

A Communications Strategy for **HERD**

Ann Arbor's Home Energy Rating Disclosure



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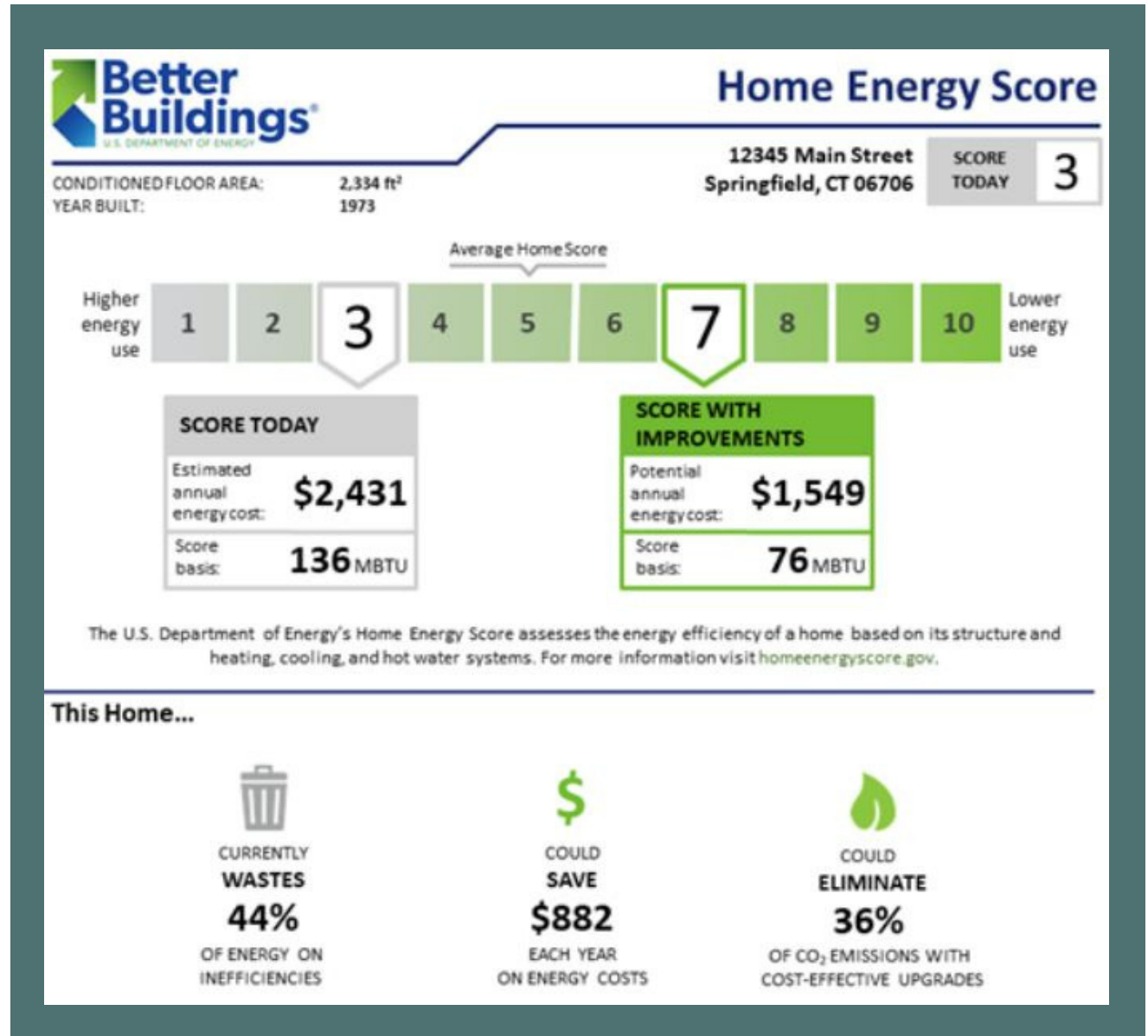
What is a home energy rating?

We regularly use scores, labels and ratings to communicate information.





The Department of Energy's **Home Energy Score** does this for homes, and can be included in real estate listings.





Benefits of home energy disclosures



Transparency
around energy



Home improvements



Health and comfort



Emissions Reduction
Goals



Buyer protection

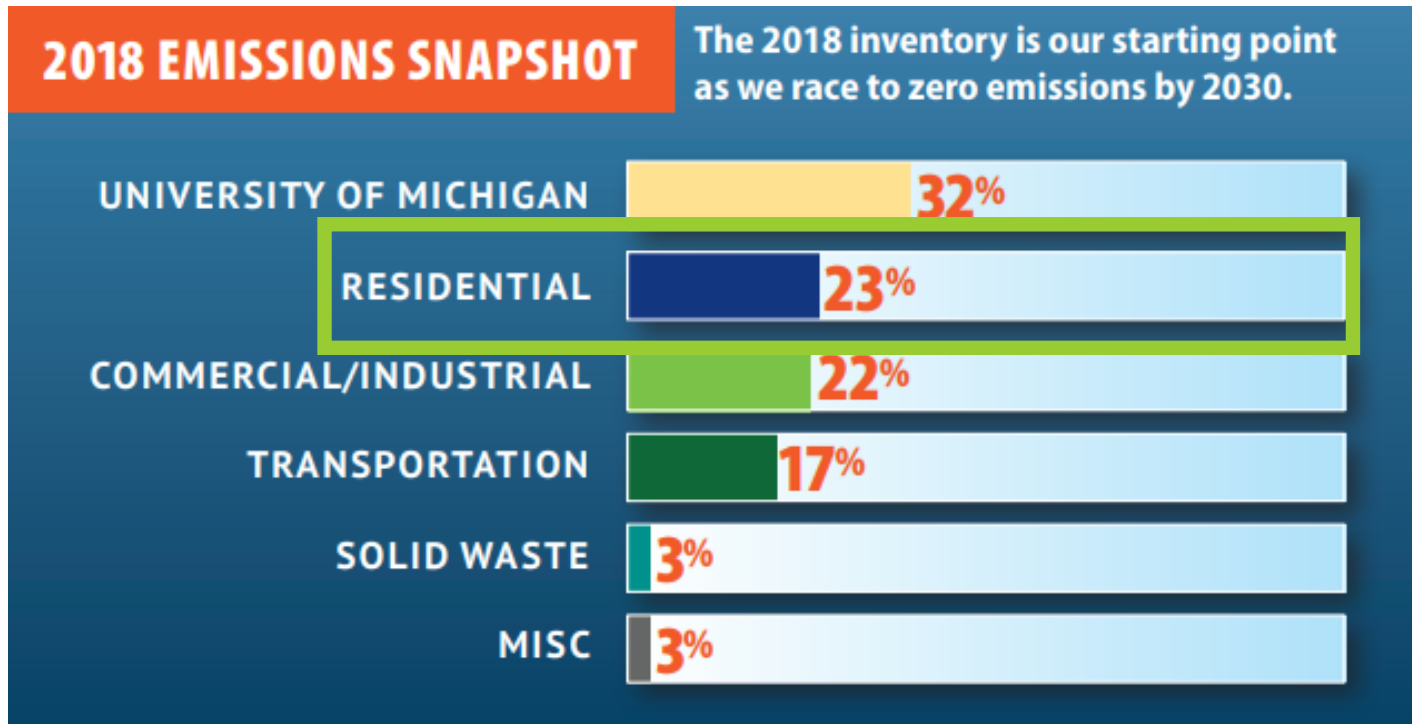


Energy bill savings



Why does this matter?

A2ZERO Strategy 3: Significantly Improve the Energy Efficiency in our **Homes**, Business, Schools, Places of Worship, Recreational Sites, and Government Facilities



Energy disclosure policies or programs

Portland, Hillsboro,
Corvallis &
Milwaukie, OR

U.S. DEPARTMENT OF ENERGY
Home Energy Score

Minneapolis, MN

Chicago, IL

Vermont;
Massachusetts;
Connecticut;
New York

Berkeley, CA

Missouri

U.S. DEPARTMENT OF ENERGY
Home Energy Score

U.S. DEPARTMENT OF ENERGY
Home Energy Score

Denver, CO

Santa Fe, NM

Austin, TX

 = mandatory disclosure

 = voluntary or pilot disclosure

...and more!





Challenges



Real estate community concerns



Homeowner (seller) concerns



Communications Strategy



This strategy will guide the creation of a suite of communication materials that will help Ann Arbor's Office of Sustainability and Innovation socialize the HERD ordinance and the Home Energy Score procedure with appropriate audiences, including home sellers, home buyers, and real estate agents.



Communications Goals

- Website
- Mailers
- Yard Signs
- Fliers
- Slide deck
- Strategy

Fellowship Outputs

- Compliance
- Education
- Combat misinformation
- Smooth implementation

Program Outcomes

- Home scores trend upward
- Emissions trend downward

Overall Impact (5-10 years)



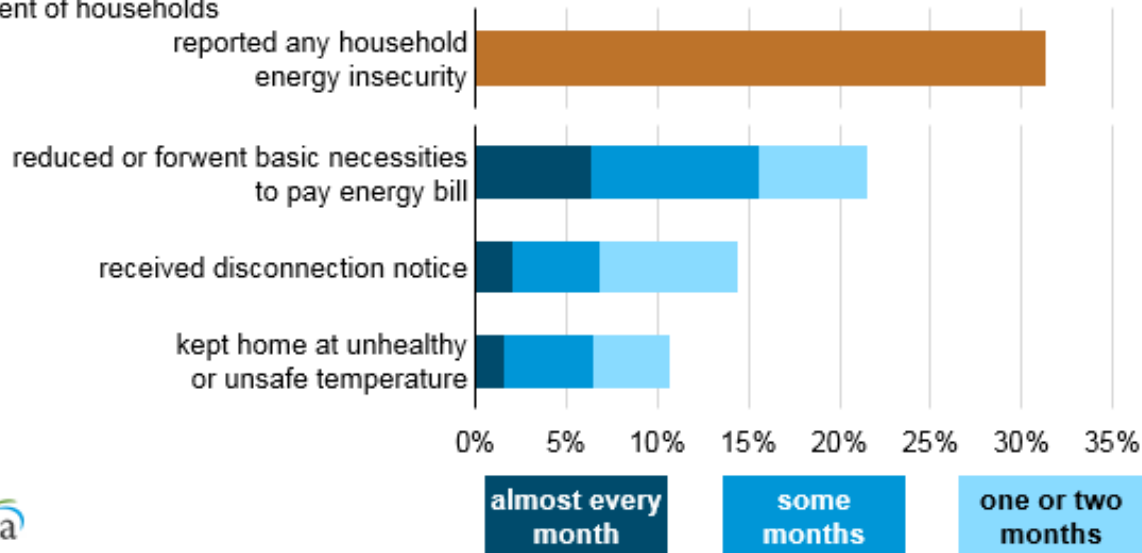
Methods: What's the data?

Living in energy-efficient homes can improve people's health



One in three U.S. households faces a challenge in meeting energy needs

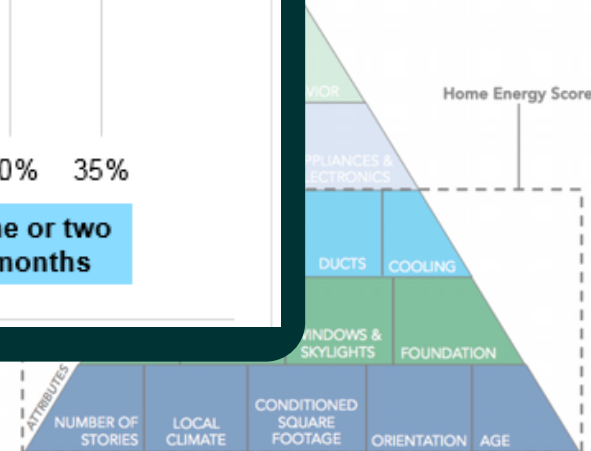
Households that experienced energy insecure situations, 2015
percent of households



Source: U.S. Energy Information Administration, Residential Energy Consumption Survey 2015



U.S. Energy Information Administration, 2015





Methods: Case Studies



Empowering you to make smart energy choices



Customer Driven. Community Focused.
A City of Austin Service



Methods: Interviews & Audience Identification

Home Sellers



Home Buyers



Building & Industry Professionals



Real Estate Agents & Associations



M
SEAS

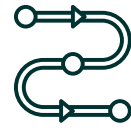


Strategy Development

Key Messaging:



Benefits



Process



Understand



Equity



Climate

Objectives:



Compliance



Education



Improvements



Support

Tactics:



Mailers



Media



Incentives



Slideshows

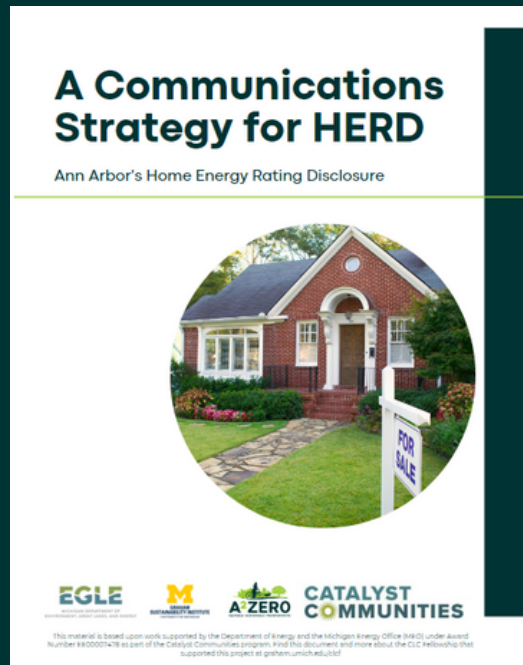


Website



Output: Communications Strategy

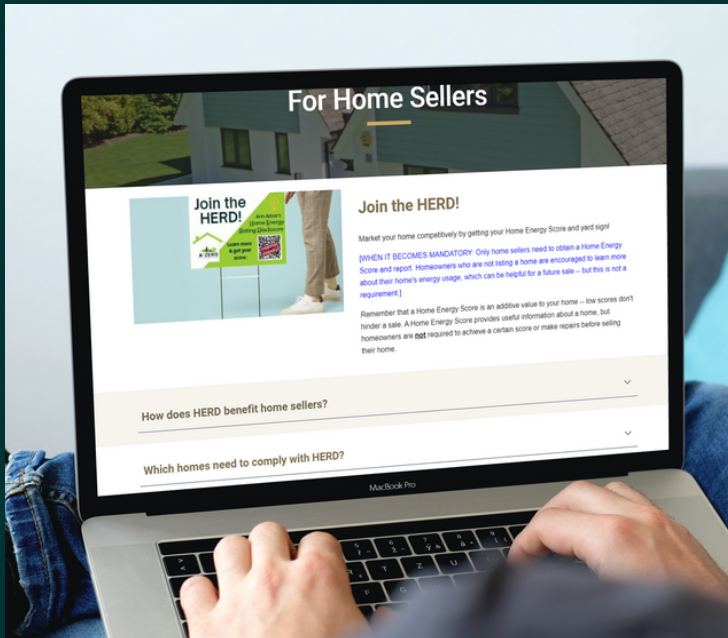
53-page document answering questions like:



- Should we have different messaging for buyers' and sellers' markets?
- Would incentives help or harm?
- Can HERD support become a "dynamic norm"?
- When should the OSI engage with real estate professionals?
- What is our access to all of these audiences?
- How do we communicate local impact without existing data in Ann Arbor?



Additional Outputs



Website template

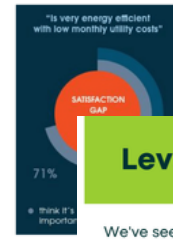
One-pagers and fliers

HERD for Real Estate
What agents should know about Ann Arbor's Home Energy Rating Disclosure

- Sellers listing single-family homes, condos, duplexes, and townhomes must receive and share their Home Energy Score.
- The Home Energy Score, developed by the U.S. Department of Energy, is a simple 1-10 score. It's similar to a miles-per-gallon rating for a car.
- Homeowners are not required to achieve a certain score or make repairs. There are no fines or penalties for low scores.
- Clients rely on agents for guidance on the Home Energy Score.
- Data reveals that energy data helps homes sell faster and closer to asking price.
- Remind sellers that low scores do not hinder a sale.
- A low score only means a home uses more energy. This could be acceptable for buyers who value other home aspects, such as a large size, great neighborhood, or many windows.
- Market homes with high scores competitively, highlighting energy features that are otherwise invisible to buyers.
- Build trust with buyers by providing apples-to-apples comparisons between different Home Energy Scores and reports.
- Remind buyers that they may use the Home Energy Score to qualify for certain loans or access financing for improvements.
- Agents can help sellers by scheduling or gifting a Home Energy Score assessment. A list of assessors can be accessed on our website.
- An assessment is fast, lasting about one hour. An assessor visits the home and collects visual data on age, size, HVAC systems and envelope.
- Assessors are private entities and set their own prices.
- Include the score and report in all listings and public advertisements. These can be included in the MLS green fields, or in the comments or "remarks" section.
- Include printed copies of the score and report for public viewings.
- We are here to help. Use the QR code at the top of this page to access data and tips on our website, find an assessor, and attend trainings.

Significant unmet demand

Findings from the Demand Institute, "The Housing Satisfaction Gap," 2013



- 71% of those surveyed (10,000 homes) think energy efficiency is important.
- 35% of those surveyed are satisfied with their home's energy use.
- Average household spending on home energy is \$1,000 per year.

Leveraging the HES for Sellers

We've seen that ANY information is a selling point, but that energy efficient homes particularly appeal to many buyers.



Your client's home's energy efficiency is invisible unless it is highlighted in listings and marketed competitively.

Slide deck

ASK ABOUT MY SCORE!

This house is part of the HERD (Home Energy Rating Disclosure)



Learn more & get your score:



sustainability@a2gov.org

Yard signs

WELCOME TO YOUR NEW HOME!



a2gov.org/WEBURL



Decrease your energy bills, increase your home's comfort

Learn more about your home's energy efficiency by scheduling a Home Energy Score assessment.

Ann Arbor's home energy rating disclosure (HERD) program uses the Home Energy Score to make home energy as understandable as a car's miles-per-gallon rating.

For a limited time, Home Energy Score assessments are free or reduced for eligible residents. Visit our website to learn how you can schedule your assessment.

SCAN THE CODE ON THE FRONT OF THIS CARD TO LEARN MORE AND GET YOUR SCORE



U.S. DEPARTMENT OF ENERGY Home Energy Score

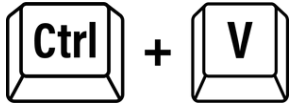
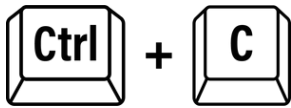
Mailers



Next steps

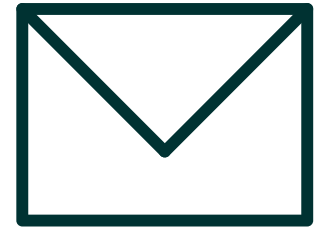


Website launch with
voluntary messaging



Inspiration for other
municipalities!

Strategy



Distribution
of materials



Real estate outreach &
education



Thank you!

Don't forget to ask for a Home Energy Score next time you're looking for a home!