



SCE California New Homes Program

Homebuilder Kick-Off Meeting
February 15, 2007





Today's Agenda

- CANHP Overview
- Value of ENERGY STAR®
 - Break
- ENERGY STAR Home Construction & Certification



SCE California New Homes Program Overview

For more information, contact ICF International by phone at (818) 325-3127 or e-mail: CANHP@icfi.com





Program Background

- Program Objectives:
 - Reduce energy consumption in SCE service territory
 - Partner with homebuilders to increase supply of ENERGY STAR qualified homes
 - Partner with all market players to create sustainable demand for energy-efficient homes



*Funded by ratepayers



Program Overview

- Program Targets:
 - 19,000 ENERGY STAR units
 - 8,000 Prescriptive Measure units
 - 9,000,000 kWh savings

- Program is open to interested homebuilders of all production volumes, in all areas of the SCE service territory



Program Overview

- **Two Options for Participation:**
 - **Performance Method:** Provides incentives for earning ENERGY STAR certification by building homes that are 15% energy efficient than required by the 2005 Title 24 Standards
 - **Prescriptive Measures:** Allows homebuilders to customize their energy efficiency features by selecting features such as installation of select ENERGY STAR appliances, tight ducts, and high efficacy lighting.
 - Prescriptive measures can also be utilized in addition to meeting Performance requirements



Program Benefits

The CANHP will provide you with:

1. Financial Incentives
2. Marketing and Outreach Benefits
3. Training Benefits
4. Technical Support
5. Ongoing Program Implementation Support from a Program Account Manager



Program Benefits

1. Financial Incentives

Performance Method Incentive Levels for 2007:

- \$400 per Coastal ENERGY STAR qualified home that is 15% more energy efficient than Title 24
- \$500 per Inland ENERGY STAR qualified home that is 15% more energy efficient than Title 24
- \$700 per Inland ENERGY STAR qualified home that is 20% more energy efficient than Title 24

Coastal: zones 1-7

Inland: zones 8-16



Program Benefits

1. Financial Incentives (cont')

Prescriptive Measures Incentive Levels for 2007:

- ENERGY STAR Dishwasher - \$30/appliance
- ENERGY STAR Clothes Washer - \$35/appliance
- ENERGY STAR Refrigerator* - \$50/appliance
- High Efficacy Lighting - \$10/fixture
- Tight Ducts - \$175/home
- Quality Insulation Installation - \$150/home



Program Benefits

2. Marketing and Outreach Benefits

- Program Web site that will provide information on committed developments
- Marketing support for your marketing/sales staff to successfully align ENERGY STAR messaging with your corporate brand
- Consumer outreach during home shows and events and homebuilder-focused ads in homebuyer magazines
- Development grand opening support
- Program newsletter highlighting high performing homebuilders



Program Benefits

3. Training Benefits

- Technical training workshops on cost-effective, energy-efficient construction practices
- Sales staff training - how to incorporate ENERGY STAR messages into your sales process
- Ally training and informational sessions on ENERGY STAR benefits (realtors, mortgage lenders, vendors, etc)



Program Benefits

4. Technical Support

- Eligibility review and plan check process provides you with another layer of assurance that your homes meet ENERGY STAR specifications and HERS Raters are following RESNET standards
- Limited number of plan reviews to determine appropriate energy efficiency measures needed to build ENERGY STAR qualified homes



Program Benefits

5. Ongoing Program Implementation Support from your Account Manager

- Serves as your point of contact
- Provides you with access to Program support and information
- Two-way communication to help you meet your Program goal and get the most of out of ENERGY STAR



Home Eligibility Requirements

- New residential construction
- Separately metered
- Electrical service MUST be provided by SCE
- No overlapping incentives from other utility Programs (no double-dipping)
- Verified to meet ENERGY STAR specifications



Application and Award Process

- Incentives are awarded on a first-come first-serve basis.
- Homebuilders are encouraged to submit applications for projects as early as possible
- Approved applicants will be notified by mail of their reserved financial incentive award amounts
- Homes must be completed within 30 months of commitment to Program
- We reserve the right to reallocate incentives (up or down) based on individual homebuilder performance



Incentive Request Process

- Homebuilder submits incentive request form with ENERGY STAR certificates for completed qualifying homes (after delivery and final inspection)
- Rater submits hard copy of each ENERGY STAR certificate for Performance Measure Units to Homebuilder



ENERGY STAR

The ENERGY STAR Homes Program

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ENERGY STAR

*Voluntary Program Established by the
Environmental Protection Agency and the
Department of Energy*



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ENERGY STAR

- 1992:
 - EPA introduces ENERGY STAR
 - First labeled products were computers and monitors
- 1995:
 - EPA launches ENERGY STAR Qualified Homes



ENERGY STAR Successes

- Government-backed, voluntary national labeling program, provides a single brand or label to identify energy efficient products
- Over 8,000 partner organizations, including 2,500 homebuilder partners
- Over 500,000 new homes have earned the ENERGY STAR
- ENERGY STAR public awareness is at 64%



ENERGY STAR Successes

- Continued Program Development:
 - Quality HVAC installation guidelines being developed, coordinated with ACCA and others
 - Indoor Air Package for new homes – a pilot program to address indoor comfort and air quality issues
 - Advanced Lighting Package (ALP)
 - Increasing international adoption of ENERGY STAR branding



ENERGY STAR Value Proposition

*Trusted government symbol
that makes it **easy** for consumers
to identify energy-efficient products*



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ENERGY STAR Qualified Homes

- Each ENERGY STAR home meets specifications established by EPA
- ENERGY STAR homes are tested, certified and labeled by an independent, third-party HERS rating company
- HERS Rater/Rating Provider uses software to model the home's energy performance based on plan analysis and on-site testing to calculate a HERS Index



Why ENERGY STAR?

- ENERGY STAR - Value Advantage
 - Provides your company with:
 - Decreased callbacks
 - Reduced liabilities
 - Increased customer satisfaction
 - Assurance of quality contractor performance
 - Verification that purchased equipment was installed
 - Credible label identifying home as highly energy efficient – market differentiation



Why ENERGY STAR?

"Our subcontractors send their best crews because they know their work will be inspected."

ENERGY STAR Partner Astoria Homes, Nevada



Why ENERGY STAR?

- ENERGY STAR - Value Advantage
 - Provides your homebuyers with:
 - Construction that exceeds code (15% above T24)
 - Greater quality and durability
 - Increased thermal comfort
 - Improved indoor air quality
 - Reduced noise
 - Lower utility bills and maintenance costs
 - Opportunity to obtain energy efficiency mortgages



ENERGY STAR Qualified Homes

- The ENERGY STAR label is applied to EVERY qualified home: (the same identifying mark of energy-efficient appliances & products)
 - Provides an easy way for buyers to recognize energy-efficient homes
 - Documents the home's energy and comfort performance
 - Confirms a third-party verification

Address

Entry

Building

Date

Building information

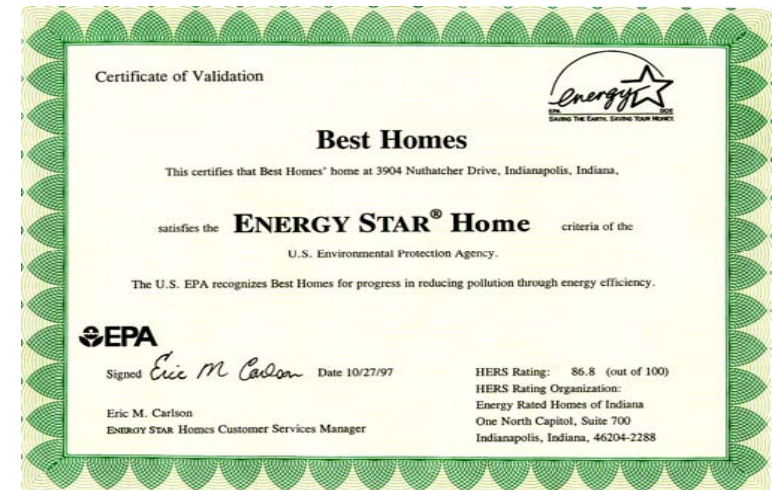
This home has been independently verified by an independent professional to meet ENERGY STAR's strict guidelines for energy efficiency. Each ENERGY STAR qualified home can help reduce the amount of greenhouse gases that it will use each year.

www.energy.gov



ENERGY STAR Qualified Homes

- The ENERGY STAR certificate is provided for EVERY qualified home:
 - Official documentation of home's energy performance
 - Confirms a third-party verification
 - Can be included in closing kits and passed on to future homeowners





SCE's CANHP

Q&A

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