



RESNET Federal Policy Advocacy Webinar



OUR PRESENTERS

CARL CHIDLOW
*RESNET's Washington
Representative*

Carl is a principal at Winning Strategies Washington (WSW), a mid-sized, bi-partisan lobbying firm.

Carl has over two decades of political experience working on Federal campaigns at the Senate and Presidential levels.

STEVE BADEN
RESNET's Executive Director

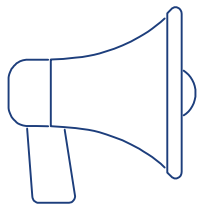
Steve Baden has worked in the residential energy efficiency field for over twenty five years, including eighteen years with home energy ratings and energy mortgages on both the state and national levels, and ten years administering a state energy office.



FIRST AMENDMENT

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

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WHY ADVOCATE FOR HERS INDUSTRY AND RESNET?

Your role in helping our industry

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“It is important
for policymakers to
understand the impact
your work has on their
constituents, the local
economy, and the
environment.”



Online Toolkit

RESNET has created a toolkit to help facilitate meetings between you and your local representative.

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FIND YOUR MEMBER OF CONGRESS

LOCATE AND SEND MEETING REQUEST

- ◎ Click on [THIS LINK](#) to locate your representative
- ◎ When you find your local office, send a meeting request
- ◎ Use e-mail template for convenience (next slide)

Dear [REPRESENTATIVE NAME],

I am a resident of [TOWN] and I own a small custom home performance business located in [TOWN]. I am writing to request a meeting with Congressman/woman [REPRESENTATIVE NAME] to introduce myself and my [COMPANY NAME] and discuss the important work we are doing in our community.

[COMPANY NAME] has been providing custom home performance services for [NUMBER] years. We expect that there will be a robust debate on the Federal government's role in energy policy over the next year and we'd like to offer our real-world expertise as a resource to you in this ongoing conversation. We would also like to discuss H.R. [XXX] which would create a federal incentive to encourage homeowners to make energy efficiency improvements to their home.

Thank you in advance for your consideration, and please let me know when we could visit with you or a member of your policy team, in the weeks ahead.

Sincerely,
John/Jane Q. Public
Hometown, US



THE MEETING

INTRODUCE YOURSELF AND YOUR COMPANY

- ◎ What service does your company provide and why is it important?
- ◎ How many employees do you have?
- ◎ Do you provide any support to local/state governments on energy improvements?
- ◎ How many homes did you service in 2018?
- ◎ Do you work with the local utilities?
- ◎ Estimate your economic impact – purchase of raw materials, salaries, sales, etc.



THE MEETING

THE ASK

- ◎ You would like the Congressman/women to support a Federal incentive that encouraged builders to build high energy performance homes homeowners to make energy efficiency improvements to their residence.
- ◎ Home builders will be more willing to build high efficient homes and home owners are most likely to make improvements either during the purchase or sale of the property. That would be an ideal time to create a tax credit or other incentive for efficiency improvements.



THE MEETING

EXPLAIN THE BENEFITS

- ◎ The costs of residential energy use impacts every voter in the district.
- ◎ Making homes energy efficient will mean more disposable income for consumers to spend on local goods.
- ◎ Energy efficient homes benefit local utilities.
- ◎ All jobs created are US jobs, using American made materials



THE MEETING

BEFORE YOU LEAVE

- ◎ Invite the Member of Congress to by your offices or visit you on a future job site so they can see the value of your work in person.
- ◎ Offer yourself and RESENT as a resource to the Member of Congress and his or her staff should they have any questions about residential energy efficiency.
- ◎ Thank them for their time and make sure to get the staffer's business card so you can follow up.



FOLLOW UP

LAST STEPS

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- ◎ Send a thank you email.
- ◎ Keep us posted
- ◎ Email action@resnet.us with the date of your visit, the name of the staff member you sat down with, and a rough summary of how the meeting went



Toolkit Summary

FIND

Locate your representative and his/her office and schedule an in-person meeting.

MEET

Introduce yourself and be clear on what your ask will be: to support a Federal incentive that benefits the high performance home industry.

FOLLOW UP

Follow up and thank your representative and let RESNET know how your meeting went.



RESNET Proposed Initiatives

- ◎ Enactment of a Performance Based Incentive for Homeowners to Significantly Improve the Energy Performance of Existing Homes
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- ◎ Establish Additional Transparency for Federally 15 (GME) Mortgages -allowing Consumers to calculate potential Energy Costs of future Home Purchases.
- ◎ Pass The Sensible According to Value Energy (SAVE) Act for the Consideration of Energy Savings in the Mortgage Loan.

RESNET PROPOSED LEGISLATIVE PRIORITIES FOR 116TH CONGRESS (2019-2020)

WHY HOME ENERGY PERFORMANCE IS IMPORTANT

- Residential buildings represent the largest, primary energy usage in the United States.
- U.S. homeowners spend approx. \$230 billion annually on energy (not including transportation).
- Energy is a significant and growing cost of homeownership (~15%)
- University of North Carolina (UNC) 2013 study found that energy efficient homes had 30% lower default rate. [Click on Energy Efficient Homes Present Lower Mortgage Risks](#) for more information.
- Most homeowners would reinvest future energy savings into other household needs such as food, clothing, school activities, and deferred maintenance.

PROPOSED RESNET LEGISLATIVE INITIATIVES:

Enactment of a Long-Term (10 year), Performance Based Tax Credit for Highly Efficient New Homes:

- The recently expired "45L" tax credit for new homes should be reviewed, modernized, and require third party verification for compliance.
- RESNET proposes a revised tax credit that is performance based, and aligned with the Section 406 of the 2015 International Energy Conservation Code (IECC).

Enactment of a Performance Based Incentive for Homeowners to Significantly Improve the Energy Performance of Existing Homes:

- The "25C" tax credit for the purchase qualified energy improvements, has expired and appears will not be extended.
- RESNET proposes a performance based incentive program, based on a (25% or higher) percentage improvement of an existing home's energy performance. This future incentive would require third party verification for compliance.

Establish Additional Transparency for Federally (GME) Mortgages - allowing Consumers to calculate potential Energy Costs of future Home Purchases.

Pass The Sensible According to Value Energy (SAVE) Act for the Consideration of Energy Savings in the Mortgage Loan.

- The SAVE Act adds the consideration of home energy performance in a federally insured mortgage loan. In the last Congress, this legislation (hotlink to IMT doc) had broad bipartisan support, and passed the Senate with over 65 votes. Similar legislation is likely to be reintroduced by a coalition of business and energy efficiency advocates.

RESNET IS LAUNCHING A [PUBLIC POLICY ADVOCACY TOOL KIT](#) TO HELP THE HERS INDUSTRY AND ITS ALLIES ENGAGE WITH THEIR MEMBERS OF CONGRESS DURING THE 116TH CONGRESS.

Q&A



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