



The ARCEE Project

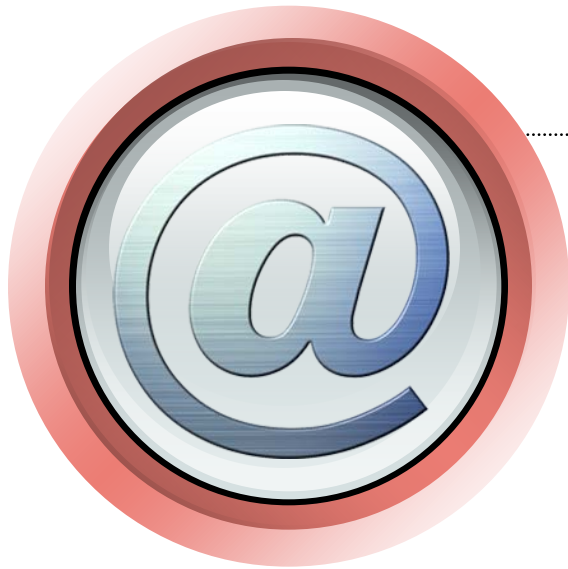
Re-Imagining Residential Home Building
In West Virginia in the 21st Century

What is ARCEE?

- Appalachian Residential Consortium for Energy Efficiency, a project of the West Virginia Home Builders Association Charitable Fund, a 501 (c)(3) organization
 - Project designed to train all members of the Home Builders Association of WV (HBA) to use Energy Efficient methods aligned to meet or exceed the 2009 IECC, currently the state's building code.



How will ARCEE impact the built Industry in our region?



Training for Builders/Affiliates

Training for Agents/Appraisers

Training Loan Officers/Banks

Informing Government

Educating the General Public



The “Three Pillars” of ARCEE

HBA Member Training

Dedicated 20 hour industry certification (video/in person format) aligned to the 2009 IECC and the Nat’l Green Building Standard, FREE to all HBA Builders/Affiliate members. Certification upon successful passing of exam.

Real Estate/Appraiser/Banker

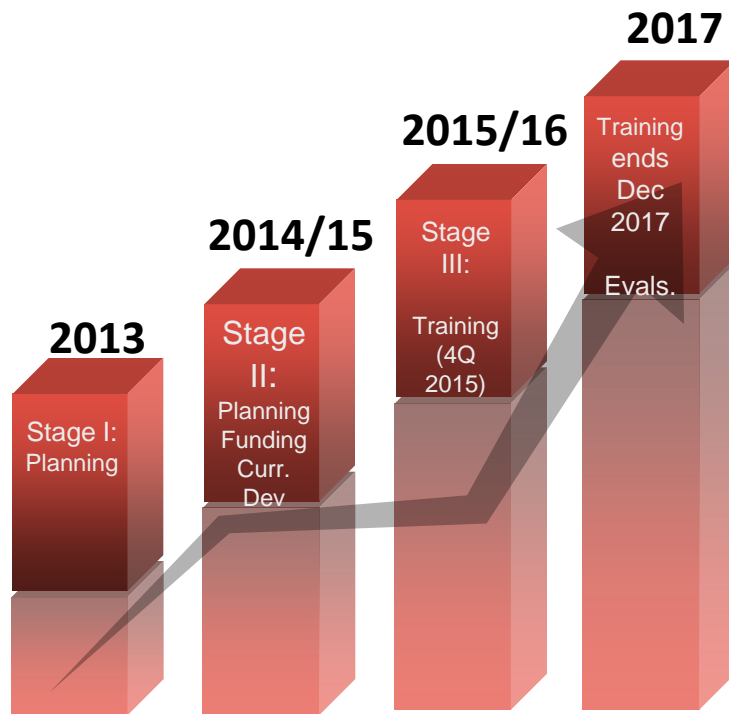
Dedicated 10 hour training for Agents, Appraisers, and Loan Officers highlighting the value benefits of Energy Efficient building, and best practices to capture value in new and retrofitted buildings.

Targeted Public Information

Large scale media campaign (television, radio, billboards, social media, etc.) that educates the home buying public regarding EE, and providing a builder/agent/banking referral which will match the consumer to certified HBA members via phone or internet.



How long will ARCEE take to do retrain the WV Built Industry?



Proposed ARCEE Timeline

1. Planning and Development

- ✓ Design ARCEE Protocols based on DOL standards for workforce training
- ✓ Pilot Test Video, Written Curriculum and methods for efficacy with our members.

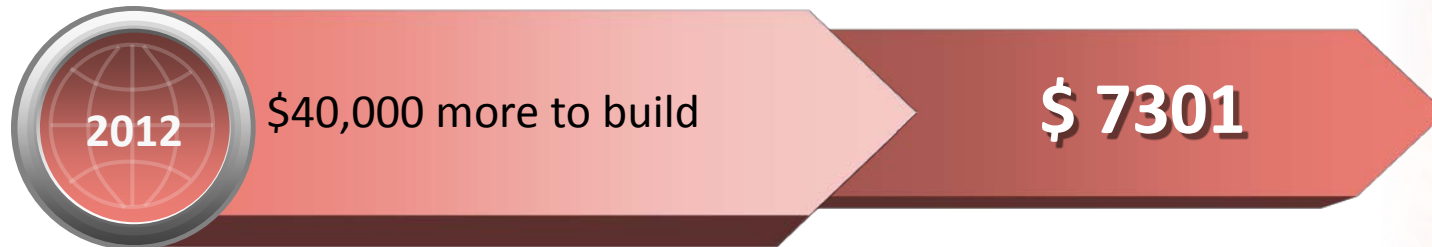
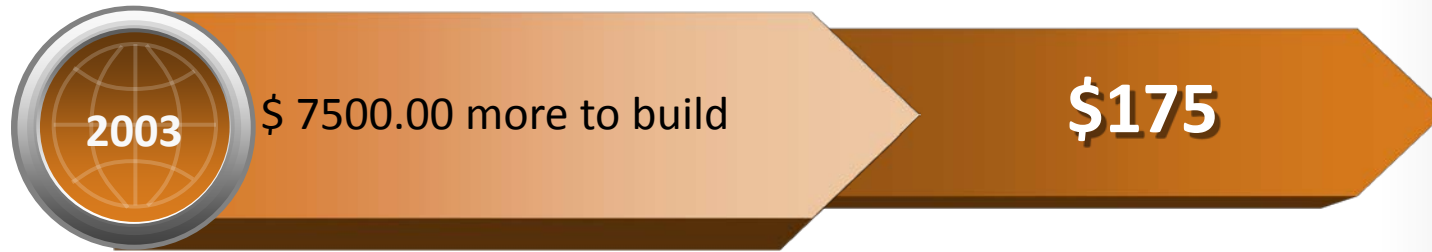
2. Training, Outreach and Evaluation

- ✓ Training begins in 4Q 2015, funding permitting.
- ✓ Most courses in winter, when industry is on hiatus.
- ✓ Public information campaign runs all year round, refers potential clients to builders/agents/banks who have the ARCEE certification.



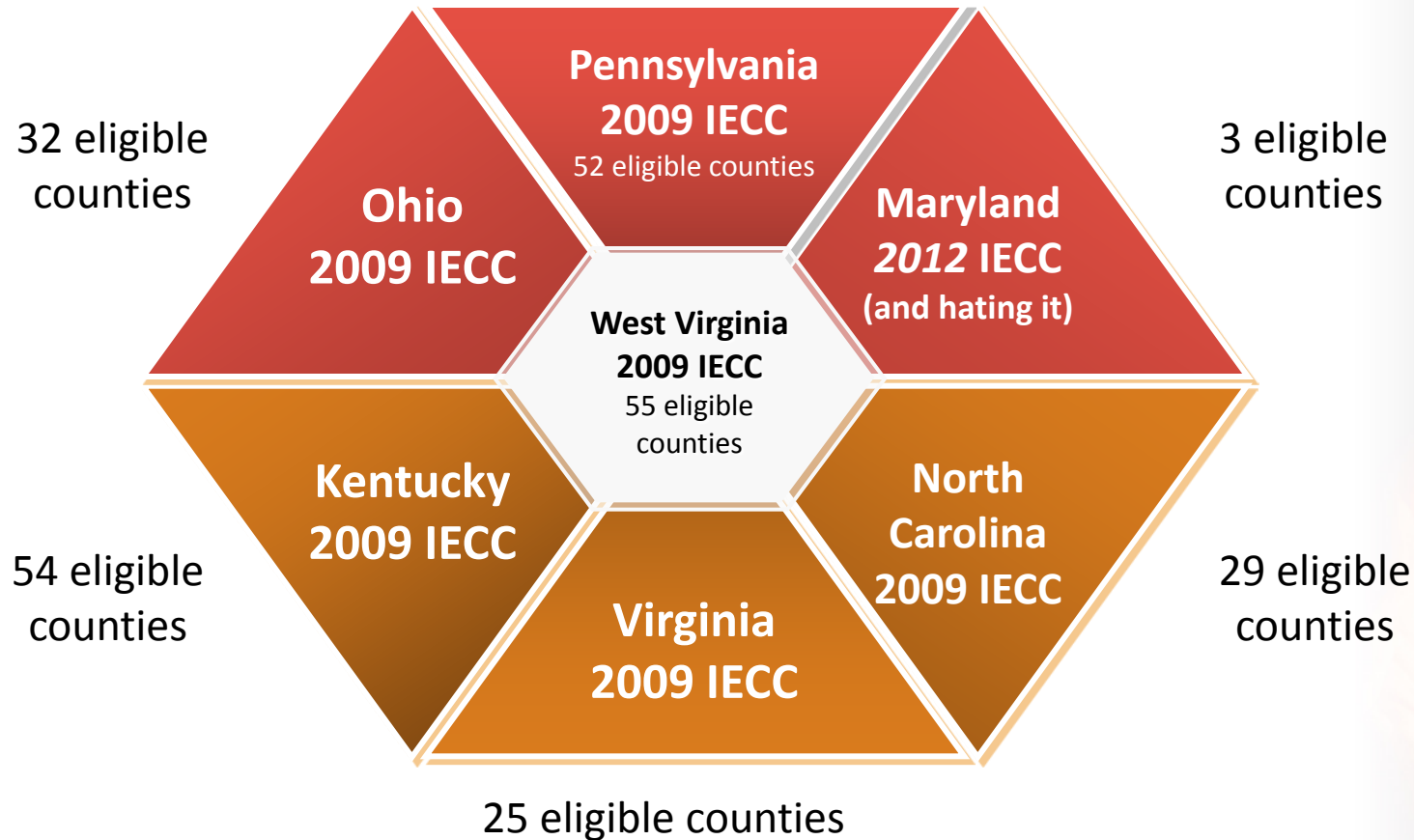
What is the net savings for consumers based on different IECC standards?

Based on US Department of Energy data, incl. mortgage credits*



Why the Appalachian Residential “Consortium”?

Based on the ARC’s designation; We can train smaller HBAs and others in neighboring states for much less than other trainers



Next Steps....



- **ARCEE hopes to be “live” by November of 2015!!**

We welcome partnerships and targeted training projects to expand HBA membership and seed the Built industry’s next generation of professionals!







THANK YOU

