

New Homes EEPS Update: December 2012

Dear ENERGY STAR Certified Homes Program Sponsor,

We are pleased to provide you with this quarterly update on Program developments and resources that we believe will be of particular interest to sponsor partners. In this email you will find information on:

- The 2013 utility sponsor survey
- Updating your program contacts in MESA
- Tips for using the correct ENERGY STAR logo
- Recommended language regarding ENERGY STAR versions
- The release of Revision 07
- The dates and location of the 2013 Sponsor Meeting
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2013 Utility Sponsor Questionnaire: The annual utility sponsor questionnaire will be sent out to all ENERGY STAR Certified Homes Program utility partners in January. All utility partners are required to complete this brief online questionnaire in order to retain their active partner status. Please keep your eyes open for the email with the link to the questionnaire in January and ensure that a representative from your organization completes it on time. Non-utility sponsoring organizations will receive their annual questionnaire again in the summer of 2013.

Updating Contacts in MESA: Please ensure that the appropriate people from your organization receive the important periodic announcements from the EPA Certified Homes Program by keeping your organization's account current. You can review who is listed as contacts for your residential new construction program by logging into your [My ENERGY STAR Account](#) (MESA). Once you log in, scroll down to the "areas of participation" section and click on "view/edit" in the "Homes EEPS" row. The next screen will show you all current contacts and allow you to add and edit contacts. Please list any new contacts as "primary" or "secondary" as they are the only ones that receive program emails. If you have implementation contractors that are actively involved in running your program, we encourage you to list them as primary or secondary contacts as appropriate so they receive updates as well.

Logo Use Tips: Sponsor partners should primarily use three ENERGY STAR logos in their program messaging depending on the application. These include the:

- **Partner Mark** - Use to promote an organization's commitment to and partnership in the ENERGY STAR Program.
- **Promotional Mark** - Use on materials that feature ENERGY STAR such as brochures, media kits and flyers. It is to be used in public education campaigns on the benefits of ENERGY STAR.
- **Linkage Phrase Mark** - Use in marketing materials, such as ads and circulars, to show that a company sells either ENERGY STAR qualified products or services that can deliver ENERGY STAR performance levels. By logging in to your MESA account (as described above) you can obtain access to each of these logos by selecting "logo downloads" under the "My ENERGY STAR Tools" section at the top of the page. To learn more about what each mark should be used for and ensure that you are following the usage guidelines please refer to the [ENERGY STAR Identity Guidelines](#).

Versioning Language: All homes with final HERS rater inspection dates of July 1, 2012 or later must be certified under Version 3 of the ENERGY STAR Certified Homes Program guidelines. Therefore, at this time sponsors should work to update their program materials to remove mention of previous versions (2 or 2.5) of the ENERGY STAR guidelines as they are no longer valid options for certifying homes to ENERGY STAR. It is recommended that consumer facing materials not mention versions of the guidelines at all to avoid confusion. If you must still specify Version 3 on program partner materials, please make clear that Version 3 is the now the only valid path for certification with minimal use of any versioning language being optimal.

Release of Revision 07: Revision 07 of the ENERGY STAR Certified Homes Version 3 guidelines is expected to be released in the first quarter of 2013. The intent of the 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, facilitating compliance with the guidelines.

2013 Sponsor Meeting: The 7th annual EPA ENERGY STAR Certified Homes Sponsor Meeting will be held from October 16 to 18, 2013 in Columbus, Ohio. This important event is designed specifically for utility residential new construction energy efficiency program staff to join EPA in sharing ideas, best practices, and lessons learned for successful program implementation. A save the date email with additional information on this meeting and a request for agenda topic ideas will be emailed to primary and secondary contacts with active utility partners in the near future. In the interim, please mark your calendars for this exciting event, hosted by AEP Ohio and Columbia Gas of Ohio. Feel free to pass this information along to colleagues and industry partners.

Happy Holidays!

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