



# 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

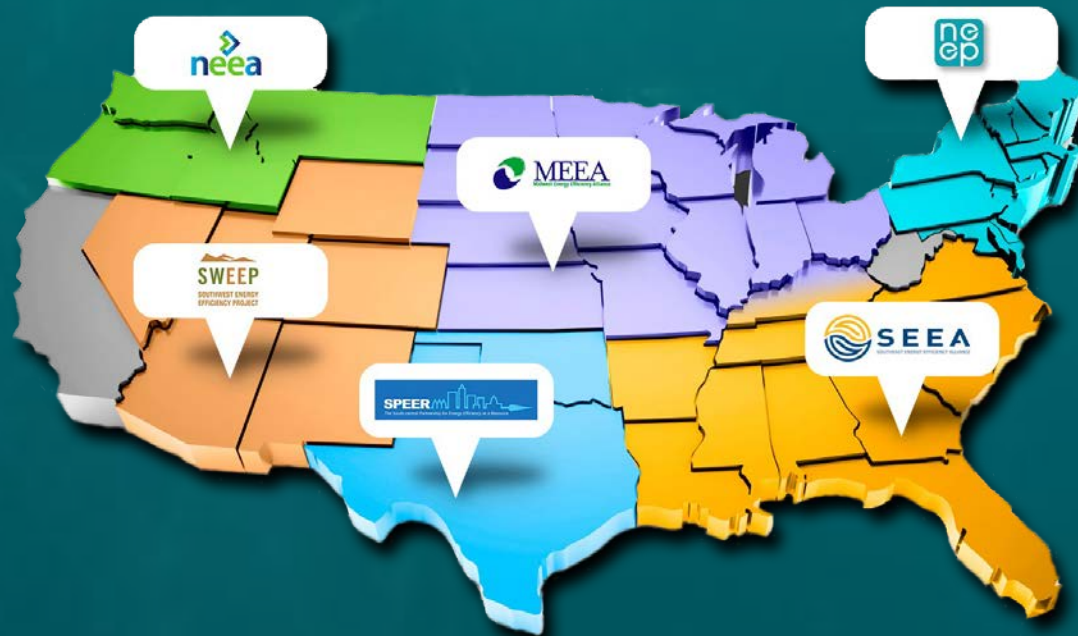


- Long-term shared goal
  - To assist the Northeast and Mid-Atlantic region in reducing carbon emissions 80% by 2050 (relative to 2001)
- Mission
  - Accelerate energy efficiency as an essential part of demand-side solutions that enable a sustainable regional energy system
- Vision
  - That the region 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



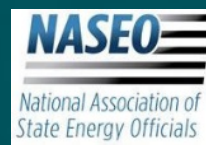
- Pilots
- Legislation
- Utility Programs
- Training & Education
- Communities
  - Carbon Reduction Strategy

# HELIX - OVERVIEW



## Home Energy Labeling Information eXchange

- Database design and development
  - New England + New York
- Outreach to R.E Community





Northeast Energy Efficiency Partnerships

## GREEN REAL ESTATE RESOURCES



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](#)

### ENERGY EFFICIENT BUILDINGS

- [Energy Codes -](#)
- [Energy Rating -](#)
- [Multifamily Retrofits](#)
- [High Performance Communities](#)
- [High Performance Public Buildings](#)
- [High Performance Schools -](#)
- [Zero Energy Buildings](#)
- [Green Real Estate Resources](#)
- [High Efficiency Street Lighting](#)

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### RELATED BLOG POSTS

[A Renter's Guide to Green Real Estate](#)



**Thank you!**

Carolyn Sarno Goldthwaite  
[cgoldthwaite@neep.org](mailto:cgoldthwaite@neep.org)

**David Heslam**

**Earth Advantage**



# Turning Home Performance into Value

David Heslam - Executive Director  
Earth Advantage - Portland, Oregon

# Earth Advantage is Generously Supported by the Following:



**Portland General Electric**



# Earth Advantage Core Areas of Focus



## Building Certifications

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



## Professional Training

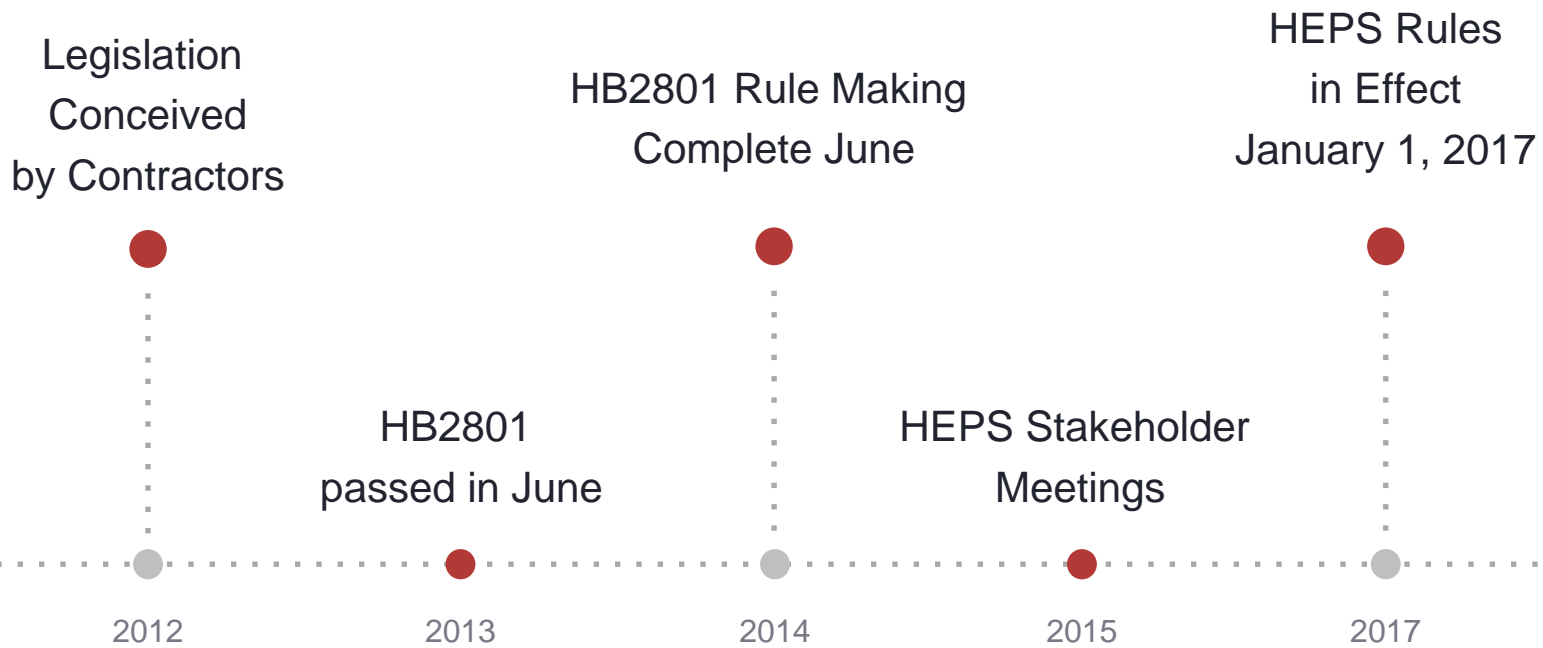
- REALTORS<sup>™</sup>
- Appraisers
- Lenders
- Builders
- Architects



## Policy Consultation and Research

- Energy Scoring
- Code Development
- Green Home Valuation
- Zero Energy x 2030
- Local Gov. Assistance

# Oregon State Policy Timeline



# Proponents



Contractors/Builders



REALTORS

# Stakeholders

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

The background of the slide is a photograph of the Oregon State Capitol building. The building is a large, white, neoclassical structure with a prominent central dome. On top of the dome is a golden statue of a woman, likely representing Justice or Liberty. The building is surrounded by green trees, and the sky is a clear, bright blue with a few wispy clouds. The overall scene is well-lit, suggesting a sunny day.

# 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

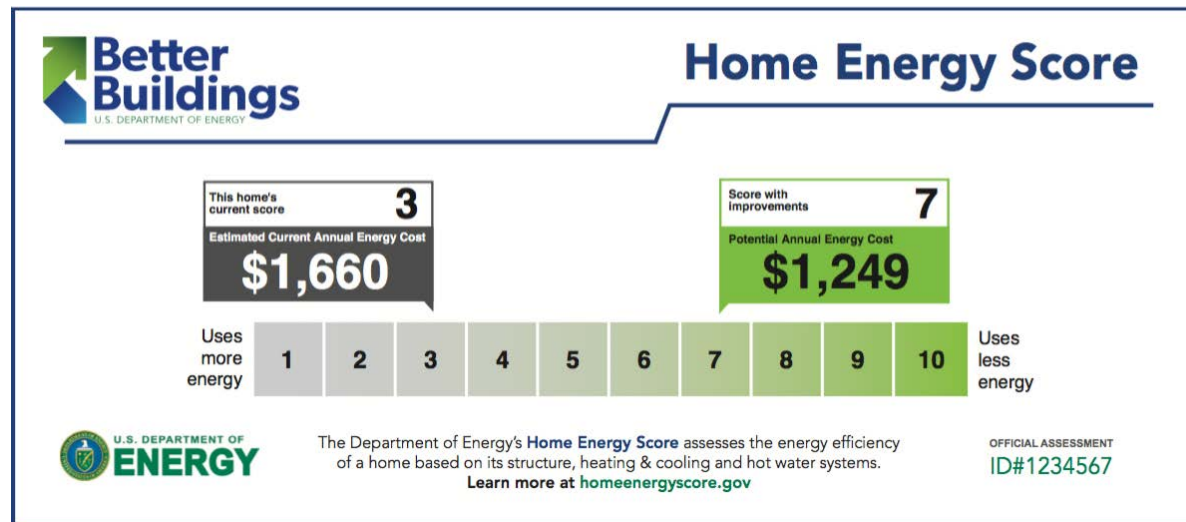


## City of Portland Home Energy Score Policy

# 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:

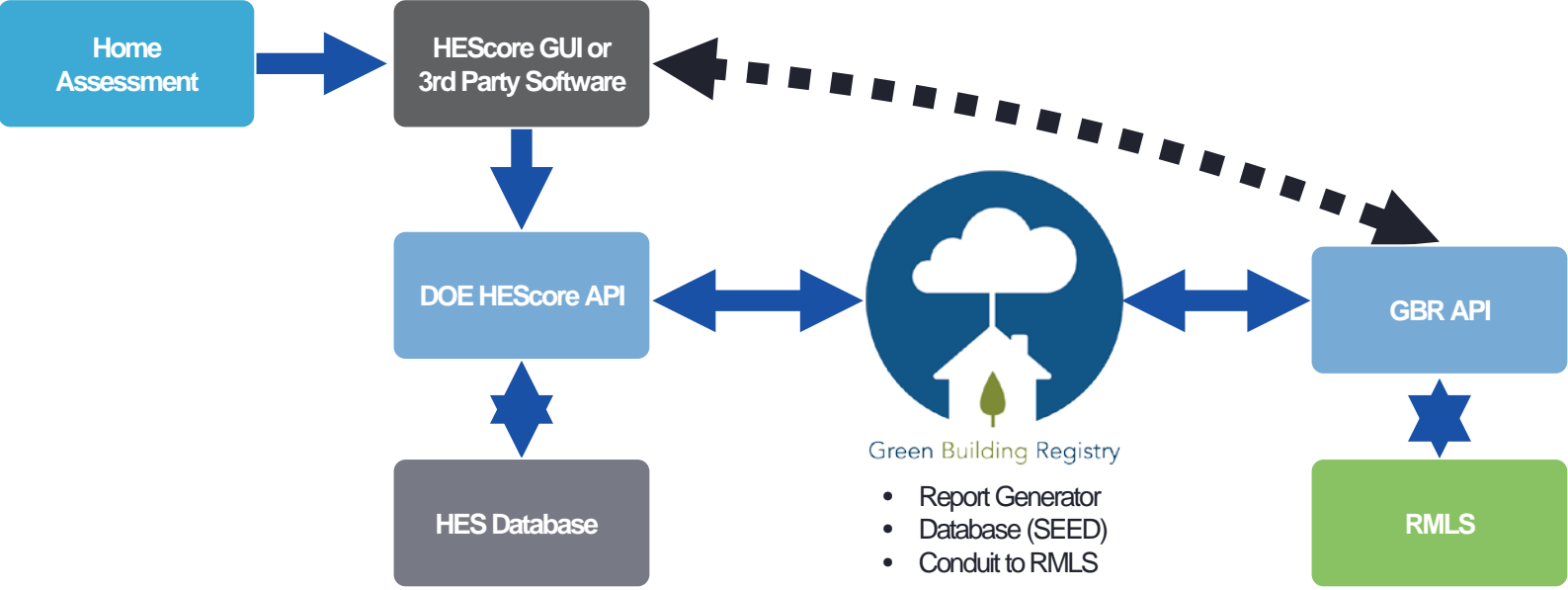
1. **Mandatory home energy scoring was inserted into city's climate plan in mid 2000's.**
2. **Key bureau leadership/staff advocated for policy.**
3. **Mayor decided to champion policy.**
4. **6+ years of voluntary program experience.**
5. **State-level HB2801 provided "regulatory cover" for the city.**
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



# Green Building Registry

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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

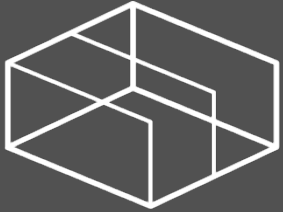
# Professional Training



## Introductory Training

- Home Builders
- Real Estate Agents/Brokers
- Appraisers
- Lenders

# Thank You!



**earth**  
advantage.

Questions?

David Heslam  
[dheslam@earthadvantage.org](mailto:dheslam@earthadvantage.org)

[earthadvantage.org](http://earthadvantage.org)

**Bruce Mast**

**Build It Green**



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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

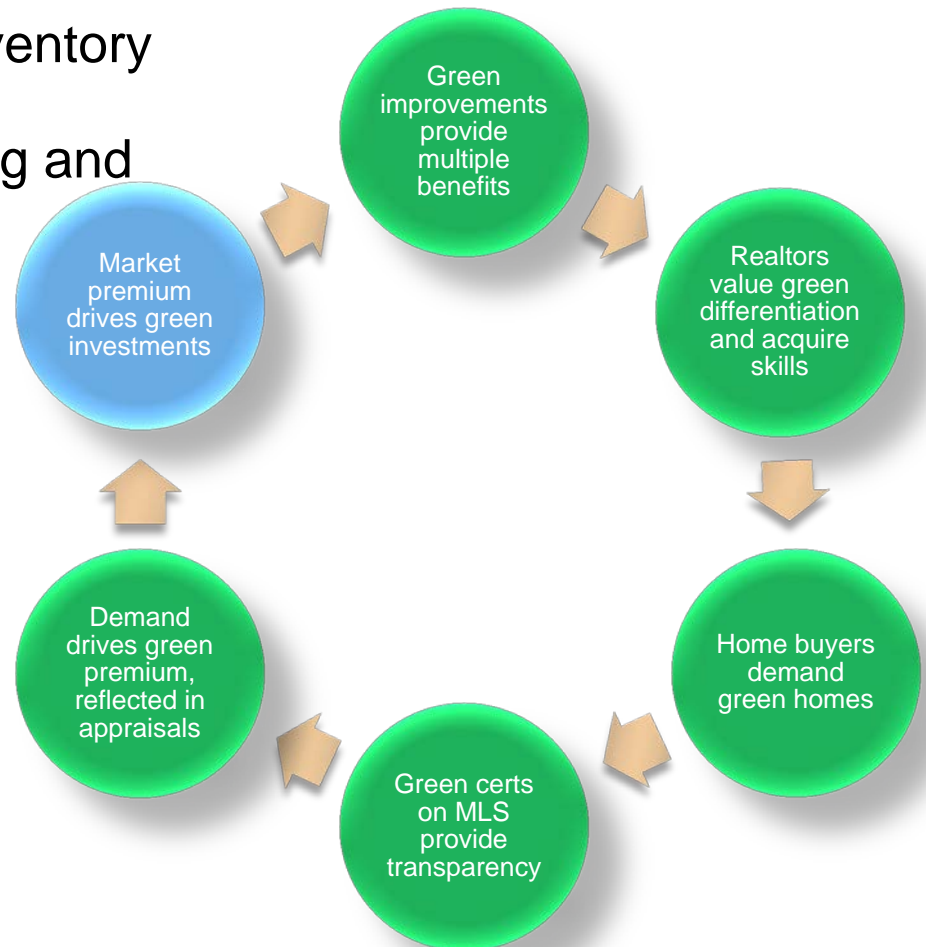
Build It Green's Mission is to help professionals adopt green practices and grow the market for efficient, healthy homes.

[BuildItGreen.org](http://BuildItGreen.org)

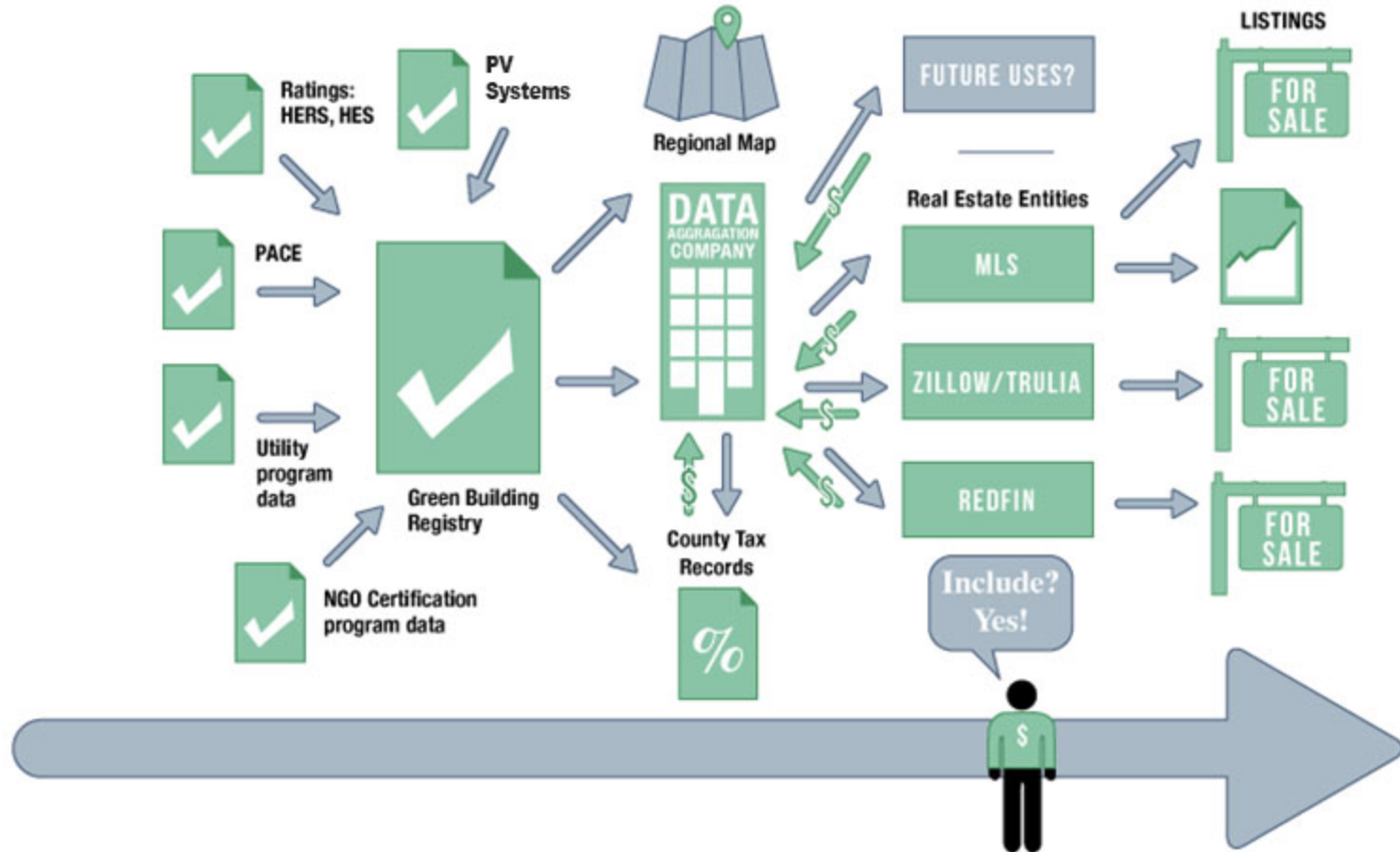


# BIG's Strategies: Drive the Virtuous Cycle

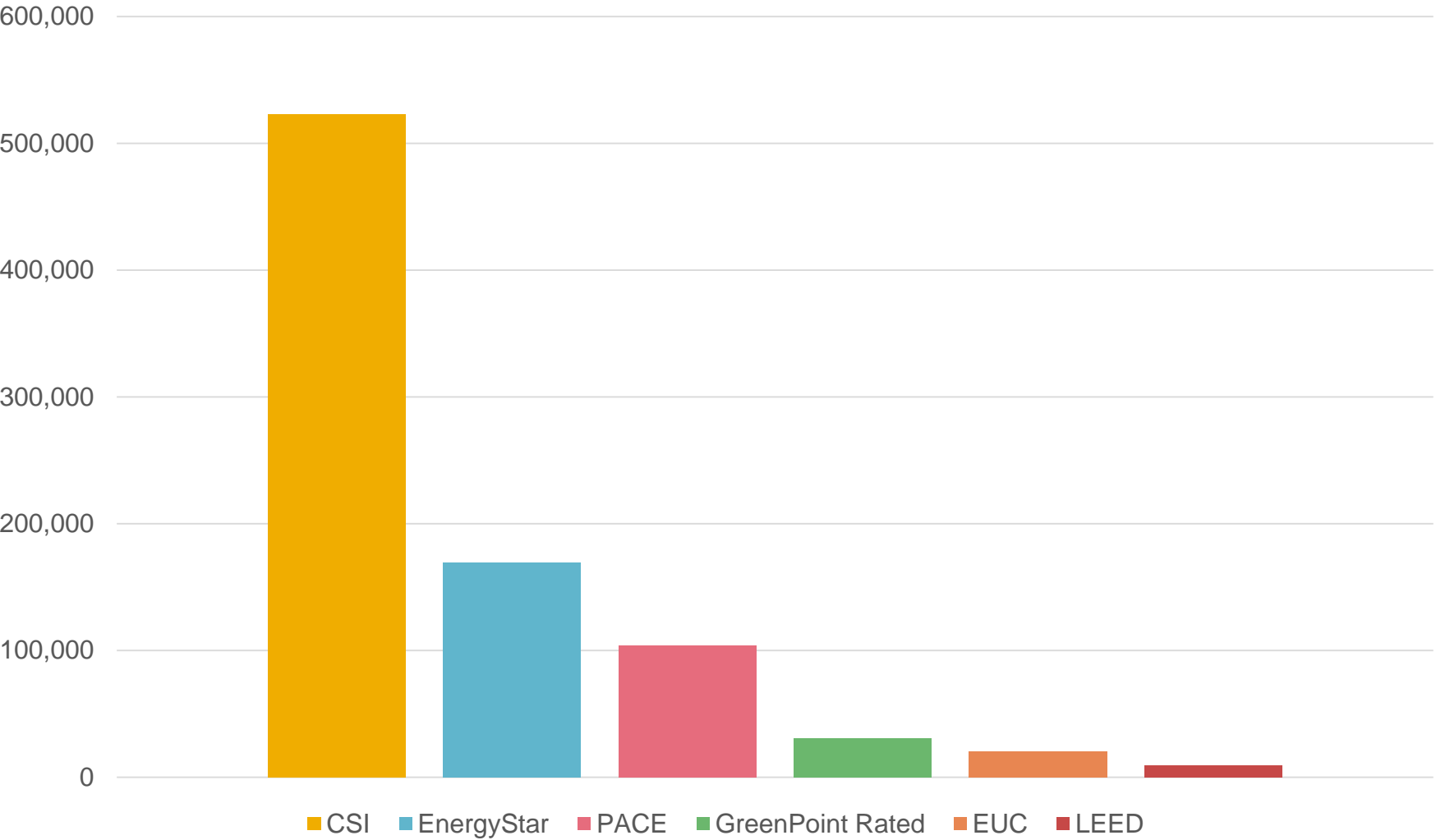
1. Build and document green inventory
2. Train Realtors on green buying and selling skills
3. Stimulate buyer demand
4. Green building data on MLS
5. Build valuation evidence



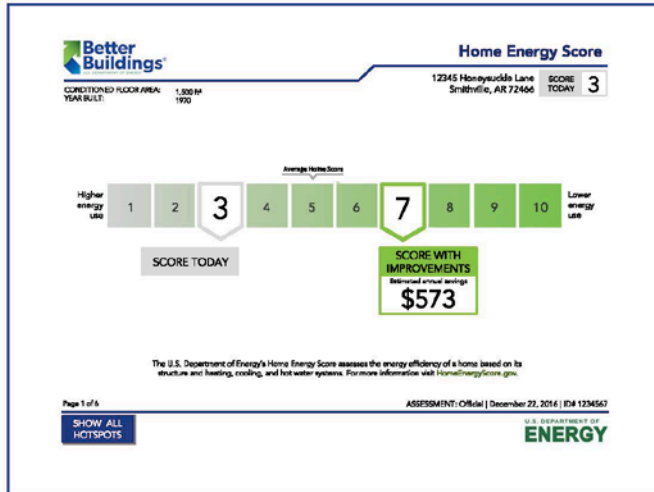
# Auto-Pop is Key to Getting Benchmarking Data into the Game



# Green & Solar Homes in CA



# 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**

Bruce@builditgreen.org | (510) 590-3360 ext. 111

[www.builditgreen.org](http://www.builditgreen.org)

# Thank You

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