

## **ENERGY STAR® Residential Program Sponsor and Utility Partner Meeting**

**Location:** Georgia Tech Hotel and Conference Center, Atlanta, GA

**Date:** April 26-27, 2007

### **Purpose of Meeting:**

ENERGY STAR for Homes is being implemented by over thirty different utility and state administered programs across the country. As should be expected, there is a tremendous variation for program design, implementation and evaluation. Much of this variation is in response to regional characteristics (e.g., types of builders, geographic concentration of builders, available HERS infrastructure, consumer awareness, etc.), and much of it reflects preferences of program staff. EPA is inviting key decision-makers from these sponsored programs to share ideas and lessons learned, and upon review of this information to develop agreements on best practices for implementing ENERGY STAR for Homes.

### **Desired Outcome:**

- List of regional factors to be considered for implementation
- List of lessons learned for program design
- List of best practice recommendations for program design
- List of lessons learned for program marketing and implementation
- List of best practice recommendations for program marketing and implementation
- List of lessons learned for program evaluation
- List of best practice recommendations for program evaluation
- After the meeting, EPA will assemble feedback from group into a 'Best Practices' report to be distributed to all attendees.

### **Meeting Strategy:**

Presentations showcasing success stories implementing ENERGY STAR for Homes will be followed by facilitated discussion bringing in group experience and consensus on best practices.

## AGENDA

Time	What	How
<b>DAY ONE – April 26</b>		
8:00 am – 8:15 am	Introductions	Around the Room
8:15 am – 8:30 am	Meeting Review	Sam Rashkin, EPA
<b>ENERGY STAR for Home Program Design Strategies</b>		
8:30 am – 10:00 am	Success Stories: <ul style="list-style-type: none"> <li>• TXU/CenterPoint: Developing a HERS Infrastructure</li> <li>• NYSERDA: Reaching a Dispersed Builder Audience</li> <li>• Incentive Options: Comparison of Program Incentives</li> <li>• Wisconsin: Augmenting Builder Skills With Technical Training, Education</li> </ul>	Presentations: <ul style="list-style-type: none"> <li>Brian Smith, ICF (with Price Robertson, TXU)</li> <li>Andrew Fisk, NYSERDA</li> <li>Stacey Patmore, EPA</li> <li>Greg Nahn, WECC</li> </ul>
10:00 am – 10:30 am	Regional Factors for Program Design	Brainstorm
10:30 am – 10:45 am	<b>BREAK</b>	
10:45 am – 11:15 am	Program Design Strategies Lessons Learned	Brainstorm
11:15 am – 12:00 pm	Best Practice Recommendations	Consensus or N/3
12:00 pm – 1:00 pm	<b>LUNCH</b>	
<b>ENERGY STAR for Homes Marketing and Implementation</b>		
1:00 pm – 2:30 pm	Success Stories: <ul style="list-style-type: none"> <li>• TXU/CenterPoint: Advertising, Promotions and Awards</li> <li>• Pacific Northwest: Engaging the Market</li> <li>• North Carolina State Energy Office: ENERGY STAR Homes Summit</li> <li>• Rocky Mountain Power: Builder Seminars/Recruiting</li> </ul>	Presentations: <ul style="list-style-type: none"> <li>Brian Smith, ICF</li> <li>Anne Brink, NEEA (with Kendall Youngblood, Energy Trust of Oregon)</li> <li>Laurel Elam, Appalachian State University</li> <li>Blake Howell, Rocky Mountain Power</li> </ul>
2:30 pm – 3:15 pm	Mktg./Implementation Lessons Learned	Brainstorm
3:15 pm – 3:30 pm	<b>BREAK</b>	
3:30 pm – 4:15 pm	Best Practice Recommendations	Consensus or N/3
<b>DAY TWO – April 27</b>		
8:00 am – 8:20 am	Day One Review	Sam Rashkin, EPA
<b>ENERGY STAR for Homes Evaluation</b>		
8:20 am – 9:50 am	Success Stories: <ul style="list-style-type: none"> <li>• TXU: Quality Control Monitoring/Evaluations</li> <li>• AEC Research Field Study</li> <li>• Las Vegas Partners: Outreach Campaign Evaluation</li> <li>• California Utilities Evaluation Studies</li> </ul>	Presentations: <ul style="list-style-type: none"> <li>Brian Smith, ICF</li> <li>Colby Swanson, AEC</li> <li>Paulette McGhie, NV ENERGY STAR Partners/Energy Inspectors</li> <li>Robert Kasman, PG&amp;E</li> </ul>
9:50 am – 10:00 am	<b>BREAK</b>	
10:00 am – 11:30 am	Evaluation Lessons Learned	Brainstorm
11:30 am – 12:00 pm	Best Practice Recommendations	Consensus or N/3
12:00 pm – 1:00 pm	<b>LUNCH</b>	
<b>Wrap-up</b>		
1:00 pm – 1:30 pm	Meeting Review (What Worked/Improved, Next Steps)	Discussion
1:30 pm	Adjourn	