

## Meeting Notes for Partners for High Performance Homes Meeting, October 12, 2004

The first meeting held under our new name, “Partners for High Performing Homes” was focused on updates of local activity and discussions about outcomes for the next meetings. The check-in process was informative as usual. See below for an update.

The next meeting’s date is set for **December 2nd at Tri-State, 1-4pm**. Everyone is encouraged to attend and to bring a friend. Please RSVP!

[www.coloradoenergy.org](http://www.coloradoenergy.org) is our new communication tool. See our bright red box on the front page. *We hope to utilize this website to further our goals of collaboration and communication.*

### What’s Happening Out There?

- New Millennium Builder Awards will be November 16, 2004, 10:30 a.m. at the Governor’s Mansion. All are invited to attend. [www.e-star.com](http://www.e-star.com) for more info.
- Ecobroker classes are ongoing this fall contact John Beldock or Jody Wagner.
- Affordable Comfort regional conference is coming to Colorado PHPH has the opportunity to be actively involved in setting up the agenda for Colorado’s needs.
  - A subcommittee from HPHP will be working on this, let Susan know if you want to be on that subcommittee.
- Habitat for Humanity Metro Denver will be building a Zero Energy House in 2005 and 34 affordable high performance homes. **Hats off to Habitat!**
- City of Fort Collins Utilities is doing extensive consumer outreach in Northern Colorado
- Built Wright has become a HERS provider, go to [www.Builtwright.com](http://www.Builtwright.com) for more information. Congratulations Robby.
- The New Home Stakeholders Group report was presented to the big wigs in Building America, and DOE, they were very impressed with it and have encouraged Colorado to follow it up with requests for funding.
- The sales staff from some EFL builders were fired up to sell high performance packages after a great training by EFL representatives.
- E-Star hosted several seminars, ENERY STAR for New Homes, High Performance Homes for Consumers. The seminars are hosted by E-Star Colorado and sponsored by Engle Homes Colorado, Aspen Homes of Colorado, Sopris Development, and the Lipidex Corporation (manufacturer of the AirCycler device). The idea behind the seminars is educated buyers will encourage their friends, relatives, and colleagues to buy high-performance homes of their own.

### Trainings and Workshops

- “GreenEdge for Homes” Advanced Training Workshop sponsored by Boulder Green Building Guild. A two-day advanced training geared towards builders, remodelers, architects, interior designers, and other interested professionals. This in-depth training fully prepares professionals for Green Advantage™ certification; Green Advantage™ is an educational partner of the US Green Building Council.  
Registration: [http://www.bgbg.org/event\\_registration102204.htm](http://www.bgbg.org/event_registration102204.htm)
- "Selling Sustainability" and "Turning Green into Gold" on October 26 at the Hyatt Regency Downtown Denver. Please visit [www.squarefootage.net](http://www.squarefootage.net) for complete details of the seminar including on-line registration and AIA educational credits

## Industry Updates

- Diagnostics market is tightening along with building market.
- There has been a “wait and see” mentality in northern Colorado as builders wait for new codes to be adopted in Fort Collins; the codes have an impact on the performance-based approach vs. a prescriptive approach.
- California has approved a new strict air leakage requirement that only allows for 5% of duct leakage in existing construction. This is extremely difficult and expensive to achieve, Colorado is watching how California will deal with it.
- New energy codes have been adopted in Parker, Colorado Springs, Denver and Fort Collins!

## Brainstorming Session “What Would You Like to See Come Out of This Group in 18 Months?”

With the goal of projecting into the future what the group like to accomplish in the near term, or at least through the next calendar year, Suzanne facilitated a discussion and brainstorming. The comments below were taken from that brainstorming and are not in any prioritized order.

HPH = High Performing Home.

1. Have more HPH's built
2. Have more consumers purchase them
3. Train minimum +12 contractors on high performance building practices
4. Bring Affordable Comfort conference to Colorado (continue networking)
5. Make the network/collaborating efforts stronger (communicate what's happening)
6. Communicate info in a timely manner in order for others to partner
7. Increase number of contractors (currently 7) on the Energy Star website to 50
8. Be the program/organization of competitors to work on common group benefits
9. Influence builders to build HPH
10. Influence consumers to demand HPH
11. Raise consumer awareness
12. Target \$ to increase consumer awareness at state and county fairs
13. Message needs to be uniform
14. Grow the pie through collaboration- there's enough work to go around.
15. Pick 3 categories and create subcommittees and work outside the quarterly meetings
16. Keep the update/sharing portion of the meetings
17. Bring builders to the table, coordinate more activities, possibly tours
18. Increase participation
19. Monthly gatherings at brewpubs up and down the Front Range to share info.
20. SEP (Federal State Energy Plan) funding for this group to do something
21. State based solution
22. Develop concept papers/brainstorm list to present to Patty Crow for funding by mid Jan 05
23. Hold 2 focus groups @6 mos. & @18mos.
24. Check to see how the market is/has a difference occurred over 18 months?
25. Consistent messages that consumers can understand
26. Consumer education
27. Focus on existing as well as new homes

The discussion was lively and there are some concrete actions and recommendations on this list,

it will be the challenge of the group to ensure these ideas get some legs to them via the larger group and the subcommittees.

### Small Group Subcommittees

Go to [www.coloradoenergy.org](http://www.coloradoenergy.org) for individual committee progress reports.

The following subcommittees were formed at the August meeting and new members joined in October. It is understood that these committees may be fluid in make up and direction, depending on interest and attendance. It is anticipated that the groups will meet in between the general meetings and will be able to report back to the larger group. You can sign up for as many subcommittees as you wish. Reporting and updating procedures are still being worked out. Update reports from 3 of the subcommittees are posted on the website with the meeting notes. Please check them out! All sub committees are looking for additional members!

Action Item A: Periodically evaluate housing performance

*Doug Swartz, Susan Castellon, Patty Crow, Kristen Shewfelt*

Action Item B: Building consumer awareness of high-performing homes

*Steve Andrews, Jodi Wagner, Ron Ebenkamp, Pat Keegan, Doug Swartz*

Action Item D: Develop targeted awareness efforts of builders and trade partners

*Simon Baker, Traci Di'Alessio, Kristen Shewfelt, Dave Schrock*

Action Item F: Provide training for sales staff and real estate agents

*John Beldock, Peggy Plate, Dean Fraley, Sara Larnia*

Action Item G: Support new home certification

*Doug Seiter, Lauren Yarmouth, Perry Rosensweig*

NEW Action opportunity: Affordable Comfort comes to Colorado ... PHPH has the opportunity to work with the organizers to set up tracks and speakers specifically for our market. A subgroup will be needed to work on this.

### **October Meeting Attendees:**

John Beldock, Jody Wagner, **EcoBrokers**

Patty Crow, **EPA, Region 8**

Ron Ebenkamp, **Tri-State Generation and Transmission**

Dean Fraley, **Allied Insulation**

Peggy Plate, **Western Area Power Administration**

Doug Swartz, **City of Fort Collins Utilities**

Lauren Yarmuth, **ENSAR Group**

Robby Schwarz, **BuiltWright Inc.**

Pat Keegan, **Colorado Energy Science Center**

Paul Higman, **Thermal Concepts**

Andy Blackman, **Habitat for Humanity Metro Denver**

Duncan Prahl, **Ibacos**

Kristen Shewfelt, Perry Rosensweig, **E-Star**

Dave Schrock, **Comfort Air Distributing**

Susan Castellon **Office of Energy Management and Conservation**

Facilitator: Suzanne Jarboe-Simpson, **City of Fort Collins Utilities**