

**2003 ACEEE/CEE National Symposium on Market Transformation
“Partnering to Change Markets”**

RESIDENTIAL PROGRAMS TRACK

Working Session I *Monday, April 14* *1:30 to 3:00 pm*

R1: Increasing Efficient Appliances in New Homes: Views from the Field

Facilitator: *Glenn Reed, Northeast Energy Efficiency Partnerships*

Presenters: *Rebecca Foster, Consortium for Energy Efficiency*
Jerry Rose, General Electric
Aprille Soderman, Connecticut Light and Power

Description: This session will identify the top-performing home products by category (including appliances and water heaters) and introduce new approaches to promoting such products in the new construction market, with a focus on appliances. Attendees will learn about new approaches being pursued by the leading manufacturer supplier to the new construction market and hear valuable lessons learned from a highly successful ENERGY STAR Homes program that includes appliances.

Discussion Topics:

- What are the potential approaches for efficiency programs to pursue?
- Initial feedback on the new construction strategies discussed, implications for retail, influence on the home design community, etc.
- How can appliances in new construction be addressed without the infrastructure of a new homes program?
- How could these new construction approaches be piloted/integrated with existing programs?
- Feedback on ENERGY STAR water heaters plans.

Working Session II *Monday, April 14* *3:30 to 5:00 pm*

R2: Enhancing the Market Presence of Residential Lighting

Facilitator: *Kelly Gordon, Pacific Northwest National Laboratory*

Presenters: *Terry McGowan, American Lighting Association*
Rebecca Foster, Consortium for Energy Efficiency

Description: This working session will update attendees on the status of the National Lighting Fixture Design Competition, as well as two state-level efforts, and resulting changes in the lighting fixture industry. The objective is to enable participants to make

appropriate program design changes to leverage movement in the market generated by the competitions.

Discussion Topics:

- Potential for the design competitions to increase the availability of ENERGY STAR fixtures.
- Potential for the design competitions to increase the style and price variety of ENERGY STAR fixtures.
- Role of non-fluorescent light sources in energy-efficient lighting.
- New channels of support for new construction markets.
- Promoting competition winners in lighting and new construction markets.

Working Session III

Tuesday, April 15

1:00 to 2:30 pm

R3: New Home Labeling: Going Beyond Energy Efficiency

Facilitator: Phil Mihlmester, ICF Consulting

*Presenters: Sam Rashkin, U.S. Environmental Protection Agency
Marc Richmond, City of Austin Green Building Program*

Description: Since its launch in 1996, EPA's ENERGY STAR Homes program has gained significant momentum in many housing markets with more than 100,000 labeled homes. During this same period, many regional ENERGY STAR and green building initiatives have been developed that go beyond energy benefits to ensure consumers healthy, comfortable, and durable homes with resource-conserving features. Although ENERGY STAR has focused on energy savings, participating builders are beginning to ask for more quality differentiation as market penetration of ENERGY STAR Homes increases and as issues of indoor air quality and mold liability hit the mainstream. These different program types share common objectives, but they differ in technical approach. This session explores how these programs are likely to evolve and whether ENERGY STAR and green building programs can collaborate to achieve greater market transformation impact.

Discussion Topics:

- What are the benefits and limitations of incorporating ENERGY STAR into green building program requirements?
- Can non-energy features such as mechanical ventilation be specified in future ENERGY STAR program requirements without complicating the brand promise?
- What are the pros and cons of a suite of complementary single-attribute labels (e.g., energy, IAQ, resource conservation) versus a single multi-attribute "green" label?
- How do these alternative approaches impact program implementers/designers, builder participants, and consumers?
- Are there enough data available to quantify the benefits of non-energy measures and justify additional program costs?

Working Session IV

Tuesday, April 15

2:45 to 4:15 pm

R4: Raising the Bar: Better Improvements in Existing Homes

Facilitator: Rebecca Foster, Consortium for Energy Efficiency

Presenter: [Mike Rogers](#), MSI Consulting

*Discussants: Andrew Fisk, New York State Energy Research & Development Authority
Marci Sanders, Northwest Energy Efficiency Alliance
Jerrel Gustafson, Austin Energy*

Description: Recognizing the enormous potential for savings in existing homes, a variety of programs currently underway demonstrate the possibilities for delivering more effective improvements in existing homes. This session will introduce several promising efforts in the HVAC and whole-house arena, including Home Performance with ENERGY STAR-participating programs and other approaches in use around the country. The presenter will summarize the basics of each program. Managers from several programs will then comment on some of the key challenges and opportunities from their experiences.

Discussion Topics:

- Is there sufficient capacity of competent service providers? If so, how was it identified? If not, how is capacity developed? What standards are used? How do contractors receive training?
- How do you address high entry barriers for contractors, including training and equipment? How viable is the business model for contractors? How do the practices carry over from the “program” to the contractors’ normal business? How is sustainability encouraged?
- How aware are consumers of the need for, and the availability of, improvement services? How often are recommended measures implemented? At what cost? At what savings?
- What are the most illuminating results and lessons learned?