

# Using public policy to target home energy efficiency and affordability

Local Government Summit  
Fond du Lac  
April 5, 2017

**COWS** | BUILDING  
THE HIGH ROAD

# COWS and the Mayors Innovation Project

At the University of Wisconsin - Madison



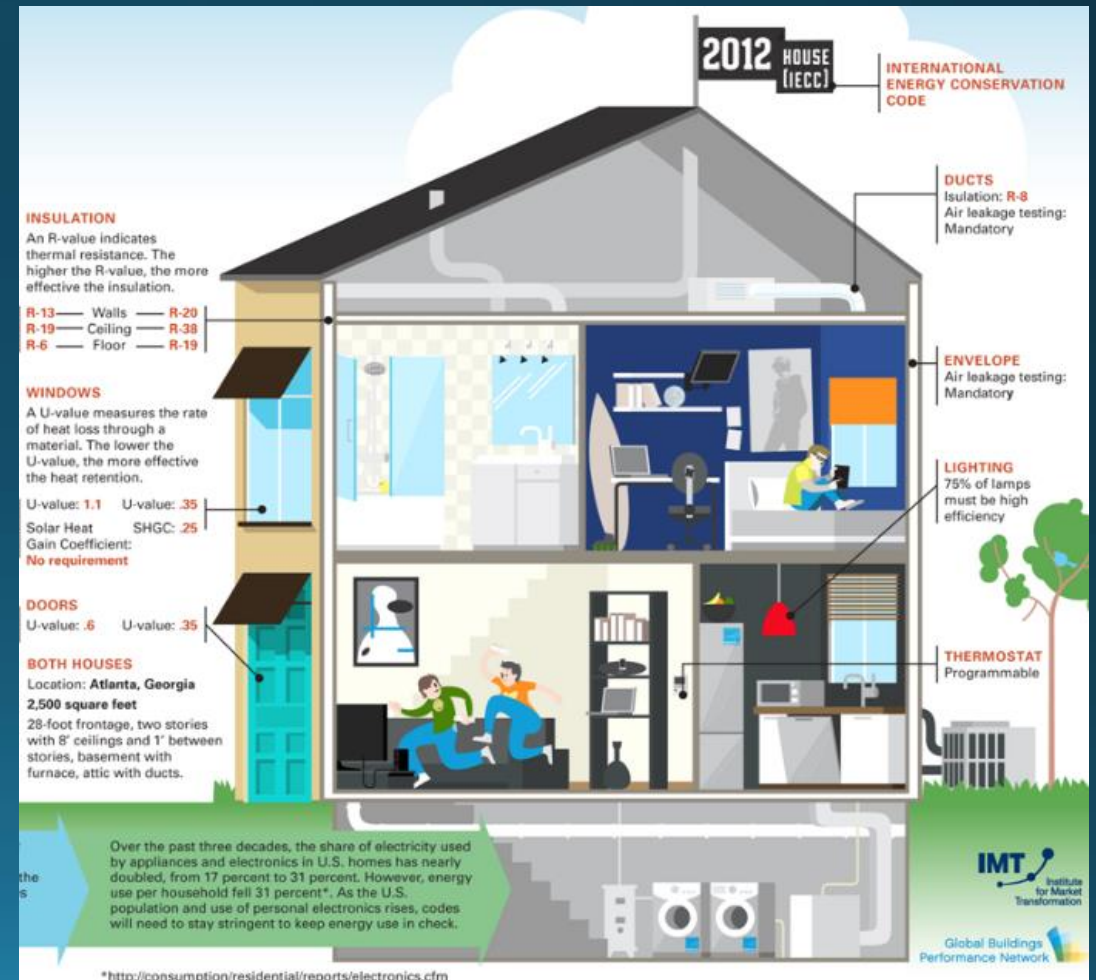
Helping realize the promise and power of cities...

to promote sustainability,  
equity and democracy  
through research & peer learning.

# Two main ways local governments can encourage efficiency and affordability

1: Make sure housing is built efficiently in the first place

2. Encourage, enable and normalize retrofitting



# Encouraging building efficiency



- Adopt the most stringent and up to date codes from the ICC
- Incentivize going beyond code
- If using public funds, go above and beyond code

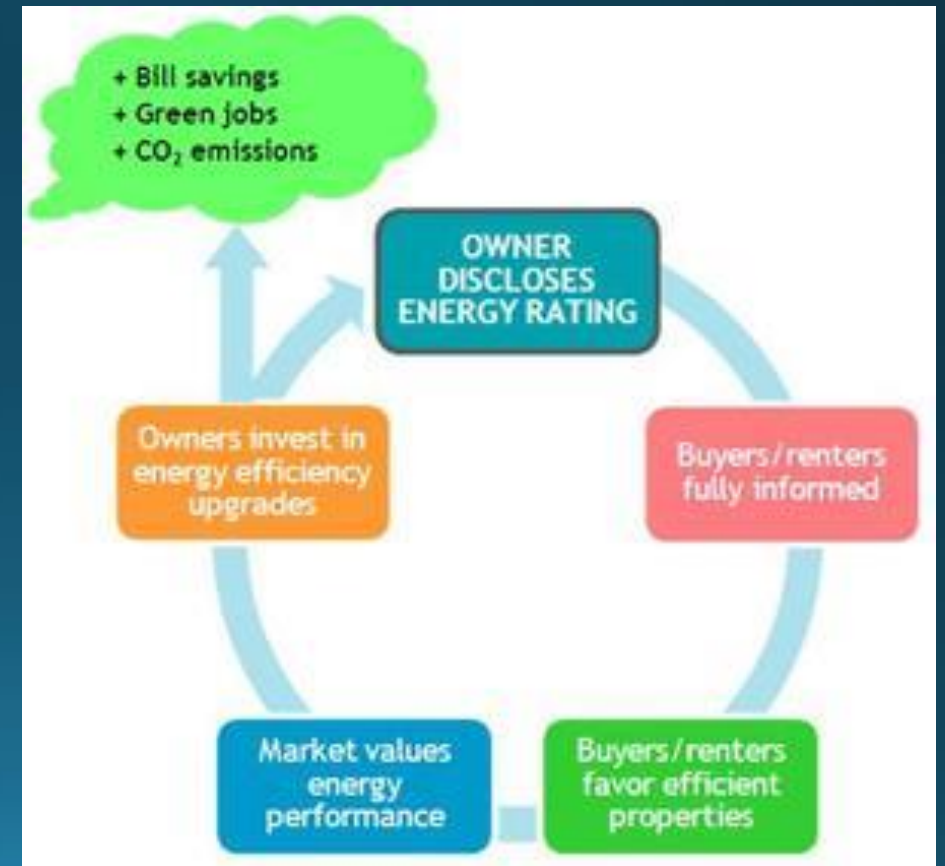
# Encouraging efficiency, cont.

- Educate your building inspectors and contractors
- Enforce your building code



# Retrofitting Policy lever: disclosure

- Require disclosure, but pair it with assistance to improve the outcome
  - Example: Austin TX Energy and Conservation Audit and Disclosure Ordinance
- Do outreach to ensure homeowners and building owners know what they can do to improve



Source: National Energy Efficiency Partnerships (NEEP)

# Comparison of U.S. Commercial Building Energy Benchmarking and Disclosure Policies

	Legislation				Building Type & Size Threshold			Disclosure			Rating System		
	Jurisdiction	Short Name	Enacted	First Compliance Deadline	Municipal	Commercial	Multifamily	To Gov't	On Public Website	Time of Transaction	To Current Tenants	Energy Star	Other
Cities	Atlanta	Atlanta Commercial Buildings Energy Efficiency Ordinance	Apr 2015	Jul 2015	10K SF+	25K SF+	25K SF+	✓	Energy Star Score of 50+	-	-	✓	-
	Austin	Energy Conservation Audit & Disclosure (ECAD) Ordinance	Nov 2008	June 2011	✓	10K SF+	Audits	✓	-	Buyers	-	✓	ACLARA
	Berkeley	Building Energy Saving Ordinance	Mar 2015	Oct 2016	25K SF+	25K SF+	25K SF+	✓	✓	Buyers, Lessees	✓	✓	-
	Boston	Boston Energy Reporting and Disclosure Ordinance	May 2013	May 2014	✓	35K SF+	35+ units or 35K SF+	✓	✓	-	-	✓	-
	Cambridge	Building Energy Use Disclosure Ordinance	July 2014	December 2014	10K SF+	25K SF+	50+ units	✓	✓	-	-	✓	-
	Chicago	Chapter 18-14. Building Energy Use Benchmarking Ordinance	Sept 2013	June 2014	50K SF+	50K SF+	50K SF+	✓	✓	-	-	✓	-
	District of Columbia	Clean and Affordable Energy Act of 2008	July 2008	April 2013	10K SF+	50K SF+	50K SF+	✓	✓	-	-	✓	Energy Star Target Finder

# Retrofitting: PACE

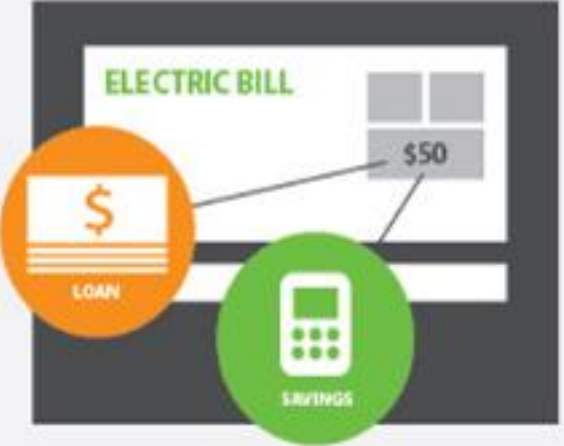
- Residential PACE available to homeowners directly
- Commercial PACE can be used to improve building stock, including affordable housing projects
  - Washington DC :  
Phyllis Wheatley YWCA





# Retrofitting: On-bill

- On bill financing and on-bill repayment allow home and building owners to pay for improvements over the life of a loan – either to a municipal utility or a third party.



**PAY AND SAVE**

The cost of your upgrade is **added to your monthly energy bill** and can be spread out over 5, 10 or 15 years. Plus, if you decide to sell your home, the remaining monthly installments can be billed to the new account holder.

# Increase access and awareness

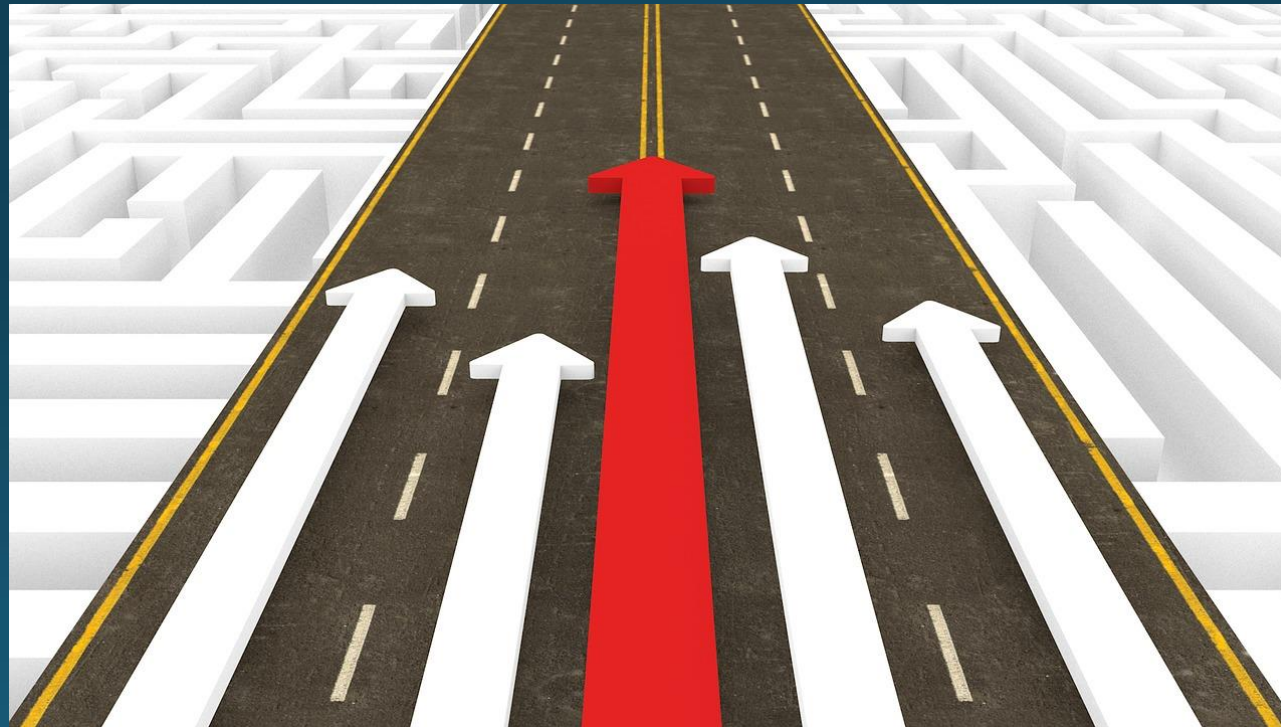
- Increase access by removing unnecessary barriers
  - Madison, WI
- Make it easy to access services:
  - Portland, OR: Clean Power Works Program

**Table 3. Community Power Works Audit Conversion Rates Compared to Similar Programs**

<b>Conversion rate</b>	<b>CPW Homes EPS Audit</b>	<b>Oregon HERS Audits</b>
<b>Three months</b>	26%	11-17%
<b>Six months</b>	37%	6-22%
<b>One year</b>	NA	20-28%
<b>Two years</b>	NA	25-35%
<b>Three years</b>	NA	29-40%
<b>Four or more years</b>	NA	32-44%

# Lead by example

- Local governments can do both: build good buildings and retrofit buildings, increasing the market and awareness of options



A photograph of three white cows in a green field under a blue sky. The cows are the central focus, with one in the foreground on the left, one in the foreground on the right, and a smaller one in the background. They have yellow ear tags. Overlaid on the image is contact information for Katya Szabados.

# Questions?

Katya Szabados

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