

# The Role of High-Performance Builders, Utility Incentives, Industry Trends, and Technology required to Accelerate and Scale Zero Energy Homes of the Future Today

---

**2024 High Performance Home Builder Summit  
Salt Lake City, Utah**

# Meet the Panel

---

## **MODERATOR**

**Mark Pignatelli**, Director with ICF based in Boston, MA

## **PANEL**

**Megan Cordes**, Director of Sustainability and Building Science for Beazer Homes based in Sacramento CA

**Corey Self**, Director, Corporate Sustainability and ESG Reporting for Pulte Group based in Atlanta, GA

**Ben Schott**, Senior Program Manager for BGE based in Baltimore, MD

**Rebecca Smout**, Senior Program Manager for Salt River Project based in Phoenix, AZ

**Austin Pooley**, Lead Specialist for CenterPoint Energy based in Houston, TX



---

*Residential and C&I Director*

---

Mark is an energy efficiency expert with more than 18 years of experience in the energy efficiency consulting industry. His passion is to create innovative solutions that reduce greenhouse gas emissions, enhance energy security, and improve the quality of life for communities.



**Global** advisory,  
technology services  
provider

**50+ years** in the  
energy business

**Over 1,100** energy  
experts across North  
America, UK, India,  
China, and Ghana

**200+** energy  
efficiency programs  
and **\$3.1B** in  
energy efficiency  
rebates

**Top 60** utilities  
in North America

Supports **all major  
energy NGOs, federal  
agencies, and state  
DOEs** on energy issues

**Largest  
implementer  
of electrification  
programs** in the U.S

**Carbon Neutral** since 2006

**54%** Female Leaders





# Baltimore Gas & Electric

**Ben Schott**  
Sr Program Manager  
Residential Energy Efficiency  
**Clean Energy Solutions**



 Maryland's **largest** electric and gas utility

 **1.3 million** electric customers

 **700k** gas customers

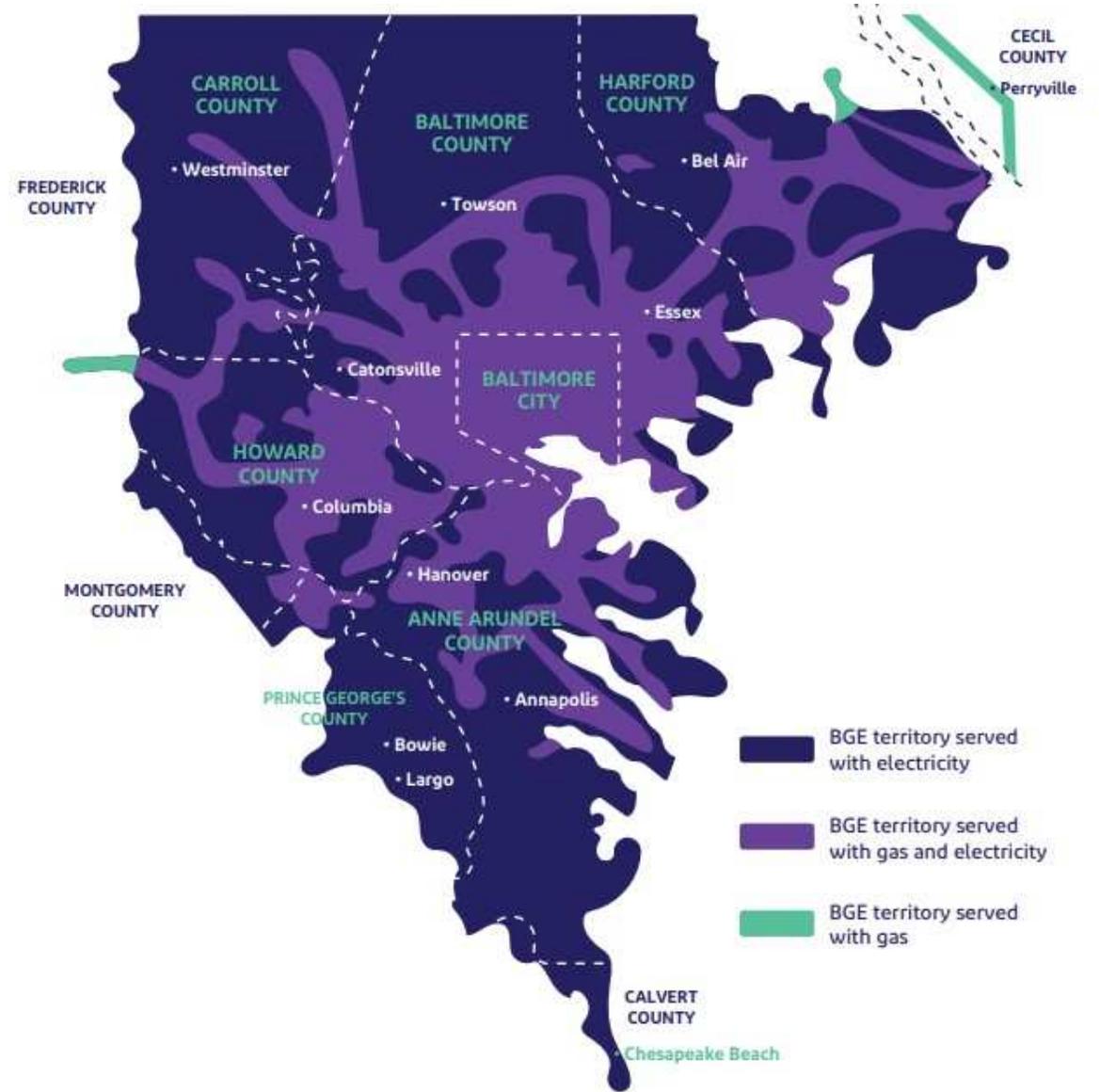
## Path to Clean Goals

**50% by 2030**

Reduction in our operational emissions

**Net zero by 2050**

Target for operations-driven emissions





AN EXELON COMPANY

## New Homes Program

### ENERGY STAR® Certified New Homes



**14+ year** ENERGY STAR® Partner



**60+ builders** enrolled



**30,000+ homes** completed to-date



**\$35 million** of incentives earned



**2024 ENERGY STAR® Market Leader**



**Among the first to support NextGen® Homes**

# ENERGY STAR® Certified New Homes Builder Incentives

Higher rebates effective Jan 1, 2024

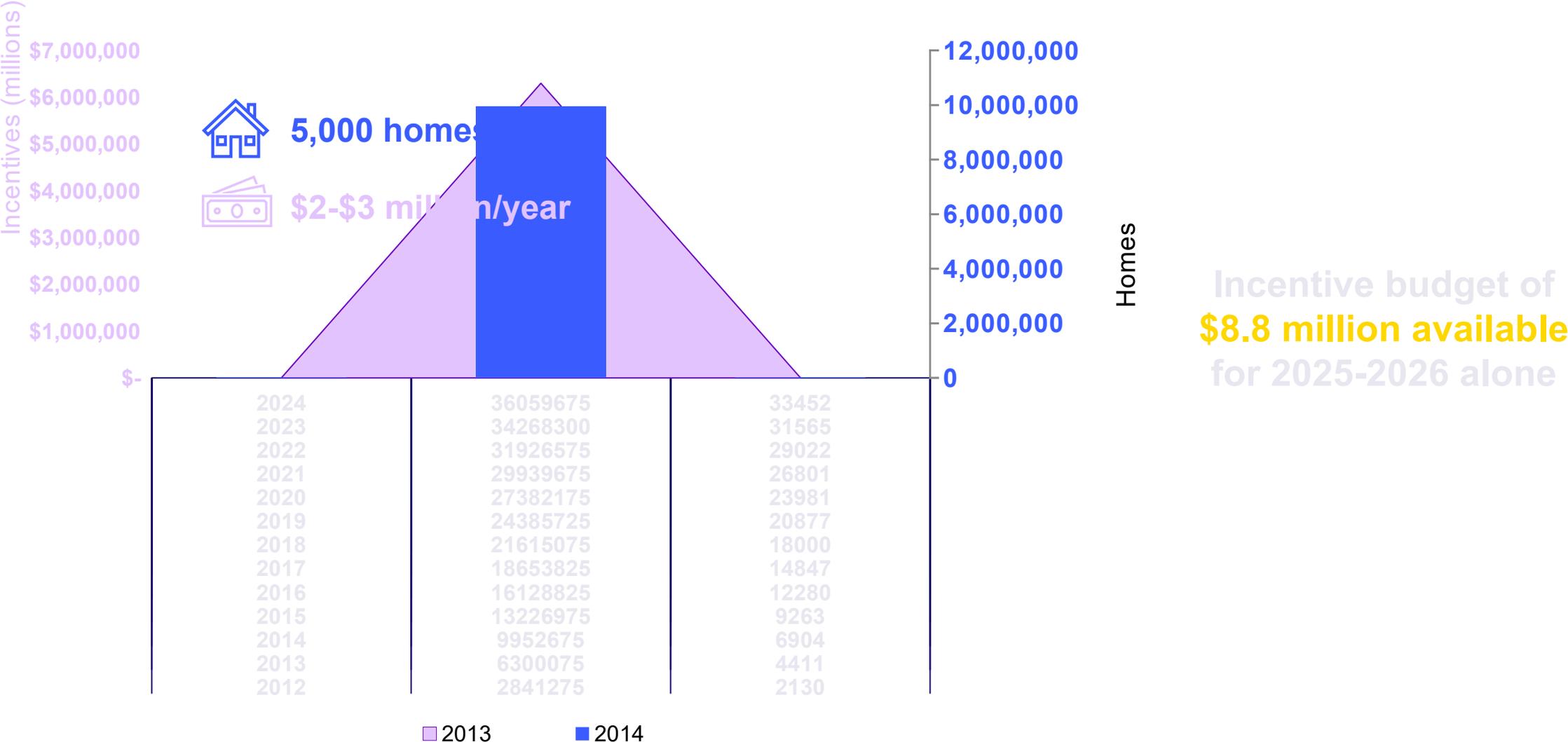
**Early Adopter**



	ENERGY STAR® Version 3.1	ENERGY STAR® Version 3.2	ENERGY STAR® NextGen
• Single-family Detached	• \$1,250	• \$1,950	• \$3,950
• Townhouse or Duplex	• \$750	• \$1,400	• \$3,400
• Two-on-Two Condo	• \$550	• \$675	• \$2,675
<b>• Add-Ons</b>			
• ENERGY STAR® Cert. Heat Pump Water Heater		• + \$1,000	
• High Effic Heat Pump, >15.2 SEER2, >8.5 HSPF2		• + \$450	
• High Efficiency Air Conditioner, >15.2 SEER2		• + \$200	
• HVAC Grade I Quality Install, ACCA 310		• + \$150	
• ENERGY STAR® Certified Smart Thermostat		• + \$75	



# Real money – predictable and consistent results



Incentive budget of **\$8.8 million** available for 2025-2026 alone



# But why?

The history of



- 2006** NERC issued warning to Maryland that electricity supply and reliability were at risk if steps to reduce energy usage were not taken.
- 2008** EmPOWER Energy Efficiency Act established a statewide goal of 15% reduction in per capita electricity consumption and peak demand by the end of 2015
- 2017** Goal updated to 2% of gross annual energy sales through 2023
- 2022** Increases goals to 2.25% in 2025 and 2026, 2.5% in 2027+ ← **Climate Solutions Now Act**
- 2024** MWh Goals **converted to GHG Goals**

BGE proposes expanded efficiency, electrification, and load management programs

“energy efficiency is among the least expensive ways to meet the growing electricity demands of the State” (Id.§ 7-211(b))

**\$0.03**

cost per kwh saved

# Supporting builders at every step



## Sales tools

## Media and outreach

## Buyer demand

AN EXELON COMPANY

**EmPOWER MARYLAND**

### Overview for Homeowners

ENERGY STAR® for New Homes

Looking for a new home? Look for the blue ENERGY STAR.

BGE's ENERGY STAR for New Homes Program encourages energy-efficient construction so you can save green and live green in your new home. To earn the ENERGY STAR, a home must meet strict guidelines for energy efficiency set by the U.S. Environmental Protection Agency (EPA). These homes are at least 15% more energy efficient than homes built to Maryland's building code.

**The ENERGY STAR Difference**  
ENERGY STAR certified homes can include a variety of tried-and-true, energy-efficient features that contribute to improved home quality and homeowner comfort, while lowering energy demand and air pollution:

- Effective Insulation
- High-Performance Windows
- Tight Construction and Ducts
- Efficient Heating and Cooling Equipment
- Efficient Appliances and Other Products
- Third-Party Verification

**Lower Ownership Costs**  
Compared with standard homes, ENERGY STAR certified homes use substantially less energy—saving hundreds in utility costs annually and thousands over the years you live in your home, plus substantial savings on maintenance.

**Improved Performance and Comfort**  
Properly installed energy efficiency improvements deliver better protection against cold, heat, drafts, moisture, pollution and noise. An energy-efficient home helps ensure consistent temperatures between rooms, better indoor air quality and greater durability.

**Peace of Mind**  
Find the home of your dreams and enjoy peace of mind knowing that it meets the strict energy efficiency requirements of the government-backed ENERGY STAR label.

**Environmental Responsibility**  
Did you know that your home can be a greater source of pollution than your car? In fact, 7% of U.S. greenhouse gas emissions are generated from the energy used in houses. Simply put, the less energy we use in our homes, the less air pollution we generate.

**Find an ENERGY STAR Builder**  
Visit [BGESmartEnergy.com](https://www.bgesmartenergy.com) for a list of builders participating in the BGE ENERGY STAR for New Homes Program.  
Call toll-free 877.685.7377 or email [residentialnewhomes@BGESmartEnergy.com](mailto:residentialnewhomes@BGESmartEnergy.com).  
Visit [energystar.gov](https://energystar.gov) for more information about the EPA ENERGY STAR for New Homes Program.

**LEARN MORE AT**  
[energystar.gov](https://energystar.gov)

This program supports the EmPOWER Maryland Energy Efficiency Act.

Printed on recycled paper using environmentally friendly inks. BGE NEA 000003

Smart Energy Savers

High-Efficiency Heat Pump Water Heaters  
High-Efficiency Air Conditioners, Heat Pumps  
HVAC Grade 1 Quality Install  
ENERGY STAR Smart Thermostat

Optional upgrades apply when certifying to v13 and v12. Homes that meet features are eligible for the \$2000 bonus (e.g., single family detached home that meets features will receive \$2500 + \$2000 for a total value of \$4500).

EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money. To learn more about EmPOWER and how you can participate, go to [www.bgesmartenergy.com](https://www.bgesmartenergy.com).

**LEARN MORE AT**  
[energystar.gov](https://energystar.gov)

### Bringing Good Energy Home with ENERGY STAR NextGen™ Certified Homes

ENERGY STAR NextGen™ Certified Homes takes BGE's partnership with the EPA one step further, allowing us to rally industry partners and dramatically further reduce emissions.

For thirty years, the ENERGY STAR label has been a stamp of approval on household appliances that comply with the EPA's government-backed energy efficiency standards. Consumers might not realize that houses and apartments can be "energy stars," too.

In the last decade, BGE supported the construction of more than 34,000+ ENERGY STAR homes and apartments, saving customers \$148 million in energy costs and reducing greenhouse gas emissions through avoided energy use. In 2023 alone, BGE helped Maryland builders certify 2,343 newly constructed ENERGY STAR homes and apartments, saving homeowners and renters over \$9 million in energy costs compared to standard code-built homes.

Now, BGE is among the first companies to invest in the next big thing in ENERGY STAR home construction, ENERGY STAR NextGen™ Certified Homes. ENERGY STAR NextGen™ Certified Homes will boost energy efficiency, drive emissions reductions, generate bill savings, support improved air quality, and increase the comfort and well-being of consumers. With a three-year, \$13 million proposal in EmPOWER funding, and partnering with its diverse network of builders and tradeassociations, BGE is laying the foundation for the next generation to build upon. Funded through EmPOWER Maryland, these investments are part of BGE's efforts to support Maryland's ambitious statewide energy efficiency and decarbonization goals.

As a regulated utility, serving its customers for more than 230 years, BGE has deep roots in the communities it serves and a unique capacity to implement energy-efficient residential building. The EPA's technical analysis and framework enables a robust program, unlike BGE provides the ability to deploy at scale, "decarbonizing the housing sector is a monumental task," says Benjamin Smith, BGE Senior Energy Efficiency Program Manager. "It requires new tools, new strategies, and diverse partnerships with builders, developers, home energy sales and installers, mechanical contractors, appliance installers, and product manufacturers. ENERGY STAR NextGen™ Certified Homes takes our partnership with the EPA one step further, allowing us to rally industry partners and dramatically further reduce emissions."

By providing incentives for partners in the form of rebates and visibility as a leader in energy-efficient home construction, BGE's ENERGY STAR NextGen™ Certified Homes partnership is also a win-win for builders. "This sets tremendous value in building homes

### Participating Builders

Check out the companies building ENERGY STAR® certified homes in our region.

Builder	Website
Baldwin Homes	<a href="http://www.baldwinhomes.net">www.baldwinhomes.net</a>
Barry Andrews Homes	<a href="http://www.barryandrewshomes.com">www.barryandrewshomes.com</a>
Beazer Homes	<a href="http://www.beazer.com">www.beazer.com</a>
Bob Ward Homes	<a href="http://www.bobward.com">www.bobward.com</a>

More From These Topics

- Best the Heat, BGE Ties to Help Lower Energy Bills
- BGE Ties to Help Lower Energy Bills
- Upgrade Infrastructure in the Potomac
- Take Control of Your Home's Energy Efficiency with BGE's Home Energy Report

**Sponsored**

Business name  
[www.bgesmartenergy.com/energystar](https://www.bgesmartenergy.com/energystar)

**ENERGY STAR New Homes Program | Energy-Saving Homebuilders**

Build Energy-Efficient Homes? Join BGE's ENERGY STAR for New Homes Program. Get Rebates. Get Rebates Through BGE To Build ENERGY STAR Certified New Homes. Become a Partner Today. *Looking quality that is real.*

Find a Homebuilder Today

Up To \$1,250 In Rebates

Get Answers to Questions

Become a BGE Partner

**Simplify the Search for Your Dream Home**

Choose a new home built to save you money year after year. Discover the comfort and savings for yourself.

By: Baltimore Gas and Electric (BGE)

# 15+ years of partnerships



# Rebecca Smout

## Senior Program Manager

### **Background**

- ~ 24+ years at SRP
- ~ ASU Bachelor of Interdisciplinary Studies Business/Psychology
- ~ Certified Energy Manager
- ~ HERS Rater
- ~ Worked directly with Builders and Raters as Key Account Manager
- ~ Manage & develop SRP's residential new construction programs for single family and multi-family builders (*give away \$\$\$*)
- ~ In my free time...I like Basketball, Hiking, Eating, "Home Projects"...



# The Speed of Change

- How long did it take people to adopt television? **22 years**
- How long to adopt the internet? **10 years**
- How about YouTube? **10 months**
- And Pokémon Go? **19 days**

*\*Amount of time to 50 Million users*



“There will be more change  
in the next five years than  
we’ve seen in the past  
100 years.”

Mike Hummel, *(retired)* General Manager and CEO, Salt River Project

# EE Program for **Single Family** Residential New Construction



ENERGY STAR®  
HOMES



- **Pay-for-Performance Incentive:**
  - **\$0.12** per kWh saved **V3.1.**
  - **\$0.15** per kWh saved **V3.2 + \$600 Bonus**
- **Optional Rebates Available:**
  - **Electric Vehicle Ready \$300** /home
  - **ES Heat Pump Water Heater \$400** /home
  - **Multi-Speed ES Heat Pump \$500** /home

	ES 3.1	ES 3.2
Avg sft	2,200	2,200
Avg kWh	3,483	3,850
Performance Incentive (.12)	\$418	NA
Performance Incentive (.15)	NA	\$578
ES 3.2 Bonus	NA	\$600
EVR Bonus	\$300	\$300
HPHP Bonus	\$500	\$500
HPWH Bonus	\$400	\$400
Maximum Available	\$1,618	\$2,378

# EE Program for **Multi-Family** Residential New Construction

ACHIEVEMENT	INCENTIVE
Tier 1: ENERGY STAR MFNC Version 1.1	\$300 per unit**
Tier 2: ENERGY STAR MFNC Version 1.2	\$400 per unit**

*\*\*Single-project (community) cap of \$150,000.*

## Additional SRP requirements for MFNC

- ENERGY STAR Certified Wi-Fi thermostats
- Builder/developer must submit preconstruction application for SRP review and approval.
- ❖ **Extra Incentive \$100/unit for Disadvantage Communities.**  
*(~Must Qualify for HUD or Low-Income Housing Tax Credit.)*



# About Austin

- Lead Energy Efficiency Consultant
- Been with CenterPoint Energy since March 2018
- Worked at NRG Energy prior to CenterPoint
- Native to Houston, graduated from Texas A&M



# Transmission and Distribution Utilities

- Responsible for maintaining the poles, wires, and meters
- TDUs read meters and restore service when there is a power outage
- Regulated by the Public Utility Commission of Texas (PUC)



# CenterPoint Energy Electric Territory



The programs come from transmission and distribution charges paid by electricity consumers



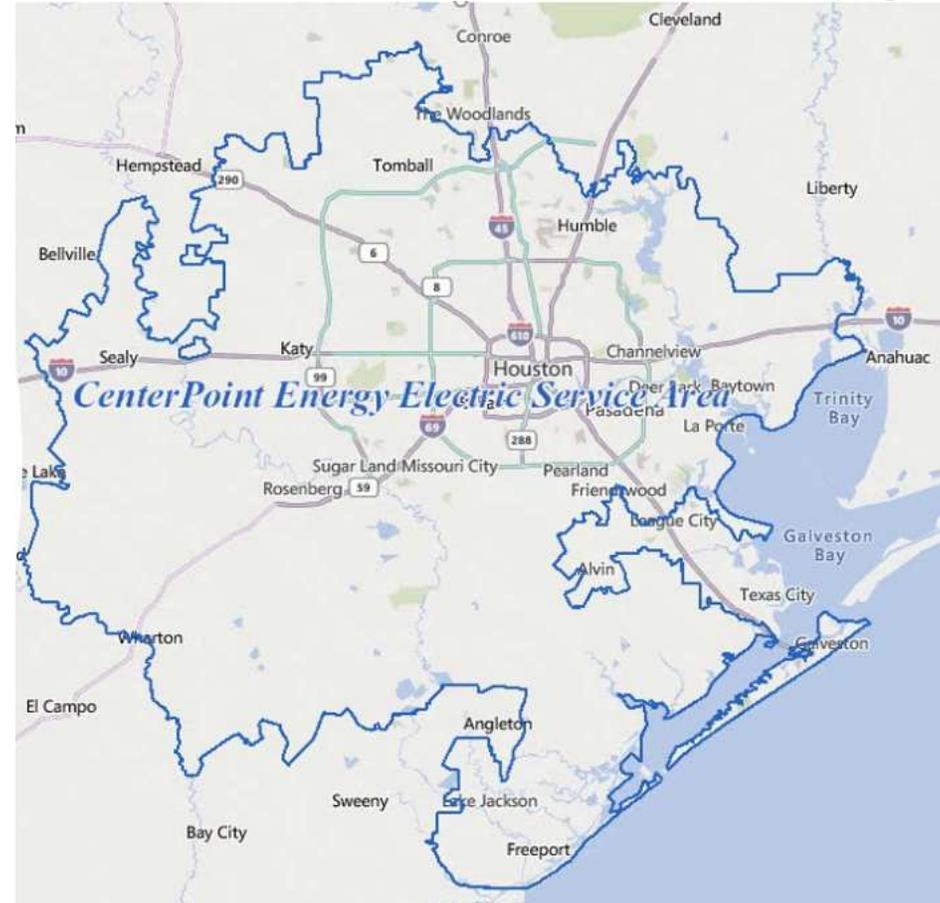
PUCT requires that CenterPoint Energy offers energy efficiency programs that provide value and verified savings



Avoid the cost of new capacity



Grid reliability



# 2024 High Efficiency Homes Program

Above Code Home Program Incentives					
DOE Zero Energy Ready Home (DOE ZERH) \$500					
ENERGY STAR <sup>®</sup> Certified \$250					
RESNET HERS Rated \$100					
HVAC Incentives					
SEER2	15.2-15.9	16.0-16.9	17.0-17.9	18.0-20.9	21.0+
\$/Ton	\$25	\$75	\$100	\$125	\$150
Heat Pump Systems				\$75/Ton	
ENERGY STAR qualified Smart Thermostat				\$25/thermostat	
Additional Incentives					
ENERGY STAR <sup>®</sup> qualified Hybrid Heat Pump Water Heater (HPWH)				\$800/HPWH	
ENERGY STAR <sup>®</sup> qualified Electric Vehicle Charger				\$35/Level 2 EVSE	
Induction Cooktop				\$5/Burner	
Solar PV (DOE ZERH only, 5kW Cap)				\$250/kW	
Rater Incentive					
Every home approved		\$15/Home			

# Panel Discussion

---

