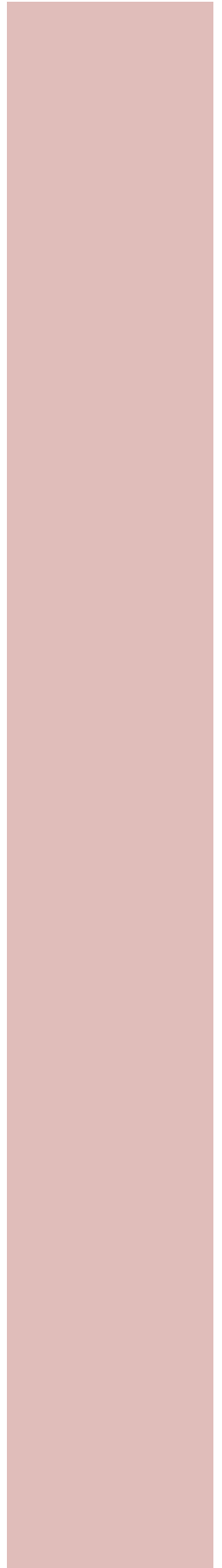






The Partnership for Advancing Technology in Housing (PATH) advances technology in the home building industry to improve the afford-

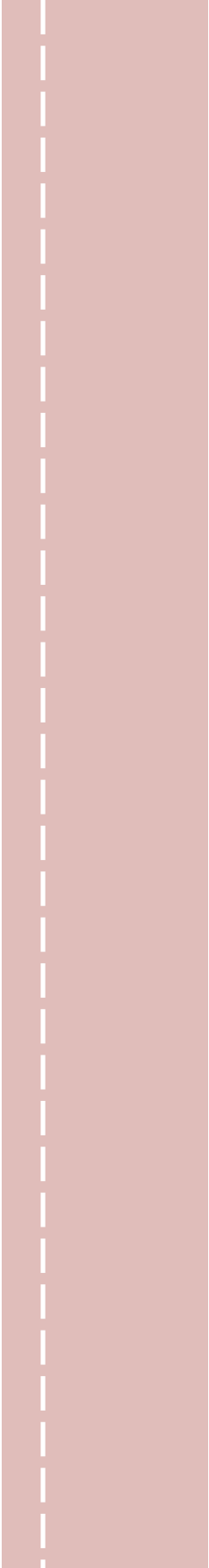


OVERVIEW

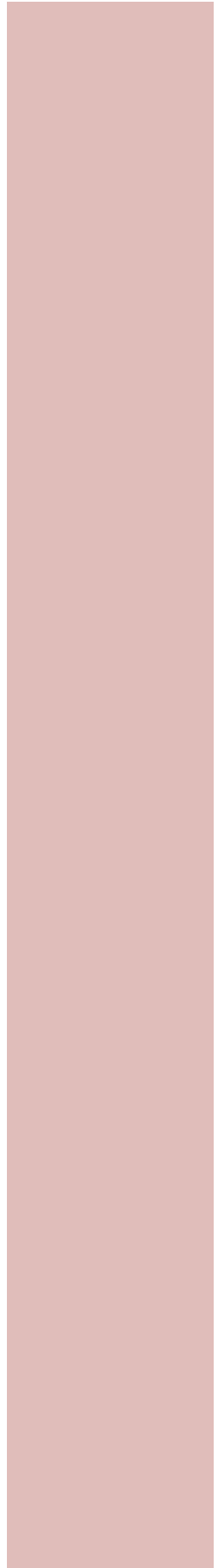


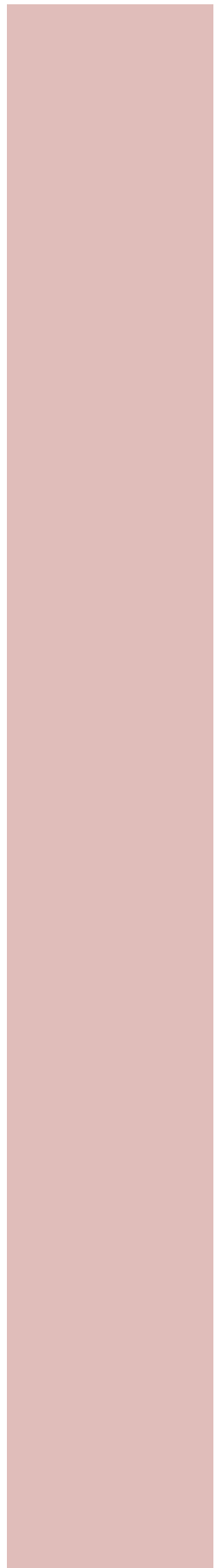


Because consumers must understand and value energy-efficient solutions



Programs that promote energy efficiency or educate, train, or certify remodelers, builders, and trade contractors need to be identified and documented. These








1.10 Share the Plan—Promote These Actions to Remodelers and Trade Contractors

This action should be done as part of, and in coordination with, the outreach



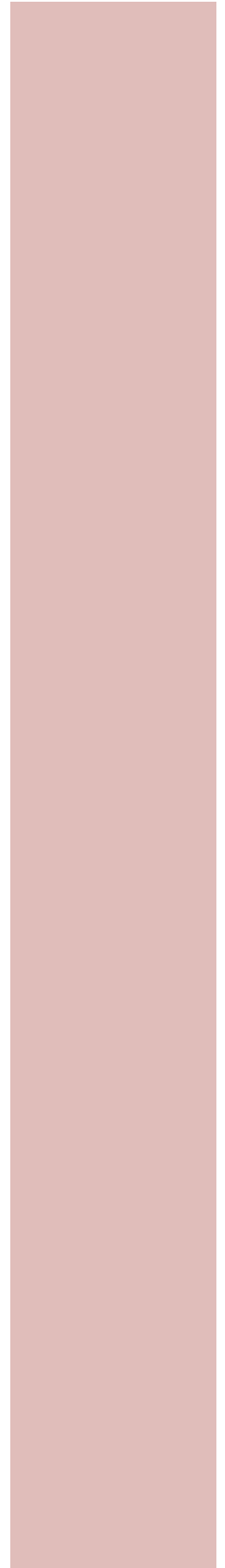
consumers about energy efficiency. It is sponsored by HUD, Home Depot, and Oakwood Homes.

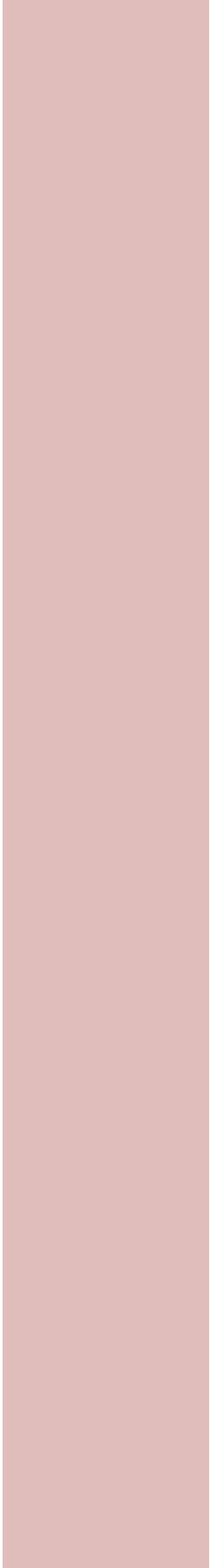
2.2 Gauge Existing Consumer Knowledge of the Value of Energy Efficiency

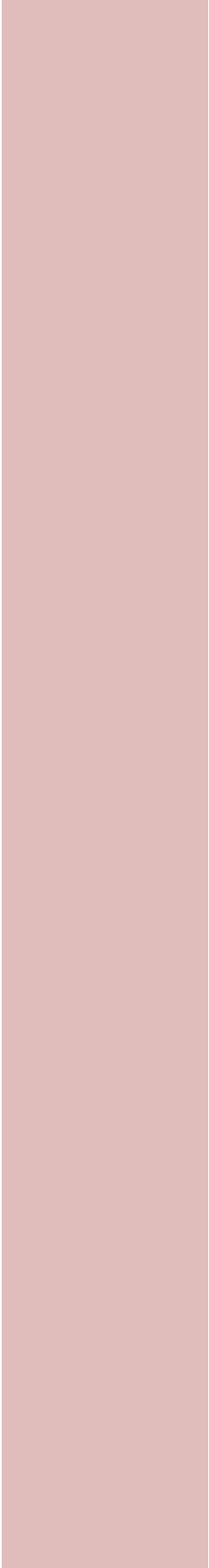
Before the unified, “Energy efficiency is valuable,” message is developed and delivered, participants need to be apprised of existing consumer knowledge and values related to the topic. They need to know the effective messages and delivery methods. Some participants already may have collected this consumer information for their own purposes and might be willing to share it with the group.

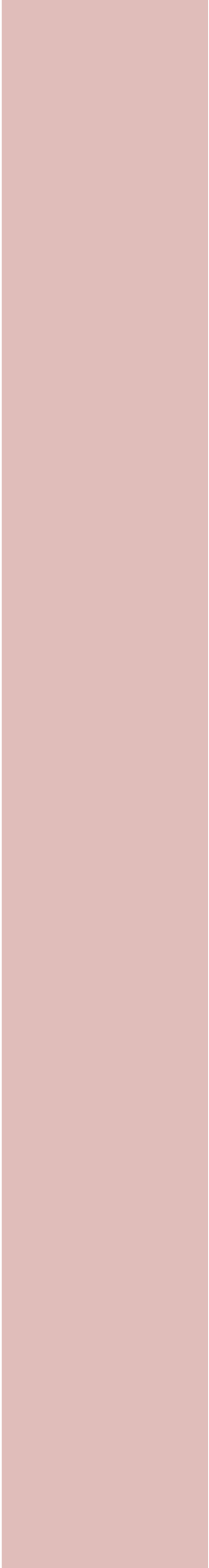
Consumer input is a critical part of this activity. What motivates consumers?

- Environmentally sensitive roofing materials that change thermal











Help remodelers and trade contractors understand the economic and social benefits of delivering energy-efficient solutions to their customers.

Hundreds of thousands of remodelers and trade contractors who interact with homeowners daily are in ideal positions to guide customers toward energy-efficient decisions. These remodelers and trade contractors must be motivated to push energy efficient technologies. They need to be convinced that energy-

Establishing the credibility of remodelers and trade contractors is key to their success in helping homeowners make energy-efficient decisions for repair, remodeling, or replacement projects. A strong, effective certification program that includes training, testing, and periodic review is required.

The NAHB Remodelors™ Council already has in place a Certified Graduate



After creating a consistent, unified message about the value attached to energy-efficient improvements for existing homes, the next critical element is to create a need, desire, and/or incentive in consumers to implement these valuable home improvements.

Part of these incentives needs to be incorporated into the messages delivered, and part needs to be built into remodelers' and trade contractors' follow-up and personal contact with consumers. Working on the knowledge that different motivators, which can be broadly identified as social and economic, drive every consumer, the most universal and applicable drivers for this part of the initiative are fear, greed, and guilt.

Figure 12 provides a timeline for the activities required to implement this strategy. Those activities are described below.

7.1 Quantify and Define the Economic Value of Energy Efficiency

Consumers need to understand the various economic benefits that contribute to the value of energy efficiency in order to be convinced to implement retrofit



Develop a system that gives homeowners the information they need to understand and manage their energy-consuming equipment in real time, and in a consistent, easy-to-interpret form.

This strategy is directed at collecting operating data from the various energy-consuming products and systems in a home, communicating the information to a central point, and displaying it to the home occupants in an easy-to-understand, consistent format. The information might include the current status of any operating equipment, such as the maintenance level, years of expected remaining operation, current operating efficiency compared to manufacturer's specifications, and actual energy consumption in a normal operating mode. It might even indicate to-date and projected utility costs.

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