



*New York State Energy Research and  
Development Authority (NYSERDA):  
"Growing the Home Performance  
Industry in New York State"*

**Presented by Andrew Fisk  
For the  
ACEEE Market Transformation  
Symposium  
March 26, 2002**

*Existing Resources*



**Linking the recognition and  
credibility of the ENERGY  
STAR® and BPI labels to  
products and services**



## **NYSERDA's Home Performance with ENERGY STAR® Initiative**

### *NYSERDA's Goals for Home Performance*



**Help New York residents save energy, reduce emissions and provide them with more energy efficient, comfortable and healthier homes.**

## How NYSERDA achieves these Home Performance goals



By:

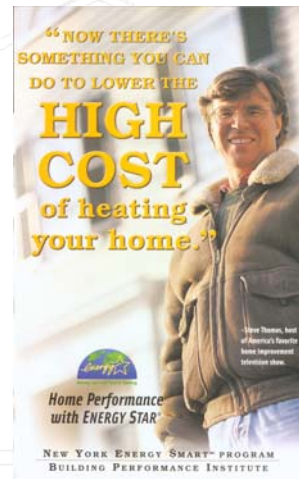
- Creating consumer demand: educating New Yorkers on the value of energy efficiency, comfort, and H&S (Marketing Campaign)
- Fostering consumer protections: providing competent service providers (BPI Certified Contractors)
- Facilitate ease of access (financing)
- Helping create new jobs and greater economic growth

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## Marketing & Awareness Campaign



- Targeted in 2001 at Albany/Hudson Valley, Syracuse/Binghamton, Rochester and Buffalo
- Spokesman: Steve Thomas of *This Old House*
- TV, Radio, Print, Consumer Handouts, Builder Recruitment Information, etc.
- Leads generated and distributed to builders via 1-877-NY-SMART and [www.GetEnergySmart.org](http://www.GetEnergySmart.org)



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*New Resources*



**Adding the Value of BPI  
Certification to the Home  
Performance with ENERGY  
STAR® Initiative**

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*New Resources*



**BPI Model  
Vs.  
Inspection Model**

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## Home Performance with ENERGY STAR®: *Building Market Legitimacy*



- Campaign focuses on the Building Performance Institute-certified contractor
- Only BPI-certified and accredited contractors can offer the services under the program and access the 5% APR Energy Star financing
- Goal: get consumers to recognize BPI-certified contractors as the best for delivering comfort, health, safety & durability



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## Home Performance with ENERGY STAR®: *Building Market Legitimacy*



- Building Auditor
- Shell Specialist
- Heating Specialist (analysis and design)
- A/C and Heat Pump Specialist
- CO Analyst
- Heating Service Technician
- Advanced Heating Plant Technician (maintenance)



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## Home Performance with ENERGY STAR®: BPI Accreditation



- Given to the company annually, not the technician
- Focus is on business practices
  - Insurance
  - Product and service warranties
  - Written customer complaint and dispute resolution procedures
  - Semi-annual review process
- Offers building performance installation training for company's installers

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## Statistics for First Ten Months of Activity



- Over 420 homes serviced (value over \$3.8M)
- Over 90 additional homes in process (value over \$1.0M)
- Average job is over \$8,900
- More than 65 Participating Contractors
- Over 150 BPI certifications
- More than 200 contractors received training
- Over 7100 calls to the call center

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Thank You!

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