The Advanced Lighting Package
ENERGY STAR Advanced Lighting Package (ALP)

- Lighting packages that consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures
  - In addition to the light fixture requirements, all installed ceiling fans (with or without lighting kits) must be ENERGY STAR qualified
  - ENERGY STAR qualified ceiling fan light kits (not just the fan) can be counted toward the ALP 60% requirement
Advanced Lighting Package
Home-Buyer Benefits

- Selection
- Improved quality
- Reduced maintenance
- Enhanced comfort
- Energy cost savings
- Environmental protection

“What really convinced me, and what means the most to my clients is that the ENERGY STAR qualified fixtures are beautiful – I am ‘wowed’ by the design of the fixtures.”

– Gary Brooks, Brooks Design Construction, Gainesville, FL
Consumer Marketing Materials

Advanced Lighting Package Consumer Brochure

Educates customers on the key benefits

- Quality
- Performance (lower maintenance)
- Environmental protection
Supply-Side Marketing Tools

Advanced Lighting Package Savings Look-up Tool
Demonstrates to customers the potential energy bill savings that could be realized if a standard lighting housepack is replaced with varying numbers of fixtures (between 6 and 22) that have earned the ENERGY STAR.
Advanced Lighting Package Builder Benefits

- Increased revenue
- Market differentiation
- Design flexibility and fixture aesthetics
- Enhanced customer satisfaction

“Using the Advanced Lighting Package is the right thing to do for our customers, the environment, and our business.”

—Rich Coyle, D.R. Horton, Sacramento Division
Supply-Side Marketing Materials

Advanced Lighting Package Builder Brochure
Describes the ENERGY STAR Advanced Lighting Package, the benefits to the builder for participating in the program, and the added value the builder can provide their customers.

Advanced Lighting Package Builder Case Studies
Feature success stories of builders who have used the Advanced Lighting Package to better their business.
Advanced Lighting Package
Declaration for Builders

This Bennett Homes House features the ENERGY STAR® Advanced Lighting Package

This Bennett Homes house features the ENERGY STAR Advanced Lighting Package, which means that more than 80% of the light fixtures and all of the ceiling fans are ENERGY STAR qualified.

The benefits of the ENERGY STAR Advanced Lighting Package at 21Green, Seattle, WA 98104, include:

- Savings of more than $131 per year in energy costs compared to an equivalent all incandescent lighting package.*
- ENERGY STAR qualified fixtures use approximately 75% less energy than standard incandescent fixtures.
- ENERGY STAR qualified light fixtures generate about 75% less heat, reducing expensive home cooling needs and keeping you more comfortable.
- Light bulbs in ENERGY STAR qualified light fixtures last about ten times longer than standard incandescent bulbs. This means fewer bulb changes in hard to reach places.
- ENERGY STAR qualified light fixtures carry two-year warranties—twice the industry average.

With an ENERGY STAR Advanced Lighting Package, 6 out of 10 light fixtures and all ceiling fans are ENERGY STAR qualified, using less energy, saving you money and keeping your family more comfortable.

By including the ENERGY STAR Advanced Lighting Package, Bennett Homes helps reduce greenhouse gas emissions and saves customers money on their utility bills.

*The Advanced Lighting Package consists of 59 ENERGY STAR qualified fixtures. Savings estimates assume fixtures operating 6 hours per day, at the local rate of $0.10 cents per kWh. All energy calculations are based on manufacturer specifications derived by third parties, not verified by USEPA.

Produced in accordance with the ENERGY STAR® criteria and guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

www.energystar.gov

• Designed to be provided to every homeowner to show the savings they are achieving by having the Advanced Lighting Package installed

• Provides a tangible record of the home’s energy savings due to the Advanced Lighting Package

• Can be included in the welcome packet of documentation at each home’s closing

• Also can be posted as information in each model home
This Bennett Homes House features the ENERGY STAR® Advanced Lighting Package

The benefits of the ENERGY STAR Advanced Lighting Package at 21 Green St., Efficiency, WA 00000, include:

- Savings of more than $131 per year in energy costs compared to an equivalent all-incandescent lighting package.*

This Advanced Lighting Package consists of 18 ENERGY STAR qualified fixtures. Savings estimate assumes fixtures operating for 3 hours per day at the local rate of $0.08 per kilowatt-hour. All savings assumptions are available upon request. Packages declared by third parties, but not verified by US EPA.
* Savings Calculator
Customizable by
Floor plan
Successful Utility Program Strategies

• Supply-side education
  – For lighting suppliers
  – For builders

• Incentives
  – Supplier incentives
  – Builder incentives
  – Consumer incentives

• Homebuyer education/marketing
  – Marketing
  – Showroom/retail/model home displays
  – Media events
Utilities Offering Advanced Lighting Package Incentives

- CenterPoint: $200/home
- Entergy: $100/home
- Oncor: $50/home
- Tacoma Power: $150/home
- Puget Sound Energy: $100/home
- MidAmerican: up to $200/home
- Alliant: $250/home
- BGE: $325 - $525/home
Program Results: Tacoma Power

- 90-home pilot with Tacoma Housing Authority
- 100% of fixtures are ENERGY STAR qualified
- 899 ENERGY STAR fixtures installed
- ~2 sockets/fixture
- Annual savings of 90,000 kWh
- Pilot began Jan 2008
“We haven’t had to ‘sell’ the ENERGY STAR qualified light fixtures to customers, the lights sell themselves! The fixtures are very attractive and the lighting quality is very good.”

— Rich Coyle, D.R. Horton (parent company of Cambridge Homes)
Example: Lennar Homes and Advanced Lighting Package

- Advanced Lighting Package-equipped homes closed:
  - 821 in 2006
  - 757 in 2007
- ~ 63,000 qualified fixtures
- ~ 3,600 kWh and $600+ saved annually/home
- 5.6M kWh load permanently avoided
For more information:

- [www.energystar.gov/alp](http://www.energystar.gov/alp)
- Gwen Dobbs
  - gdobbs@icfi.com
Indoor airPLUS
METHOD TO INDOOR AIR PLUS MADNESS

Why:

< Risk of IAQ Problems
< Risk Extra Cost

> Customer Satisfaction
> Differentiation

Affordable Comfort
Health Durability

How:

Source Control
Dilution
Filtration

Moisture Bulk
Moisture Vapor
Radon
Biological
Combustion

Water Man. Construc.
Moisture Resist. Mat.
Protect Materials
Air Sealing
Air Barriers
Tight Ducts

Radon Resist. Con.
Test Kits Zones 1 & 2
Seal Foundation
Screen Openings
Direct/Power Vent Equip.
FPL/Stove Vented/Std.
CO Alarms
No Smoking Com. Areas
Garage Isolation

Pressed Wood
Inter. Paints Finishes
Carpets
Whole-Hse Ventilation
Spot Ventilation
Garage Ventilation

Mercury 8 Filter
No Ozone Generators

What:

Mercury 8 Filter
No Ozone Generators

METHOD TO INDOOR AIR PLUS MADNESS
How to Partner with IAP

1. Program Education

The **Indoor airPLUS Program** is a partnership between EPA, builders, raters, utilities, and public health and indoor environmental organizations to improve indoor air in new homes. Homes with the **Indoor airPLUS label** are designed for improved indoor air quality compared to a home built to minimum code and include more than 30 additional home design and construction features to help protect homes from moisture and mold, pests, combustion gases, and other airborne pollutants.

Homebuyers today are increasingly concerned about the indoor air quality of their homes. Issues like mold, radon, carbon monoxide, and toxic chemicals have received greater attention than ever as poor indoor air quality has been linked to a host of health problems. Builders can employ a variety of construction practices and technologies in their new homes to help address these concerns.

EPA created the **Indoor airPLUS new home label** to help builders meet the growing consumer preference for homes with improved indoor air quality. By constructing homes that meet EPA's stringent specifications, forward-thinking builders can distinguish themselves by offering homes that have earned this designation. Indoor airPLUS is a complimentary label to ENERGY STAR for New Homes; only ENERGY STAR certified homes can bear the Indoor airPLUS label.

**Step 1 - REVIEW benefits and requirements**

- Builder brochure  (**PDF**, 5 pp., 383KB)
- Construction Specifications  (**PDF**, 15 pp., 1.95MB)
- Verification Checklist  (**PDF**, 2 pp., 315KB)

**Step 2 - JOIN the partnership, by signing the Partnership Agreement**

**Step 3 - PROMOTE Indoor airPLUS with these EPA tools**
How to Partner with IAP

2. Partner with EPA

Sign the Partnership Agreement at: epa.gov/indoorairplus
How to Partner with IAP

3. Promote the Program to Builders
How to Partner with IAP

1. Inspect

2. Sign Here

3. Label Here

4. Build, Verify and Label Qualified Homes
Marketing Resources
Denotes home builders or developers also offering the EPA Indoor airPLUS.
IAP Logos

- Ask about EPA Indoor airPLUS Qualified Home
- Look for EPA Indoor airPLUS Qualified Home
- We sell EPA Indoor airPLUS Qualified Home
Builder & Consumer Brochures
Customizable Builder Ads

To Do:
✓ Go to farmer’s market
✓ Change water filter
✓ Research bike helmets
☐ Breathe clean air???

For more information, visit www.builder.com.

All EPA Indoor airPLUS qualified homes are designed to meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. Learn more at epa.gov/energy/indoorair.
Incorporation into Advertising

Plus!
Technical Resources
<table>
<thead>
<tr>
<th>Section</th>
<th>Requirements (see Indoor airPLUS Construction Specifications for details)</th>
<th>Date:</th>
<th>Verified by</th>
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<tbody>
<tr>
<td>Water-Managed Site and Foundation</td>
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<tr>
<td>1.1 Site &amp; foundation drainage: sloped grade, protected drain tile, &amp; foundation floor drains</td>
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<td>1.2 Capillary break below concrete slabs &amp; in crawlspaces (Exception - see specification)</td>
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<td>1.3 Foundation wall damp-proofed or water-proofed (Except for homes without below-grade walls)</td>
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<td>1.4 Basements/crawlspaces insulated &amp; conditioned (Exceptions - see specification)</td>
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Indoor airPLUS

Learn more:

www.epa.gov/indoorairplus

OR

email: iap@icfi.com