
David Heslam
*Executive Director, Earth Advantage*
Corporate support for our mission

Portland General Electric

Energy Trust of Oregon

Panasonic

CADET

MetroPaint

Mitsubishi Electric

COOLING & HEATING
Residential Green Certifications

Professional Training

Policy Consultation, Research and Product Development

Earth Advantage Areas of Focus
The History of the Portland Home Energy Score Ordinance
Oregon State Policy Timeline

- Legislation Conceived by Contractors: 2012
- HB2801 passed in June: 2013
- HB2801 Rule Making Complete June: 2014
- HEPS Stakeholder Meetings: 2015
- HEPS Rules in Effect January 1, 2017: 2017
Proponents

Builders/Contractors

REALTORS
STAKEHOLDERS

- Public Utilities
- Investor Owned Utilities
- Contractor Licensing Board
- Oregon Department of Energy
- Contractor training organizations
- Green building organizations
- Environmental organizations
WHO?
New contractor endorsement required and minimum qualifications set

WHAT?
Minimum data must be provided on any Oregon approved energy label

HOW?
Oregon Department of Energy must approve any energy labeling system
Positive Outcomes

City of Portland leveraged state law to pass a local Home Energy Score Ordinance

Local MLS is preparing to auto-populate green data

Consistent calculation of energy use and cost using the DOE HEScore tool
City of Portland Home Energy Score program
Keys to Policy Passing in 2016

- Mandatory home energy scoring was inserted into city’s climate plan in mid 2000’s.
- Key bureau leadership/staff advocated for policy.
- Mayor decided to champion policy.
- 6+ years of voluntary program experience.
- State-level HB2801 provided “regulatory cover” for the city.
- The Home Performance industry led effective “Right to Know” campaign.
The Portland Policy

Requires sellers of single-family homes to incorporate the following practices prior to listing a home for sale in the City of Portland:

- Have a home energy score assessment completed by an Oregon-licensed home energy assessor.
- Provide a copy of the City of Portland Home Energy Score report to all licensed real estate agents working on the seller’s behalf.
- Include the City of Portland Home Energy Score report in any real estate listings.
Keys to PDX HESO Success

- Publicly available data (scores exist in a publicly accessible database)
- Scoring consistency with [Q/A - free market funded]
- Compliance to the program
- **Availability of trained assessors in the market**
- Awareness of key stakeholders on the value
Our role in the Portland program

Assessor Management

Quality Assurance

RMLS Auto-pop from GBR API

Professional Training
This home’s energy score

Green Building Verification Type: Home Energy Score
Green Verification Body: US DOE
Green Verification Year: 2018
Green Verification Version: 1.235
Green Verification Metric: 5
Green Verification Status: OFFICIAL
Green Verification Source: City of Portland, OR
Green Verification URL: http://loremipsum.seed/234567.pdf

This home’s green certification

Green Building Verification Type: Earth Advantage Home C
Green Verification Body: Earth Advantage
Green Verification Year: 2018
Green Verification Rating: PLATINUM
Green Verification Status: CERTIFIED
Green Verification Source: Earth Advantage

Click the image to download the score or copy the link above

CLOSE RECORD
Data Flow Overview

- Home Assessment
- HEScore GUI or 3rd Party Software
- HES Database
- RMLS

- Green Building Registry
  - Local Scorecard Generator
  - Database (SEED)
  - Conduit to RMLS
Green Building Registry™

Providing reliable green home data to the real estate market place

**Easy**
- Imports records from the DOE Home Energy Score database
- Imports HPXML compliant data

**Secure**
- Stores green data using the DOE SEED Platform
- Creates locally designed scorecards in PDF format

**Verified**
- Provides data aligned with real estate industry standards
- Auto-populates MLSs using a fee-based API
Thank You

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Next Steps for States: What Role Can You Play?

You determine the path that’s right for you. A few ideas…

- Sponsor a roundtable with home inspectors or REALTORs about Home Energy Score and its value
- Engage your PSC/PUC to promote the Score with utility programs, or reach out to utilities directly
- Promote consistency in home energy labels across your state through standards or administrative rules (like Oregon did!)
- Work with your weatherization agencies to integrate Score into WAP
- Work with lenders to incentivize energy efficiency and its positive impacts on homeownership
- Sponsor legislation that…dare I say…requires the Score???