ENERGY STAR for Homes: Program Update

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U.S. Department of Energy
2005 ENERGY STAR Appliance Partner Meeting
September 30, 2005
ENERGY STAR Homes
The Numbers: National

- 130,000 ENERGY STAR Qualified Homes in 2004 alone
- 400,000 Cumulative Homes at the end of 2004
- Estimate 200,000 additional homes in 2005
- National Market Penetration is ~10%
- 18 States With >5% Market Penetration
Who Do We Partner With?

- **Home Builders**
  - Site built and manufacturer homes

- **Home Energy Raters**
  - Provide required third party verification

- **Sponsoring Programs and Utilities**
  - 75 active partners

- **Lenders**
  - Offer EEMS, with additional ENERGY STAR Information
• Builders of all sizes participate
  – Production builders dominate numbers
  – Top 20% of partners contribute 80% of homes

• 2,500 active builders nationwide
  – 100% of top 10 builders
  – 96% of top 25 builders
  – 50% of top 100 builders

• Use ENERGY STAR Web site for a list of all Builder Partners
ENERGY STAR Goals for New Guideline:

- Use tried-and-true energy efficiency improvements
- Balance energy efficiency with cost-effectiveness
- Simplify the definition of ENERGY STAR qualified homes
- Integrate ENERGY STAR qualified products
Proposed ENERGY STAR Guideline Home for 2006

Performance Path

- Must meet minimum HERS scores for Climate Zone
  - HERS 83 (expanded zones 1-5)
  - HERS 84 (expanded zones 6-8)
  - Additional requirements (refer to posted specification)
- Builder must chose at least one ENERGY STAR product category (appliances/lighting, HVAC or windows)
# Proposed ENERGY STAR Guideline Home for 2006

## Prescriptive Path

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<tr>
<th>Tight Envelope</th>
<th>HVAC</th>
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<tbody>
<tr>
<td>- 2004 IECC-compliant insulation</td>
<td>- North: E.S. Heating (AFUE 90)</td>
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<tr>
<td>- Thermal Bypass Checklist</td>
<td>- South: E.S. Cooling (SEER 14)</td>
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<tr>
<td>-</td>
<td>- Right-sized, w/E.S. Thermostat</td>
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<th>Tight Ducts</th>
<th>Windows</th>
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<td>- 4 cfm/ 100 sq. ft.</td>
<td>- Climate-zone specific</td>
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<th>Efficient Water Heater</th>
<th>Lights &amp; Appliances</th>
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<tr>
<td>- Varies with tank size and fuel type, slightly higher than NAECA minimums</td>
<td>- Min. 5 E.S. fixtures, fans, and/or appliances</td>
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Opportunities for ENERGY STAR Appliances

Both paths provide opportunity to increase ENERGY STAR appliance market share in residential new construction by:

- Manufacturers offering “ENERGY STAR appliance packages” to builders
- EEPS partnering with builders and manufacturers to encourage increased regional integration of ENERGY STAR appliances
New Opportunities

• Develop new builder business
  – Co-Sponsor Building Science and Energy Efficiency Seminars (e.g., Houses That Work)

• Join local ENERGY STAR ‘Affinity Groups’
  – Participate in ENERGY STAR-sponsored Outreach Partnership (i.e., Co-op Advertising)
• Requires participation from at least 3 partners (min. two must be builders)
  – Product manufacturers can and do participate!
• ENERGY STAR provides customized ad templates
  – Partner names, logos, local web site
• Partners fund an 8-13 week placement
  – ENERGY STAR funds a complementary ad
ENERGY STAR Outreach Partnership

ENERGY STAR Qualified Homes
These homes meet EPA's strict guidelines for energy efficiency. These homes provide greater comfort and durability while lowering utility costs. Energy efficiency also protects the environment by significantly reducing the greenhouse gas emissions that contribute to global warming. Learn more: Visit www.energystar.gov

ENERGY STAR Qualified Homes
Full Page 2005 EPA Template Option

ENERGY STAR Qualified
Full Page 2005 EPA Template Option

ENERGY STAR Qualified
Full Page 2005 Partner

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ENSURE COMFORT, VALUE, AND A CLEANER ENVIRONMENT

Find builder partners near you at www.localsite.com or www.energystar.gov

With EACH ENERGY STAR QUALIFIED HOME, THE FUTURE LOOKS A LITTLE BRIGHTER

Find builder partners near you at www.localsite.com or www.energystar.gov

LONG AFTER YOU’LL APPRECIATE THE FUTURE YOU’RE BUILDING

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For More Information about ENERGY STAR

On the Web at:
www.energystar.gov/homes

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