

# ENERGY STAR®

## CERTIFIED HOMES STAKEHOLDER MEETING

October 25–27, 2016 | New Orleans, Louisiana



Utility Sponsors | Builders | Home Energy Raters



October 2016

Dear ENERGY STAR Partners & Stakeholders,

Welcome to the 2016 ENERGY STAR Certified Homes Program Stakeholder Meeting!

We have an exciting agenda for this year's meeting, including presentations from both EPA staff and a variety of industry experts, facilitated discussions on key issues, and small-group 'action labs' focusing on emerging topics. In addition, after a successful first year co-locating with the ENERGY STAR Products Partner Meeting, we've expanded opportunities for our New Homes program partners to attend sessions at the Products Meeting and interact with attendees.

As in year's past, we hope that this meeting provides a valuable opportunity to learn about important program updates, exchange ideas, hear about how others are having success with the program, network, and have some fun with like-minded professionals in the residential energy efficiency community.

Thank you for the important work that you do in support of the ENERGY STAR program.

Sincerely,



Jonathan Passe  
Chief, ENERGY STAR Residential Branch  
United States Environmental Protection Agency

## MONDAY, OCTOBER 24

- 4:00–6:00 p.m. **Early Registration**, Lobby, Level One  
6:00–7:00 p.m. **Welcome Gathering**, Vitascope Hall, Level Three

Unless otherwise noted, all presentations  
will be held in **Celestin Ballroom A**

## TUESDAY, OCTOBER 25 (Day 1)

- 7:30–10:15 a.m. **Registration**, Celestin Foyer, Level Three
- 7:30–8:30 a.m. **Breakfast**, Celestin F, G, and H, Level Three
- 8:30–8:40 a.m. **Welcome to New Orleans & Call to Order (Products Meeting Plenary)**, Celestin Ballroom D  
This session opens the U.S. Environmental Protection Agency's (EPA) 2016 ENERGY STAR Products Partner and Certified Homes Stakeholder Meetings. It will provide an overview of the meetings' offerings to help attendees make the most of their time together on-site.
- 8:40–9:00 a.m. **ENERGY STAR Appliances Update (Products Meeting Plenary)**, Celestin Ballroom D  
Join us as we take a look back at the exciting ways partners engaged with the ENERGY STAR Flip Your Fridge promotion, the successes they had helping customers make the cool choice in room air conditioning, and lessons learned from 2016 appliance promotions. EPA will also provide specification updates and a preview of plans for the next year.
- 9:00–10:00 a.m. **Why Smart Home Technology will Revolutionize the Energy Efficiency Game—Suzanne Shelton, The Shelton Group (Products Meeting Plenary)**, Celestin Ballroom D  
For years, Americans have said they care about energy efficiency and all the facets of more efficient homes, but they've done almost nothing about it. However, the Internet of Things and the huge growth of smart home technologies is very likely the bridge we've been looking for to drive people from interest to action in energy efficiency. This session will cover the latest research around consumer interest in smart home technology and sustainability, including what they've purchased, how satisfied they are, what their barriers are to buying, and their gut reactions to the technology as well as what we think is the real barrier to mass market adoption. The session will also cover how to leverage this interest for marketing purposes.
- 10:00–10:15 a.m. **Break**, Storyville Hall
- 10:15–11:00 a.m. **Welcome & Introductions—Jon Passe, EPA**  
This session opens the EPA's 2016 ENERGY STAR Certified Homes Stakeholder Meeting. It will provide an overview of the meeting's agenda to help attendees make the most of their time together on-site.
- 11:00–12:15 p.m. **ENERGY STAR Homes: Year Ahead—Dean Gamble, EPA**  
Now that Revision 08 has been successfully deployed, hear how the number of certified homes is shaping up in 2016 relative to 2015. Then, learn where EPA will focus its efforts in the year ahead to help our partners be even more successful.
- 12:15–1:15 p.m. **Lunch**, Storyville Hall
- 1:15–1:45 p.m. **ENERGY STAR Water Heater Update (Products Meeting Plenary)**, Celestin Ballroom D  
The water heater market is ripe for transformation with a growing number of utilities, retailers, contractors, and manufacturers focused on growing sales of ENERGY STAR certified products through new program designs, innovative promotions, and impact trainings and contractor outreach efforts. This session will highlight 2016 water heater program activity, providing an overview of available market progress indicators for advancing certified units, information on outcomes from the national water heater promotion, and upcoming opportunities for 2017.
- 2:00–2:30 p.m. **Fuzzy Logic? The Overlap Between ENERGY STAR & Code—Dean Gamble, EPA**  
ENERGY STAR is an above-code program. So that means that it also meets code, right? Learn the answer to this frequently asked fuzzy question, plus discover new resources that the ENERGY STAR team is developing to better delineate between the two.
- 2:30–3:00 p.m. **Going Further with High Performance: Indoor airPLUS & WaterSense Labeled Homes—Cindy Wasser & Kat Godlewski, ICF**  
Are your customers looking for more than just energy efficiency? Are you looking for ways to differentiate yourself from the competition? Join this session to learn how EPA's Indoor airPLUS and WaterSense labels, which identify improved indoor air quality and water efficiency, can complement ENERGY STAR certification for new construction and help you stand out in the market. Attendees will learn about key program requirements, certification processes, and recent program updates.
- 3:00–3:15 p.m. **Break**, Storyville Hall
- 3:15–4:00 p.m. **ENERGY STAR RaterPRO: Introduction and Demo—Rick Gazica, ICF**  
The ENERGY STAR Certified Homes program has worked over the past year collaboratively with RESNET, providers, raters, and builders on developing a field based app to eliminate the use of paper checklists, and streamline the process of collecting field data and automatically populating it into HERS Rating software. This session will demonstrate how the new app will work, as well as a timeline for the initial beta testing, and full roll out of the platform.
- 4:00–5:15 p.m. **EPA Certified Homes Team Office Hours**  
This timeslot has been reserved on the agenda expressly for meeting attendees to connect informally with EPA staff on topics of interest. Details on where to find the Certified Homes team, as well as Products team representatives, in the Expo area during office hours will be available via the meeting app, Pathable.
- 5:15–6:15 p.m. **Partner Working Meetings**  
This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings. Guidance on signing up for space in the Reliance 5 networking room for Certified Homes discussions will be available before and during the meeting.

## WEDNESDAY, OCTOBER 26 (Day 2)

- 8:00–9:00 a.m.** **Breakfast, Storyville Hall, Level Three**
- 9:00–10:00 a.m.** **QA Genie—How RESNET’s Data Tool Can Improve Rating Process—*Scott Doyle, EPX***  
 This session will cover the ways in which EnergyLogic has improved its accuracy and quality using QA Genie. QA Genie for Raters will allow users to identify variation between raters much more effectively. This enables HERS Rating organizations (either companies or Providers) to explore reasons for variation and discrepancy between their HERS Raters and be proactive in improving rater and thus rating, consistency.
- 10:00–10:30 a.m.** **What’s Up with the HERS Score? Understanding Standard 301—*Ben Adams, MaGrann Associates & Brett Dillon, IBS Advisors***  
 The recent update of the HERS standard to ANSI/RESNET/ICC Standard 301-2014 has produced many positive outcomes for the rating industry and represents another step in the evolution of the Home Energy Rating System. The transition period for HERS ratings to be based on the new standard began July 1 and becomes mandatory for new ratings as of January 1, 2017. While average changes in resulting HERS scores are consistent with expectations established when Standard 301 was originally developed, ratings using updated software may experience shifts in the HERS Index which can vary by climate zone, building type and size. The new standard also provides opportunities to capture additional performance gains. This session will provide a high level review of Standard 301 and its ramifications so that stakeholders can communicate effectively from the perspective of builders, raters, utility programs, and ENERGY STAR.
- 10:30–10:45 a.m.** **Break, Storyville Hall**
- 10:45–11:30 a.m.** **The Price Premium of ENERGY STAR Certified Homes: A Maryland Analysis—*Michelle Yuan, ICF***  
 Despite the well documented consumer and environmental benefits of above code certification programs like the ENERGY STAR Certified Homes Program, the question remains of how these certifications generate economic value beyond utility incentives. This session will directly address this question with recent study findings quantifying the impact of ENERGY STAR Certification on home prices and explore how ENERGY STAR New Homes programs helped drive a market transformation in Maryland. The study findings will help raters communicate the case for energy efficiency, builders make more informed decisions, and utilities recognize the compounding benefits of energy efficiency incentive programs.
- 11:30–12:15 p.m.** **Panel Discussion: Advancing HVAC Design & Installation for High-Performance Homes—*Matthew Cooper, PEG; Dean Gamble, EPA; Cody McGhie, Energy Inspectors; Bill Wright, Wrightsoft***  
 Prior to ENERGY STAR Version 3, HVAC design and installation were almost completely siloed, despite the tremendous interconnection between them and the home energy rating process. Due to several factors, the landscape for HVAC is now rapidly evolving in high-performance homes. Come hear from three experts in this arena how HVAC services are already advancing and why this is good for utilities, builders, and homeowners alike.
- 12:15–1:15 p.m.** **Lunch, Storyville Hall**
- 1:15–2:15 p.m.** **Building Champion Raters—*Neil Grigsby, Northwest Energy Efficiency Alliance***  
 The ENERGY STAR Certified Homes Program provides builders and raters with new business opportunities and mechanisms to differentiate themselves among their peers. Find out how the Northwest Energy Efficiency Alliance has worked with ENERGY STAR participants to aid their rise to the top of their market through a transition of program designs from prescriptive packages to a pay for projected performance concept. This session will also highlight innovative ideas for expanded business models, and how rating companies are diversifying their expertise and services by using tools and resources that increase value proposition to their clients. Session participants will: understand how programs can make use of specifications and compliance changes to bolster rater business models; be able to articulate how to increase the value proposition for rating services and builder participation in ENERGY STAR; see the value in technical tools and building support ideas that raters and builders can adopt.
- 2:15–3:15 p.m.** **Where Do We Go From Here: The Future of ENERGY STAR—Part 1—*Jon Passe & Dean Gamble, EPA***  
 Ready for Version 4? Neither are we! Not yet, at least. But, the day will come when we apply all the lessons from Version 3, the latest advances in efficiency features, the best building science information, and lots of input from our stakeholders to continue advancing high-performance residential new construction. This session will introduce at a very high level the broad questions that EPA needs to answer before the future of ENERGY STAR Certified Homes can be developed in earnest.
- 3:15–3:30 p.m.** **Break, Storyville Hall**
- 3:30–4:30 p.m.** **Where Do We Go From Here: The Future of ENERGY STAR—Part 2—*Jon Passe & Dean Gamble, EPA***  
 In the second part of this session, EPA will facilitate an interactive group discussion on the future of ENERGY STAR Certified Homes. After outlining in Part 1 the broad questions that EPA needs to answer, Part 2 will solicit feedback from our partners to help guide EPA down a path of mutual success.
- 4:30–5:30 p.m.** **EPA Certified Homes Team Office Hours**  
 This timeslot has been reserved on the agenda expressly for meeting attendees to connect informally with EPA staff on topics of interest. Details on where to find the Certified Homes team, as well as Products team representatives, in the Expo area during office hours will be available via the meeting app, Pathable.
- 6:30–8:30 p.m.** **ENERGY STAR Reception—Hosted by Sears Holdings Corporation, *Club 44 (offsite)***



## THURSDAY, OCTOBER 27 (Day 3)

8:00–9:00 a.m. **Breakfast, Storyville Hall, Level Three**

9:00–10:00 a.m. **ENERGY STAR Lighting Update (Products Meeting Plenary)**

This session opens the lighting track of the 2016 ENERGY STAR Products Partner Meeting with highlights of EPA and partner efforts around lighting in 2016 and opportunities for 2017. The session will also provide an update on changes to the ENERGY STAR lighting specification, and the creative approaches taken by energy efficiency program sponsors, manufacturers, and retailer partners to educate consumers about the value of ENERGY STAR for lighting.

10:10–11:00 a.m. **LED and Home Energy Savings: The Next Chapter—*Bill Johnson, Eaton***

Lighting is often overlooked when building a home, yet it has the greatest opportunity to reduce energy use intensity (EUI). This presentation will count toward CEU credits and describe how LED technology affects the entire home by changing the characteristics of light from radiant heat to conductive energy. Participants will learn how the absence of heat affects other investments and aspects of the home including the overall building envelope, insulation and air conditioning. The course will also describe key differences between LED Luminaires and lamps in addition to ideal applications for each.

11:00–11:15 a.m. **Break, Storyville Hall**

11:15–12:15 p.m. **Making it Simpler for Multifamily Projects to Earn the ENERGY STAR—*Rebecca Hudson, EPA***

Multifamily new construction projects currently get certified through either the ENERGY STAR Certified Homes program or the ENERGY STAR Multifamily High Rise program. EPA plans to revise eligibility criteria and program requirements to create a more unified ENERGY STAR multifamily program that better serves this sector. Join this session to learn about the revision goals and to provide your input on the overall concept!

12:15–1:15 p.m. **Lunch, Storyville Hall**

1:15–1:45 p.m. **Making ENERGY STAR Work for Multifamily Low-Rise—*Brian Stanfill, MaGrann Associates***

Both ENERGY STAR and HERS have traditionally been geared towards single family construction, so that applying requirements and procedures to multifamily construction sometimes feels like fitting a square peg in a round hole. With burgeoning demand, many builders, raters and utilities are becoming increasingly focused on how to best integrate this important market segment. This is especially true when considering the growing proportion of multifamily construction aimed at affordable and millennial renters, as well as new urban buyers. This session will draw on the experience of hundreds of buildings and thousands of units over the last 10 years, and particularly the impacts of recent updates to codes, ENERGY STAR and HERS. The presenters will discuss key learnings from both a rating implementation and program design perspective.

1:45–2:30 p.m. **Action Lab Series 1: ENERGY STAR Certified Homes Sales Toolkit—*Cindy Wasser, ICF***

OR

**ENERGY STAR Multifamily Roundtable—*Rebecca Hudson, EPA***

Certified Homes Meeting participants will have the opportunity to engage in three action labs of their choosing. In each action lab session there will be two choices on a range of topics of specific relevance to different Partner and Stakeholder groups. Once in your selected action lab, you will be able to learn in a facilitated, interactive small group setting about the latest information and resources pertaining to the subject.

2:30–3:15 p.m. **Action Lab Series 2: Hands on the ENERGY STAR RaterPRO App—*Rick Gazica, ICF***

OR

**Do You Hear a Drip? How Water is Impacting the Energy Efficiency Community—*Jonah Schein, EPA***

Water has been an emerging hot topic in the building industry for several years. Water rates are rising, codes are tightening, and regulators/legislators have become increasingly proactive in their drive to reduce consumption. Many in the ENERGY Certified Home community will deal with these trends in the coming years, and just about everyone will have to address an increased focus on the connection between water and energy. This session offered by EPA's WaterSense program will address some of the emerging codes that are approaching water use in new ways, summarize trends in regulatory approaches, provide an overview to the new method for calculating the energy load for water heating in HERS (effective for homes permitted after August 2016), and provide an update on RESNET's Water Efficiency Rating Index (WERI).

3:15–3:30 p.m. **Break, Storyville Hall**

3:30–4:15 p.m. **Action Lab Series 3: HVAC Demo System—*Dean Gamble, EPA***

OR

**Utility Cost Effectiveness Tests—Tips for Success—*Charlie Haack, ICF***

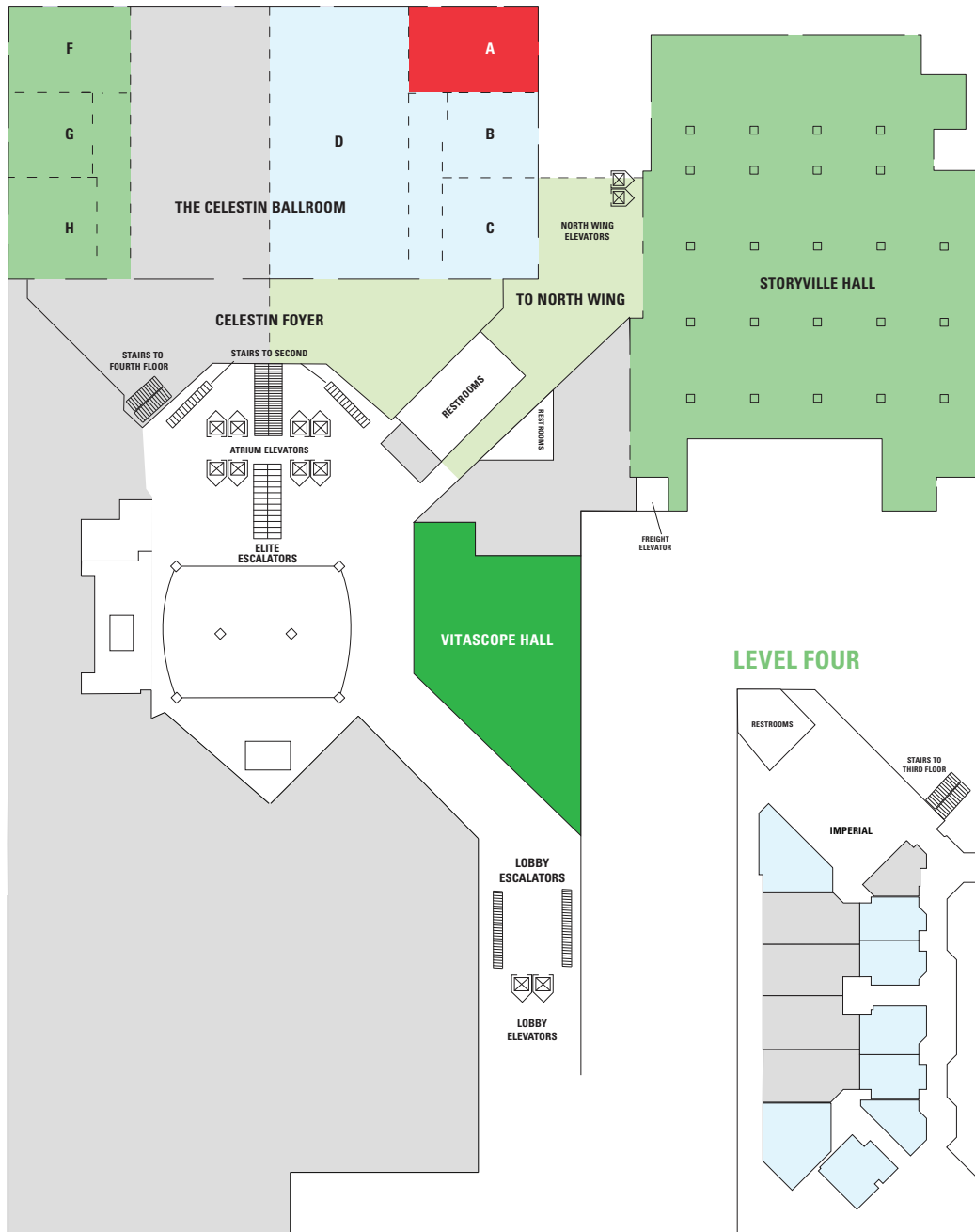
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4:15–4:45 p.m. **Adjourn**

# ENERGY STAR Meeting Floor Plan

## HYATT REGENCY NEW ORLEANS

### LEVEL THREE



### KEY

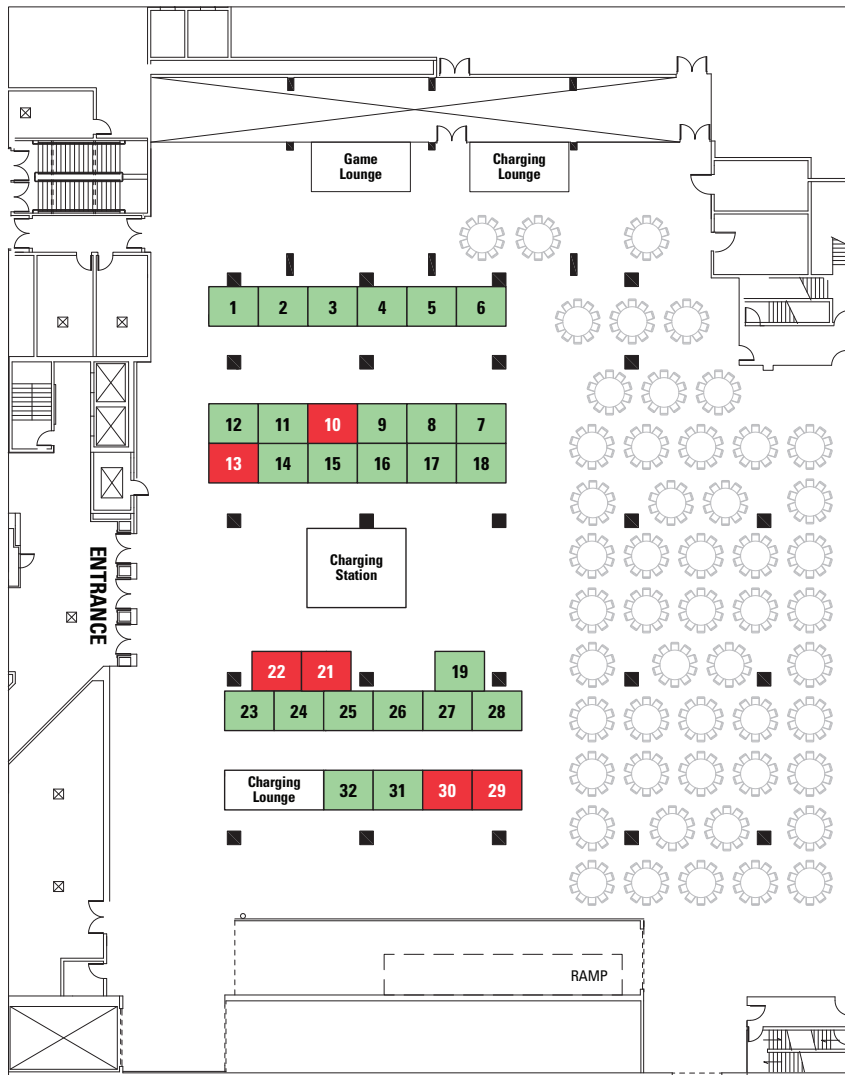
- Certified Homes Sessions
- Products Meeting Sessions
- Registration and Common Area
- Expo, Meals
- Networking (Level Four)
- EPA Welcome Gathering

### LEVEL FOUR



# ENERGY STAR Product Expo Floor Plan

## STORYVILLE HALL



### KEY

- Lighting Manufacturers
- Retailers/Appliances/Electronics/Water Heaters

EXHIBITOR	BOOTH
Acuity Brands Lighting	32
Altair Lighting	8
AM Conservation Group, Inc.	9
Cordelia Lighting, Inc.	7
Cree, Inc.	19
EarthTronics	28
Eaton	1
Feit Electric Company, Inc.	23
GE Lighting	18
Globe Electric, Inc.	24 & 25
GREEN CREATIVE	5
Greenlite Lighting Corporation	14 & 15
International Development Corporation	30
Lighting for Tomorrow	27
L'Image Home Products Inc.	26
MaxLite	2
Nationwide Marketing Group	13
Navien, Inc.	29
Philips	11 & 12
Plusrite USA	4
Satco Products, Inc.	6
Sears Holdings Corporation	21 & 22
Sunpark Electronics Corporation	3
Sylvania	17
TechniArt, Inc.	10
Technical Consumer Products, Inc. (TCP)	16
Verdant Solutions <i>on behalf of multiple lighting manufacturers</i>	31

We would like to thank the following partners for their generous support of the 2016 ENERGY STAR Certified Homes Stakeholder Meeting:



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