



Background, mission, and work plan

Learn more at www.ComplianceProject.us

The Compliance Project: The Mission

“A joint initiative among businesses and individuals in the U.S. home-performance and energy-efficiency industries.”

The intent is to foster a higher level of compliance with current energy codes, and so reduce the energy consumption, carbon emissions, and environmental impact of our housing stock.

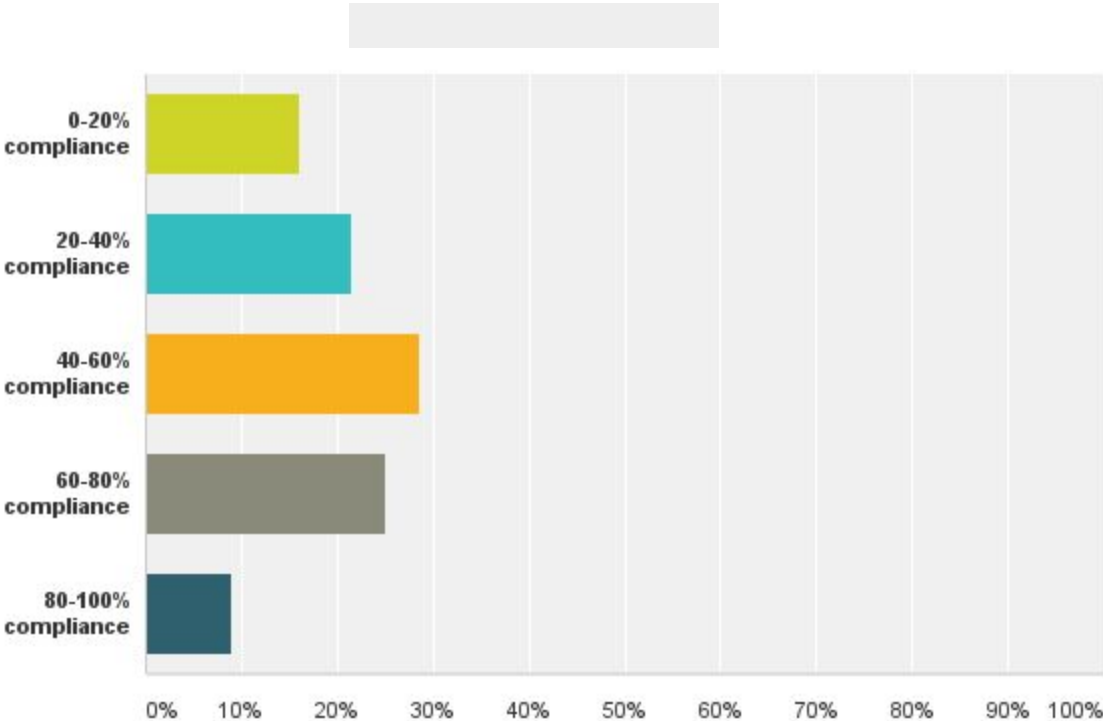
Funding provided by Retrotec, Inc and Habitat X

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Rate of Compliance, from our survey

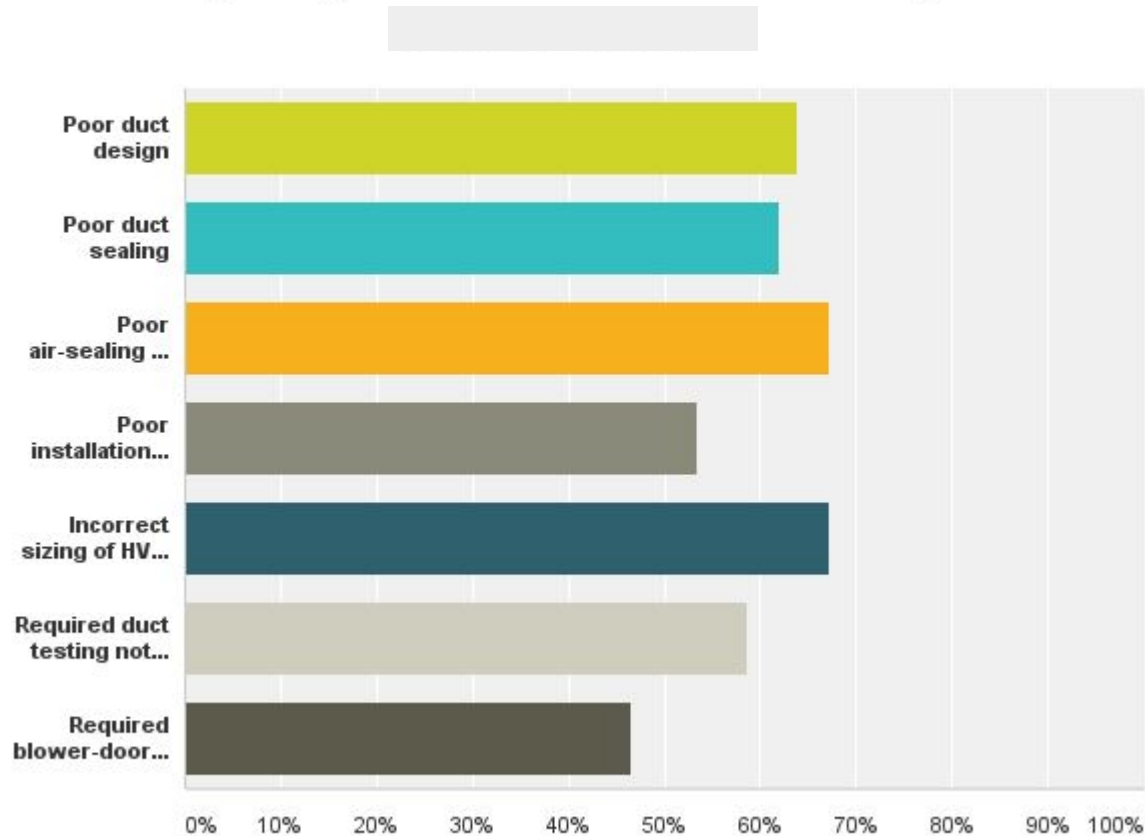
Q1 In your experience, what is the rate of compliance with energy codes in your region?



Sources: 250+ social media responses. 60 opt-in surveys at our website.

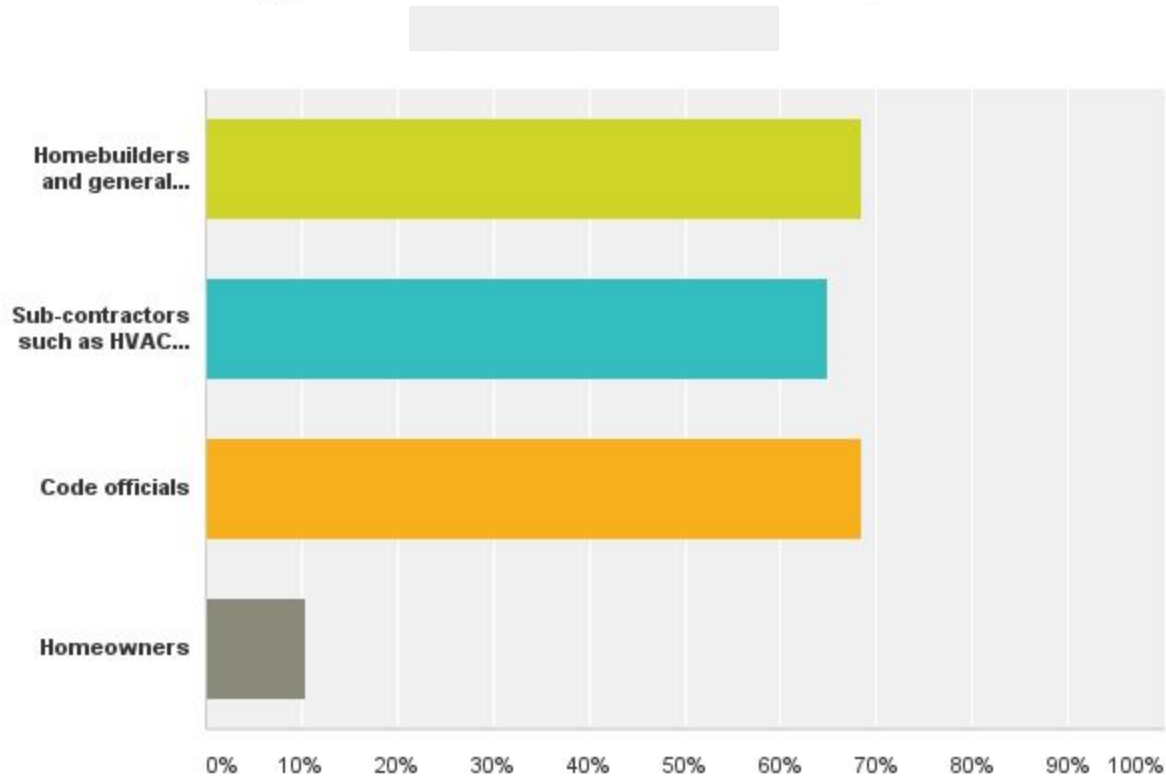
Common Fails, from our survey

Q2 In your experience, what are the most common failures of energy codes in your region? (you can choose more than one)



Who Is Responsible?

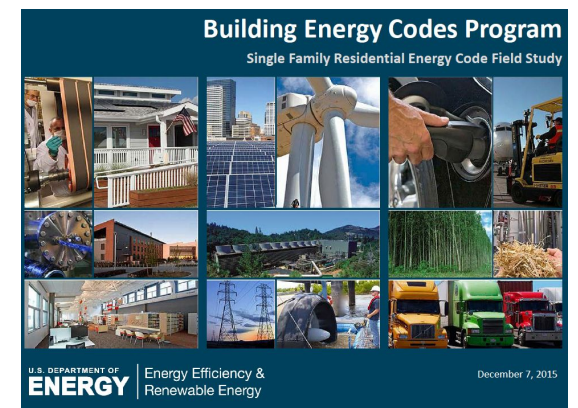
Q3 Who do you think is most responsible for poor compliance with energy codes? (you can choose more than one)



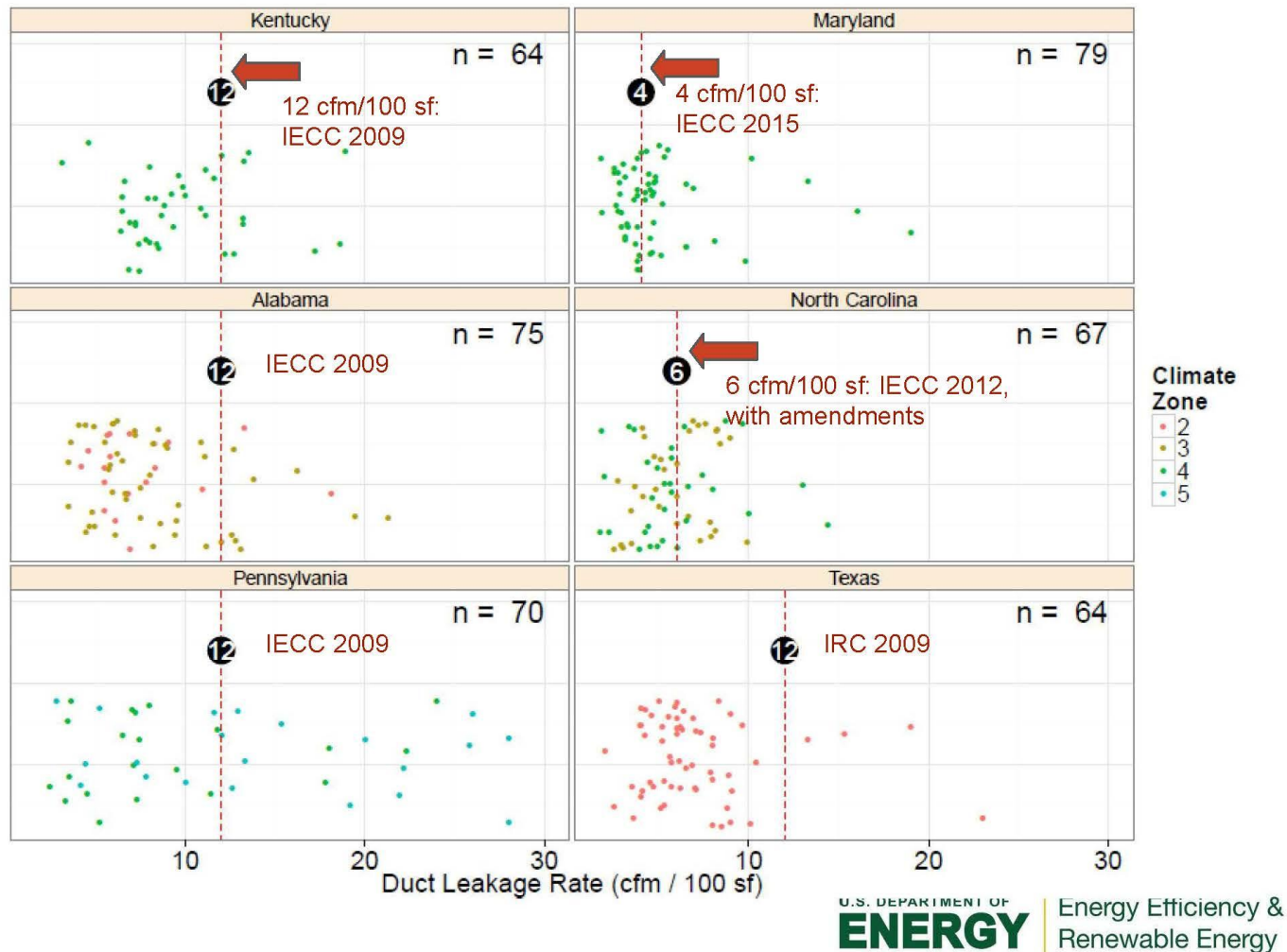
DOE Residential Energy Code Field Study

- Four-year study with three stages
- Conducted in 6 Southeastern and 2 Eastern states
- Results recently released from Year One.
- Findings are more positive than our surveys, but not much.

Download at www.ComplianceProject.us



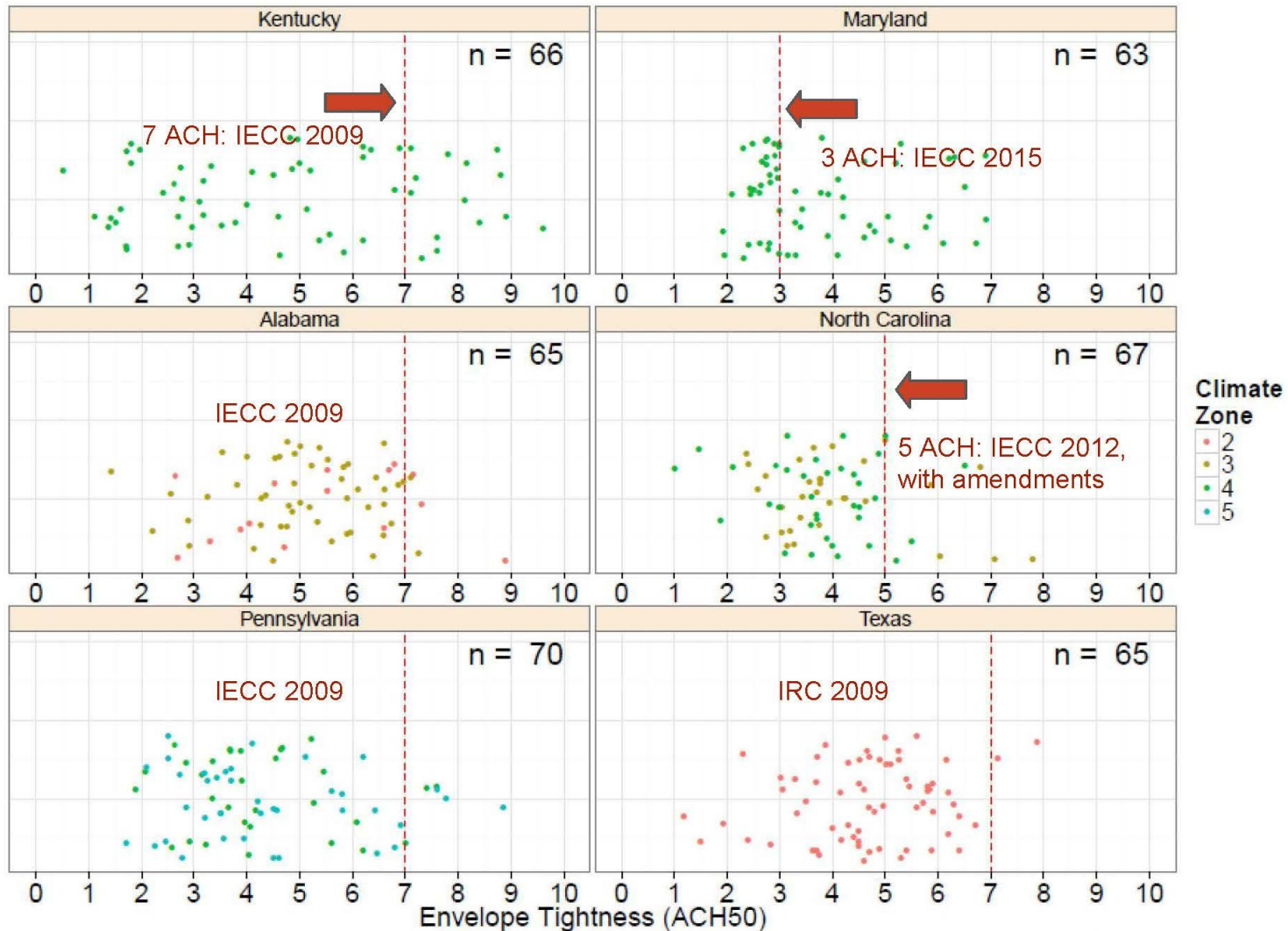
Analysis from DOE Field Study: Ducts



There are plenty of testing opportunities here. Especially for technicians with simple certifications like BPI IDL (infiltration and duct leakage).



Analysis from DOE Field Study: Envelope



The Return of the Recovery Act



As a condition of ARRA funding, governors of all 50 states promised to:

- **Adopt** and implement IECC 2009 residential, and similar commercial energy codes
- **Enforce** the code to achieve 90% compliance by 2017
- Enforcement is unclear. Will there be **opportunities for trainers and technicians?**



Look for the article by Ryan Boswell and Griffin Hagle in *Greentech Media*.

Linkage Between New and Retrofit Work

Standards for new construction tend to drive standards for retrofit work:

- Manufacturers do R&D to meet code requirements.
- Distributors stock materials to meet code requirements.
- Tradespeople are trained to meet new standards, and tend to cross over to retrofit work.

The Compliance Project: Current Work Plan

- Engage in policy and legal initiatives
- Develop media campaigns targeted to homeowners
- Develop brandable media kits for housing professionals
- Maintain a professional collaborative network

Targeting These Pro Publications

- Greentech Media
- Journal of Light Construction
- ASHRAE Journal
- Eco Building Pulse
- Journal of Green Building
- Retrofit
- Tools of the Trade
- ACHR News
- Contracting Business
- Indoor Comfort News
- Custom Home
- Home Energy Magazine

Social media: LinkedIn, Home Energy Pros, etc.

Targeting These Consumer Publications

- *AARP Magazine* (retired people prefer new houses)
- *Better Homes & Gardens* (energy codes affect lifestyle)
- *Popular Mechanics* (heavy coverage of VW scandal)
- *Mother Earth Living, HGTV, Sunset, Sierra, Wired, etc.*
- “New” media: Vox, Grist, Slate, etc.

Supporting You: the Media Campaign

We provide resources for your outreach, creating a concerted call-to-action from expert voices.

- News hooks - ideas and talking points.
- Outlines and copy.
- Images and links.

You can participate at whatever level you want. We can help you look good.

Supporting You: Professional Outreach Tools

- The Compliance Project acts as a clearinghouse -- providing guidance and support for those who are motivated to improve code compliance.
- We're crafting pro-level kits to help you effectively reach out to builders, sub-contractors, code officials.

Interested in The Compliance Project? Complete the survey.

www.ComplianceProject.us

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