



Creating Jobs

Delivering Energy Efficiency

Our Purpose

- **Rapidly Create Jobs**
- **Stand Up an American Industry**
- **Contribute to Energy Independence**
- **Help households lower energy costs**

HOME STAR Program

HOME STAR \$6 Billion

- **SILVER STAR**
 - \$3.6 Billion
- **GOLD STAR**
 - \$1.8 Billion
- **Financing / QA / Admin**
 - \$600 Million



Cost:	\$6 Billion
Homes:	3.3 Million
Jobs:	168,000

Homeowner Saving (10 yr.):	\$9.4 Billion
Equivalent Cars Off-Road:	615,000 Cars
Power Generation Offline:	4 x 300MW Plants

Construction Industry Employment

Construction

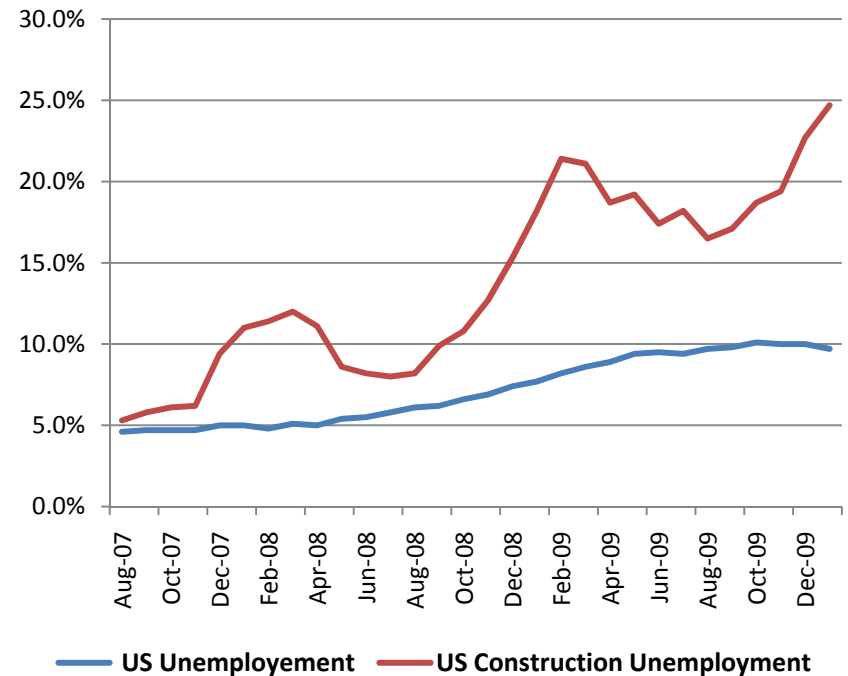
- 24.7% unemployment in construction industry (from 18.7% in October)
- 38% drop in employment since 2006

Manufacturing

- 24.5 % drop in construction related manufacturing
- Construction-related manufacturing at less than 62% of capacity

Construction Retail

- 14% drop in employment since 2006





- **Up to a \$1,500 rebate per measure**
- **Not to exceed \$3,000**
- **Not to exceed 50% of project cost**

SILVER STAR - Eligible Measures

Rebate delivered to customer at time of purchase, but paid to installer post completion of job and quality assurance:

- | | |
|---|--|
| <input type="checkbox"/> Air Sealing | <input type="checkbox"/> Duct Seal / Replacement |
| <input type="checkbox"/> Attic Insulation | <input type="checkbox"/> Wall Insulation |
| <input type="checkbox"/> Domestic Hot Water | <input type="checkbox"/> Floor Insulation |
| <input type="checkbox"/> Heating Equipment | <input type="checkbox"/> Cooling Equipment |
| <input type="checkbox"/> Windows and Doors | |

GOLD STAR

- \$3,000 incentive for a 20% savings
- \$1,000 for each additional 5% savings
- Not to exceed 50% of project cost or \$8,000

1. Energy Assessment

2. Retrofit

➤ *Fundamentals*

- Weatherization
- Insulation

➤ *Major systems*

- Heating / Cooling
- Water Heating

➤ *Renewables*

- Solar

3. Quality Assurance



HOME STAR Financing

- Creates up to \$1.5 Billion in low interest consumer financing
- \$200 Million for credit supports and interest buy-downs
- Supports a wide variety of existing financial products including, but not limited to:
 - Property Assessed Clean Energy (PACE)
 - Fannie Mae loans
 - Non-collateral loans
 - Secured loan products
 - On-bill financing
- Will allow American families to achieve cash flow positive results on most HOME STAR projects from day one

Enhances Existing Efforts

ARRA Investments

- Utilize training infrastructure developed with ARRA funds
- Create jobs for Weatherization workers as ARRA funds ramp down

Recovery Through Retrofit

- Combining HOME STAR incentives with the financing and industry standards recommended in this report will deliver results

Retrofit for Energy and Environmental Performance (REEP)

- Currently in House The American Clean Energy and Security Act (2009)
- Currently in Senate Clean Energy Jobs and American Power Act
- Currently in Senate Energy Bill - The American Clean Energy Leadership Act (ACELA)
- Large stakeholder group including industry, labor, and environmental groups

Active HOME STAR Coalition

Broad Industry, Labor, Social Justice, Energy and Environmental Supporters

Industry

AFC First Financial

Air-Conditioning, Heating and Refrigeration
Institute

Andersen Corporation

BASF The Chemical Company

CertainTeed Corporation

Conservation Services Group

Council of the North American Insulation
Manufacturers Association (CNAIMA)

The Dow Chemical Company

EcoBroker International

Efficiency First

Energy Federation, Inc.

Green Home Solutions by Grupe

Green Homes America

Home Depot

Knauf Insulation

The Linc Group

Lowe's Companies, Inc.

MASCO

MASCO Home Services

Owens Corning

The Polyisocyanurate Insulation Manufacturers Association (PIMA)

Recurve (formerly Sustainable Spaces)

Renewable Funding LLC

Serious Materials

Simonton Windows and ThermaTru Doors – Fortune Brands

Standard Renewable Energy

Labor and Social Justice

Blue Green Alliance

Change To Win

Green for All

Laborers International Union (LiUNA)

CONTINUED

Active HOME STAR Coalition

Broad Industry, Labor, Social Justice, Energy and Environmental Supporters

Energy and Environmental Advocates

ACEEE

Alliance to Save Energy (ASE)

Building Performance Institute (BPI)

Center for American Progress Action Fund

Environment America

ENE (Environment Northeast)

National Association of State Energy Offices (NASEO)

Natural Resource Defense Council (NRDC)

National Trust for Historic Preservation

Northeast Energy Efficiency Council (NEEC)

Sierra Club

US Green Building Council (USGBC)

500+ Regional Contracting, Manufacturing and related small businesses from across America.

Design Objectives

- **Speed to market**
 - Leverage existing infrastructure
 - Avoid the need for extended rule making or procurement
- **Market based**
 - Match public dollars with homeowner investment
 - Empower existing business and organizations to scale
- **Insure both short-term job creation and a transition to a long-term efficient market for performance**
- **Creating a broad bi-partisan coalition and a win for the environment, economy and American workers.**