Better Buildings

Get Your Residential Benchmarking Data Off the Bench and in the Game

Tuesday
9:45am
Panelists

- Carolyn Sarno-Goldthwaite, NEEP
- David Heslam, Earth Advantage
- Bruce Mast, Build It Green
- Joan Glickman, DOE
Carolyn Sarno-Goldthwaite
NEEP
Get Your Residential Benchmarking Data off the Bench and into the Game

Doe Better Buildings Summit

Carolyn Sarno Goldthwaite

MY 16, 2017
Northeast Energy Efficiency Partnerships

• Long-term shared goal
  – To assist the Northeast and Mid-Atlantic region in reducing carbon emissions 80% by 2050 (relative to 2001)
• Mission
  – Accelerate energy efficiency as an essential part of demand-side solutions that enable a sustainable regional energy system
• Vision
  – That the region embraces next generation energy efficiency as a core strategy to meet energy needs in a carbon-constrained world
• Approach
  – Overcome barriers and transform markets through Collaboration, Education, and Enterprise
About NEEP
A Regional Energy Efficiency Organization

One of six REEOs funded in-part by U.S. DOE
to support state and local efficiency policies and programs.
Regional Activity

- Pilots
- Legislation
- Utility Programs
- Training & Education
- Communities
  - Carbon Reduction Strategy
HELIX - OVERVIEW

Home Energy Labeling Information eXchange

- Database design and development
  - New England + New York
- Outreach to R.E Community
In the modern real estate marketplace, buyers and renters can sort and filter listings of potential buildings for myriad characteristics. However, energy efficiency and other energy features are rarely among these. The value of energy efficiency in homes, offices, and other buildings has historically not been effectively communicated between the property owner, real estate broker, appraiser, lender, and buyer due in large part to a lack of consistent tools to facilitate this exchange. In recent years, though, considerable advances have been made to streamline this process, enable accurate valuation of building energy efficiency in real estate transactions, and make energy efficiency visible.

Green Real Estate Resources:

NEEP supports this “greening” of the real estate market by providing resources for on-the-ground real estate professionals tailored to the needs of the Northeast and Mid-Atlantic residential and commercial real estate markets.

Real Estate Professionals Checklist
Renter's Guide: Creating Lower Cost, Energy Efficient Apartments and Homes
Thank you!

Carolyn Sarno Goldthwaite
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Turning Home Performance into Value

David Heslam - Executive Director
Earth Advantage - Portland, Oregon
Earth Advantage is Generously Supported by the Following:
Earth Advantage Core Areas of Focus

Building Certifications
- Single and Multifamily
- Passive House
- LEED for Homes
- Earth Advantage
- Energy Star
- Zero Energy

Professional Training
- REALTORS\textsuperscript{tm}
- Appraisers
- Lenders
- Builders
- Architects

Policy Consultation and Research
- Energy Scoring
- Code Development
- Green Home Valuation
- Zero Energy x 2030
- Local Gov. Assistance
Oregon State Policy Timeline

- Legislation Conceived by Contractors: 2012
- HB2801 passed in June: 2013
- HB2801 Rule Making Complete June: 2014
- HEPS Stakeholder Meetings: 2015
- HEPS Rules in Effect January 1, 2017: 2017
Proponents

Contractors/Builders

REALTORS

EarthAdvantage
Stakeholders

- Public Utilities
- Investor Owned Utilities
- Contractor Licensing Board
- Oregon Department of Energy
- Contractor training organizations
- Green building organizations
- Environmental organizations
State Policy Outcomes

Who?
New contractor endorsement required and minimum qualifications set

What?
Minimum data must be provided on any Oregon approved energy label

How?
Oregon Department of Energy must approve any energy labeling system
Positive Outcomes

• City of Portland leveraged state law to pass local ordinance

• Local MLS preparing to auto-populate home data

• Consistent calculation of energy use and cost using Home Energy Score tool
City of Portland
Home Energy Score Policy
The Portland Policy

Requires sellers of single-family homes to incorporate the following practices prior to listing a home for sale in the City of Portland:

• Obtain a home energy score from a licensed home energy assessor.

• Provide a copy of the home energy performance report to all licensed real estate agents working on the seller’s behalf.

• Include the home energy score and the attached home energy performance report in any real estate listings.
Keys to policy Passing in 2016:

1. Mandatory home energy scoring was inserted into city’s climate plan in mid 2000’s.
2. Key bureau leadership/staff advocated for policy.
3. Mayor decided to champion policy.
4. 6+ years of voluntary program experience.
5. State-level HB2801 provided “regulatory cover” for the city.
6. The Home Performance industry led effective “Right to Know” campaign.
The Role of Earth Advantage in the Portland Home Energy Scoring Program

- Assessor Management
- Quality Assurance
- Auto-Populate Listings (GBR)
- Professional Training
Data Flow Overview: Portland Home Energy Score Program

- Home Assessment
- HEScore GUI or 3rd Party Software
- DOE HEScore API
- HES Database
- GBR API
- Green Building Registry:
  - Report Generator
  - Database (SEED)
  - Conduit to RMLS
- RMLS
Green Building Registry

Accurate residential data on green attributes, certifications, and energy scores

Compliant
All data is converted to standard RESO format with address matching and access to source PDFs

Secure
Verified data is pulled from Home Energy Score Database, green certification organizations and other programs

Accurate
Uses DOE’s Standard Energy Efficiency Data (SEED) Platform® to ensure consistency and durability
Professional Training

Introductory Training

• Home Builders
• Real Estate Agents/Brokers
• Appraisers
• Lenders
Thank You!

Questions?

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Better Buildings Summit, May 16, 2017

This presentation is funded by California utility customers and administered by Pacific Gas and Electric Company (PG&E) under the auspices of the California Public Utilities Commission.
About Build It Green

Build It Green’s Mission is to help professionals adopt green practices and grow the market for efficient, healthy homes.

BuildItGreen.org
BIG’s Strategies: Drive the Virtuous Cycle

1. Build and document green inventory
2. Train Realtors on green buying and selling skills
3. Stimulate buyer demand
4. Green building data on MLS
5. Build valuation evidence
Auto-Pop is Key to Getting Benchmarking Data into the Game
Green & Solar Homes in CA

![Bar Chart]

- CSI: 500,000
- Energy Star: 150,000
- PACE: 100,000
- Green Point Rated: 30,000
- EUC: 10,000
- LEED: 5,000
Near-Term Priorities

- Add Home Energy Score to Programs
  - Pay for Performance
  - Home Upgrade (EUC)
  - LIWP
  - PACE?

- Local Pilot to Demo Registry, connecting…
  - MLS
  - Local Ass’n of Realtors
  - Data Providers
  - Home buyers & sellers

- to…
  - Registry
  - Training
  - Valuation Study results
  - High performing homes
Questions?

Bruce Mast | Deputy Executive Director

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Thank You

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