



3rd Annual ENERGY STAR[®] for Homes Utility Sponsor Meeting Agenda

Sponsored by Oncor

Grapevine Convention Center - Concord I room
Grapevine, TX
April 20 - 22, 2009

Monday, April 20th

- 12:00 to 1:00 – Registration
- 1:00 to 2:00 – Classroom Preparation for Tour and Field Training (light lunch provided)
- 2:00 to 6:30 – Bus Tour and Field Training of Three Local High Performance Homes
- 7:00 to 8:30 – Networking Dinner at Tolbert’s Restaurant (responsible for own dinner)

Tuesday, April 21st

- 7:00 to 8:00 – Registration and Breakfast
- 8:00 to 10:30 – Plenary
 - *8:00 to 8:10 –Welcome (Sam Rashkin, EPA)
 - *8:10 to 9:10 – Motivating Mainstream Consumers to Embrace Energy Efficiency and Buy ENERGY STAR Qualified Homes (Suzanne Shelton, The Shelton Group)
 - *9:10 to 10:30 – New Developments in the ENERGY STAR for Homes Program (Sam Rashkin, EPA)
- 10:30 to 12:30 – Module One: Responding to Dire Economic Turmoil
 - *10:30 to 11:30 – Responding to the Challenge (John Tooley, Advanced Energy)
 - *11:30 to 12:30 – Facilitated Discussion (Sam Rashkin, EPA):
 - What changes are most impacting programs and what innovations should be considered to respond?
 - What are most critical challenges for program implementation?
- 12:30 to 1:30 – Lunch and Networking
- 1:30 to 2:30 – Rater Panel
- 2:30 to 5:00 – Module Two: Evaluation - What We Do & Don’t Know About ENERGY STAR Qualified Homes
 - *2:30 to 3:15 – Energy Efficiency in Carbon Markets: Why Program Evaluations are Important (Bill Prindle, ICF)
 - *3:15 to 4:35 – Evaluation Success Stories (Xcel Energy, TSI EPA/RESNET IR QA/QC, and AEC Houston Billing Analysis)
 - *4:35 to 5:15 – Facilitated Discussion (Sam Rashkin, EPA):
 - What do we need to know regarding technical performance and program implementation?
 - What are best opportunities to leverage needed evaluation results across utilities?
- 5:15 to 6:30 – Networking Reception sponsored by Sempra Utilities

Wednesday, April 22nd

- 7:30 to 8:00 – Breakfast
- 8:00 to 10:30 – Module Three: Marketing - What We Think Works and What We Know Works
 - *8:00 to 8:45 –ENERGY STAR Marketing Resources (Amber Stewart, ICF and Bridget O’Brien, Cadmus)
 - *8:45 to 9:30 – Marketing Success Stories (APS, Oncor, and Rocky Mountain Power)
 - *9:30 to 10:30 – Facilitated Discussion (Sam Rashkin):
 - What are the biggest marketing challenges during an economic down-turn?
 - What marketing messages work and how can we share marketing solutions?
- 10:45 to 12:00 – Builder Panel
- 12:00 to 1:00 – Lunch Networking
- 1:00 to 3:00 – EPA: Updates on Additional Opportunities
 - *1:00 to 1:30 – ENERGY STAR Financing (Zak Shadid, EPA)
 - *1:30 to 2:15 – Programmatic Updates and the Designed to Earn ENERGY STAR Opportunity (Ga-Young Choi, EPA)
 - *2:15 to 3:00 – The Indoor airPLUS and Advanced Lighting Package Programs (Chiara D’Amore, ICF)
- 3:00 to 3:30 – Meeting Review and Close (Sam Rashkin, EPA)

Guest Presentations

Making it happen: Motivating Mainstream Consumers to Embrace Energy Efficiency and Buy ENERGY STAR Qualified Homes

*Suzanne Shelton
The Shelton Group*

Consumers say they're interested in being more energy efficient...but they underestimate their energy consumption and overestimate their home's efficiency, so often aspirations don't translate into actions. Shelton Group is the leading ad agency in the country at motivating mainstream consumers to make sustainable choices, and Suzanne Shelton will present insights from her firm's ongoing consumer opinion tracking studies: Energy Pulse®, Utility Pulse and Eco Pulse®. This session will reveal what consumer beliefs and perceptions are in the way of making energy efficient purchases, what messaging works best and who the target audience profile is for an ENERGY STAR qualified home.



Responding to the Challenge

*John Tooley
Advanced Energy*

The future demands change that challenges the very roots of our being. Our past speaks loud, that in times of adversity we have always raised to the occasion. Including climate change and the economy we have five major challenges emerging at the same time. First, buildings are one of the major sources of demand for energy and materials that produce by-product greenhouse gases. Training a capable army, raising the bar of efficiency and setting standards that will curb this demand is a necessity. Second, over the course of the next two decades, an average of 10,000 baby boomers per day will reach retirement age. Their fixed incomes will drive the demand for efficient homes. Third, capacity margins - The NERC annual 2007 Long-Term Reliability Assessment reported peak demand for electricity in the United States is forecasted to increase by almost 18 percent (135,000 MW) in the next 10 years -- enough energy to power more than 100 million homes on an average day. Meanwhile, committed resources to meet demand, including demand response programs are projected to increase roughly by only 8.5 percent (77,000 MW). Counting uncommitted resources, total resources would increase by 123,000 MW or 12.7 percent. Increased efficiency is the only answer. This is our time to answer the call...WE ARE THE ANSWER!



Energy Efficiency in Carbon Markets: Why Program Evaluations are Important

*Bill Prindle
ICF International*

This presentation will explore the relationships between energy savings demonstrated in programs like ENERGY STAR for Homes, carbon dioxide emission reductions, and the various future energy and climate policy-driven markets in which ENERGY STAR partners may be able to participate. It will cover topics such as defining baselines, modeling emissions impacts, potential barriers to energy efficiency in carbon markets, and solutions that could allow energy efficiency to receive financial value in future market mechanisms.

