

# Building Residential Energy Efficiency in West Virginia

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West Virginia Home Builders Association Charitable Fund



## WVHBA Charitable Fund

Market- and Value-Driven  
Initiatives, linking:

- Home Builders
- Financial Industry
- Government
- Consumers





## The HBA is Market Driven to Provide Energy Efficiency to our state



- ▶ Energy Efficiency is no longer a “nice-to-have” add-on, but is an integral component of residential home building.
- ▶ The 2009 IECC is the required WV State Code—ALL new homes must be built to this standard.
- ▶ The HBA of WV is offering comprehensive 2009 IECC training FREE OF CHARGE to ALL members starting in late 2015, funding permitting.



# What does it mean to be “market-driven” within the context of Energy Efficiency?



## Customer Focused

- ▶ Energy Efficient homes are what consumers want.
- ▶ Providing a high degree of value for consumers is paramount.
- ▶ Knowing what to do and how to do it protects our businesses, and our jobs

## Industry Standardization

- ▶ The states leading change are very unlike West Virginia, so we must make this work for us.
- ▶ Government has both encouraged and compelled our industry to change, both meeting, but also creating a new markets.
- ▶ This change provides both opportunities and challenges.



## Values-Driven Initiatives that make sense for our businesses and our consumers.



- Energy Efficiency is a **PRODUCT** that all HBA members should espouse: Builders, Real Estate Agents/Appraisers, Financial Services, and Suppliers.
- Our Industry must communicate its core value that providing Energy Efficient products are the ways we respect and serve our consumers.
- We, as businesses owners are consumers (we live in houses, too!) We must demonstrate that we believe in Energy Efficiency and that we are committed to providing the public the same levels of high-quality in the products and services we ourselves use.



## Training and Continuing Education Demonstrate Our Commitment to both our Members and our State



- ▶ We believe that our training on the 2009 IECC, as well as other standards of Energy Efficiency practices and products, demonstrates to our consumers that we are committed to high-quality services.
- ▶ We formed ARCEE, the Appalachian Residential Consortium for Energy Efficiency, to bring like-minded partners into the tent to assist us in providing excellent training and ongoing development over time to our members and to the public.
- ▶ Current partners include the West Virginia Division of Energy, Energy Efficient West Virginia, the Benedum Foundation, 84 Lumber Company, Marshall University, the US Department of Energy, and others.



# For the HBA of WV, Energy Efficiency is....



- ▶ OUR FOCUS: What we sell to our customer. We want to be experts!
- ▶ OUR LOCUS: Where we situate our product in the market.
- ▶ OUR MODUS: HOW we plan to differentiate ourselves from “your brother-in-law” who says that he can build your house “cheaper”!



## Measure Twice, Train Once! The Residential Energy Code Field Study



- ▶ ARCEE has been asked by the US Department of Energy to participate in the “Residential Energy Code Field Study”, with the invaluable assistance of Marshall University’s Center for Business and Economic Research (CBER).
  - ▶ An anonymous, confidential **baseline study** to measure new homes on ten criteria to ascertain compliance with the 2009 IECC (with no negative repercussions on builders and/or consumers);
  - ▶ An **education, training, and outreach phase** targeting building issues identified during the baseline study (the 2009 IECC Code Training for HBA Members)
  - ▶ A **post- study** to identify the change in energy use following the education, training & outreach activities



## Residential Energy Code Field Study, Continued



- ▶ Upon final approval, the Field Study will link West Virginia with eight other states (Pennsylvania, Maryland, Kentucky, North Carolina, Georgia, Alabama, Arkansas and Texas) to measure progress in the building industry to meet the 2009 IECC Energy Code.
- ▶ Data gleaned from the study will be important not just for Home Builders, but for diverse industries such as Banking (home mortgages), Manufacturing and Retail (suppliers), and Utilities and Energy Producers (energy usage), as it will give the HBA, the State and the Feds a barometer as to how best to assist the Energy Efficiency economy as it grows and progresses.





# Takeaways....



- ▶ Since residential Energy Consumption is 54% of the entire consumption of the US Buildings Sector (and 22% of the entire primary energy consumption in the United States), residential Energy Efficiency is a **BIG DEAL**. (Source: EIA, 2009; 2012)
- ▶ Our state, as many others, have barriers to how we can improve Energy Efficiency throughout the residential building sector. Educating builders, but also the Real Estate Industry (with emphasis on Appraisers), the Financial Industry, Government and Consumers is an ongoing and joint effort that the ARCEE Project has taken on.
- ▶ The HBA of West Virginia, through the WV HBA Charitable Fund, feels that it best serves its members by helping them provide market- and values-driven products and services to both members and the public. We do well by doing good!!
- ▶ The HBA's participation in the US Department of Energy's Residential Energy Codes Study will be important not just for Home Builders, but for diverse industries such as Banking (home mortgages), Manufacturing and Retail (suppliers), and Utilities and Energy Producers (energy usage), as it will give the HBA, the State and the Feds a barometer as to how best to assist the Energy Efficiency economy as it grows and progresses.



Now let's eat lunch!!!

Thank you,

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