

New Homes EEPS Update: August 2012

Dear ENERGY STAR Certified Homes Program Sponsor,

We are pleased to provide you with this third installment of the quarterly sponsor update email, which is intended to keep you up to date on Program developments and resources. Feel free to pass this information along to colleagues and industry partners.

In this update you will find information on:

- Update on the 2013 Sponsor Meeting
- The release of Revision 6
- Upcoming webinars
- Engaging non-utility sponsoring organizations
- New developments in best practices for evaluating energy efficiency programs
- Our new sponsor support account manager, Ben Bunker

Update on the 2013 Sponsor Meeting: The 2013 ENERGY STAR Certified Homes Sponsor Meeting will be held in Columbus, Ohio during the fall. A save the date email with the specific dates and venue is expected to be sent out to all active utility partners prior to the end of this September.

Release of Revision 06: Revision 06 of the ENERGY STAR Certified Homes Version 3 guidelines is scheduled to be posted to the [ENERGY STAR website](#) this September. The intent of this revision process is to be responsive to partner questions and comments, disseminate policy changes in a consistent manner, and adapt the program as needed for success. The revision process improves clarity, provides alternative compliance options, and addresses unintended barriers to implementation, generally facilitating compliance with the guidelines. Partners must apply Revision 6 to all homes permitted on or after November 10, 2012. All major program documents will be updated and a Revision 06 Version Tracking Document containing all of the specific changes in this Revision will also be posted. EPA strongly encourages partners to review these documents.

Upcoming ENERGY STAR webinars: Each month the EPA ENERGY STAR Certified Homes team presents several webinars for program partners. You can click [here](#) to see and register for upcoming webinars. The following are two that may be of particular interest to you as a program sponsor:

- [ENERGY STAR Marketing Materials](#), September 5th: Attend this webinar to learn how to build and maintain value around the ENERGY STAR brand. You will learn the basics in properly displaying the ENERGY STAR logo in your marketing materials and how to talk and write about ENERGY STAR. This webinar will also review the Brand Identity Guidelines as it relates to the ENERGY STAR Certified Homes program and which logo is appropriate to use in your various applications, including the new Ask about ENERGY STAR Certified Home logo.
- [Revision 06](#), September 27th: This webinar will provide details on the clarifications featured in Revision 6 of the ENERGY STAR Certified Homes guidelines scheduled for release in September. These updates were made based on partner questions and feedback and in response to evolving standards. This webinar will highlight the most widely applicable changes and share EPA's plan for managing clarifications of the guidelines.

Engaging non-utility sponsoring organizations: As with utility partners, other types of sponsoring organizations are required to complete an annual questionnaire that provides updated information on their residential energy efficiency activities and the way in which they incorporate ENERGY STAR. The results of the recently completed 2012 survey show that a wide variety of sponsoring organizations are partnered with the ENERGY STAR Certified Homes program, including home builders associations, green building organizations, energy efficiency alliances, and local and state government agencies. These organizations

incorporated ENERGY STAR into their residential energy efficiency activities in a number of ways, with almost all responding that they promoted ENERGY STAR certified homes through awareness raising activities and over a third by providing financial incentives. Half of all respondents also indicated that they had initiated new ENERGY STAR certified homes-related activities in the past year in addition to the work they were already doing with the program. If you do not already reach out to other ENERGY STAR sponsoring organizations in your market as a part of your program implementation approach, your organization may find substantive advantages to establishing collaborative communications.

New developments in best practices for evaluating energy efficiency programs: On July 23rd, The National Home Performance Institute in conjunction with Synapse Energy Economics, Inc. released a white paper titled “Best Practices in Energy Efficiency Program Screening: How to Ensure that the Value of Energy Efficiency is Properly Accounted For.” The paper provides a comprehensive review of issues and inconsistencies surrounding current cost-effectiveness test practices and recommends a range of best practices to address them. The paper argues that current utility cost effectiveness tests do not take into account the full value of energy efficiency initiatives. The three primary best practices outlined in the paper are to (1) to align test implementation with the underlying objectives of the tests; (2) to ensure that energy resources are developed at lowest cost and; (3) to support a number of public policy goals. To view the report in its entirety, please click [here](#).

New Sponsor Account Manager: Our account management team has been joined by Benjamin Bunker who will be supporting ENERGY STAR sponsor partners. Ben has a Master’s of Science in Environmental Policy and Planning & Sustainable Systems from the University of Michigan. He has previously worked at Duke Energy as well as interned with the Massachusetts Department of Energy Resources. Ben will be providing a variety of support to sponsoring organizations and can be reached at ben.bunker@icfi.com.

Best regards,

The ENERGY STAR Certified Homes Team