



ACEEE 2011 National Symposium on Market Transformation Local Experience with Building Energy Rating and Disclosure

*Presented by
Jolyn Newton*

Advancing energy efficiency for a cleaner environment, a more prosperous economy, and a higher quality of life in the southeastern United States.

ABOUT SEEA

The Southeast Energy Efficiency Alliance (SEEA) promotes energy efficiency across all sectors for a cleaner environment, a more prosperous economy, and a higher quality of life in the Southeastern region of the United States.

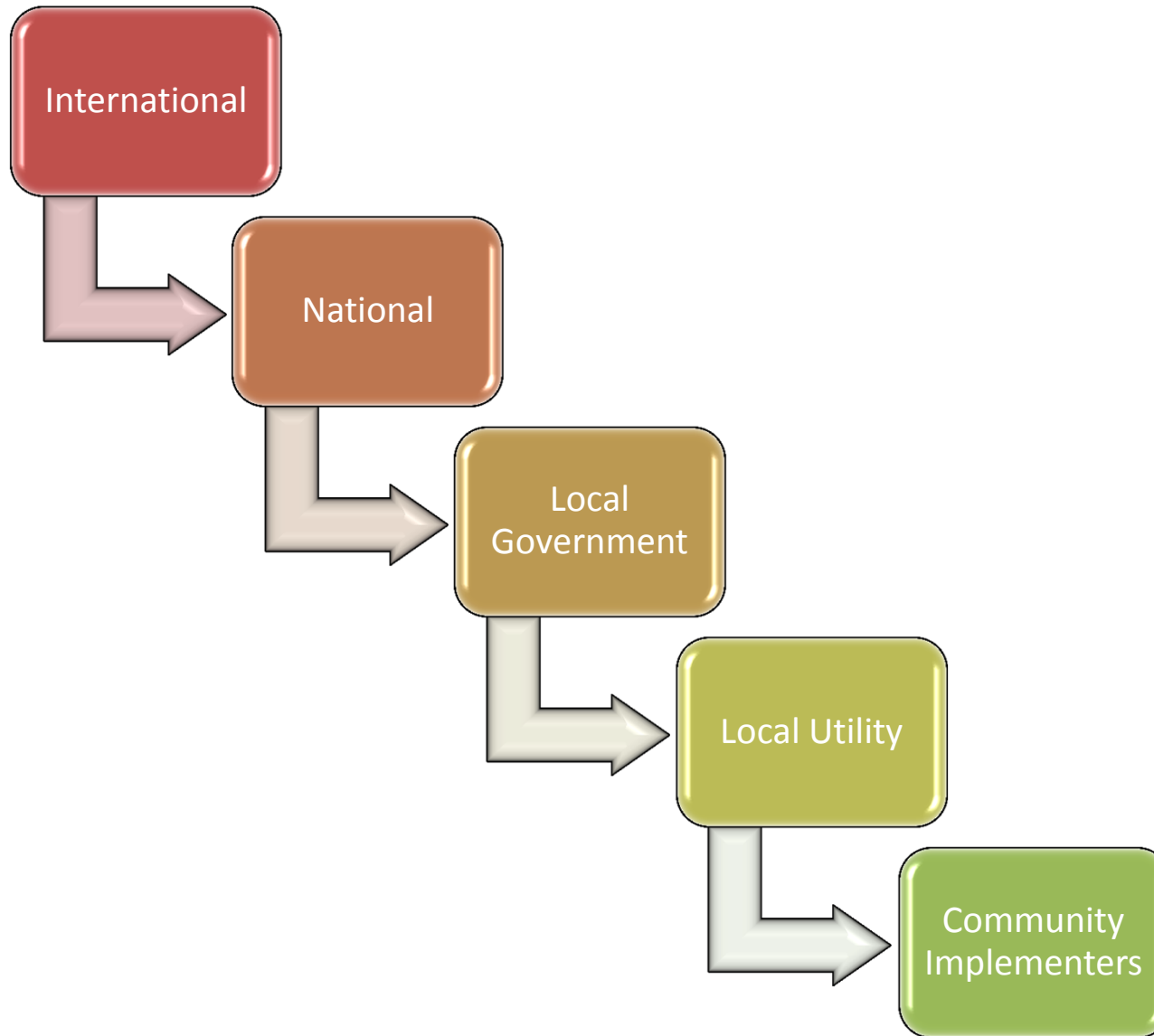
The SEEA is headquartered in Atlanta, Georgia and is active in a 13-state region representing over 71 million residents

- Alabama
- Arkansas
- Florida
- Georgia
- Kentucky
- Louisiana
- Mississippi
- North Carolina
- South Carolina
- Tennessee
- Virginia
- U.S. Virgin Islands

SEEA's mission is to work collaboratively to advance energy efficiency across the Southeast through research, education, policy, communication, and deployment programs to support sustainable economic development, a cleaner environment, and energy security.



Panel Perspectives



The Big Picture



Transforming America's Energy Future

Project Name: A Multistate Model for Catalyzing the National Home Energy Retrofit Market

Project Director: Bill Nesmith, National Association of State Energy Officials

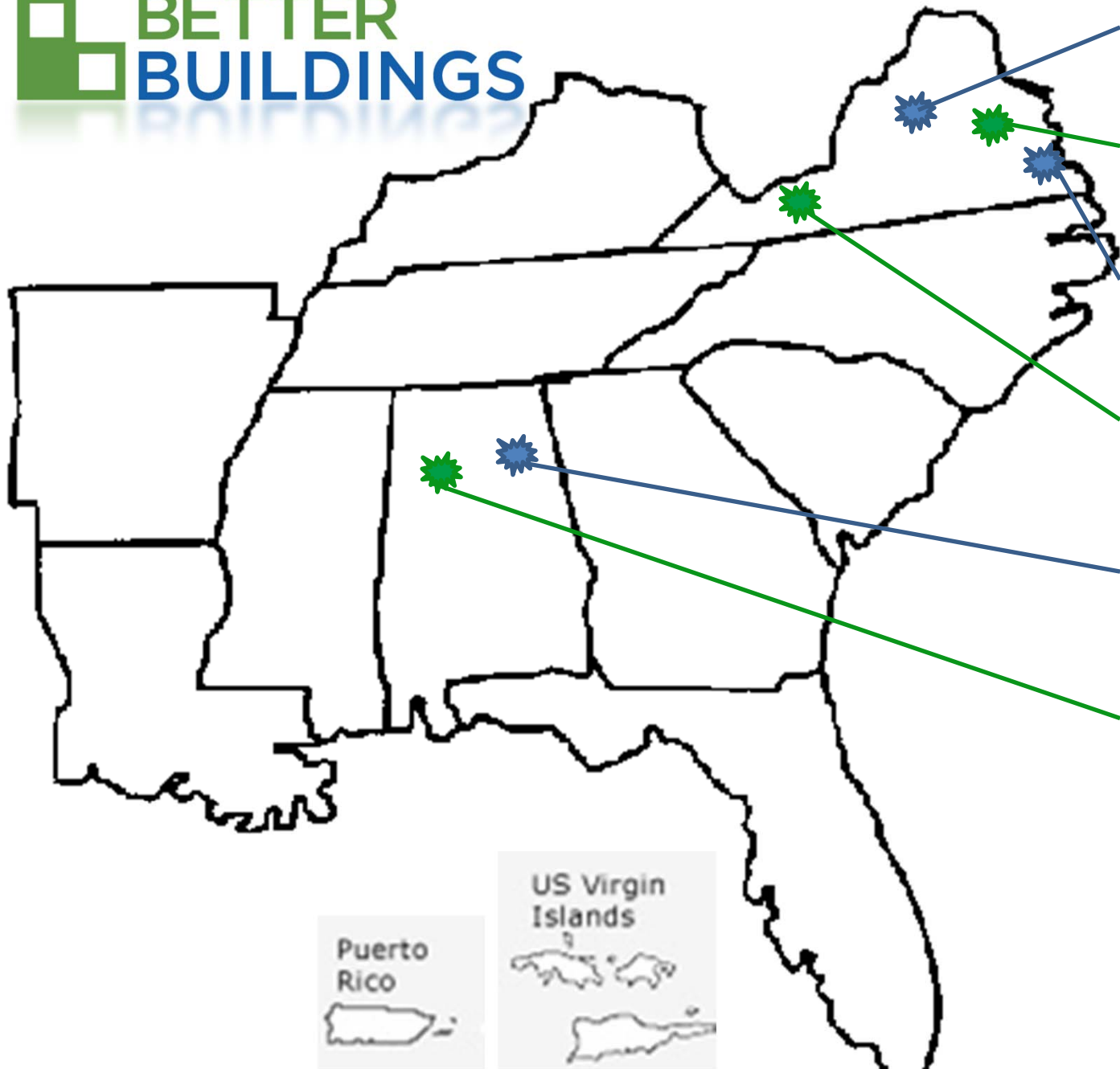
Applicants: States of Alabama, Massachusetts, Virginia, and Washington

Regional Partners

- Massachusetts, Washington, Virginia, Alabama
- Regional/Local Community Energy Alliances
- Washington State University
- Southeast Energy Efficiency Alliance
- Conservation Services Group

National Partners

- US Department of Energy
- National Association of State Energy Officials
- Earth Advantage Institute
- Advanced Energy
- Environment Northeast
- Energy Programs Consortium



Charlottesville, VA

Richmond, VA

Hampton area, VA

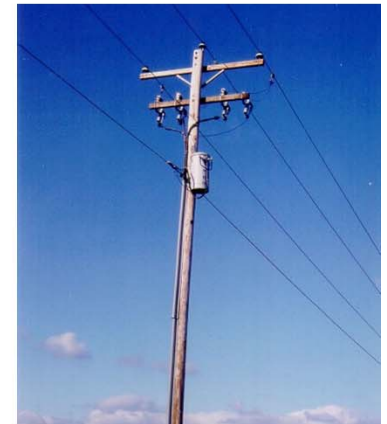
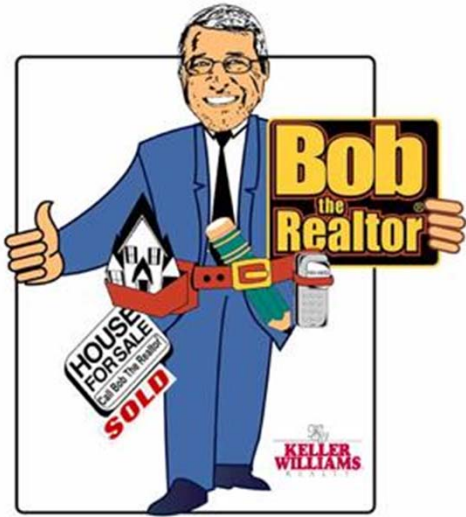
Roanoke and Blacksburg, VA

Huntsville, AL

Birmingham, AL



Engaging Stakeholders



Critical Paths

- Realtor buy-in
- Contractor training
- Consumer engagement and recognizing their motivations vary wildly, there is not a one-size-fits all message!



Early Lessons

- Start-up time longer than anticipated
- When you announce tool, be ready to go
- Scoring tools are excellent program marketers
- Gun-shy

Early Lessons

- Train, train and train some more ...
 - And while your at it, train again
- People confuse easily!
 - Get out and talk
- People are lazy!
 - Make it easy, transparent
- Stay on it!

“Consistency is contrary to nature...the only completely consistent people are dead.”

- Aldous Huxley

*borrowed from Fostering Sustainable Behavior,
Doug McKenzie Mohr*

Thank-you!

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