

A Contracting Perspective on Market Transformation

Glenn C. Hourahan, P.E.
Vice President – Research & Technology
Air Conditioning Contractors of America

Highlights

- Overview on ACCA
- Market transformation issues
- Suggestions for moving forward



The Air Conditioning Contractors of America (ACCA)

The national non-profit trade association that represents the technical, educational and policy interests of the men and women who design, install and maintain indoor environmental systems

Approach

- Government Relations
- Industry Relations
- Consumer Relations
- Contractor Relations
- Technical Expertise



Technical Expertise

ACCA is known for its publication of technical manuals:

- Residential, light commercial, commercial, and industrial HVACR applications:
 - Heat loss / heat gain
 - Equipment sizing / selection
 - Equipment installation
 - Maintenance
- Manuals are referenced in ICC and IAPMO codes

Contractor Issues
with Market Transformation



Market Transformation Issues

- Customer is at the end of the value chain
[OEMs → Distributors → Contractors → Consumers]
 - Lack of reserves
 - “Cost” portions of the sale known, “savings” unknown
 - Fuel cost variations
 - Annual weather changes
 - Resultantly, energy efficiency “doesn’t sale”
- Utility rebates are a paper chase
 - Doesn’t assure best equipment application
 - Doesn’t assure quality installation
 - Doesn’t mean best contractors are involved

Market Transformation Issues (cont)

- Energy Star emphasizes “box” efficiency
... generally deemphasizes application, installation, and maintenance issues
- MT emphasis is on saving energy ...
deemphasizes comfort, health, and safety needs of consumers.



Consumer is King

- Basis of all sales decisions
- Doesn't want to buy a "box" ... wants value / solutions from properly installed equipment.
- But ... is confused:
 - By the varied offerings
 - By the varied messages
 - By industry's inability to specify "value"
- Doesn't know who to trust

Suggested Approach

Refocus energy efficiency message and market transformation activities onto customer needs.

- Comfort, health, and safety

and, by the way ...

- Energy savings as well!



Implies

- Common, unified message
 - OEMs
 - Government entities
 - Utilities
 - Trade / professional societies
- Need for trusted third parties
 - Recognized contractors
 - Certified technicians
 - Energy Star
 - NATE
- Contractor embracement
 - ACCA Technical Manuals
 - ACCA Good Practices Guide
 - Third party verification
- Consumer education and outreach

Conclusion

Market transformation can save significant levels of energy.

Consumer acceptance of MT initiatives is predicated on first providing comfortable, healthy, and safe indoor environments.

Energy savings results from the job being done right!



Questions

?? ??

Answers