

Engaging Consumers

October 17, 2012

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About BCAP

- Founded in 1994 as a joint initiative of



- HQ-ed at Alliance office in DC



BCAP Mission Statement

“BCAP strives to be the premier resource for energy code support, coordination, technical assistance, news and information.

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.”



Why target consumers?

- Consumers can eliminate the biggest barrier to energy codes – opposition from home builders.
- Builders supply what is demanded.
- Builders claim consumers are not asking for energy efficiency, and won't pay more for it.



Why target consumers?

- It's hard to make policy changes without public support;
 - Energy codes viewed as technical/confusing
 - Energy codes called an “unfunded mandate”
 - Big picture home owner and societal benefits not appreciated
- In communities where public support is high, energy codes are easier to adopt
- Providing information is good, but not enough

So... HOW to get consumers involved?

1. Understand their current attitudes / awareness
2. Find out what motivates them

2011 BCAP & Consumers Union – surveyed consumers to learn

1: Which messages resonate?

- Money saving?
- Environmental impacts?
- Quality construction?
- General benefits?
- Common arguments against energy codes?

2: Attitudes on specific energy code items?

3: Consumer's [energy] expectations for new homes?



5,086 Internet respondents- demographics:

- 50% Males/ 50% Females; Aged 18+; About 2/3 own homes
- Most (79%) purchased their homes more than 2 years ago and don't have near-term plans to buy another home.
- Most (84%) had an annual HH income of \$79K or less.
- Most had ave. mo. energy bills of \$100-\$199.
- Results broken out into these sub-categories

Respondents were from these regions

Northeast:

- *New England - ME, NH, VT, MA, RI, CT*
- *Mid-Atlantic - NY, PA, NJ*

Midwest:

- *East North Central - WI, MI, IL, IN, OH*
- *West North Central - MO, ND, SD, NE, KS, MN, IA*

South:

- *South Atlantic: DE, MD, DC, VA, WV, NC, SC, GA, FL*
- *East South Central: KY, TN, MS, AL*
- *West South Central: OK, TX, AK, LA*

West:

- *Mountain: ID, MT, WY, NV, UT, CO, AZ, NM*
- *Pacific: AL, WA, OR, CA, HA*

Statement Prior to Survey

- Energy codes are minimum requirements that builders must meet to ensure that homes meet energy efficiency standards.

PART 1: MESSAGING.

How much do you agree /disagree with each of these 17 messages:

The image shows a screenshot of a survey document with 17 numbered messages. Blue arrows point from the messages to their respective agreement percentages. The messages are categorized into MONEY SAVING, ENVIRONMENTAL, QUALITY, and GENERAL.

Category	Message ID	Message Text	Agreement Percentage
MONEY SAVING	102	Energy codes would help my energy bills be more affordable and predictable	70%
	103	Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time	71%
	104	Homebuilders should not make less efficient homes at consumers' expense	74%
	105	More energy efficient buildings will reduce energy use and pollution	73%
ENVIRONMENTAL	106	Energy codes help reduce the need for more power plants in my community	84%
	107	Energy codes help stimulate the economy and create green jobs	
	108	Energy codes help improve indoor air quality	
QUALITY	109	Energy codes should be enforced like other safety and quality standards of construction	
	110	Energy code standards will help to ensure quality home construction	75%
GENERAL	111	Homeowners should have a right to a home that meets national energy standards	
	112	Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase	
	113	Energy codes help make homes more comfortable to live in	82%
	114	Homebuilders should not save money on construction by making homes less energy efficient	

Consumer Reports National Research Center

Findings: Key Points for Policymakers

- The public feels that they have a right to a home that meets minimum energy efficiency standards. (82%)
- The public believes that energy codes help ensure that homeowner and taxpayer dollars are used wisely and efficiently by requiring that new homes will be “built right the first time.” (74%)
- The public agrees that energy codes add to the purchase price of a new home and effectively lower monthly operating costs. (69%)

ENERGY CODES.

KNOW
YOUR
ENERGY
RIGHTS

What Policymakers Need to Know

Energy used by buildings accounts for nearly 49 percent of total energy use in the United States—more than either the transportation or industrial sectors.

Energy Codes provide minimum requirements for efficient design and construction for new and renovated residential and commercial buildings. They form part of the overall building code that is adopted by state and local governments.

The current model energy codes are the 2012 IECC (residential and commercial) or ASHRAE Standard 90.1-2010 (commercial).

ENERGY CODES ARE GOOD PUBLIC POLICY BECAUSE THEY:

SAVE CONSUMERS MONEY

The average U.S. household spends \$2,125 on utility costs per year and the commercial sector spends about \$183 billion on energy. Buildings constructed to meet the model energy codes use less energy, which reduces utility bills and puts money back into consumers' pockets.

HELP STIMULATE THE ECONOMY & CREATE JOBS

Money not spent on energy bills boost the economy as consumers and businesses can reinvest in other goods and services. In addition, building homes to code strengthen investment in efficient materials and requires quality craftsmanship and labor, which increases overall job growth.

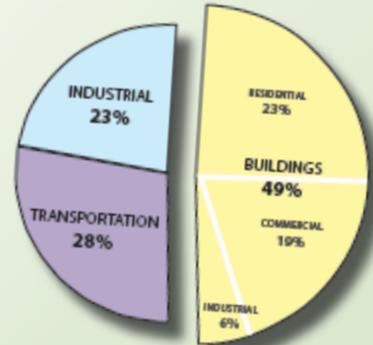


CODES

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AMOUNT OF ENERGY CONSUMED BY MAJOR SECTORS OF THE ECONOMY



Buildings account for 49 percent of the total energy use in the United States

Source: Energy Information Administration, Annual Energy Review 2011.



ConsumersUnion

POLICY & ACTION FROM CONSUMER REPORTS
ourgreenenergyfuture

Findings: Key Point for Builders

- The public doesn't accept the argument that amenities of new homes have to be sacrificed in exchange for energy codes compliance. (77%)

Example: For Building Professionals in KY

Energy Provisions of the Kentucky Residential Code

Guide for Professionals



Educating building professionals on the
2007 Kentucky Residential Code (KRC).

Complying with the Kentucky Residential Energy Code

While not a complete list, below are a few of the current energy code requirements for homes:

Windows — New or Remodeled Homes. Energy code requirements specify a U-factor for windows and skylights. A U-factor is a rating that indicates how much heat loss the window allows. U-factors generally range from 0.2 (very little heat loss) to 1.2 (high heat loss). Single-paned windows are about 1.0, double-paned windows about 0.5 and high-performance double-paned windows are about 0.3. The required U-factor for Kentucky is 0.40 for new windows and 0.60 for new skylights.

Builders should retain window labels or stickers to verify the U-factor for new windows and skylights for potential home buyers. This paperwork can be provided to the homeowner along with other warranty information for appliances and the HVAC system.

To learn more about window technology and benefits, please visit the Efficient Windows Collaborative web site: http://www.efficientwindows.org/code_overview.cfm



Double-paned window with an insulated fiberglass frame

Crawl space insulation. Look under the house. Either A.) the floor over the crawl space should be insulated or B.) (preferred) the crawl space walls should be insulated and the crawl space should not be vented. Insulation should be attached properly without gaps and without being squeezed or compressed.



Crawl space vent



Proper installation (no vent)



Improper installation

Ductwork should be insulated and sealed. Leaky ducts can be responsible for 10-30% of energy loss unless the attic ceiling (underside of the roof) and walls are insulated, the code requires that when ducts run through the attic space, they must be insulated to a *minimum* of R-4.



This duct has been sealed but not insulated

All ducts and air handlers should be sealed with mastic (a special type of caulk that is easily visible shown to the left); duct tape is not sufficient. Either foil tape or mastic is preferred. They will stand the test of time and help reduce energy waste.

For more information on sealing ducts, please visit: http://www.ehow.com/how_5708485_seal-duct-work.html

PART 2: ATTITUDES.

How much do you agree/disagree with each of the following statements:

Please indicate how much you agree or disagree with each of the following statements.

	Agree completely	Somewhat agree	Somewhat disagree	Disagree completely	Don't know
I don't want my home to be less efficient than other homes in my neighborhood	<input type="radio"/>				
I want the most efficient home in my neighborhood	<input type="radio"/>				
I want to know a home's energy operating costs before I buy or rent	<input type="radio"/>				
If my home is energy efficient, it will have a higher resale value	<input type="radio"/>				
I would like to compare my home's energy efficiency to others in my neighborhood	<input type="radio"/>				
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills	<input type="radio"/>				

[Next](#)

78%

74%

86%

83%

67%

79%

PART 3: Expectations:

Which are most/least appealing

- Adequate insulation in attic and walls
- Well-sealed windows and doors
- A Certificate proving a home meets state energy codes
- Sealed fireplace
- Programmable thermostat
- Insulated ductwork
- Insulated pipes
- Energy efficient light bulbs
- Efficient heating and cooling systems
- Energy efficient windows

Should be standard in all new homes

Most important to save \$

Most important to save \$

Should be standard in all new homes

Should be standard in all new homes

Most important to save \$

Most important to save \$



Used Findings to Develop Toolkits for Consumers & Advocates

**State-customized materials
for KY, AL, NE, MO:, TX,
AK, ID, MI**

1. Home Buyer Guide
2. Home Buyer Checklist
3. Homeowner Checklist
4. Professionals Guide

National/Generic materials:

1. Home Buyer Guide
2. Home Buyer Checklist

Leveraging the national work / Customizing for states and jurisdictions

PNNL funded / BCAP created customized advocacy materials for these states:

- **Alabama**
- **Nebraska**
- **Kentucky**
- **Columbia, MO**

EnergyCodesOcean.org/consumers-take-action

Consumers: Take Action | Online Code Environment and Advocacy Network - Windows Internet Explorer

http://energycodesocean.org/consumers-take-action

Online Code Environment & Advocacy Network

Home | About | Getting Started | SIGN UP | LOGIN

Follow Us On

LIBRARY | TOPICS | CODE STATUS | COMMUNITY | TOOLS | BLOG

User Login

Username: *
Password: *
LOGIN

Create new account
Request new password

Home » Consumers: Take Action

Consumers: Take Action

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.

KNOW YOUR ENERGY RIGHTS

Energy Code Checklist
Take a quick look to see if a home meets efficiency standards

Interactive Energy Code Guide

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

Done

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EnergyCodesOcean.org/consumers-take-action

http://energycodesocean.org/consumers-take-action

LOGIN

Create new account
Request new password

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** 

Internet 100%



FOR HOME BUYERS

Appendix A
Duct Leakage Affidavit

Duct Leakage Affidavit for New Construction
Post this form on the furnace for inspection and verification by Inspector.

Permit # _____
 Address: _____
 Cond. Floor Area (sq. ft.): _____ Source: Plans Estimated Measured
 Duct leakage testing is not required for this residence per exception # _____ listed below.
 Air Handler in conditioned space? Yes No Air Handler present during test? Yes No
 Test Method: Leakage to Outside Total Leakage
Maximum duct leakage:
 Post Construction, total duct leakage: (floor area x .08) = _____ CFM@25Pa
 Post Construction, leakage to outdoors: (floor area x .08) = _____ CFM@25Pa
 Rough-In, total duct leakage with air handler installed: (floor area x .08) = _____ CFM@25Pa
 Rough-In, total duct leakage with no air handler installed: (floor area x .08) = _____ CFM@25Pa
 Test Result: Pass Fail Reinspect
 Ring (circle one if applicable): Open / 1 / 2 / 3 /
 Duct Tester Location: _____ Pressure Tap Location: _____

I certify that this duct leakage test is accurate and determined using Duct Testing Standard RS-33
 Company Name: _____ Technician (print): _____
 Technician Signature: _____ Date: _____
 Phone: _____

International Residential Building Code Compliance:
N1103.2.2 Sealing: All ducts, air handlers, filter boxes, and building cavities used as ducts shall be sealed. Joints and seams shall comply with Section M1601.4. Duct tightness testing shall be conducted to verify that the ducts are sealed. A signed affidavit documenting the test results shall be provided to the jurisdiction having authority by the testing agent. When required by the building official, the test shall be conducted in the presence of department staff.

- Exceptions:**
1. Duct tightness test is not required if the air handler and all ducts are located within conditioned space.



City of Columbia, Missouri
 Building & Site Development Division
 701 E. Broadway, Columbia, Missouri
 Phone: (573) 874-7474 Fax: (573) 874-7283

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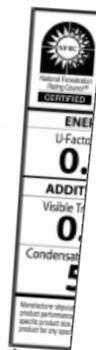
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Example: For Consumers - KY

Kentucky Energy Code Guide



FOR HOME BUYERS

Windows

Energy code requirements specify a U-factor for windows and skylights. A U-factor is a rating that indicates how much heat loss the window allows. U-factors generally range from 0.2 (very little heat loss) to 1.2 (high heat loss). Single-paned windows are about 1.0, double-paned windows about 0.5 and high-performance double-paned windows are about 0.3. **The required U-factor for Kentucky is 0.40 for windows and 0.60 for skylights.**

Ask the seller or builder for window labels or stickers to verify the U-factor for new windows and skylights.

Some manufacturers label their windows with serial numbers or other data to track down information on the efficiency rating. Look for trademarks and codes etched into the corner of the window glass and/or paper or metal labels that may be attached to the window sill, header, or tracks on the sides. If the builder can't provide window labels, contact the customer service department of the window manufacturer to confirm the efficiency of the windows.

To learn more about window technology and benefits, please visit the Efficient Windows Collaborative web site: http://www.efficientwindows.org/code_overview.cfm



Double-paned window with an insulated fiberglass frame

 World's Best Window Co. Millennium 2000® Vinyl-Clad Wood Frame Double Glazing - Argon Fill - Low E Product Type: Vertical/Slider CERTIFIED	
ENERGY PERFORMANCE RATINGS	
U-Factor (U.S./F)	Solar Heat Gain Coefficient
0.30	0.30
ADDITIONAL PERFORMANCE RATINGS	
Visible Transmittance	Air Leakage (U.S./F)
0.51	0.2
Condensation Resistance	
51	—
<small>Manufacture verifies that these ratings conform to applicable NFRC procedures for determining window product performance. NFRC ratings are determined from a standard set of environmental conditions and a specific product size. NFRC does not warrant any product and does not warrant the suitability of any product for any specific use. Consult manufacturer's literature for other product performance information. www.nfrc.org</small>	

A sample window certificate

Crawl Space

Look under the house. Either the floor over the crawl space should be insulated or, if the crawl space does not have vents, the crawl space walls should be insulated. Insulation should be attached properly without gaps and without being squeezed or compressed.



Crawl space vent



Proper installation (no vent)



Improper installation

Kentucky Energy Code

FOR HOME BUYERS

Programmable Thermostats

Programmable thermostats. According to the energy code, a programmable thermostat system in a home, program the thermostat to save energy. The cost of a programmable thermostat is typically less than the cost of a non-programmable thermostat.

Heating, Ventilation, and Air Conditioning

Improper installation of heating, ventilation, and air conditioning (HVAC) systems can result in costly utility bills. By the state, apply for a permit from the person who did the installation. Check to see whether the person is listed on the website (www.kyenergycode.com).

Energy Efficient Lighting

Lighting has an enormous impact on energy conservation. At least 50 percent of the energy used in a home is for lighting. Include compact fluorescent lighting (CFL) and LED lighting.

Air Leakage

Air leakage is responsible for energy loss through joints, seams and holes. Typically, caulk and weatherstripping are used to seal air leaks.

Check to see whether the air leakage is properly sealed.

What about the holes in the walls, ceiling, and floor?

Open the cabinets and drawers where pipes lead through the walls, ceiling, and floor. Caulk, foam or other sealant should be used to seal these openings.

Why Do Air Leaks Happen?

If a home is not properly sealed, air and moisture can enter the home, leading to a variety of respiratory problems, including asthma and allergies. You may not know that up to 40 percent of the energy that comes from the crawl space is lost through air leaks.

Kentucky Energy Code

FOR HOME BUYERS

Energy Certificates

As of November 2012, the energy code requires that a permanent electrical panel be installed in the circuit breaker room. The electrical panel materials and ratings must meet the requirements of the energy code. The certificate of occupancy for the home must show that the home meets the requirements.

Attic Access

Attic access can be uncomfortable and weather-stripped. (Test by closing door. Is it closed? If yes, the door should be the same value as the door and not damaged or not closed.)

Ductwork

Ductwork should be responsible for 10 percent of the energy loss in a home.

Unless the attic is insulated, the ductwork in the attic space, they must be sealed.

Are the ducts in the attic sealed?

All ducts and all joints should be sealed with proper sealing, including mastic or caulk.

or mastic is present to reduce energy loss.

BUILDING

BUILDING

BUILDING

BUILDING ENERGY CODE GUIDE

PROGRAM

Programmable thermostat annual energy savings. Forced-air furnaces and programmable thermostats are a good idea. By turning down your thermostat 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 disconnect.

WINDOWS

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



Photo courtesy of BCAP/RoomSinger

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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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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.

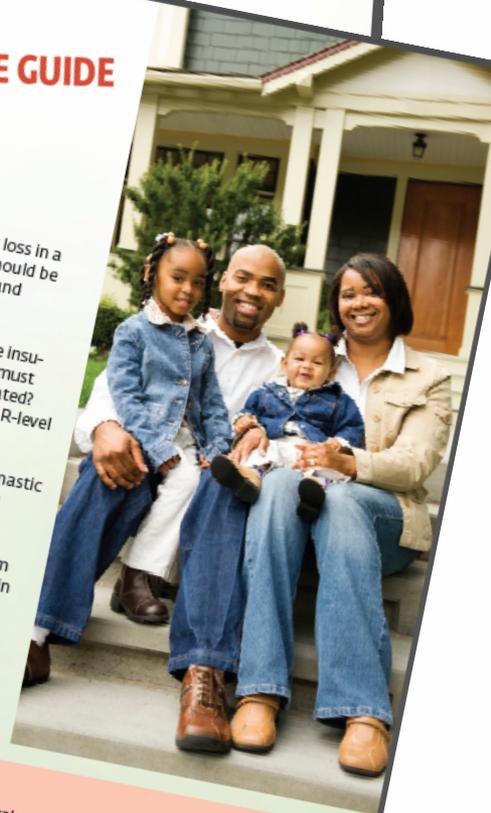
This Home Energy Code Guide was produced by the Building Codes Assistance Project and Consumers Union, July 2011. Visit our Websites to download a summary Home Energy Code Checklist for the requirements described above.



Building Codes Assistance Project
www.bcaphome.org



www.GreenerChoices.org
www.agreenerfuture.org



2009 IRC Energy Certificate		
Counties other than Mobile and Baldwin		
Compliance Method	Date	
PRESCRIPTIVE	6-30-11	
Insulation	R-value	
Ceiling/Roof	30	
Walls	13	
Floors	19	
Ducts	8	
Basement Walls	5/13	
Window and Door Ratings	U-factor	
Windows	0.50	
Doors	0.50	
HVAC Equipment	Type	Rating
Heating	GAS BOILER	75% AFUE
Air Conditioning	FORCED AIR	SEER-13
Water Heating	Type	EF value
Water Heater	50 GAL, GAS	0.60
General Contractor: RTS CONTRACTORS		
Insulation Contractor: SMITH & SON		
Form Completed By: John Smith		

2009 IRC Energy Certificate		
Mobile and Baldwin Counties		
Compliance Method	Date	
PRESCRIPTIVE	6-30-11	
Insulation	R-value	
Ceiling/Roof	30	
Walls	13	
Floors	13	
Ducts	6	
Basement Walls	0	
Window and Door Ratings	U-factor	
Windows	0.65	
Doors	0.65	
HVAC Equipment	Type	Rating
Heating	GAS BOILER	75% AFUE
Air Conditioning	FORCED AIR	SEER-13
Water Heating	Type	EF value
Water Heater	50 GAL, GAS	0.60
General Contractor: RTS CONTRACTORS		
Insulation Contractor: SMITH & SON		
Form Completed By: John Smith		

These are illustrations of the energy certificate that can be found on or near the circuit breaker box (i.e. electrical panel box) that lists the materials and equipment ratings to demonstrate that a new home meets energy code requirements.

For more materials and information visit:

www.adeca.alabama.gov/CO/codes

<http://www.adeca.alabama.gov/CO/codes>

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

Most homes meet the minimum national energy standard.



DOES YOURS?



2009 IRC Checklist for Alabama

- Energy Efficient Lighting.** The residential code requires that the builder put high efficiency light bulbs (such as compact fluorescents) in at least 50% of the lighting fixtures that are hardwired into the home. Some examples include lighting in kitchens and bathrooms, recessed lighting, hallway lights, and exterior lights next to the front door and garage door.
- Windows – New or Remodeled Homes.** Windows and doors can be responsible for 18-20% of energy loss in a home. Energy code requirements specify a U-factor for windows and skylights. A U-factor is a rating that indicates how much heat loss the window allows. In Alabama, they are:

	Window U-Factor	Skylight U-Factor	Solar Heat Gain Coefficient
Baldwin & Mobile Counties	0.65	0.75	0.30
All Other Counties	0.50	0.65	0.30

- Check the access hatches/doors for attics.** These can be a major source of air leakage in the home, creating high utility bills and sending your cool air up to the roof in the summer. Hatches and doors to the attic should be weather-stripped and insulated. They should be well-made so that they are airtight.
- Insulation: check under the house and get to know the crawl space.** Either the floor over the crawl space should be insulated or (preferred) the crawl space should not have vents. Insulation should be attached securely without gaps.

2009 IRC Checklist for Alabama

- Look for sources of air leakage.** Air leakage is responsible for 30% or more of *total energy loss*. All joints, seams and penetrations between the inside and outside of the home must be sealed. Typically, caulk, spray foam or is used to seal air leaks.
- Fireplaces.** Generally speaking, fireplaces often reduce the energy efficiency of a home. The energy code requires that the doors of wood-burning fireplaces have gaskets to reduce air leaks.
- Ducts must be insulated and testing may be required.** Leaky ducts can be responsible for 10-30% of energy loss in a home. Check the attic to see if the ceiling and walls are insulated. If not, the ducts should be insulated to an R-4 value. Other ductwork throughout the home should be sealed with mastic, a type of caulk. After July 1, 2013, the code requires that the entire duct system be tested for air tightness if any part of the ductwork is located in an un-insulated crawlspace, attic, or garage.
- Energy Certificate.** (Voluntary) Energy Certificate located on circuit breaker box (i.e. electrical panel) Framework of Home signed.
- Insulation certificate requirement.** The code provides added protection for home buyers when insulation is blown or sprayed into walls and ceilings. Builders must provide a certificate listing the type, manufacturer and R-value (a measure of the material's performance) of the

	Ceiling R-Value	Wood Frame Wall R-Value	Floor R-Value
Baldwin & Mobile Counties	30	13	13
All Other Counties	30	13	19

- 85% of homeowners believe they have a right to homes that meet national standards.
- Energy codes save money and resources, but they also serve as a good indication of quality construction.
- If a home is built to code, it generally means the home will be comfortable to live in and affordable to heat and cool.
- 87% of consumers want to make informed decisions before purchasing a home, such as knowing the home's energy use.



Find more materials at:

<http://www.adeca.alabama.gov/C0/codes>

Statistics provided by the Consumer Reports National Research Center, 2011

BCAP Outreach to Consumers in MI, AK, TX, PA

- **Paid media** (paid ads on Zillow, Facebook)
- **Earned media** (news releases; attempted radio interviews with NPR)
- **Other outreach:** Asked organizations to forward email or print a newsletter article

We did not:

- Do direct outreach (direct mail, door hangers)
- Reach out to real estate agents (MLS)
- Radio PSAs



Using Social Media: Facebook and Twitter



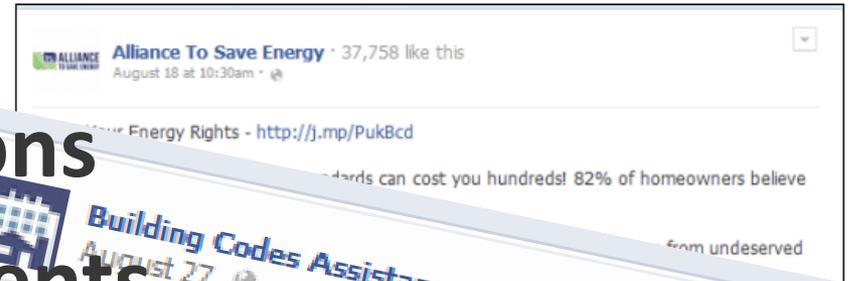
- **Ads ran April 11 - May 31 , 2012**
- 2,619,988 impressions; 652 clicks
- **Ads ran June 4th to July 31st**
- 5,439,107 impressions ; 2,762 clicks



- **17 twitter posts**
- 119,995 impressions; 450 clicks
- 22 Re-tweets
- 450+ people visited website

8 Facebook Posts

- 16,182 Unique Users;
28,882 total impressions
- 358 “Likes”; 13 comments
- 35 Shares to other User’s pages
- 678 Clicks to BCAP website



Paid Ads: Zillow

- Zillow: 38 M unique visitors/mo (home buyers)

- Ave. time visitors spend at site: 17.5 min

Ads ran Aug 8-26, 2012

About 1 million impressions; 1,700 clicks to BCAP website

The screenshot shows a Zillow listing for a house with 4 bedrooms and 3.5 bathrooms. The listing includes a photo of the house, a 'Contact agent' section for Laura Klayum, and a table of price changes. Several advertisements are overlaid on the page:

- Top Left:** "DON'T LOSE MONEY ON YOUR ENERGY BILLS" with a link to energycodesocean.org/yourhome.
- Left Side:** "WILL YOUR NEW HOME..." with a link to energycodesocean.org/yourhome.
- Bottom Left:** "PASS THE ENERGY TEST?" with a link to energycodesocean.org/yourhome.
- Bottom Left (Green):** "BUILD OR BUY AN ENERGY-SAVING HOME" with a link to energycodesocean.org/yourhome.

The listing details include:

- Property: Wood Home With 4 Bedrooms, 3.5 Baths, 2 Car Garage. Room To Move Inside & Out In This 3,048 SqF Home On A 13,738 SqF Fenced Lot. Family & Living Rooms, Huge Eat-In g Room, Storage Galore. Wrap Around s. Don't Miss The Storage Area In
- Price: \$1,702 (08/05/2012)
- 0-day change: \$1 (08/06/2012)
- \$/sqft: \$138
- \$/sqft: \$0.88

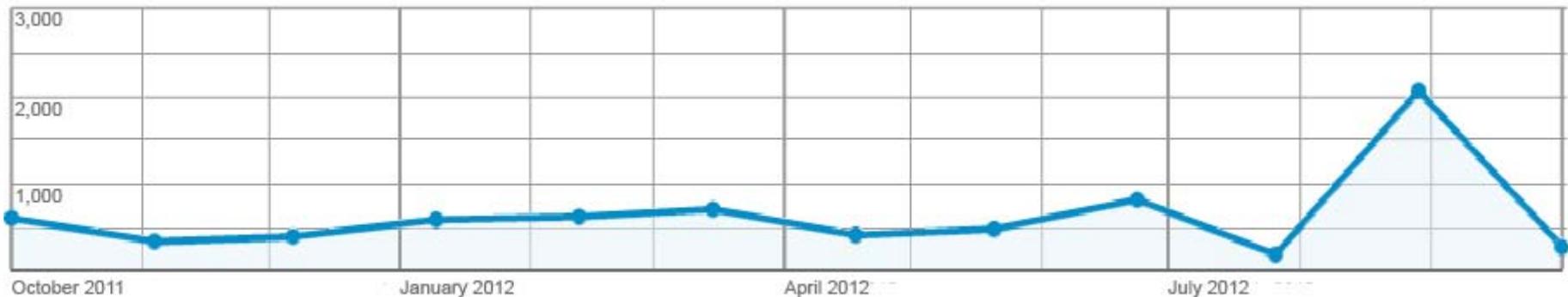
Similar Homes for Sale:

- 19534 S Mitkof Loop, E... For Sale: \$465,000 (5 Beds, 3.0 Baths, 3164 Sqft, 11761 Lot)
- 19550 Trail Bay Dr, Eagle... For Sale: \$425,000

BCAP web traffic results

Consumer Portal

Hits by Month



Consumer Portal

Visits October 2011-September 2012

2,529 visits **2,199 (82%)** unique visitors **2.92** pages /visit **2:48** avg. time/visit

Getting Media: Key Insights

- Traditional media is difficult to secure without a newsworthy topic
- The topic of energy codes by itself may not be covered, but there are ways to increase the odds of coverage
- “Energy codes” can accompany a topic that has a current, and timely news value
- You must have a news “hook”

Possible News Hooks

- Code update is being considered
- Rise in energy prices
- Rise in number of ENERGY STAR new homes
- Energy prices going up
- Horror story of a home buyer / owner with an inefficient home

Consumers Union & Northeast Energy Efficiency Partnership Outreach in Maine



HOME ENERGY CODE CHECKLIST

If you are interested in buying a home or want to learn how to make your home more energy efficient, this checklist provides information on energy performance and identifies opportunities to improve energy efficiency.

This checklist helps you spot check for national minimum energy requirements, it will help you assess a new home, and about the quality of construction and the likelihood that the home will meet the 2009 International Energy Conservation Code (IECC).

- ENERGY CERTIFICATE**
 - Energy Certificate located on circuit breaker box is completed and signed. See reverse side for example and more details.
- AIR SEALING**
 - All holes between floors and through walls have been sealed with caulk or foam. Examples include:
 - where phone cable wires enter the house
 - where plumbing goes through walls, floors, and ceiling
- THERMOSTAT**
 - If a forced air heating system is being installed, the home has a programmable thermostat
- DUCTS**
 - IN ATTIC:**
 - Ceiling and walls are insulated, or
 - Ducts are sealed and insulated to a value of R-8
 - WHOLE HOUSE:**
 - All ducts are sealed with mastic
- LIGHTING**
 - At least half of the home's light fixtures have high efficiency lights
- FIREPLACE**
 - The fireplace is properly installed
- INSULATION**
 - Crawl space is insulated
 - Access to attic is properly sealed
- WINDOWS**
 - Windows meet minimum requirements for energy efficiency
- EXISTING**
 - Existing windows are properly sealed
- TESTS**
 - A blower door test is performed if applicable
 - The building is properly sealed
- ALTERNATIVE**
 - If the home is not a new construction, the home has been properly sealed

 **BCAP**
Building Codes Assistance Project
www.bcap-ocean.org

BUYING A NEW HOME? REMODELING?

Make sure it's built right.

You could be buying a home that will be uncomfortable and waste money!

With colder weather coming, you may be dreading rising utility bills and uncomfortable drafts in your home.

When homes are built or remodeled, builders are supposed to construct them according to regulations set by energy codes, which are minimum requirements for energy efficiency.

Energy efficient homes use less energy, resulting in lower utility bills and a more comfortable home, as well as environmental benefits. A home built to the model code can save you \$200 every year.

Talk to your builder. Make sure your home meets the state or local energy code!

For more information on home energy efficiency and to see if your home meets the code, please visit agreenerfuture.org.

 **aGREENERFuture.org**
WORKING FOR CLEAN, RENEWABLE, AFFORDABLE ENERGY

 **Consumers Union**
POLICY & ACTION FROM CONSUMER REPORTS



Real Estate Agents

- Northeast Energy Efficiency Partnership offers materials for real estate professionals
 - Brochure
 - Checklist

HOME BUYERS WANT ENERGY EFFICIENT HOMES!

Show off a home's energy efficient qualities.

It's what consumers want!

79% of consumers surveyed said that they would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills. 82% believe that homeowners should have a right to a home that meets national energy standards.*

What are the selling points of an energy efficient home?
Superior quality of construction, year-round comfort, improved air quality, lower energy costs, mortgage savings, and higher resale value potential, just to name a few.**

For more consumer information, please visit agreenerfuture.org/codes. And for more information on home energy efficient features, please visit www.nhenergycode.com.

*Survey of 5,000 consumers conducted by Consumer Reports, 2011
**GDS Associates

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ConsumersUnion
POLICY & ACTION FROM CONSUMER REPORTS

Energy: Henry Campbell

Outdated energy codes lead to uncomfortable homes

February 23rd, 2011 @ 10:36pm

By Jed Boal

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At that sweet spot, for the average-sized new Houston house, extra insulation and such would cost around \$1,600 - less than one percent of the average house's sales price. And starting with the very first month's bills, the higher efficiency would leave homeowners with more money in their pockets: Though the payment on a 30-year mortgage would be about \$7 more, the utility bills would be \$21 less. In only 22 months, the energy savings would completely pay for the upgraded efficiency. And the lower power bills would continue for as long as the house stands.

The benefits wouldn't be limited to the new houses' owners. The less energy Houstonians use, the fewer plants we'll have to build - so the lower everyone's electric rates will be.

burning electric plants. And the new houses' owners will here at home: a nice boost for our local

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Noriega and James

Thank You!

Maria Ellingson, Senior Program Manager

Building Codes Assistance Project

Toledo, Ohio

419-724-4571 | mellingson@ase.org

Group Feedback

1. Ideas for improving printed materials?
2. Ideas for dissemination?
3. Other feedback on consumer outreach?
4. Your news stories on energy codes?