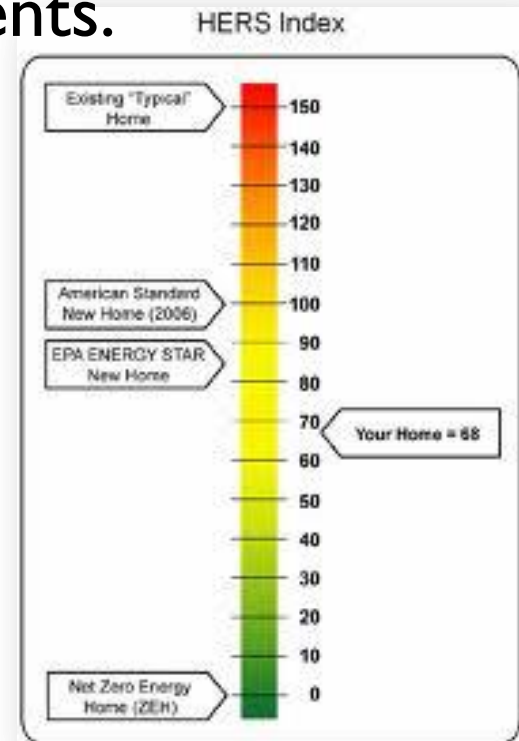
# Community Action Groups

- Marketing support, co-branding.
- Provide expertise at trainings.
- Support events.



# Code Officials

- Attend code ambassador meetings.
- Sponsor & attend code training events.





# Home Builder Associations

- Participate in committees to guide education in energy efficiency.
- Sit on boards of directors.
  - Meet and influence decision makers in the building community
  - Deep integration
- Sponsor events.
- Build reputation as local experts on building efficiency.



# Build Relationships with BUILDERS

- Builders make decisions about program participation.
- Builders are the key to realizing program success.



# Build Trust

- Be active in the building community.
- A small program staff can achieve a large reach in the market by leveraging relationships built in a broad network.



# Program Results

- 8 years in the new homes market
- Paid incentives on over 14,000 homes
- About 21,000,000 kWh saved
- Many builders and building industry professionals I consider friends

# Questions?



*Thank you!*

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 **ROCKY MOUNTAIN  
POWER**