



*National Association of
State Energy Officials*

Multi-State Residential Energy Labeling Pilot

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Session Overview

1. Background and context on residential energy labeling and scorecards
2. Description of the Multi-State Pilot
3. Four state case studies on pilot programs and results
4. Overview of realtor/appraiser training and cross-cutting implementation lessons
5. Q&A

The Value of MPG

MPG helps consumers:

- Make choices between options
- Behave efficiently
- Take action based on market signals
- Gain clarity with a complex issue

The housing sector lacks a parallel metric(s) for informing homeowners/homebuyers about energy efficiency.



Solution: banners on houses!?!?

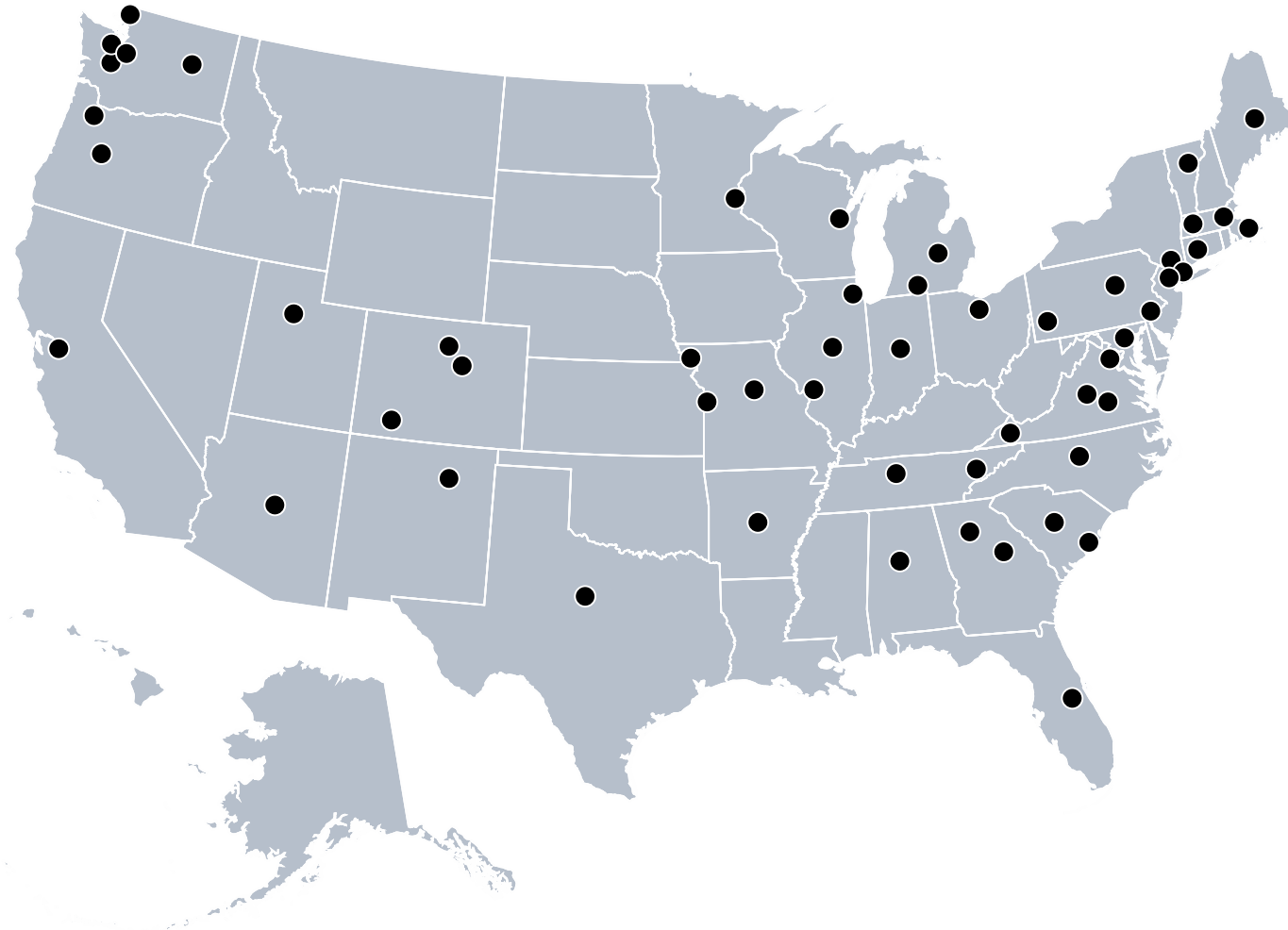


Energy Scorecards

Definitions in the residential context:

1. **Energy labeling/rating:** providing consumers information on relative energy consumption of homes.
2. **Energy score:** a standardized *metric* that rates the efficiency of a home's energy *assets* (systems/envelope) against other similar homes.
 - Variety of metrics: kwh/year; MMBTU/year; 1-10 score.
 - Controls for *operations* (e.g. # of people, plug loads).
3. **Energy scorecard:** the visual documentation of one or more energy scores provided to a homeowner.
 - Also known as an **energy label**.
 - Often accompanied by a **report** on potential upgrades.

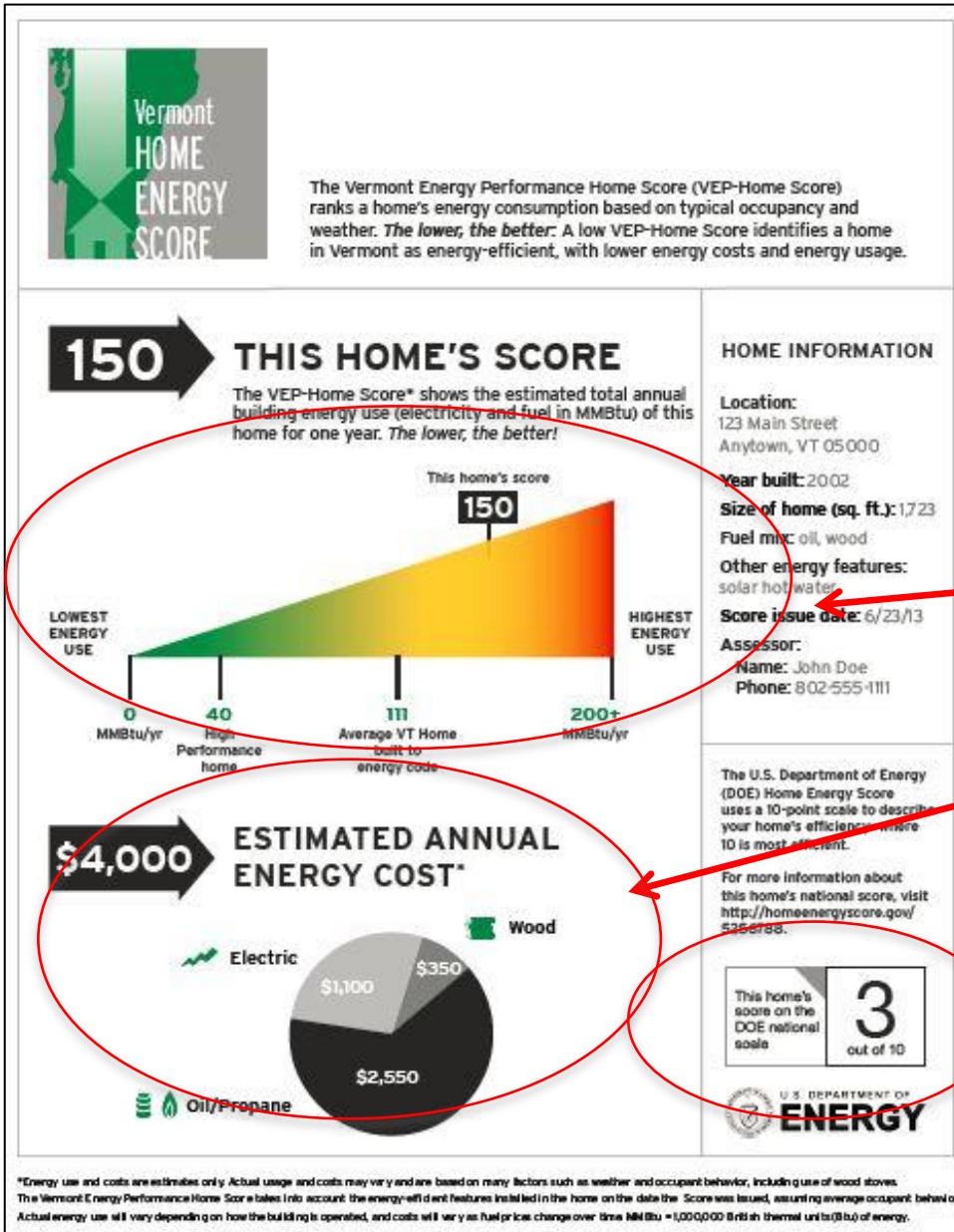
Residential Energy Scorecard Programs or Pilots



Sources: DOE Home Energy Score; Earth Advantage Institute/CakeSystems; TVA; Minnesota Center for Energy and Environment

Scorecard Examples

Draft Vermont Energy Performance Home Score

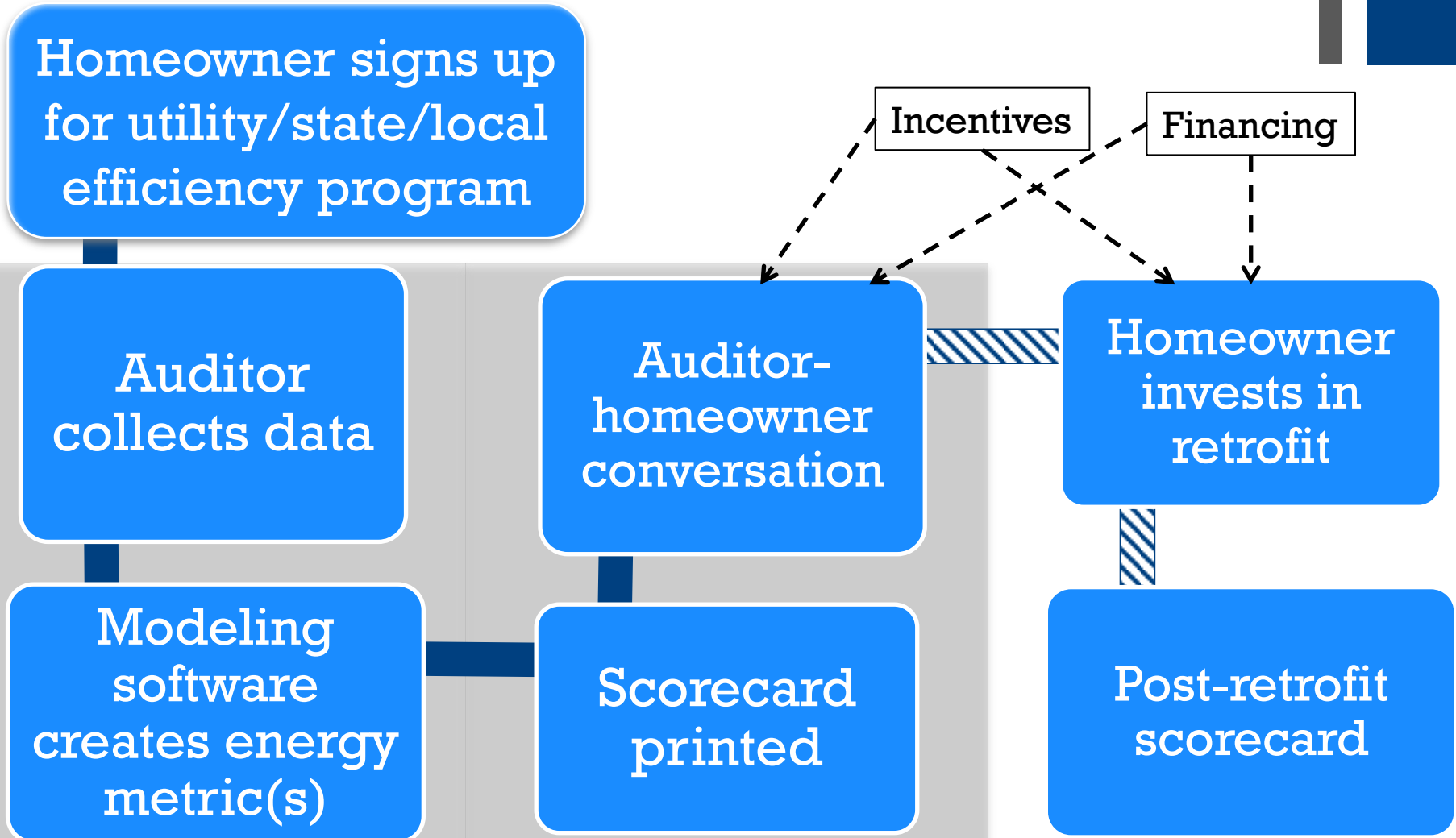


MMBtu

Annual Energy Cost

DOE Home Energy Score: 1 to 10 score

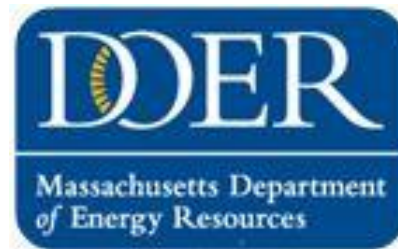
How Scorecards Fit Into Residential Energy Efficiency Programs



Ideally, these steps happen at initial house visit

NASEO's Involvement: Multi-State Energy Scorecard Pilot

- Funded by a 2010 U.S. State Energy Program (SEP) Competitive Award from the U.S. Department of Energy
- State Energy Offices from four states participated:
 - Alabama, Massachusetts, Virginia, Washington
- NASEO coordinated project steering committee and process evaluation contractor (The Cadmus Group)
 - Currently developing case studies.
 - Plans to promote results (presentations, webinars).



Overview of the Multi-State Project

- Premise: utilize energy scorecards and other engagement strategies to increase homeowner knowledge of and confidence in energy-efficiency upgrades.
- Earth Advantage helped states integrate energy scorecards into residential programs.
- Other program strategies:
 - Training real estate professionals/appraisers
 - Close engagement with auditors and contractors
 - Marketing/thermal imaging
 - Financing/incentives
- Project will conclude in March 2014. The Cadmus Group is drafting a process evaluation report, due out early 2014.