EN能E STAR Stakeholder Meeting

wattsmart
New Homes Program

ROCKY MOUNTAIN POWER

October 14, 2015
wattsmart New Homes Program

Introductions

• Becky Robbins, Program Administrator, Nexant (Program Delivery Contractor)
• Troy Preslar, Program Outreach, Nexant (Program Delivery Contractor)
wattsmart New Homes History

Program Launch: 2005

- 26 gWh saved
- Exemplary program, March 2013
- ENERGY STAR 2005, 2009 Partner of the year
- 2012: Rater certification introduced
- 2015: 73 participating builders
RMP new homes challenges

- Electric program in gas heated cold climate (1000cdd)
- No incentives for fuel switching measures
- Energy code (OK, not a problem in Utah)
- Per home savings reduction
Evolution of RMP new homes

• Energy star only with duct adder
• ENERGY STAR only with CFLs
• ENERGY STAR only with light fixture adder
• Blend of ENERGY STAR and prescriptive
Challenges

• Raised Baseline
  – Energy Codes
  – National standards –EISA
  – Flat residential revenue
Strategies in the new normal

- Program design
- Builder engagement
Engage builders in prescriptive measures

- Builder gets checks in hand (now believes the program is real)
- Builder is more likely to attend program meetings/trainings
From code to ENERGY STAR

• Engage builders in basic performance measures
  – Builder establishes relationship with HERS rater
  – Builder gets used to testing and inspections in the building process
From code to ENERGY STAR

• Engage builders in ENERGY STAR program
  – Builder understands the value of whole home performance
  – Builder understands the value of testing and 3rd party verification
From code to ENERGY STAR

• We are efficiency dealers
  – Hook builders with prescriptive measures
  – Lead them along with basic performance
  – Land them with ENERGY STAR
Effective builder engagement

• Program allies
  – Identify potential allies
  – Join/partner
  – Integrate
  – Collaborate

Engage!
Effective engagement

• HBAs
  – Join
  – Volunteer on committees
  – Get of Board of directors
  – Influence education
Effective Engagement

• Some pay to get in front of builders at HBAs
• We are being asked to provide education for builders
• We have been asked to provide content in local trade association magazines
Design Summary

- Hook ‘em with prescriptive
- Lead ‘em with performance
- Land ‘em with ENERGY STAR
Builder Engagement Summary

• Builder Engagement
  – Go to where the builders are and integrate, partner, and collaborate
Summary

Inclusivity in design and implementation

Time for a group hug
Questions?
Contact Information

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