



ENERGY STAR® Lighting Partners Meeting

April 2004 - Austin, Texas

Jeffrey Gephart

Implementation Contractor



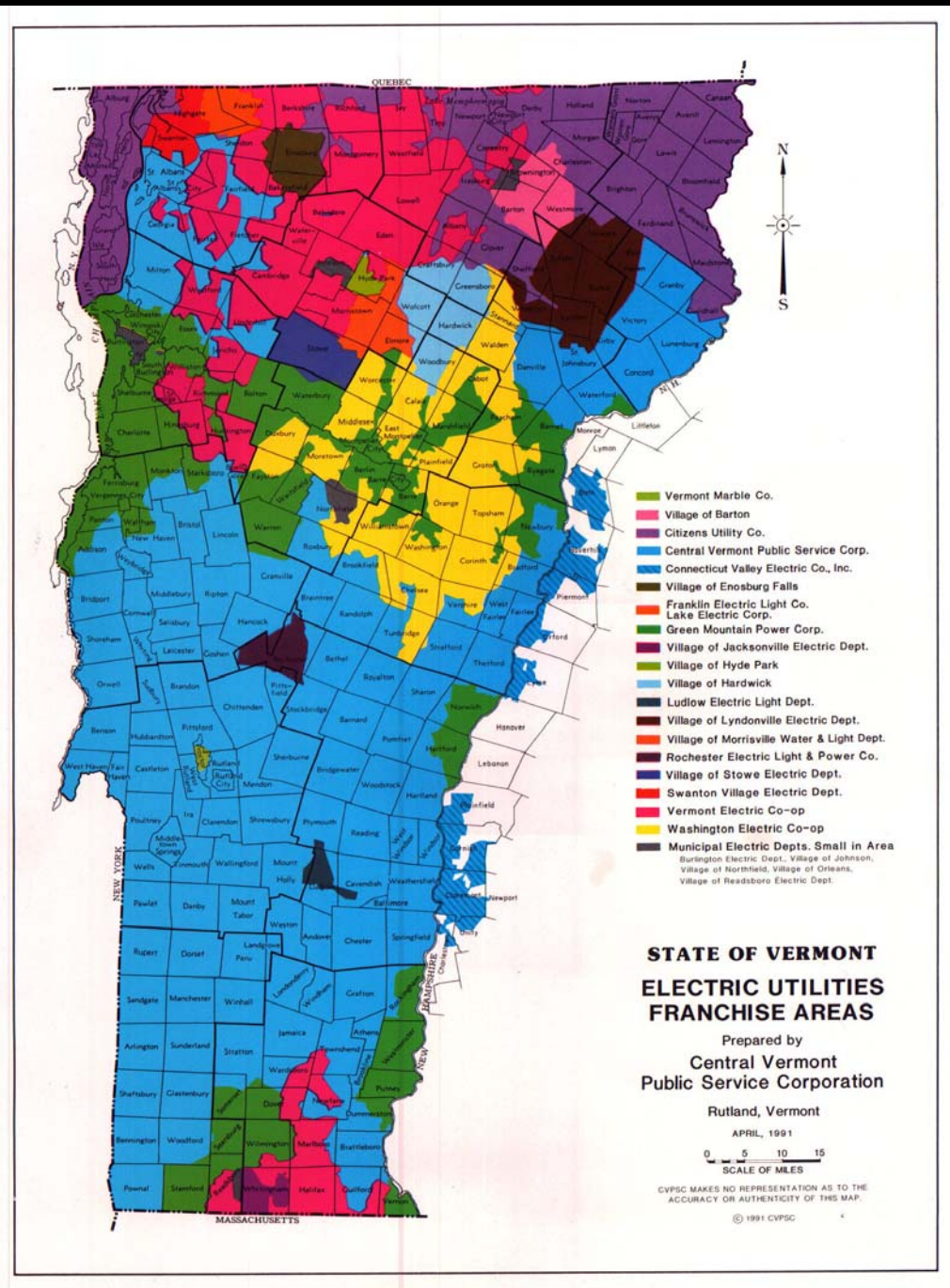
Vermont



Population: 615,611

**Electric Service
Providers: 22**

**Natural Gas Service
Providers: 1**



In Vermont, DSM is performed by an “Energy Efficiency Utility”



- **Chartered by state utility regulators & beginning service in March of 2000**
- **Previously ENERGY STAR® affiliated residential new construction services were provided by 6 Vermont utilities beginning in May of 1997**



Vermont ENERGY STAR® Homes

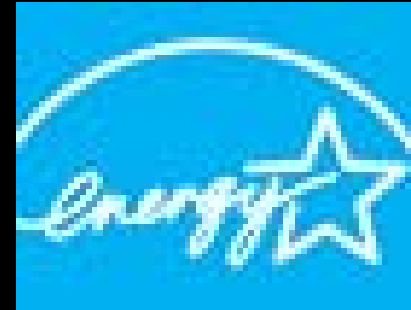
- **Free**
- **Voluntary**
- **Residential New Construction or Gut Rehab**
- **Single family or Multifamily Construction**
- **For Builders, Developers or Homeowners**

A service of...



In Vermont - 3 Criteria for Incentives:

- 5 Star Home Energy Rating
- Ventilation & Combustion
Safety Specifications
- Lighting Efficiency
Specifications



Simple & Flexible Specs

Required Number of Fixtures

A minimum of four (4) high-performance fluorescent light fixtures in qualifying locations.

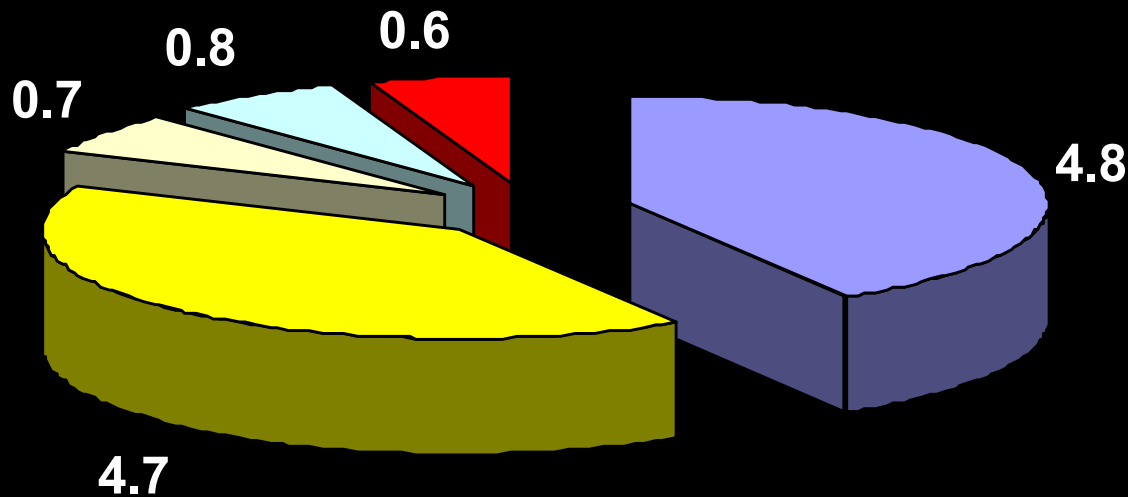
Qualifying Locations

All high & medium-use areas, both interior and exterior.

Low-use areas that do not qualify are closets, unfinished basements, attics, & garage interiors.



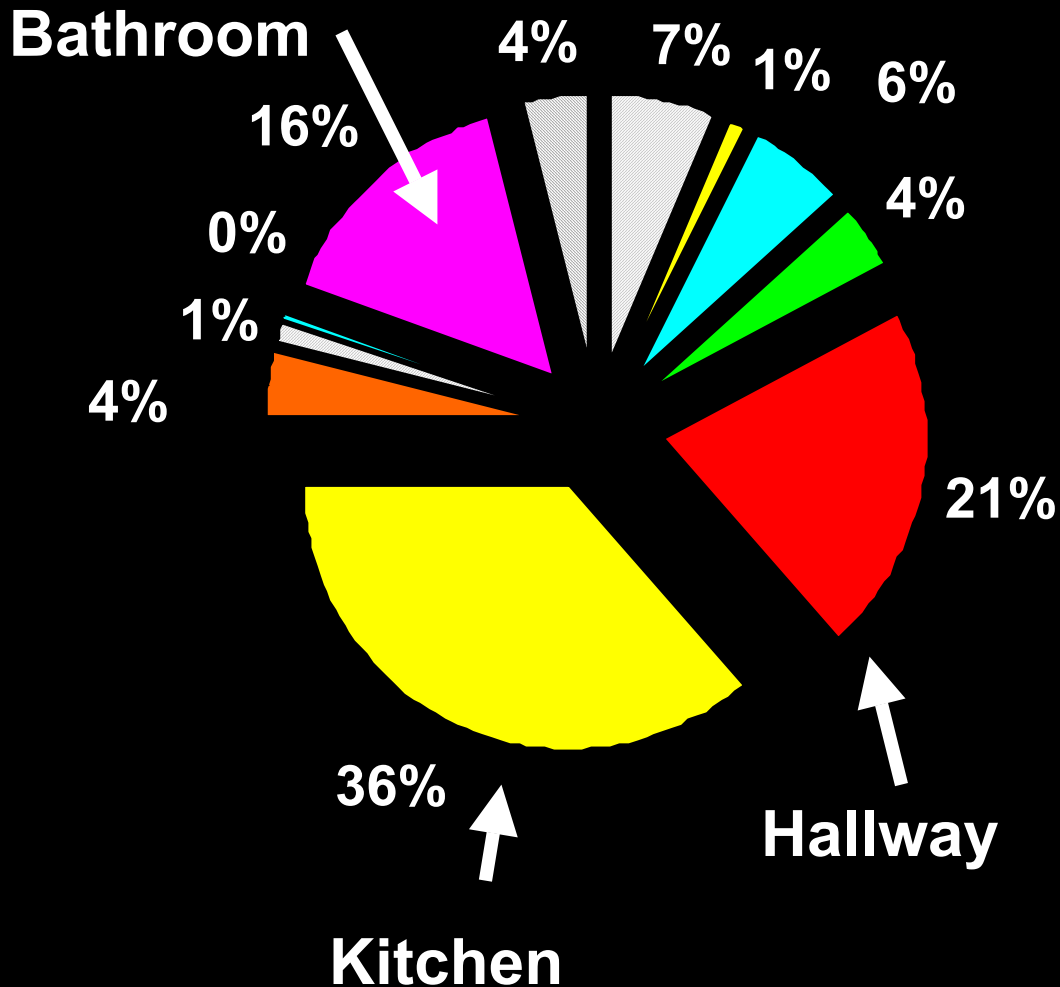
Average # of Efficient Fixtures Installed per Home



- CFL - interior surface-mount
- CFL - interior recessed
- Linear - interior surface-mount & architectural
- Linear - interior under cabinet
- CFL - exterior surface-mount

11.6 fixtures per home

Efficient Fixture Installation Locations



- Bedroom
- Dining Room
- Exterior/Unheated Porch
- Family Room/Den
- Hallway
- Kitchen
- Living Room
- Office / Study
- Heated Porch/Mudroom
- Bathroom
- Finished Work Area

*beauty and
performance
for your
home*



ENERGY
STAR®
LIGHTING
GUIDE



Lighting Guide

Explains fluorescent technology & provides samples of specific fixtures available in the market.

Can be customized for use by other programs,
contact: Tobin Galvin
802-658-6060 ext. 1110



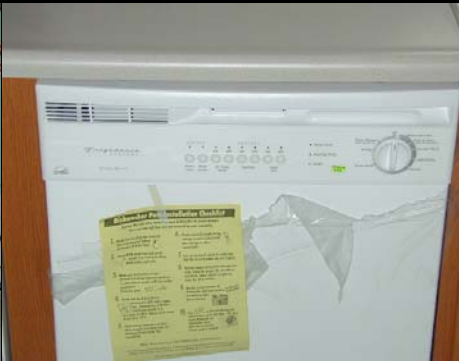
Lighting/Appliance Bonus Rebate:



Qualified homes receive a bonus by installing **10 qualifying fixtures** and **3 ENERGY STAR® labeled appliances**, including central heating or cooling equipment.

ENERGY STAR equipment eligible for this bonus includes:

- * Refrigerators
- * Dishwashers
- * Clothes washers
- * Furnaces and boilers
- * Central air conditioning



What are the financial incentives?



- All qualified homes receive a base rebate.
- Rebates are paid for each qualifying, fixture installed in high to medium use locations (up to 20 fixtures).
- Lighting/Appliance bonus for qualified homes with at least 10 qualifying fixtures & 3 or more ENERGY STAR® labeled appliances.

Base Rebate	\$100 (+ \$500 VGS)
Efficient Light Fixture – Recessed Cans	\$25 each
Efficient Light Fixture – Surface-mount	\$15 each
Lighting/Appliance Bonus	\$700
Maximum	\$1,300 (+\$500 VGS)

**Payment is to the enrollee
(developer, builder or homeowner).**



What success have we seen?



2003 ENERGY STAR Qualified Homes by Market Penetration

ENERGY STAR qualified homes and housing permits¹

01/01/2003 through 12/31/2003

Total ENERGY

STAR labeled
homes in 2003

2003 Housing
Permit Starts

Market
Penetration

State

Alaska

1,347

3,545

38.00%

Vermont

730

2,792

26.15%

Hawaii

1,689

7,222

23.39%

Nevada

9,963

43,140

23.09%

Texas

33,796

174,170

19.40%

Iowa

2,804

16,654

16.84%

New Jersey

4,937

32,369

15.25%

Arizona

10,127

73,070

13.86%

Louisiana

2,623

20,313

12.91%

California

19,075

192,273

9.92%

Program Delivery

Leads from:

- utilities
- permit applications
- advertising



Direct marketing to owners, builders, & developers

- mail campaign (up to 3 mailings)
separate consumer & builder information packages
- telemarketing follow-up
(up to 6 call attempts)

Program Delivery

Trade ally outreach

- architects
- builders
- developers
- suppliers
- HVAC contractors
- electrical contractors



What is our relationship with builders?

We have a reputation for technical expertise & being helpful.

- **Educate in areas of technical need**
- **Home Energy Rating plan reviews & certification**
- **Support with building & product specifications**
- **Assistance in locating products & vendors**



Builders Who Have Constructed ENERGY STAR® Qualified Homes

Together the following builders have completed over 1,100 ENERGY STAR® qualified Homes. These and other builders have now enrolled hundreds of additional homes to be built as ENERGY STAR qualified homes.

Company	Contact	Town & State	County	Phone
Residential Builders				
deLancey Digging & Carpentry	Michael deLancey	Sudbury, VT	Addison	(802) 273-2296
* Grip Contracting	Jeremy Grip	Ripton, VT	Addison	(802) 388-0863
* McGinley & Company	Lee McGinley	Addison, VT	Addison	(802) 759-2945
Mill Bridge Construction, Inc.	John Lass	Middlebury, VT	Addison	(802) 388-3169
Tim Sienkiewicz - Builder	Tim Sienkiewicz	Bristol, VT	Addison	(802) 453-5635
Art Carlucci & Son Inc.	Art Carlucci	Shaftsbury, VT	Bennington	(802) 442-2307
Black Dog Builders	Fritz Fay	St. Johnsbury, VT	Caledonia	(802) 748-9443
Elliott Construction Custom Building	Mark Elliott	West Danville, VT	Caledonia	(802) 684-1024
Gables to Grounds Home Imp. Svc.	Andrew Kozak	Waterford, VT	Caledonia	(888) 597-3475
Great Falls Construction	Bruce Spaulding	Lyndon, VT	Caledonia	(802) 626-8084
A & M Construction	Mike Gravelin	S. Burlington, VT	Chittenden	(802) 865-4250
A.R. Associates, Inc.	Andrew Rickard	S. Burlington, VT	Chittenden	(802) 859-9059
All Five Services	Dan Noyes	Richmond, VT	Chittenden	(802) 434-2887
Artisan Builders	Kip Demoll	Burlington, VT	Chittenden	(802) 985-5100
Aslan Building LLC	Peter Kahn	Hinesburg, VT	Chittenden	(802) 859-0928
Bickford Construction Corp.	Robert Bickford	Williston, VT	Chittenden	(802) 872-7600
C.R. & Sons Construction	Craig Reed	Milton, VT	Chittenden	(802) 893-6240
Cloverdale Construction Company	Eric Martin	Underhill, VT	Chittenden	(802) 899-4766
Cross Roads LLC	James Cary	Milton, VT	Chittenden	(802) 893-1907
DEW Construction Corporation	Donald Wells	Williston, VT	Chittenden	(802) 872-0505
* Don Turner & Sons Construction	Don Turner, Jr.	Milton, VT	Chittenden	(802) 893-3063
Fitzgerald-Godbout Custom Homes	Jeffrey Godbout	Richmond, VT	Chittenden	(802) 434-7272
Gerald LeClair	Gerald LeClair	S. Burlington, VT	Chittenden	(802) 864-0341
Hergenrother Construction	Thomas Hergenrother	Colchester, VT	Chittenden	(802) 660-0907
* Home Two, Inc.	Jack Wallace	Shelburne, VT	Chittenden	(802) 425-5713
JB Construction	Jeff Bradley	Charlotte, VT	Chittenden	(802) 425-3024
Jenkins Carpentry	Wally Jenkins	Huntington, VT	Chittenden	(802) 434-4424
Jordan Building Corporation	Joseph Jordan	Essex Jet., VT	Chittenden	(802) 879-6467
Laberge Building Company	Matthew Laberge	West Hinsburg, VT	Chittenden	(802) 482-4663
* Leach Construction of VT, LLC	Andrew Leach	Jericho, VT	Chittenden	(802) 434-5578
Lefebvre Building & Remodeling	Michael Lefebvre	Milton, VT	Chittenden	(802) 893-4216
Lesage Construction Corporation	Adrian Lesage	Milton, VT	Chittenden	(802) 893-7711
* Master Built Construction	Mike Tetrault	S. Burlington, VT	Chittenden	(802) 872-9500
P. G. Builders, Inc.	Pierre Gingue	Williston, VT	Chittenden	(802) 343-0999
* Paterson Builders, Inc.	John & Karre Paterson	Richmond, VT	Chittenden	(802) 434-4677
Paul's Construction, Inc.	Paul Bean	Essex Junction, VT	Chittenden	(802) 879-8312
* Pinewood Manor, Inc.	Brian Marcotte	Essex Junction, VT	Chittenden	(802) 878-4606
Praise Construction	Hobart Heath	Essex Junction, VT	Chittenden	(802) 324-0931
Professional Construction, Inc.	David Bogue	Colchester, VT	Chittenden	(802) 658-7761
Real Property Services, Inc.	James Tiffany	Jericho, VT	Chittenden	(802) 899-4643
* Reiss Building & Renovating	Chuck Reiss	Hinesburg, VT	Chittenden	(802) 482-3295
Ridgeline Design Build	Lawrence Smith	Shelburne, VT	Chittenden	(802) 985-3280
Robert Lemire - Builder	Robert Lemire	Essex, VT	Chittenden	(802) 878-2880
Rouille Construction, Inc.	Dennis Rouille	S. Burlington, VT	Chittenden	(802) 864-8326



Money Isn't All You're Saving Using products with the ENERGY STAR® label can save energy. Saving energy reduces air pollution and lowers utility bills.

Builder & Developer Referrals

Hardcopy & Web Based Listings

Available only after builder
has completed at least one
home meeting ENERGY
STAR® Home qualifications
& Efficiency Vermont
Ventilation & Lighting
criteria

Marketing Aids



Builder News

www.vermontenergystarhomes.com

Spring/Summer 2002

When Less Is Moore

Builder Tom Moore Takes Efficiency To The Next Level

By Amy Rubin

For more than 30 years, Underhill Center builder Tom Moore has built his reputation on the details. Whether constructing complete structures, doing

renovations, or creating custom interiors, Moore, 50, puts his signature craft into everything from countertops to cabinetry, and raised panel walls to coffered ceilings, in

expertly blended natural woods, stone and tile. It's the kind of attentive work that has earned Tom Moore Builder, Inc. a total of 12 "Better Homes" awards in the last four years from the Homebuilders and Remodelers Association of Northern Vermont.

You'd think Tom Moore could rest on his laurels. But last year, in keeping with his philosophy that "every home I build, I try to make better," Moore researched a book called *The Not So Big House* by Sarah Susanka. The book's premise – build the sturdiest, most comfortable and detailed house for the

"I always try to get my clients involved in Vermont ENERGY STAR Homes. It makes your house healthier and more efficient, and for resale value, having an ENERGY STAR home is a plus thing..."

Tom Moore

budget, instead of the biggest house – struck a chord.

Moore took that insight and turned it into inspiration. Today – in addition to his existing clientele – Moore is hoping to appeal to customers who'll appreciate living in a smaller detailed space, for its comfort, efficiency, and ease of maintenance. Moore proposes to use his detailed approach in homes averaging less than 3,000 square feet. With nearly every available inch built as functional space – closets, shelving, storage, cabinetry – the houses will be, according to Moore, "like you might have seen 75 years ago, instead of what we have been building the last 50 years. Everything has a little character that you just don't see anymore."

This addition to his business is a natural one for Moore, who considers his latest focus a logical extension of his 30+ year commitment to efficient building practices. Incorporating "as much energy

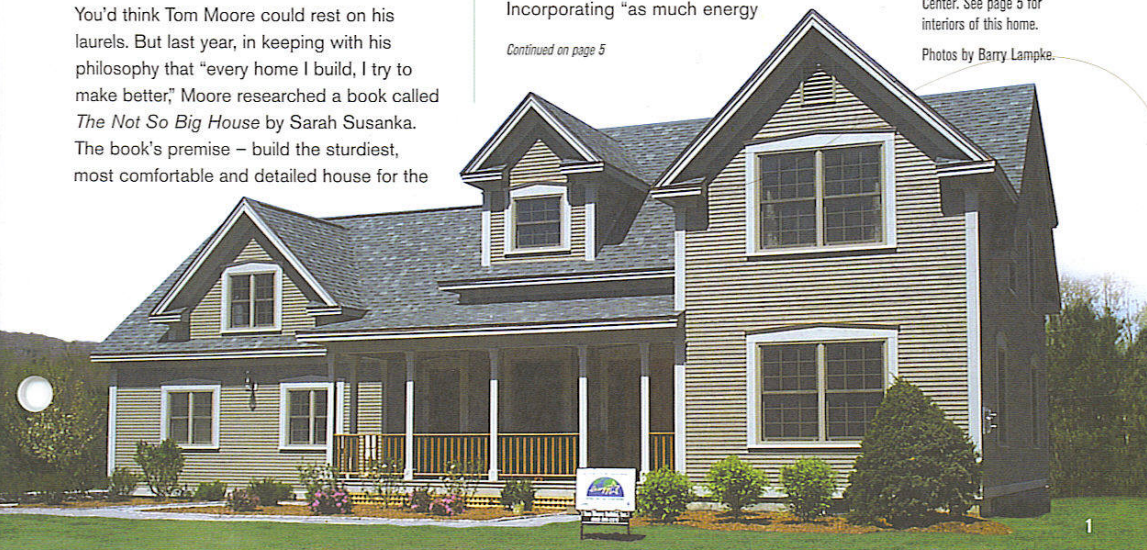
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This extensively detailed ENERGY STAR® labeled model home was recently constructed by Tom Moore Builder, Inc. in Underhill Center. See page 5 for interiors of this home.

Photos by Barry Lampke.



Trade Ally Outreach

Technical publication articles include:

- Builder Feature
- Lighting Info
- Ventilation
- Thermal Performance
- Building Science
- Code Updates



Annual Better Buildings By Design Building Conference & Awards



What is the relationship between manufacturers, distributors, retailers & builders?

- Manufacturer/builder interactions in Vermont are rare & those known instances have been facilitated by us.**
- Most larger volume builders in Vermont would be considered custom builders elsewhere.**
- Builders usually send clients to off to specific showrooms where the lighting retailer assists in the development of the lighting plan & fixture schedule.**

How can REPS support/collaborate with these industry partners?



**Overcome
the classic
conundrum**



- If you don't show it how can you sell it?
- Increase aesthetic quality & quantity of ENERGY STAR® fixtures in lighting showrooms.

Difficulties encountered while piloting the Advanced Lighting Package include:

- It sure seems simple to us, but isn't perceived as easy by our builders.**
- Builders don't know how many fixtures will be installed when they sell their home as their buyer works that out with the retailer.**
- ENERGY STAR® product availability is still not what it needs to be & certainly isn't in showrooms in sufficient quantities.**

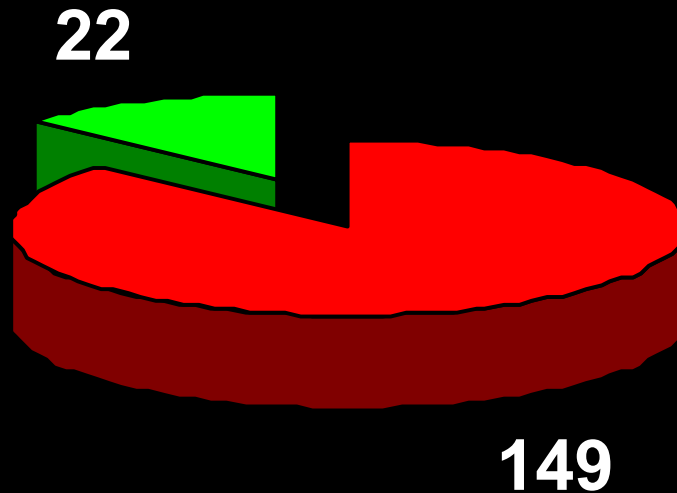
“According to research by the U.S. Department of Energy's Pacific Northwest National Laboratory, the recessed can is the most popular installed lighting fixture in new and remodeled homes, with at least 350 million currently installed and 20 million more sold each year.”

**Source: *Can It Features* - Kelly Gordon and Jeff McCullough
04/01/2004 Reed Business publications**



ENERGY STAR Qualified Recessed Fixtures

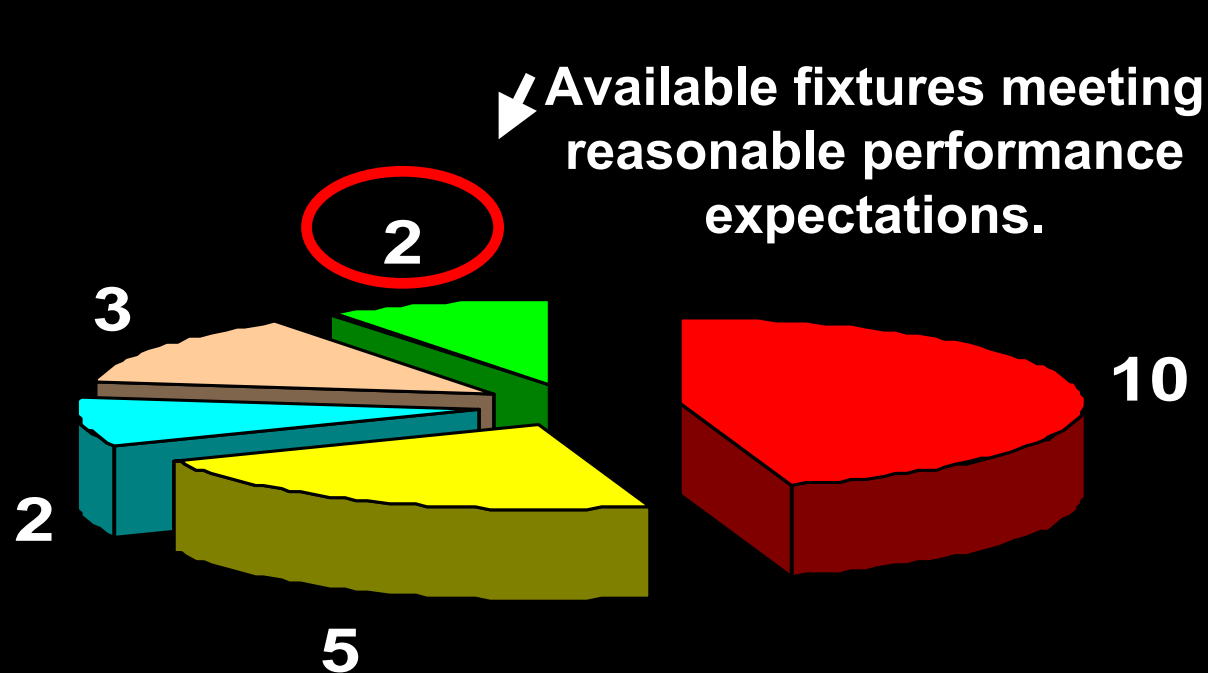
March 27, 2004



- Troffers - Linear FL / Non-Residential Fixtures
- CFL Recessed Residential Fixtures

ENERGY STAR® availability issues illustrated through recessed ceiling fixtures; 171 listed but...

ENERGY STAR Qualified Recessed Fixtures March 27, 2004



Total qualified CFL
recessed ceiling fixtures
above = 22

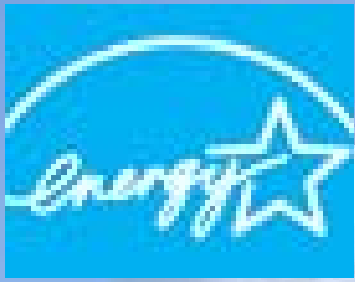
- Magnetic Ballast Fixtures
- Electronic Ballast Fixtures - lamp(s) <1200 lumen
- Electronic Ballast Fixtures - lamp(s) >1200 lumen - w/failure history
- Electronic Ballast Fixtures - lamp(s) >1200 lumen - unavailable for purchase
- Electronic Ballast Fixtures - lamp(s) >1200 lumen - available for purchase

How can advanced lighting be positioned as a profitable business solution for production builders?

With these builders three things are key:

- Cost - keep it down**
- Simplicity - if it isn't you'll probably have to do the lighting plans for them**
- Customer acceptance - fixtures must perform & be attractive**





Vermont ENERGY STAR® Homes

www.encyvermont.com



800-893-1997

