

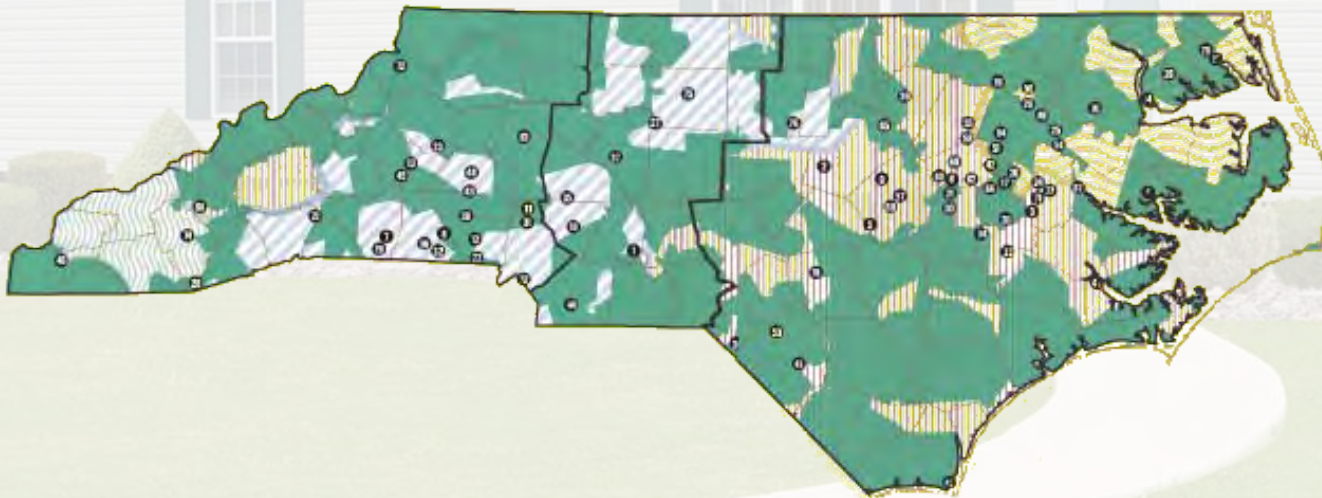
# **NASEO Energy Policy & Technology Outlook Conference**

Thursday, February 9, 2012

**Emanuel Levy, Executive Director  
Systems Building Research Alliance**

# The Accomplishment

- ▶ **Summer, 2010:** North Carolina had a patchwork of ENERGY STAR programs scrambling for modest market share



# The Accomplishment

- **February, 2012:** ENERGY STAR market share stands at ~33% of new home sales, the result of NC SEO's ENERGY STAR Plus program

# The Accomplishment

- ▶ Program targeted manufactured homes





# Manufactured Housing: A Market Too Far?



# Manufactured Housing: A Market Too Far?

- Options  
constrained  
customers





# Manufactured Housing: A Market Too Far?

- ▶ Retailers ill-equipped to sell energy benefits



# Manufactured Housing: A Market Too Far?

- ▶ Cost trade-offs are hard sell





# Manufactured Housing: A Market Too Far?

- ▶ The appraisal ignores ENERGY STAR





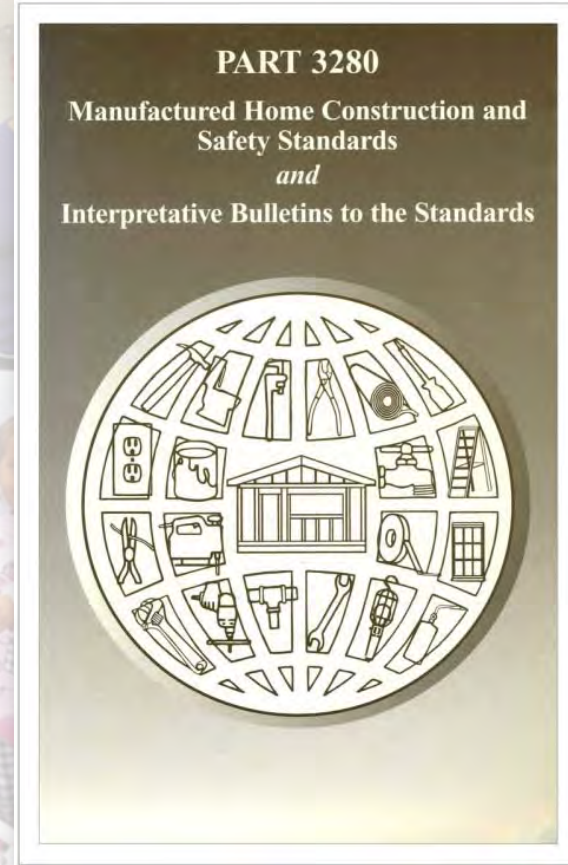
# Why it's worth the bother





# Why it's worth the bother

- ▶ Pre-emptive code last updated in 1994





# Why it's worth the bother

- Savings have a tangible impact on the quality of life





# Why it's worth the bother

- ▶ Manufactured housing owns the affordable housing space



# Why it's worth the bother

- Generates huge energy savings

City	Compared to code minimum home		
	kWh/year savings	\$/year	\$/month
Asheville	10,564	\$1,109	<b>\$92</b>
Cape Hatteras	7,402	\$777	<b>\$65</b>
Charlotte	8,045	\$845	<b>\$70</b>
Cherry Point	8,851	\$929	<b>\$77</b>
Dare County	8,287	\$870	<b>\$73</b>
Elizabeth City	7,793	\$818	<b>\$68</b>
Fayetteville	9,084	\$954	<b>\$79</b>
Fort Bragg	8,301	\$872	<b>\$73</b>



# Concept

## NC*Plus* Program for ENERGY STAR® Homes

# Concept

## ► November 2010

- Relied on retailers to sell the extra value
- \$500 rebate to the customer
- ENERGY STAR with high efficiency cooling

## ► April 2011

- CFLs as an option to 14 SEER cooling



## ► June 2011

- Increased rebate to \$1,500



# Keys to Success



# Keys to Success

- ▶ One state, one program
- ▶ Only the paranoid survive
  - Survey, Survey, Survey
  - Zero in on road blocks, develop work arounds
  - Willingness to reinvent



# Outcome



# Outcome

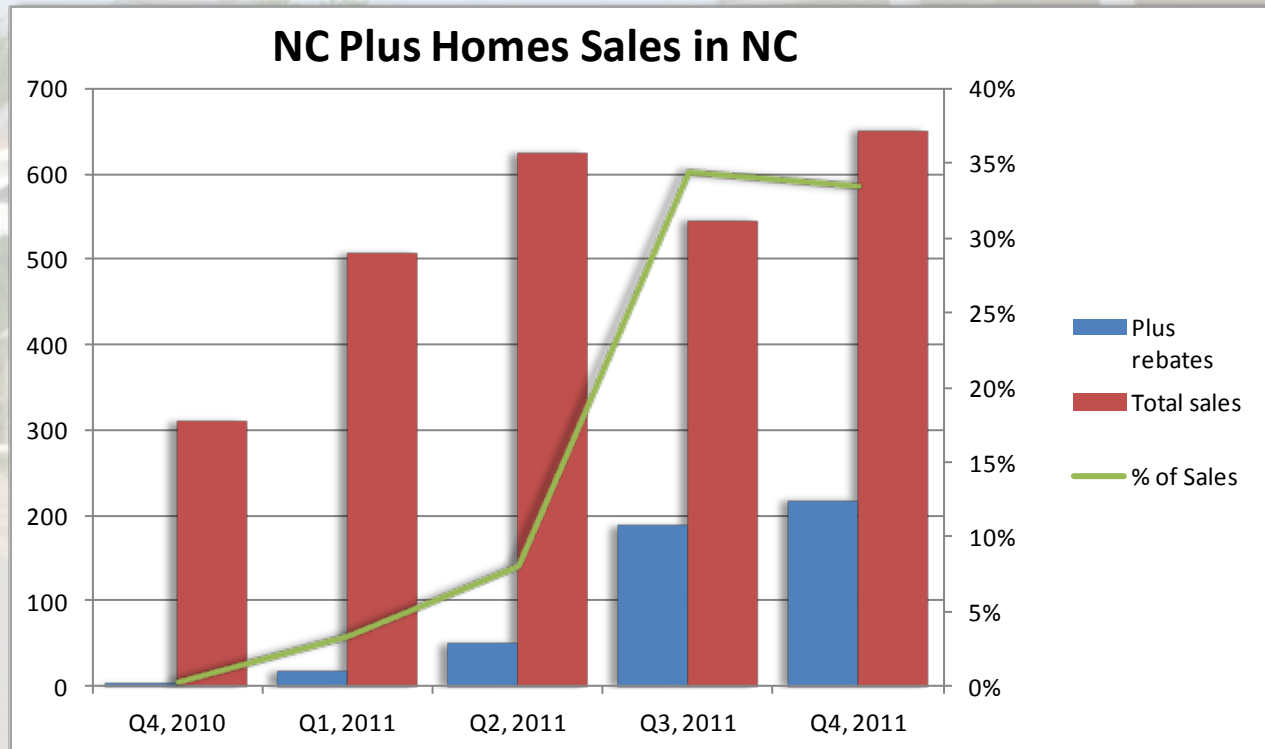
- ▶ 600 homes completed





# Outcome

- ES reached 33% of total sales (4th Qtr. 2011)



# Going Forward

- ▶ Market share erosion



# Going Forward

- ▶ The TVA model



# Going Forward

- Research to redesign the building envelope





# Going Forward

- ▶ New energy standards based on IECC 2012



# Going Forward

- ▶ ENERGY STAR will advance in tandem





# Contact

Emanuel Levy

Systems Building Research Alliance

1776 Broadway, Suite 2205

New York, NY 10019

(212) 496-0900 x140

[elevy@research-alliance.org](mailto:elevy@research-alliance.org)