



The California New Homes Program **CONNECTION** Single Family



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SCE California New Homes Program

Welcome to *Connection* – the newsletter of the SCE California New Homes Program-SF

EDISON INTERNATIONAL – LEADING THE NATION IN RENEWABLE AND ALTERNATIVE POWER

SOUTHERN CALIFORNIA EDISON IS A NATIONAL LEADER IN ENERGY-EFFICIENCY AND DEMAND-RESPONSE PROGRAMS

SOUTHERN CALIFORNIA EDISON FOR THE 8TH CONSECUTIVE YEAR EARNS NATIONAL RECOGNITION BY THE U.S. ENVIRONMENTAL PROTECTION AGENCY

SOUTHERN CALIFORNIA EDISON'S ELECTRIC VEHICLE TECHNICAL CENTER VISITED BY PRESIDENT OBAMA

CALIFORNIA BUILDING INDUSTRY ASSOCIATION – PRESIDENT RECOGNIZES CALIFORNIA'S ENERGY-EFFICIENCY EFFORTS

The headlines above highlight Southern California Edison's (SCE) excellence and leadership nationwide and worldwide, in energy-efficiency, the use of renewable resources for power, and its groundbreaking research and development in electric vehicle transportation.

Residential new construction builders who participate in SCE's California New Homes Program are directly connected to SCE's reputation as leaders in energy efficiency.

President Barack Obama visited SCE's Electric Vehicle Technical Center in March of this year because SCE is a national leader in all categories of energy efficiency and emerging technology.

President Obama also recognizes the state of California as a leader in energy efficiency and therefore, an example for the rest of the nation. In an April 09 Earth Day speech in Newton, Iowa, President Obama said, "California has shown that it can be done. While electricity consumption grew 50 percent in this country over the last three decades, in California, it remained flat." "Now if California can do it, then the whole country can do it."

Brand recognition is power and an essential driver for gaining a marketing advantage. Participation through SCE's California New Homes Program gives builders the advantage of brand equity and more (see page 4).

Your customers want homes that reflect their values: saving money, energy, and the environment. Southern California homebuyers who purchase a CANHP home know they've made a purchase they can be proud of.

Sincerely,
John Morton, *Program Manager*

The BUZZ

Upcoming Events:

July 23rd - BIA/SC - California Leading the Charge in Sustainable Building and Resource Conservation Symposium - Guest Speaker: Randall Lewis of Lewis Communities - Southern California Edison's CTAC, Irwindale, CA. More info: www.biasec.org

Sept 11th - Sam Rashkin of the EPA to discuss 2011 ENERGY STAR® Requirements - Southern California Edison's CTAC, Irwindale, CA – more info to follow. www.sce.com/builder

Southern California Edison – A Leader in Energy Efficiency

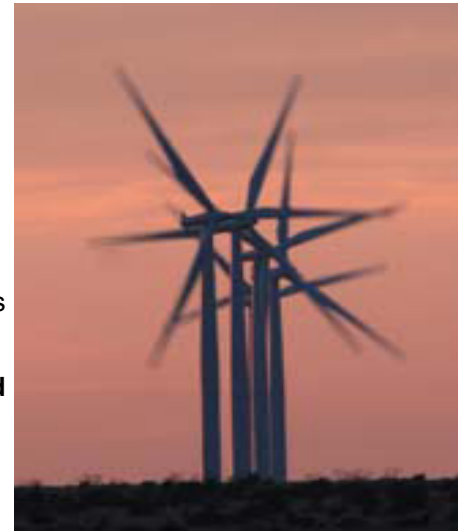
Here are a few interesting facts about Southern California Edison's leadership in energy efficiency:

- SCE leads the nation in renewable and alternative power
- In 2008, SCE delivered 12.6 billion kilowatt-hours of renewable energy – 16% of its total power deliveries
- SCE buys more renewable power than any other utility, and any entire state
- SCE is the national leader in energy-efficiency savings
- **During the past five years, SCE's energy-efficiency programs have saved 5.6 billion kilowatt-hours – enough to power 789,000 homes for an entire year. (THANK YOU CANHP BUILDERS!!)**
- For more than 20 years, SCE has been the nations leading utility champion of electric transportation advancement
- SCE operates the largest private electric vehicle fleet, including almost 300 vehicles that have logged more than 17 million miles, reducing greenhouse gas emissions by more than 9,100 tons and pollutants by more than 2,100 tons
- **For the 8th consecutive year, SCE gained national recognition with the ENERGY STAR® award by the U.S. Environmental Protection Agency and Department of Energy for the effectiveness of its energy efficiency programs. (THANK YOU CANHP BUILDERS!!)**

For more information about SCE please visit our website at: www.sce.com.

HEADS UP!!!

Energy Star is creating new 2011 guidelines for ENERGY STAR qualified new homes. At this time the guidelines are in DRAFT form and the EPA is accepting comments through July 10, 2009. See the DRAFT guidelines at: www.energystar.gov.



REMINDER TO BUILDERS

If you are advertising your ENERGY STAR home development(s) in the Home Buyers Guide, remember to utilize your brand marketing by placing the ENERGY STAR logo in your development ad.

In the Spotlight

Shea
Homes

Shea Homes

Our ENERGY STAR this quarter is Shea Homes! Shea is one of CANHP's largest builders, having committed over 700 homes from nine different communities. All these homes are at the Tier-I 15% above Title 24 level of performance and qualify for a \$500 per home incentive as they are in the inland climate zones.

Shea has recently started a new effort known as "Shea Superiology". Two key parts of this effort are making homes *energy wiser* and *eco-friendlier*. By using advanced windows and insulation as well as sustainable wood products and water saving appliances Shea is tapping into the rapidly expanding market for "green" homes. CANHP fully supports Shea's efforts and congratulates them on being this quarter's ENERGY STAR!

SCE's Vision of the Future

Below is a model of Edison's vision for the future as it relates to using renewable resources and planning sustainable communities. Southern California residential builders definitely have a place in this vision, as you can see, energy-efficient homes are showcased.

Edison International's Vision for a Cleaner, Smarter Energy Future

SCE is the nation's leader in renewable energy, with more than 16 percent of the electricity delivered to customers coming from renewable sources. EMG is one of the nation's largest owners of wind energy projects with 1,185 MW in 10 states, and a development pipeline of over 5,000 MW of wind and solar projects in 16 states.

EMG is one of the nation's most experienced operators of cogeneration facilities, which use clean-burning natural gas to produce electricity and steam through combined heat and power systems.

SCE is expanding and enhancing the transmission system to maintain reliability and increase access to areas rich with potential for wind, solar and other renewable power generation.

SCE is investing in a reliable, safe neighborhood-level electricity distribution system that is cleaner, smarter and more efficient. SCE is a pioneer in the use of Smart Grid technologies.

SCE is installing 5.3 million advanced Edison SmartConnect™ electricity meters to enhance services for customers and help them manage energy use wisely. Over the last five years, SCE's energy-efficiency programs have helped customers save 5.6 billion kilowatt-hours – more than any utility in the nation.

Plug-in vehicles will connect and communicate with the Smart Grid, allowing Edison and its customers to manage the demand on the system and the costs associated with using electricity to fuel transportation.

Edison International believes the grid of the future will feature new emerging energy storage technologies throughout the system from small distributed applications for homes and local communities up to large central plant applications that help integrate intermittent renewable resources such as wind and solar.



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Emerging Technologies - The DuHybrid

A Hybrid Air Conditioning System Powered by Renewable Energy and Electricity

The *DuHybrid* air-conditioning system is connected to both thermal energy (Solar Thermal, Cogeneration, Waste Heat, Geothermal Water) and electricity sources. The *DuHybrid* system automatically alternates between "Green" energy and electricity, utilizing sun energy when available, operating on the most cost effective, available efficient energy source.

With a **Coefficient of Performance (C.O.P) of 12.4 – 25.6** while operating using a "Green" energy source it reduces the required cooling energy by up to 60% compared to a standard air conditioning. Here are some facts about the *DuHybrid* system:

- Maximizes energy efficiency by the combined usage of green energy and electricity
- Enables humidity and temperature independent control
- Indoor Air Quality (IAQ)
 - Eliminates 91±5% of airborne microorganism in the treated air
 - Removes 80±5% of all particles larger than five microns including allergens and airborne particles



CANHP Marketing Opportunities

CANHP offers a wide variety of marketing support options. Attached below is just a sample of our Builder Marketing Support Overview that is included in the CANHP builder kit:

Item	Description	Cost/Unit	Notes
	A post card with the details of your project will be sent out to residents in target areas to increase traffic at grand openings.	\$1.00	*5 1/4" x 8 1/2", 4 color postcards. Cost includes creative development, customization, print production, postage and shipping.
Consumer Sales DVD	This 3-4 minute consumer targeted DVD is designed for use in a model home or sales office and tells the story of what sets ENERGY STAR homes apart.	\$10	*ENERGY STAR builders only. (Available 2Q 2008)
	High quality 4x4 California ENERGY STAR brass plaques that can be mounted on model or individual homes.	\$14	*ENERGY STAR builders only. Can be customized with builder logo (certain restrictions and fees apply).
Set of Three Vertical Banners	Each banner contains a picture and description of two of the six key energy efficiency measures.	\$1,850	*ENERGY STAR builders only. Electronic or graphic file templates available for free.
	Use of the Mobile Education Units (above the one free day) may be purchased if the units are available.	\$2,100/day	*ENERGY STAR builders only.
Co-op Advertising	CANHP "Marketing Dollars" can be used to offset the costs of ENERGY STAR builder print advertisements that feature both the ENERGY STAR and SCE logos and mention support by the CANHP.	All or portion of available marketing dollars.	*ENERGY STAR builders only. Other requirements may apply.
	Use of Southern California Edison's logo and CANHP team for marketing materials and grand opening support	PRICELESS	ALL Single Family and Multi-Family Builders

2008 Title 24 Changes for New Low Rise Residential Buildings

Buildings are a major contributor to energy use and greenhouse gas emissions. Due to the continued advancement of residential energy efficiency in California greenhouse gas emissions will be lowered, our residences will be more comfortable and our dependence on foreign oil will be reduced.

The California Energy Commission recently postponed the effective date for the new Title 24 requirements to January 1st 2010. For projects that apply for a permit on or after that date the new standards will be in effect. There are many new changes that will have a significant impact on the current compliance margins. Although the code will take effect January 1st, 2010 the approved software is currently not available so the exact results of the new changes have not yet been fully documented. It is estimated that the new requirements will be roughly 10-15% more stringent, depending on the climate zone. The following is a brief overview of the most significant changes.



- **Electronic compliance document registration and retention for future use** – For new buildings using the performance approach with multiple orientations that require HERS field verification the applicable sections must be electronically uploaded to the HERS provider data registry by the HERS rater or authorized representative. Beginning October 1, 2010 all buildings that require HERS verification must be electronically uploaded to the HERS provider data registry.
- **Upgraded glazing requirements** – The U-factor and SHGC have been significantly lowered in all climate zones. In the previous standards builders could obtain a considerable amount of credit for installing high performance fenestration – that credit is now substantially reduced.
- **Cool Roof requirements** – There will now be mandatory and prescriptive requirements for roofing products. Light color roofs with high solar reflectance and thermal emittance are referred to as “cool roofs”. Cool roofs will now be required because they reduce the heat in the roof components and under the roof surface, which results in less need for air conditioning. Roofing products will be required to be tested and labeled by the Cool Roof Rating Council (CRRC).
- **Mechanical ventilation to maintain indoor air quality** – A new mandatory requirement states that residences now need to meet the requirements of ASHRAE Standard 62.2, which include mechanical ventilation and minimum operable window area requirements. No longer are operable windows enough to meet the whole house ventilation requirements.
- **Duct sealing prescriptive requirement** – Prior to the 2008 code there were alternatives to duct sealing that avoided the use of an independent HERS rater; now duct sealing is required in all climate zones.
 - **Thermostatic Expansion Valves** – New systems will require a refrigerant charge test verification, which will eliminate the slight credit for the TXV valve in the previous standards.
 - **Instantaneous (or tankless) water heaters Performance Degraded** – The impacts of thermal cycling and small hot water draws on the heat exchanger will now be accounted for by multiplying the rated EF by a 0.92 factor.
 - **Lighting Controls** – All high efficacy luminaires must be switched separately from low efficacy luminaires.



Image Source: Dasolar.com



Image Source: Hastings Borough Council

For more detailed information on the new energy standards visit: <http://www.energy.ca.gov/title24/2008standards/>.