

Developing Advocacy Materials

Supporting Energy Code Adoption & Other Policies

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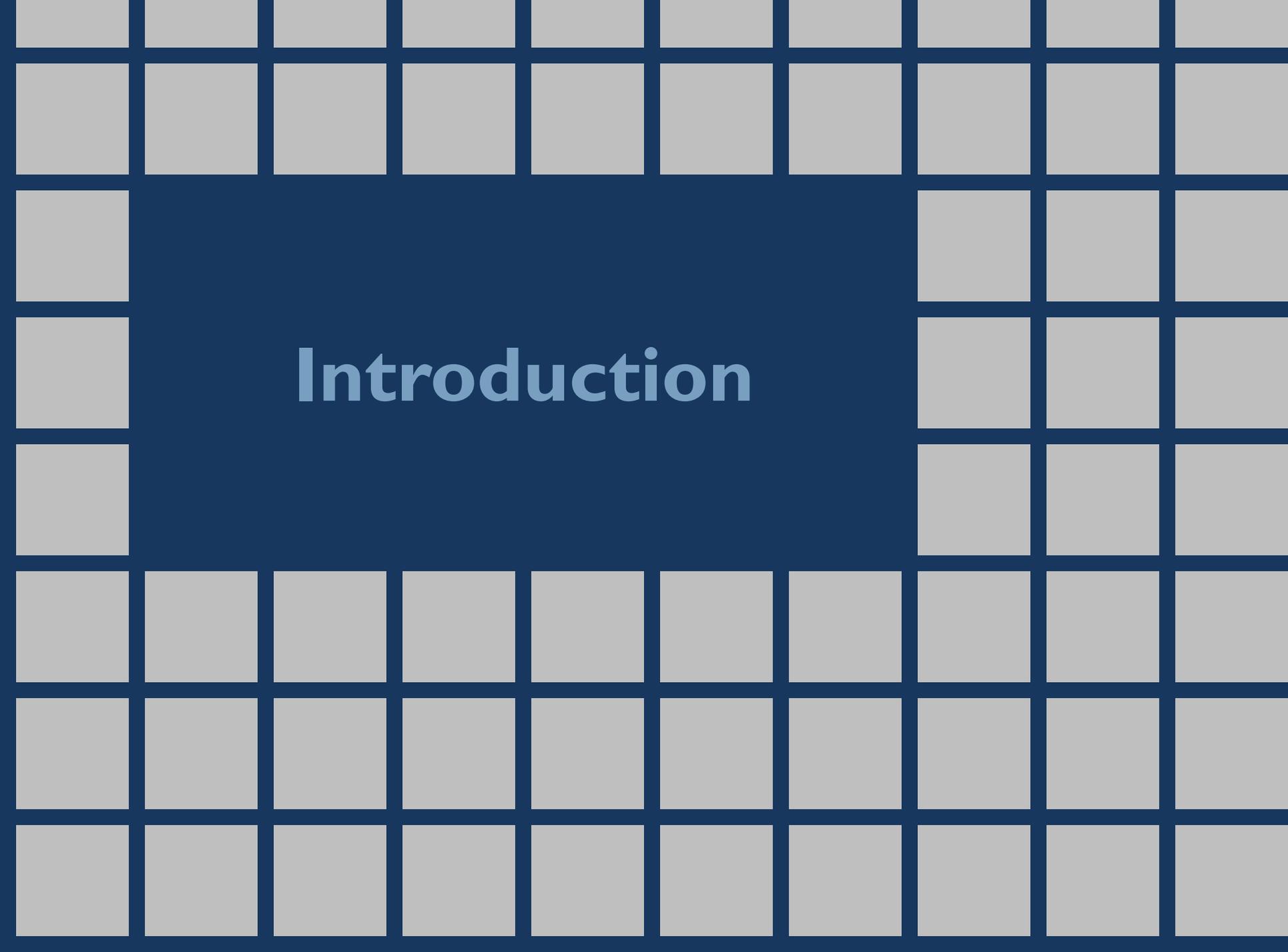
BCAP Dedicated to the adoption, implementation,
and advancement of building energy codes

Agenda

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- Introduction
- Role of Advocacy Materials in Adoption Support
- General Rules of Thumb
- Talking Points
- Sources for Advocacy Materials





Introduction

What is BCAP?

- The **Building Codes Assistance Project (BCAP)** is an ongoing initiative of the Alliance to Save Energy, a nonprofit organization that promotes energy efficiency worldwide through research, education and advocacy.
- BCAP strives to be the premier resource for energy code support, coordination, technical assistance, news, and information.



Our Mission

Our mission is to reduce the energy consumed in the construction and operations of buildings by working with national, state, and local governments and other stakeholders to promote the adoption and implementation of building codes and standards.



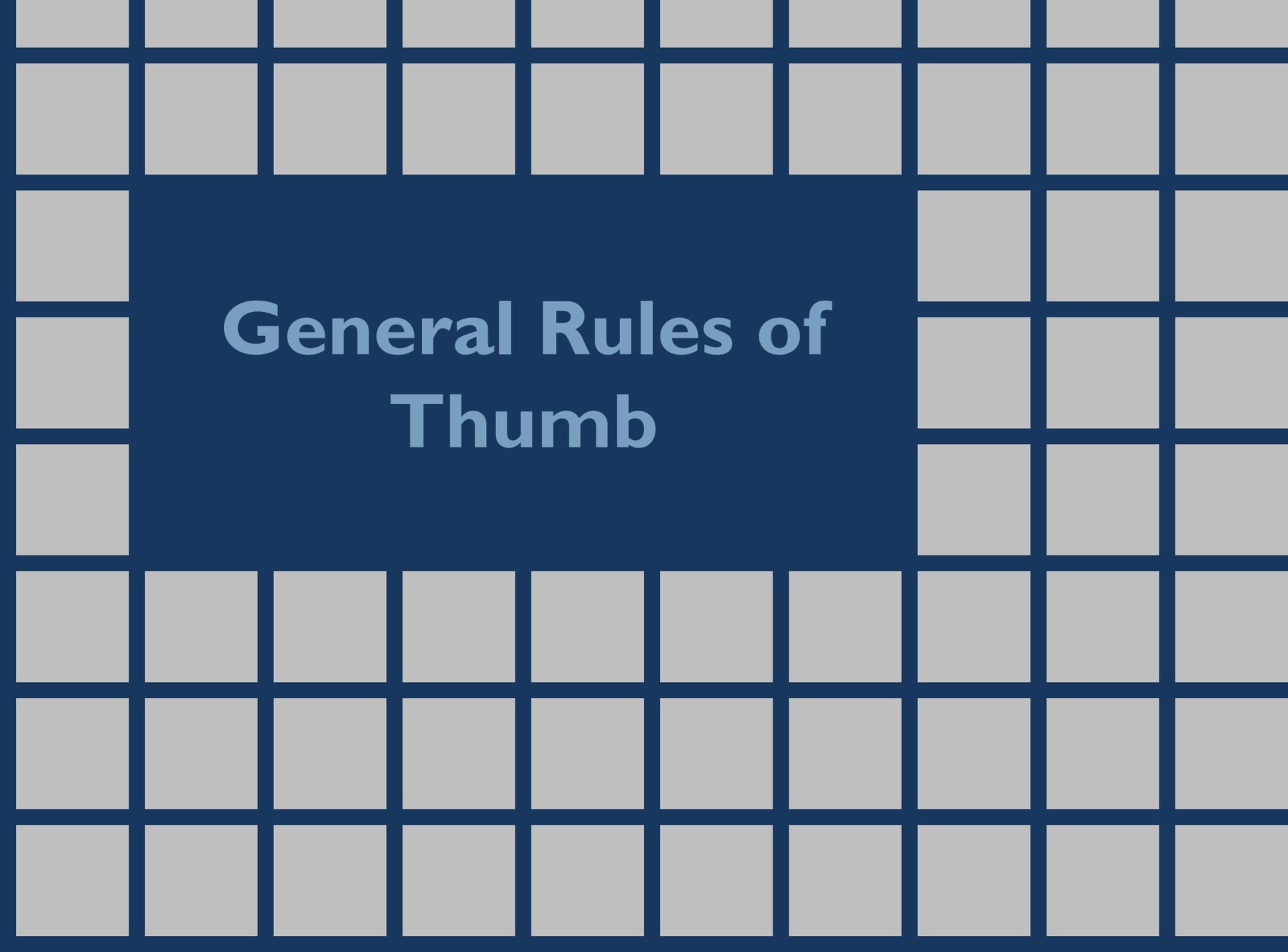


**Role of Advocacy
Materials in
Adoption Support**

What Do These Resources Achieve?

- **ILLUMINATE** *Introduce the audience to you, your organization, and/or your issue*
- **INFORM**
- **INTERPRET** *Breakdown long, complex, and/or technical matters into easy-to-understand language*
- **SUMMARIZE** *Succinctly state your main points and ideas*
- **PERSUADE** *Change opinions*





General Rules of Thumb

Rules of Thumb for These Materials

- **CONCISE** *Not necessarily brief in all cases, but people are busy >> 2 pages*
- **CLEAR** *State your point up front, planned/outlined, logical flow*
- **KNOW AUDIENCE** *Will determine the type of “language” you’re speaking*
- **KNOW FORUM** *Will determine length and complexity*
- **KNOW ROLE** *If multiple advocates, will determine the points you emphasize*
- **COLORFUL** *Highlight, but don’t overdo it*

BCAP's Adoption Support Role



- Attend and testify at code hearings
- Customize adoption support materials for a state or municipality
- Coordinate with local stakeholders
- Bring national perspective and best practices to local situations



The image features a dark blue background with a grid of light gray squares. The grid is composed of 10 columns and 10 rows. The central area, where the text is located, is a solid dark blue rectangle. The text "Talking Points" is written in a bold, light blue, sans-serif font, centered within this dark blue area.

Talking Points

Some Example Talking Points

- **\$ MONEY \$** *Energy codes save homeowners and businesses hundreds of dollars per year*
- **COMFORT** *Thermal comfort, reduced noise, quality construction*
- **GROWTH** *Dollars saved on utility costs generally stay in the local economy*
- **ECONOMY** *Less imported energy AND/OR more local energy to export*
- **JOBS** *Economic growth creates jobs*
- **GRID** *Decreased peak demand, increased reliability*





**Sources for
Advocacy Materials**

Online Code Environment & Advocacy Network

www.energycodesocean.org

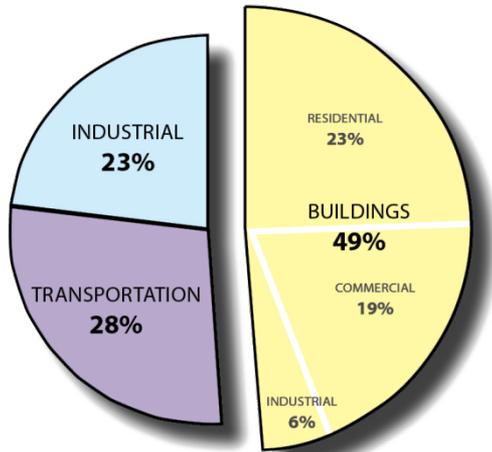


[Launch OCEAN>](#)

- An online portal of building energy code resources, best practices, tools, news, and more
- All of BCAP's work is kept on the site
- Other organizations and individuals encouraged to upload resources and work, comment and participate in discussions
- Site maintained by BCAP

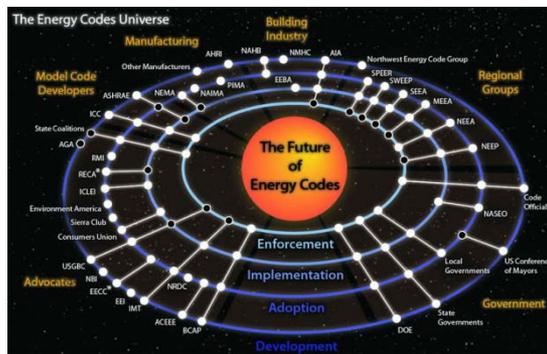
Introduction to Energy Codes

AMOUNT OF ENERGY CONSUMED BY MAJOR SECTORS OF THE ECONOMY

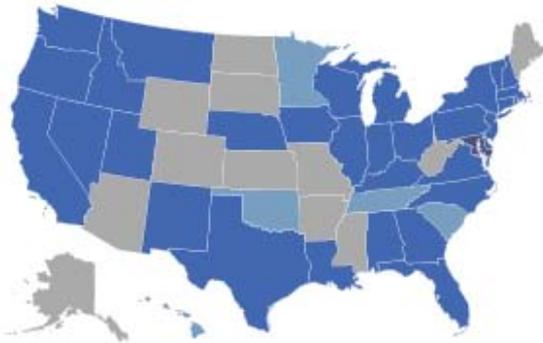


- Educational materials on energy codes and why they are important
- Energy Codes Universe: an interactive graphic that links to all of the major code players in the country
- Spanish language resources
- Connect energy codes and the Recovery Act

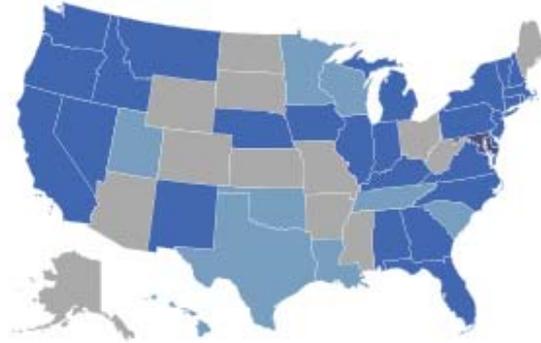
[Link to Getting Started >](#)



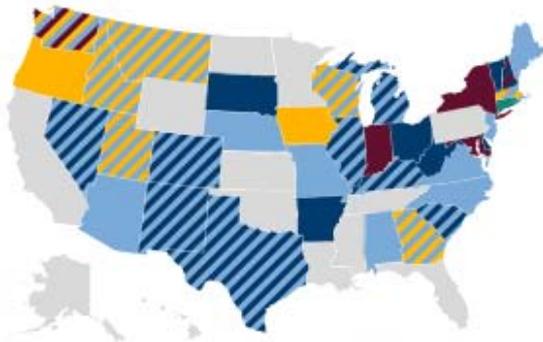
Code Status Maps



Commercial Adoption
States that have Adopted ASHRAE Standard 90.1



Residential Adoption
States that have Adopted the IECC



Implementation
States Participating in a Compliance Project



Global Code Status
Code Status for many Countries Worldwide

- Maps link to status page for every state
- Int'l status and pages for some countries
- Available as 1-page handouts
[Link to Maps >](#)



Policy Action Toolkit



[Link >](#)



Where to Begin: Types of Energy Codes



- 2012 IECC
- ASHRAE 90.1-2010
- Code Status Map
- Why Energy Codes Matter

Understanding the Legislative Process



- Legislative or Regulatory Process
- Home Rule States
- Advanced Energy Code Policy
- Legislative Calendar

Connecting with Stakeholders



- Stakeholders
- Code Officials
- Utilities
- Home Buyers

Making the Case for Energy Codes



- Sample Support Letters
- Consumer Resources
- Outreach Materials
- Sample Press Release

Additional Adoption Support Resources



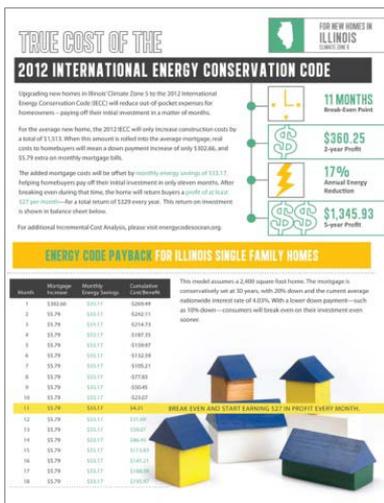
- U.S. Department of Energy
- BCAP Resources
- National Model Energy Codes
- Examples of Media Outreach

Partner with an Energy Efficiency Organization

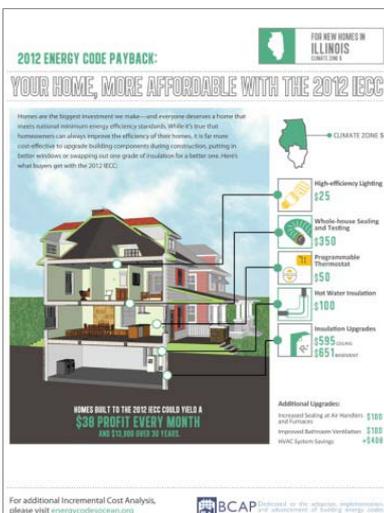


Incremental Cost Analysis

2012 IECC



- Determined the added costs of building to 2012 IECC vs. existing practice in each state or municipality
- Ran amortized cost-benefit analysis and determines payback period
- Continue to provide reports and marketing pieces to states and cities as they consider the adoption of the 2012 IECC



[Link to Project >](#)

Resource: Fact Sheet Handout

TRUE COST OF THE

2012 INTERNATIONAL ENERGY CONSERVATION CODE

Upgrading new homes in Illinois' Climate Zone 5 to the 2012 International Energy Conservation Code (IECC) will reduce out-of-pocket expenses for homeowners—paying off their initial investment in a matter of months.

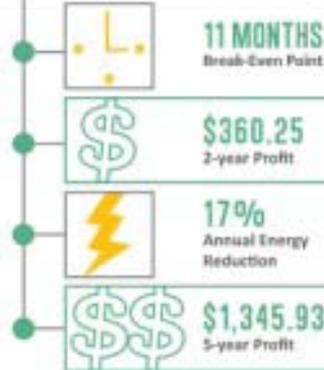
For the average new home, the 2012 IECC will only increase construction costs by a total of \$1,513. When this amount is rolled into the average mortgage, real costs to homebuyers will mean a down payment increase of only \$302.66, and \$5.79 extra on monthly mortgage bills.

The added mortgage costs will be offset by monthly energy savings of \$33.17, helping homebuyers pay off their initial investment in only eleven months. After breaking even during that time, the home will return buyers a profit of at least \$27 per month—for a total return of \$329 every year. This return on investment is shown in balance sheet below.

For additional Incremental Cost Analysis, please visit energycodesocean.org.



FOR NEW HOMES IN
ILLINOIS
CLIMATE ZONE 5



ENERGY CODE PAYBACK FOR ILLINOIS SINGLE FAMILY HOMES

Month	Mortgage Increase	Monthly Energy Savings	Cumulative Cost/Benefit
1	\$302.66	\$33.17	-\$269.49
2	\$5.79	\$33.17	-\$242.11
3	\$5.79	\$33.17	-\$214.73
4	\$5.79	\$33.17	-\$187.35
5	\$5.79	\$33.17	-\$159.97
6	\$5.79	\$33.17	-\$132.59
7	\$5.79	\$33.17	-\$105.21
8	\$5.79	\$33.17	-\$77.83
9	\$5.79	\$33.17	-\$50.45
10	\$5.79	\$33.17	-\$23.07
11	\$5.79	\$33.17	\$4.31
12	\$5.79	\$33.17	\$31.69
13	\$5.79	\$33.17	\$59.07
14	\$5.79	\$33.17	\$86.45
15	\$5.79	\$33.17	\$113.83
16	\$5.79	\$33.17	\$141.21
17	\$5.79	\$33.17	\$168.59
18	\$5.79	\$33.17	\$195.97

This model assumes a 2,400 square foot home. The mortgage is conservatively set at 30 years, with 20% down and the current average nationwide interest rate of 4.03%. With a lower down payment—such as 10% down—consumers will break even on their investment even sooner.

BREAK EVEN AND START EARNING \$27 IN PROFIT EVERY MONTH.



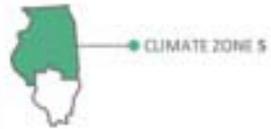
2012 ENERGY CODE PAYBACK:

YOUR HOME, MORE AFFORDABLE WITH THE 2012 IECC

Homes are the biggest investment we make—and everyone deserves a home that meets national minimum energy efficiency standards. While it's true that homeowners can always improve the efficiency of their homes, it is far more cost-effective to upgrade building components during construction, putting in better windows or swapping out one grade of insulation for a better one. Here's what buyers get with the 2012 IECC:



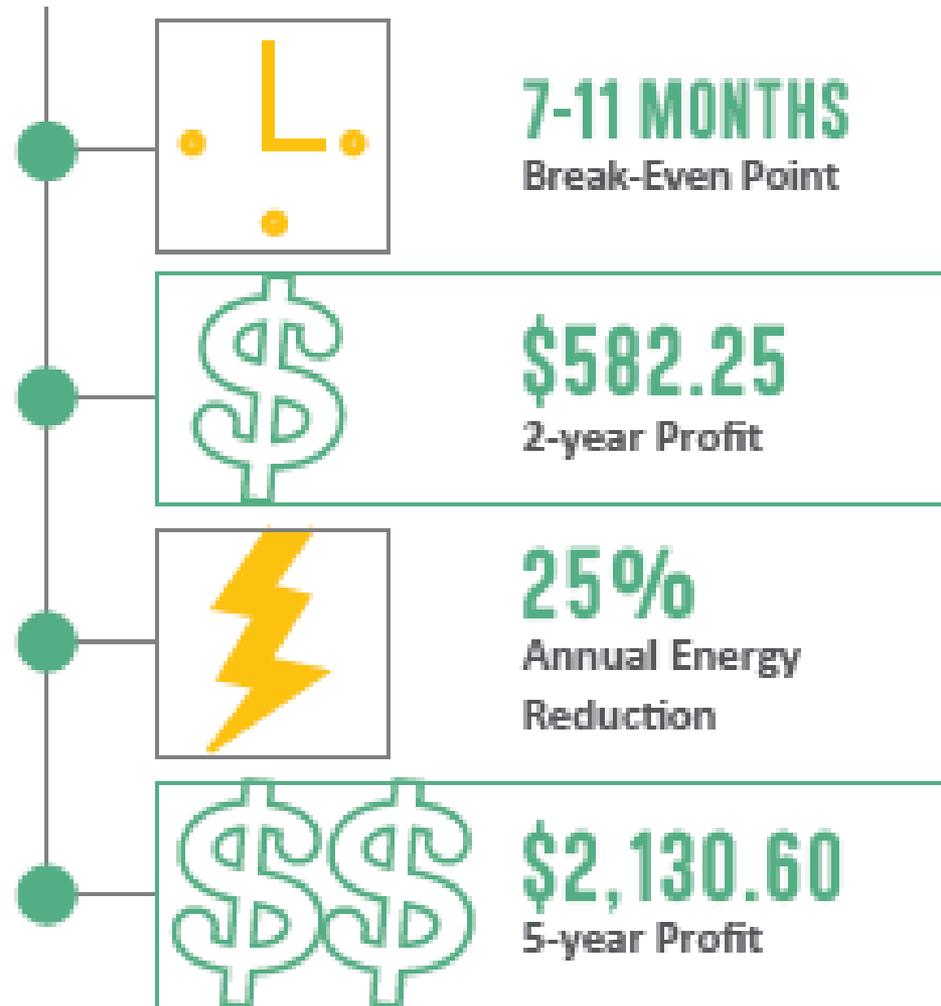
FOR NEW HOMES IN
ILLINOIS
CLIMATE ZONE 5



For additional Incremental Cost Analysis, please visit energycodesocean.org

Resource: Fact Sheet Handout

Month	Mortgage Increase	Monthly Energy Savings	Cumulative Cost/Benefit
1	\$458.70	\$51.73	-\$406.97
2	\$8.72	\$51.73	-\$363.96
3	\$8.72	\$51.73	-\$320.95
4	\$8.72	\$51.73	-\$277.94
5	\$8.72	\$51.73	-\$234.93
6	\$8.72	\$51.73	-\$191.92
7	\$8.72	\$51.73	-\$148.91
8	\$8.72	\$51.73	-\$105.90
9	\$8.72	\$51.73	-\$62.89
10	\$8.72	\$51.73	-\$19.88
11	\$8.72	\$51.73	\$23.13
12	\$8.72	\$51.73	\$66.14
13	\$8.72	\$51.73	\$109.15
14	\$8.72	\$51.73	\$152.16
15	\$8.72	\$51.73	\$195.17
16	\$8.72	\$51.73	\$238.18
17	\$8.72	\$51.73	\$281.19
18	\$8.72	\$51.73	\$324.20



Consumer Energy Code Resources



BCAP

ConsumersUnion.org

Nonprofit Publisher of Consumer Reports

Buying a new home or remodeling?

You have a right to an energy-efficient home.

Energy codes are minimum requirements to ensure your home meets minimum energy efficiency standards. Energy codes reduce energy demand, save consumers money, improve comfort, and reduce greenhouse gas emissions.



Energy Code Checklist

Take a quick look to see if a home meets efficiency standards



Interactive Energy Code Guide

Check out the features of a home that meets code



Find Your Energy Code

A step-by-step guide to finding out the energy code in your location



Take Action

Spread the word on energy codes to your government official



State-specific Resources

Materials for consumers in AL, AK, ID, KY, MI, MO, NE, & TX.

86% of homeowners want to know a home's energy operating costs before they buy or rent.

82% of homeowners believe they have a right to homes that meet national standards.

77% of homeowners think that homebuilders should not make less efficient homes at the consumer's expense.

2011 Consumers Union Survey

Questions or comments about your state or our campaign?

CONTACT US

[Link >](#)

BUILDING

PROGRAM
Programmable thermostat annual energy savings. Forced-air furnaces and programmable thermostats are a good idea. By turning down the thermostat at night, you can save 25% on average home's energy use over the current average.

CERTIFICATION
Builders must at breaker box or element values and energy conservation means of energy conservation. The certification service disconnects.

WINDOWS
Energy code requires the country to a gain coefficient. U-factors generally have U-factor of windows about 0.35 (SHGC) especially important.

BUILDING



BUILDING

WAS A BL
One way that home is to have conducted on

NOTE: The national unless the air professional safeguard for air changes per pound per different home at a standard age rates

For more <http://www>

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General require

For more

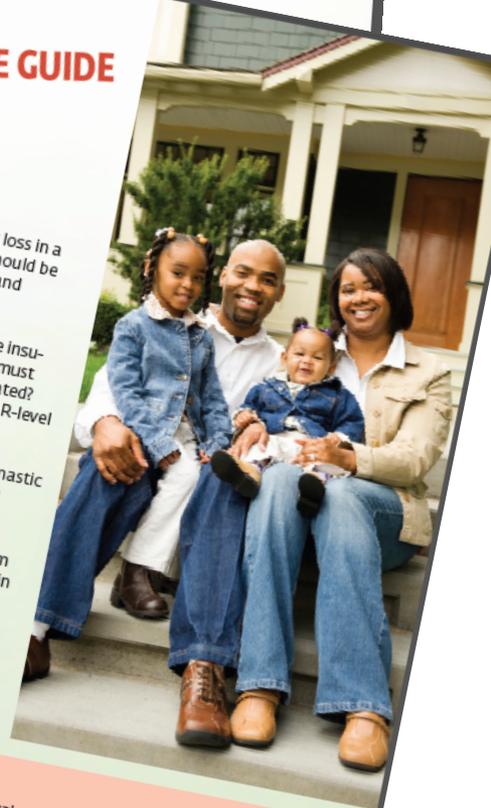
Photo courtesy of BCAP/RoomSinger

BUILDING ENERGY CODE GUIDE

DUCTWORK

Leaky ducts can be responsible for 10-30% of energy loss in a home. To avoid this, leaks should be sealed, ducts should be insulated when running through uninsulated areas and testing may be required.

- Unless the underside of the roof and attic walls are insulated, when ductwork runs through attic space, it must be insulated to a minimum of R-8. Is the attic insulated? Look at the label on the ductwork insulation – what R-level is it?
- All ducts and air handlers should also be sealed with mastic (a special type of caulk that is easily visible). Duct tape isn't sufficient.
- In addition, the code requires that the entire duct system be tested for leaks if any part of the ductwork is located in an uninsulated crawlspace, attic, or garage. Leaky ducts are a major source of energy loss, which means that this requirement is extremely valuable to homeowners in making homeownership affordable, month after month. If there is ductwork in an uninsulated crawlspace, attic or garage, ask for a copy of the report documenting the air tightness.



DEFINITIONS

R-value. A measure of the insulating quality of a material. A higher R-value indicates a greater ability to insulate a space, preventing heat transfer through the material.

U-factor (U-value). An indicator of how well a window resists conduction heat transfer. The lower the U-value, the greater a window's resistance to conductive heat flow, and the better its insulating value.

Solar Heat Gain Coefficient (SHGC). A measure of a window's ability to block radiant heat transfer, typically from sunlight. SHGC is expressed as a number between 0 and 1. A low SHGC indicates that a window transmits low amounts of solar heat, and would keep rooms cooler on a sunny day.

This Home Energy Code Guide was produced by the Building Codes Assistance Project and Consumers Union, July 2011. Visit our Websites to download a summary Home Energy Code Checklist for the requirements described above.



Building Codes Assistance Project
www.bcaphome.org



www.GreenerChoices.org
www.agreenerfuture.org

A Consumer for Energy E

If you are interested in making your home more energy performance standards, based

When builders need details, it's a good home will use energy operate, a

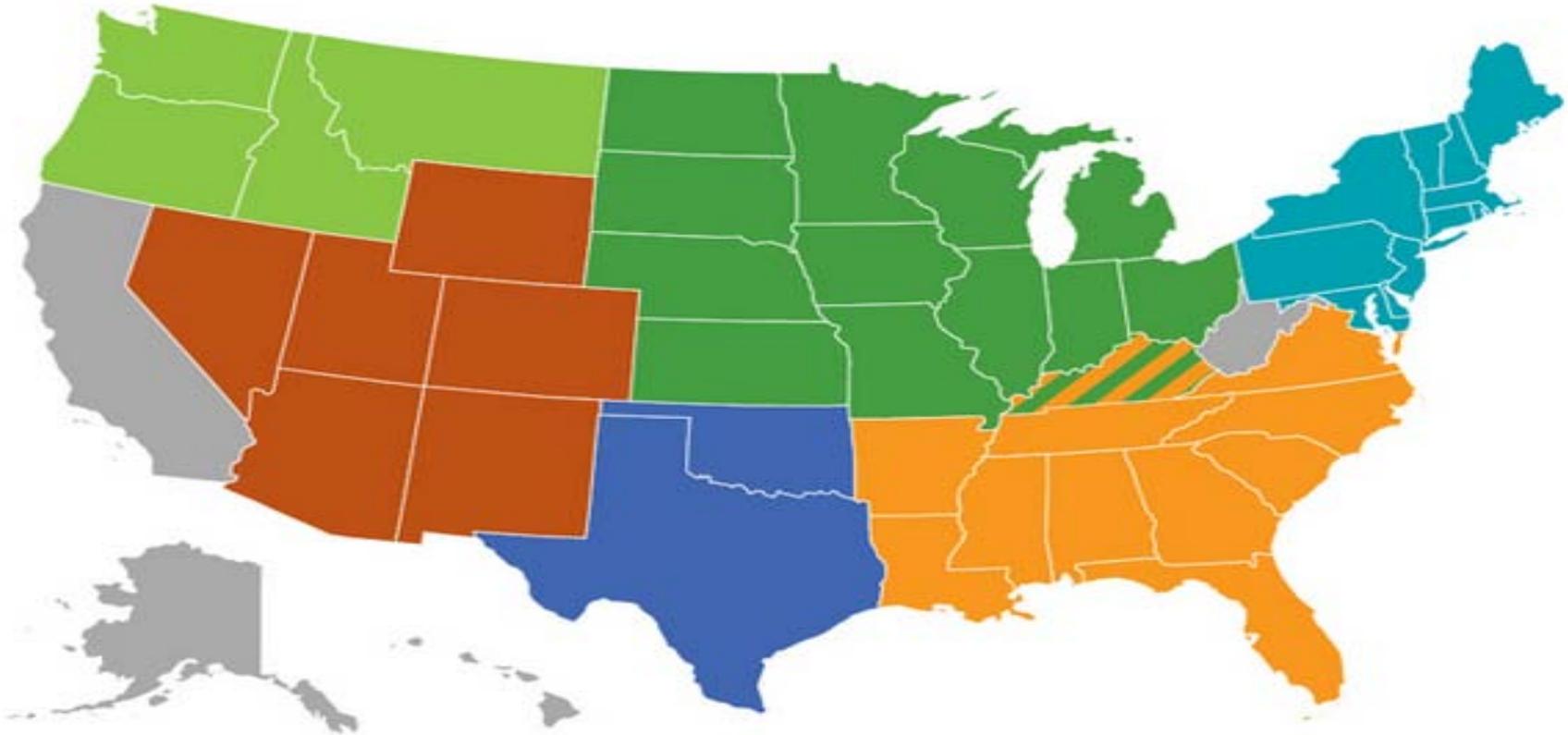
This check require complete home for re



compact LEDs, etc incandescent whether require



Regional Energy Efficiency Organizations



REGIONAL GROUPS

 Northeast Energy Efficiency Partnerships

 Southeast Energy Efficiency Alliance

 Midwest Energy Efficiency Alliance

 South-central Partnership for Energy Efficiency as a Resource

 Southwest Energy Efficiency Project

 Northwest Energy Efficiency Alliance

[Link >](#)

DOE Building Energy Codes Program



www.energycodes.gov>



Questions?

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