

# SINGLE FAMILY “HOME ENERGY LABELING PROGRAM” (HELP)

Sept. 14, 2021



# What is the goal of this program?

- To inform prospective home buyers of a home's energy performance and expected energy costs
- Recommend and encourage cost-effective home energy improvements
- Increase market push for healthy, energy-efficient homes

Why do we need  
this program?



# A<sup>2</sup>ZERO Plan:

*A just transition to  
a carbon-neutral  
community by  
2030*



1. Powering our electrical grid with 100% renewable energy.
2. Switching our appliances and vehicles from gasoline, diesel, propane, coal, and natural gas to electric.
3. Significantly improving the energy efficiency of our homes, businesses, schools, places of worship, recreational sites, and government facilities.
4. Reducing the miles we travel in our vehicles by at least 50%.
5. Changing the way we use, reuse, and dispose of materials.
6. Enhancing the resilience of our people and our place.
7. Cross-cutting initiatives such as equity, engagement, and reporting.

# A<sup>2</sup>ZERO Plan:

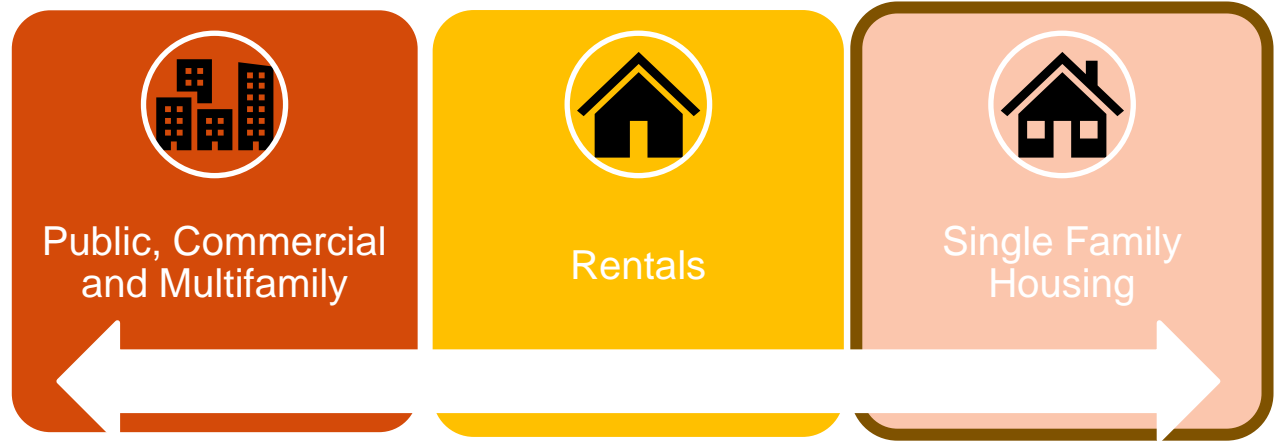
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# A<sup>2</sup>ZERO Plan:

A suite of  
programs

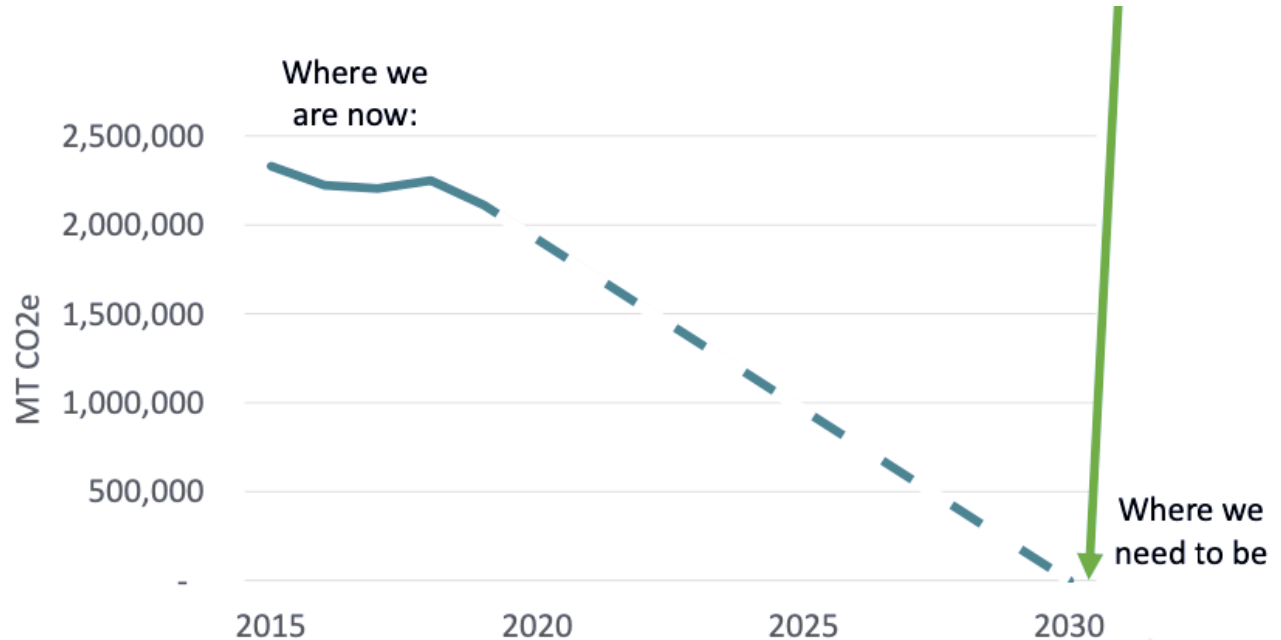


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Timeline of Carbon Emissions in Ann Arbor



# Existing Demand for Disclosure Policy:

National Association  
of Realtors® 2021  
Sustainability survey



**65%** of realtors in the Midwest found energy efficiency listings to be somewhat or very valuable

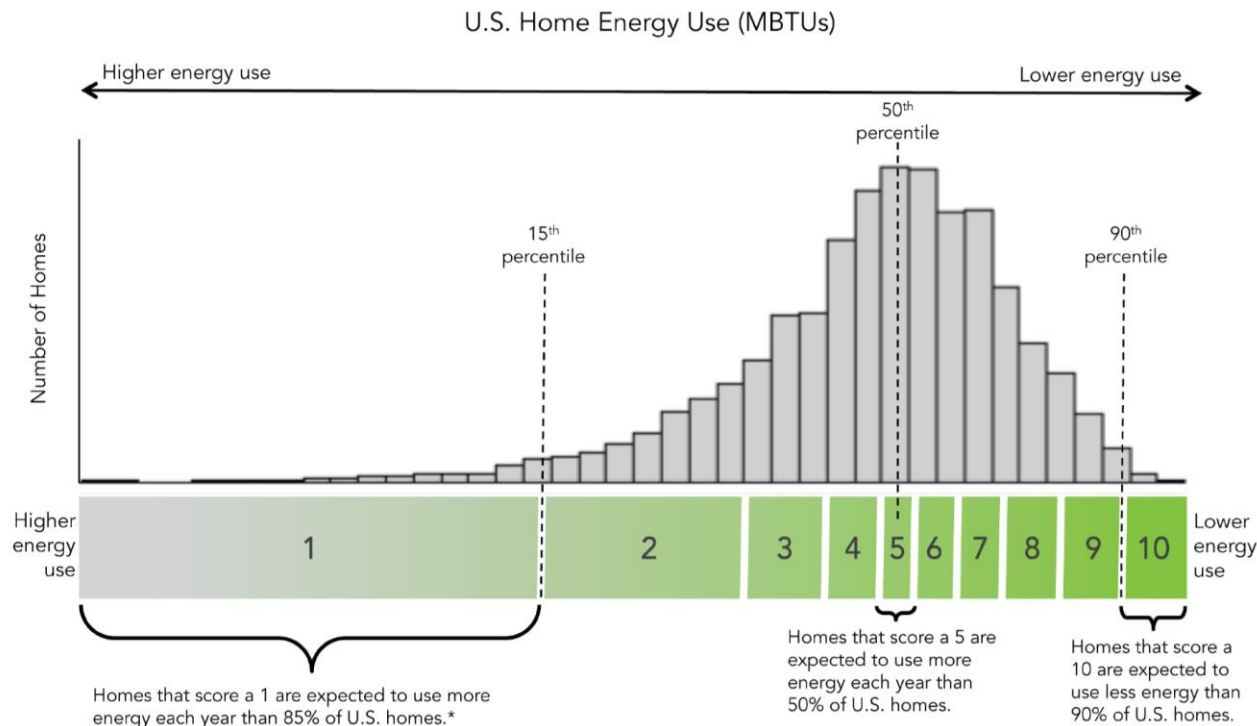
**75%** of realtors believe that a home's utility bill/operation costs are somewhat or very important to home buyers

**37%** of realtors expressed comfort or extreme comfort with answering clients' questions on home energy performance.

How does a Home  
Energy Score (HES)  
work?



# Standardized '1 to 10' scale



# For Homeowners and Sellers



1) A DOE certified Home Energy Assessor will evaluate your home's total energy use

2) The Home Energy Score Report includes:

- The Home Energy Score
- Data used to calculate HES
- Energy use estimates
- Improvement recommendations with 10-year or less pay back rates

3) If selling,

Your HES will be included in your home's listing

Your HES Report will be given to the buyer at time of sale

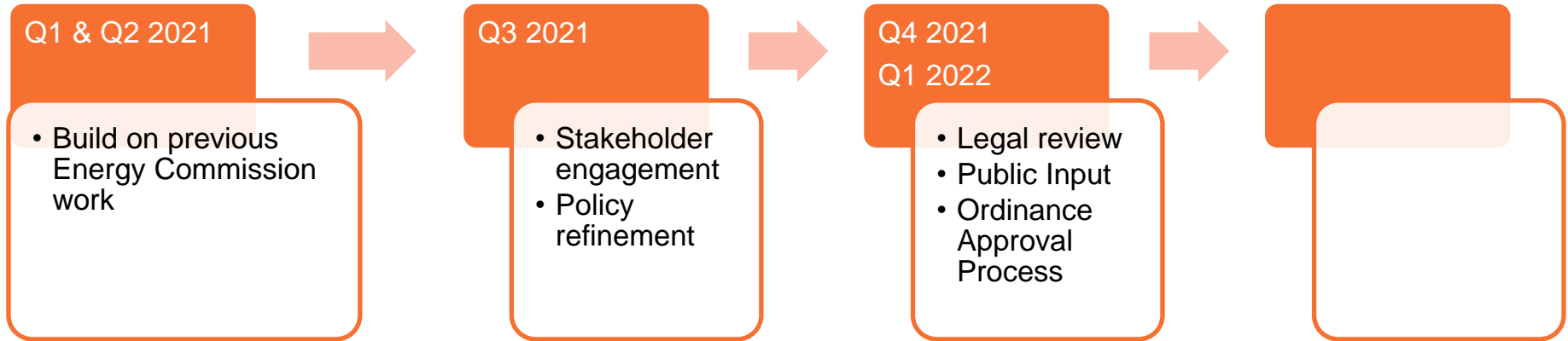
# Becoming an Assessor



*Certified residential building and energy professionals qualify for Home Energy Score Training*

- 1) Find and join a local Home Energy Score Partner program
- 2) Complete the guided or self-paced Home Energy Score Simulation Training
- 3) Score a home with a Partner organization mentor
- 4) Incorporate the Home Energy Score service into your business model

# Implementation Timeline



# What buildings are covered?



Building Type	Building Size	Commercial Benchmarking	Commercial Energy Audit Disclosure	Home Energy Audit Disclosure	Green Rental Housing
Commercial, Institutional & Industrial Buildings	>20,000 SF	X			
Commercial, Institutional & Industrial Buildings	<20,000 SF		X		
Multifamily Buildings	>20,000 SF	X			If rented
Residential Housing Units	N/A			X	If rented

# What buildings are covered?

1)



All single-dwelling units on their own lots

2)



Attached single-dwelling units, **not** stacked vertically

Who benefits from  
HELP?



# Benefits of HES



## Home Buyer

- Access to energy cost information before purchasing
- Cost-effective efficiency improvement recommendations
- Lower energy costs support lower income households

## Homeowner

- Opportunity to showcase cost-effective efficiency upgrades
- Increased value of homes with high energy scores\* (without devaluing those with lower scores)

# Benefits of HES



## Real Estate Agent/Realtor

- Homes with energy scores tend to sell faster
- Home buyers feel secure in their investment
- Standardized/comfortable method of discussing energy performance with clients

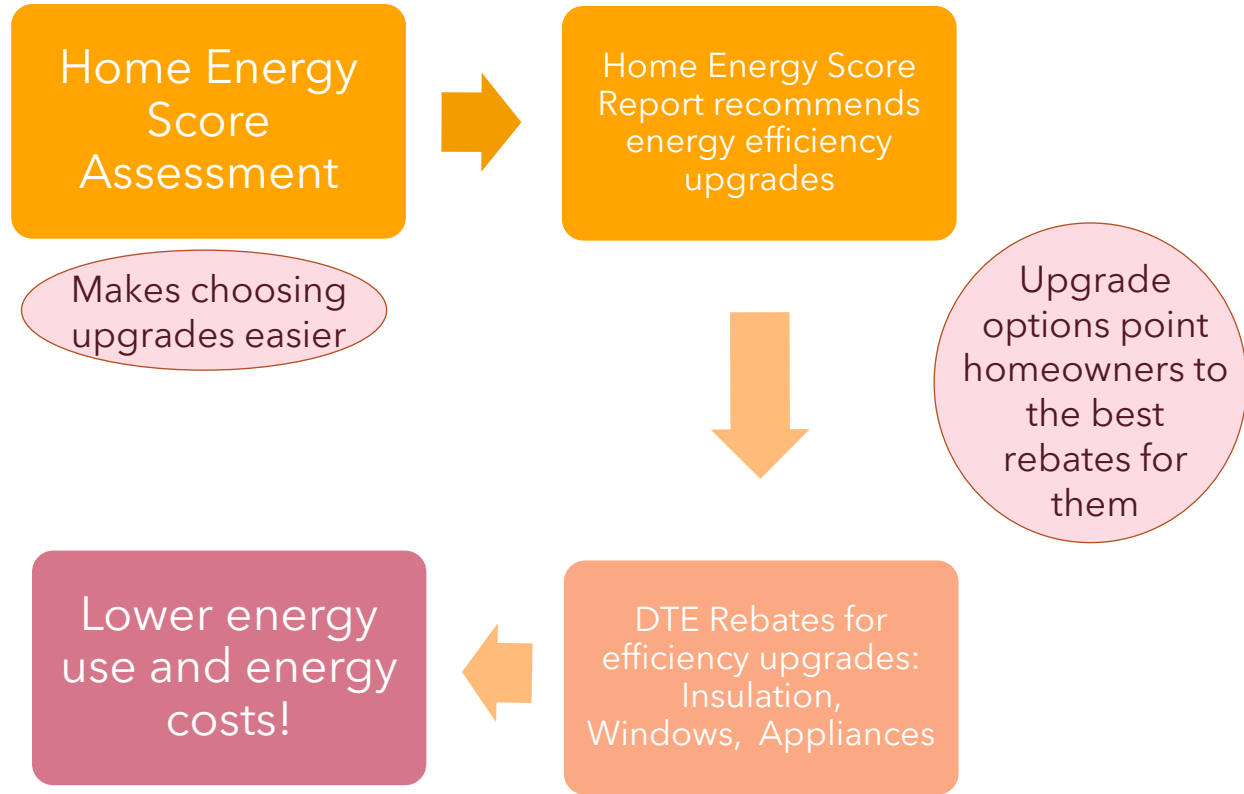
## Community at Large

- Continued reduction of carbon emissions from buildings
- Healthier, safer, more comfortable, and more efficient homes

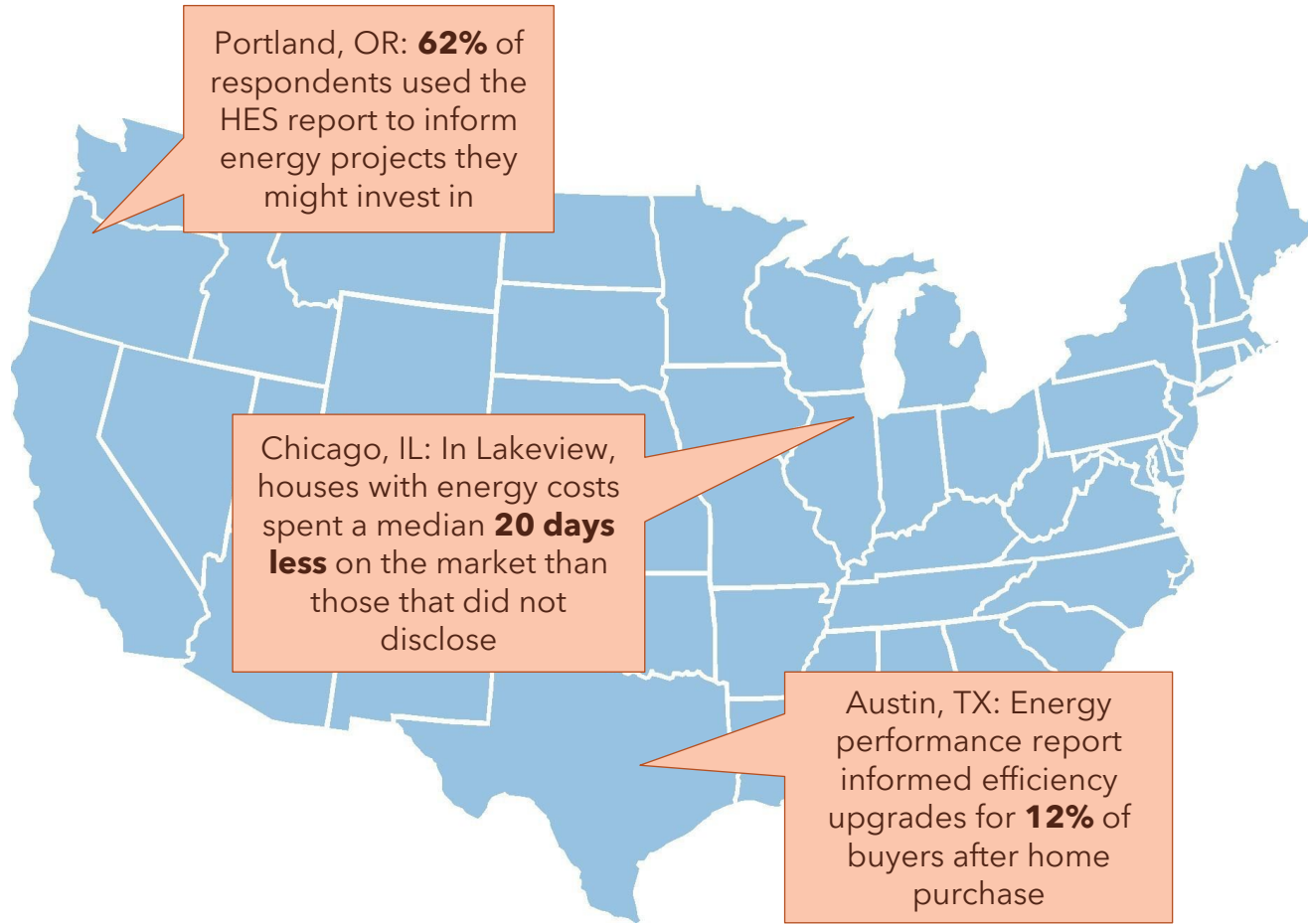
What impact will  
HELP have?



# Increasing Support for Efficiency Upgrades



# Positive Market Shifts



# Benefits from Efficiency Upgrades



## ► Energy and Cost Savings

Michigan's average annual energy bill = **\$2,716** (Elevate Energy, 2017)

In Ann Arbor, **17.2%** of homeowner households have housing cost burdens (Harvard JCHS).

Efficiency upgrades could reduce energy burdens by **15-30%** (Elevate Energy, 2017)

## ► Health and Safety

Energy-efficient homes have significantly improved indoor air quality, leading to better quality of life and health.

## ► Support for Local Economy

Increased demand for Home Energy Assessments and efficiency upgrades

2014 Michigan energy efficiency programs are expected to create **15,203** jobs in the state by 2038 (MEEA, 2016)

## Projected Impacts in Ann Arbor



### ***Projected Impacts in the First Year***

4 assessors to rate 4,445 homes

889 home retrofitted

20,733 MMBtu Energy Saved

\$367,690 in energy cost savings

1,891 tons CO<sub>2</sub> mitigated

\$11.5M increased real estate value

*Source: RMI City Impact Calculator for Rental Energy Labeling*

Thank you for  
your time!

Questions?

