



## The Homes of Tomorrow Today Tour

Using a Consumer Tour to Showcase Your High Performance Home  
2023 BuildRight Conference

# Agenda

## TOPICS

### **Background**

Presenters

About Energy Trust of Oregon and EPS New Construction

EPS offers for innovative features

### **Home of Tomorrow Today Tour**

Overview

Promotion

The homes

### **Presenter Discussion**

### **Wrap Up**

# Presenters

## **Don MacOdrum**

EPS New Construction

Market Transformation Manager



## **Rachel Trice**

HBA of Greater Portland

Chief Marketing Officer/ SVP  
Strategic Partnerships



## **Mike Frey**

Noyes Development

Vice President



## **Josh Salinger**

Birdsmouth Design-Build

Founder & CEO



## About us

Independent  
nonprofit

Serving 1.8 million customers of  
Portland General Electric,  
Pacific Power, NW Natural,  
Cascade Natural Gas and Avista

Providing  
access to  
affordable  
energy

Generating  
homegrown,  
renewable  
power

Building a  
stronger Oregon  
and SW  
Washington





## EPS New Construction

- Supports energy-efficient improvements beyond code
- Works with trade allies from design phase through final verification
- Offers marketing and technical assistance, training and financial incentives

# Program offers and incentives

## Base incentives

**Whole home incentives  
based on percent above  
code**

## Add on incentives

Solar ready  
incentives

EV ready incentives

Solar + storage  
ready incentives

Net zero incentives

Affordable/rural/tribal  
incentives

Early design  
assistance  
incentives

# Homes of Tomorrow Today Tour

# 2022 HOTT Tour - Overview

- October 14-16, 2022
- A tour of 12 new homes throughout the Portland region, Salem and Manzanita
- Showcasing how future homes will be built to reach and exceed energy demands and buyers' needs
- Cultivating a deeper understanding of sustainable, energy-efficient building practices and home features available on today's market





# 2022 HOTT Tour - Requirements to participate

## Energy Efficient New Home

- Achieve at least 10% above code
- Obtain an EPS through Energy Trust of Oregon



## Innovative Features

- Include at least one of the following features:
- EV ready or installed EV charger
  - Storage ready or installed storage
  - Solar ready or installed solar



## Served by PGE

- Receive service from PGE
- Use electricity for space or water heat

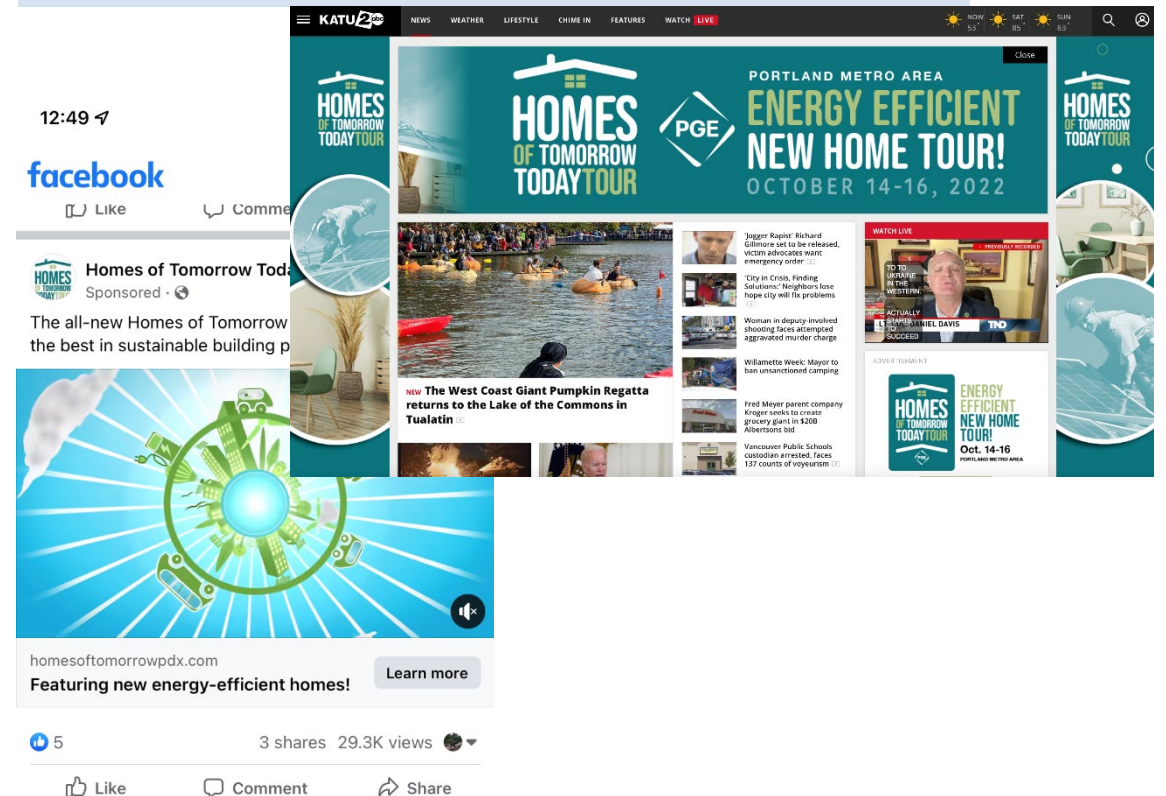
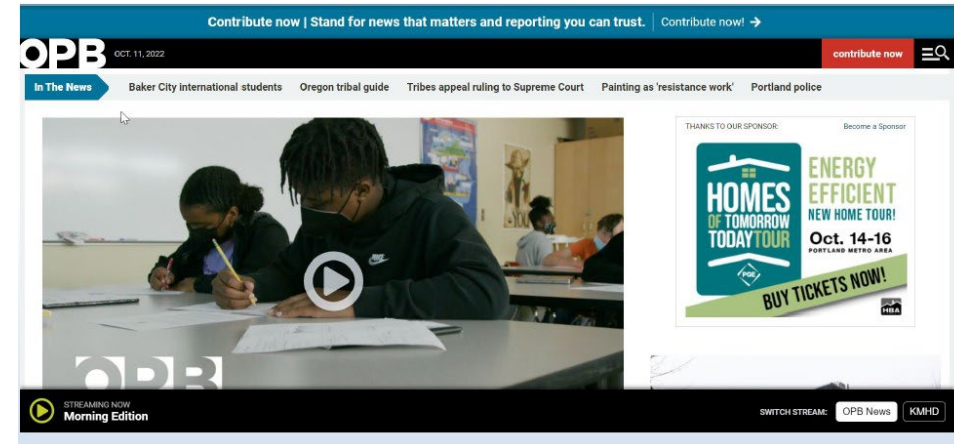


# 2022 HOTT Tour - Homes

Builder	Home	EPS	Solar Ready	EV Ready	Green Building Certifications	Additional Details
Ichijo USA	Matsu	✓	✓	✓	Earth Advantage Platinum/ Zero Energy Ready	Panelized construction
Ichijo USA	Aspen	✓	✓	✓	Earth Advantage Platinum/ Zero Energy Ready	Panelized construction
Marnella Homes	Manzanita	N/A	✓	✓		Not eligible for EPS based on region
Noyes Development	Cedar at Finnley Woods	✓	✓	✓		
Noyes Development	Dogwood at Finnley Woods	✓	✓	✓		
Noyes Development	Creekview Ridge Model Home	✓	✓	✓		
Oregon Homeworks	Do-si-do	✓	✓	✓	Earth Advantage Platinum/ Zero Energy Ready	Induction cooking range
Relevant Buildings	Teahouse 20	✓	✓			Made from upcycled shipping container
Relevant Buildings	Ramona 40	✓	✓			Made from upcycled shipping container
Stafford Homes	Modern Seville	✓	✓	✓	Gold LEED Certified/ ENERGY STAR	
Stafford Homes	Smith Creek Farm	✓	✓	✓		
Stafford Homes	Jewel Box	✓	✓	✓		

# 2022 HOTT Tour - Promotion

- Radio (OPB)
- Print ads
- Extensive digital and paid social media campaigns
- Ticket giveaways/promotions with media partners incl. KATU, KOIN
- Email blasts to 140k consumers through HBA's consumer list and media partners





# 2022 HOTT Tour - Promotion

- Six KGW, KATU & KOIN segments featuring builders & sponsor partners aired LIVE



KATU 2 Afternoon Live Segment





# 2022 HOTT Tour Homes - Oregon Homeworks



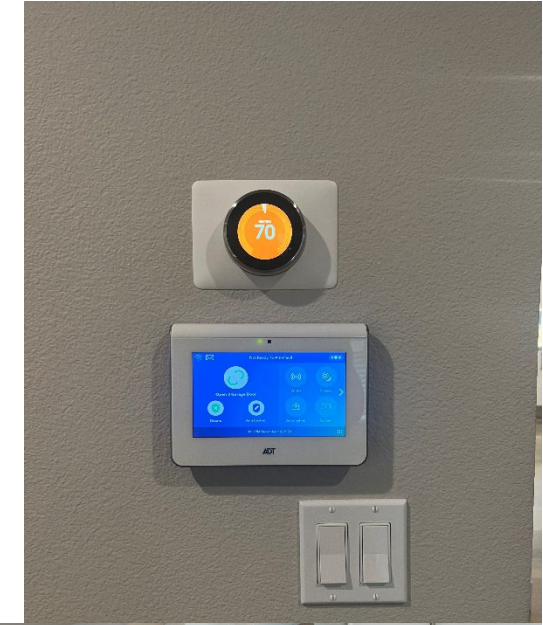


# 2022 HOTT Tour Homes - Noyes Development





# 2022 HOTT Tour Homes - Ichijo USA





# 2022 HOTT Tour Homes - Marnella Homes





# 2022 Behind the Walls Event with Birdsmouth Design Build

- Home under construction
- Passive House
- Triple pane windows
- Thick, panelized walls
- Net zero and storage ready



[On demand video of the project](#)



# 2022 Behind the Walls Event with Birdsmouth Design Build



# Panel Discussion





[HomesofTomorrowPDX.com](http://HomesofTomorrowPDX.com)



BIRDSMOUTH

Design | Build

**Josh Salinger**  
Founder & CEO







# HOMES OF TOMORROW TODAY TOUR



[HomesofTomorrowPDX.com](http://HomesofTomorrowPDX.com)



**Mike Frey**  
Vice President



# Final Considerations

# Incentives

EPS builders are eligible for the following add-on incentives:

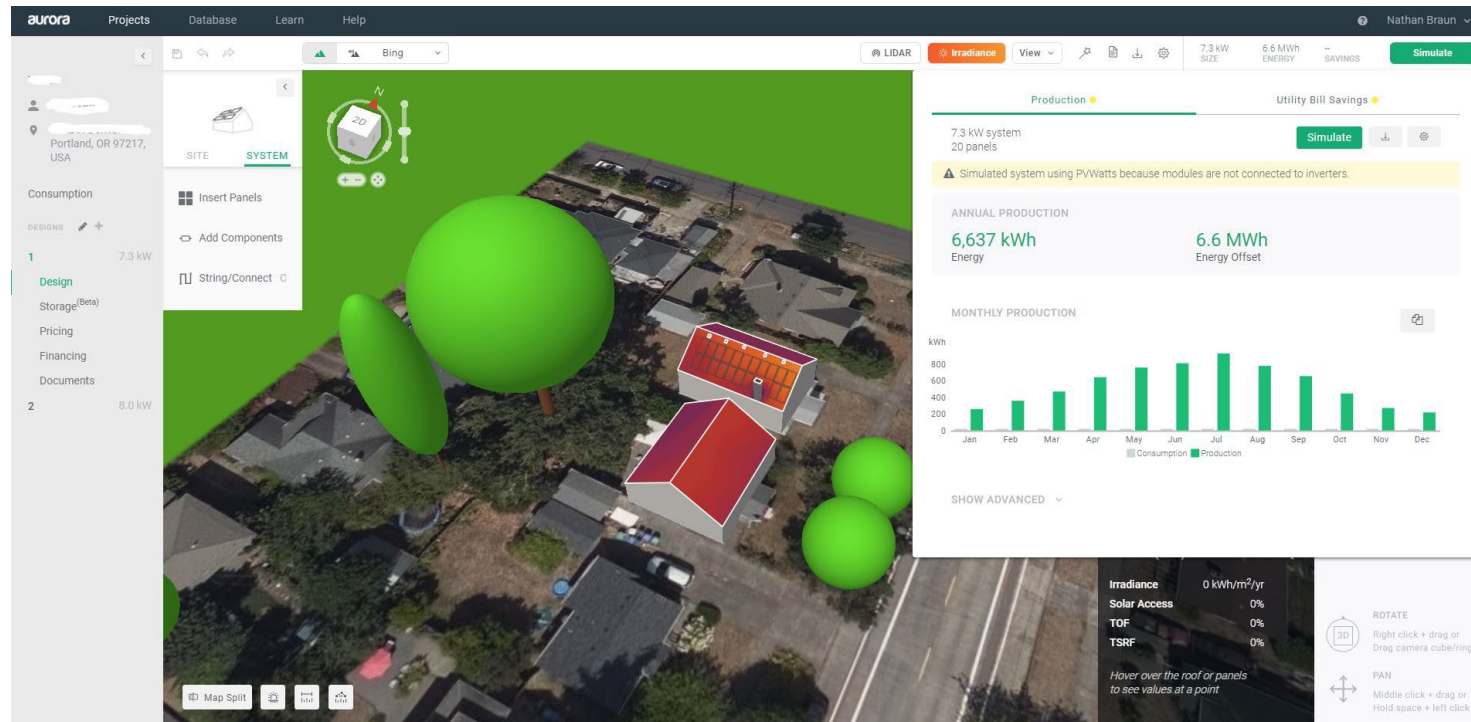
Incentive Type	Incentive	Incentive Description
EPS whole home	\$1,123–\$4,085 / home	Based on efficiency above a typical newly built home
Early Design Assistance	\$500–\$2,000 per development	Incentives available to builders that convene an early design assistance incentive
Energy Trust solar ready	\$200 / home	Home includes solar ready infrastructure
Net zero	\$1,000 / home	Home annual electric load offset by solar
Solar + storage ready	\$200 / home	Home includes solar + storage ready infrastructure
EV ready	\$200 / home	Home includes EV ready infrastructure

*Plus additional pass-through incentives from the solar contractor for installed solar*



# Net zero

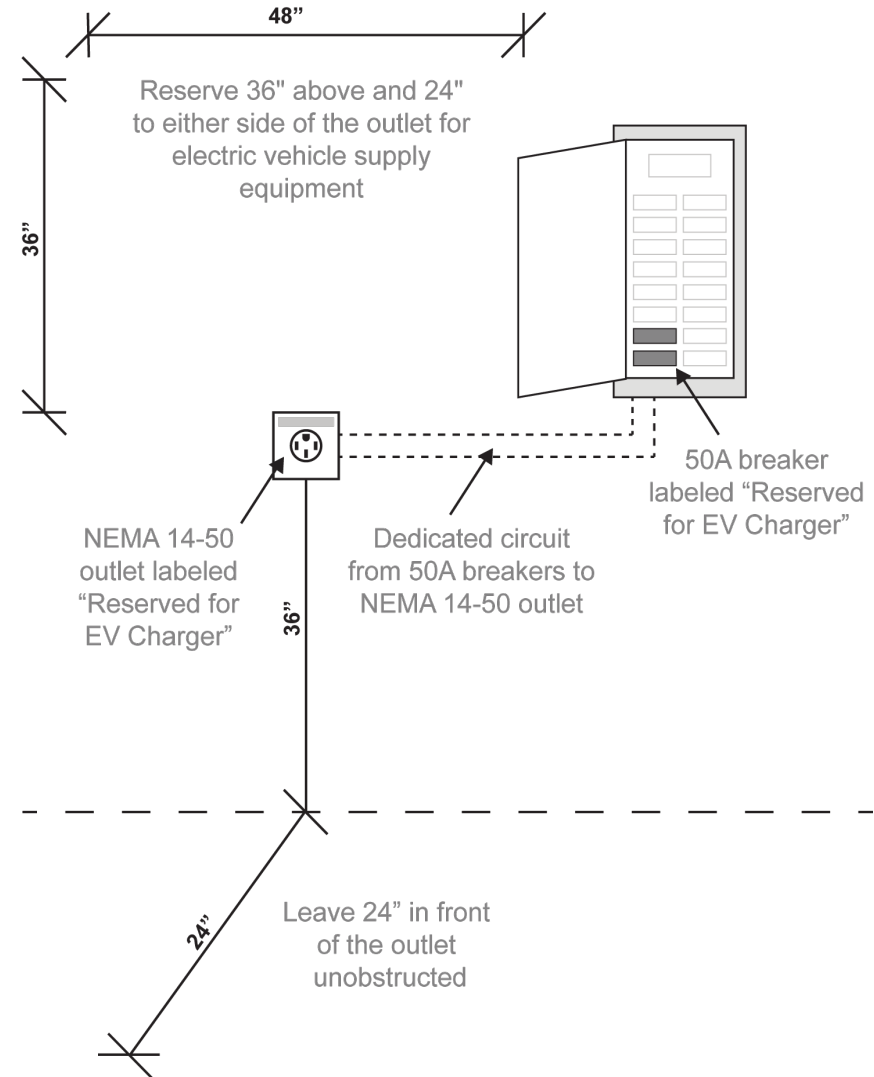
- \$1,000 per home
- Home has solar system sized to offset annual electric use, resulting in significantly lower electric bills for homeowners
- See [requirements document online](#) for details





# EV ready

- \$200 per home
- Home has all features needed to add electric vehicle service equipment (EVSE)
- See [requirements document online](#) for details, but note two exceptions:
  1. Breaker location does not need to be located at the opposite end of the panel busbar
  2. Junction box does not need to be made of metal



# EV Ready – Level 2 EVSE QPLs

Manufacturer	Model Name	Model Number	QPL
Delta	AC Max	EIAW-U (40 amp)	PAC
ABB	Terra AC Wallbox	Terra AC W4-S-0	PAC
EvoCharge	iEVSE	EVC3AB0A2E1A1	PAC
EvoCharge	iEVSE	EVC3AB3A2E1A1	PAC
Clipper Creek	HCS-40	0918-00-003	PAC
Clipper Creek	HCS-50	0922-00-001	PAC
Clipper Creek	HCS-60	0920-01-000	PAC
Autel	MaxiCharger AC Elite	MAXI US AC W10-N14	PAC
ChargePoint	Home Flex	CPH50-NEMA6-50-L23	PGE & PAC
ChargePoint	Home Flex	CPH50-NEMA14-50-L23	PGE & PAC
ChargePoint	Home Flex	CPH25-L25-P	PGE & PAC
FLO	Home	X5	PGE & PAC
Enel X Way	JuiceBox32	2JBO321RNA-HJWX-300	PGE & PAC
Enel X Way	JuiceBox40	2JBO401RNA-HJWX-300	PGE & PAC
Enel X Way	JuiceBox48	2JBO481RNA-HKWX-300	PGE & PAC



NEW



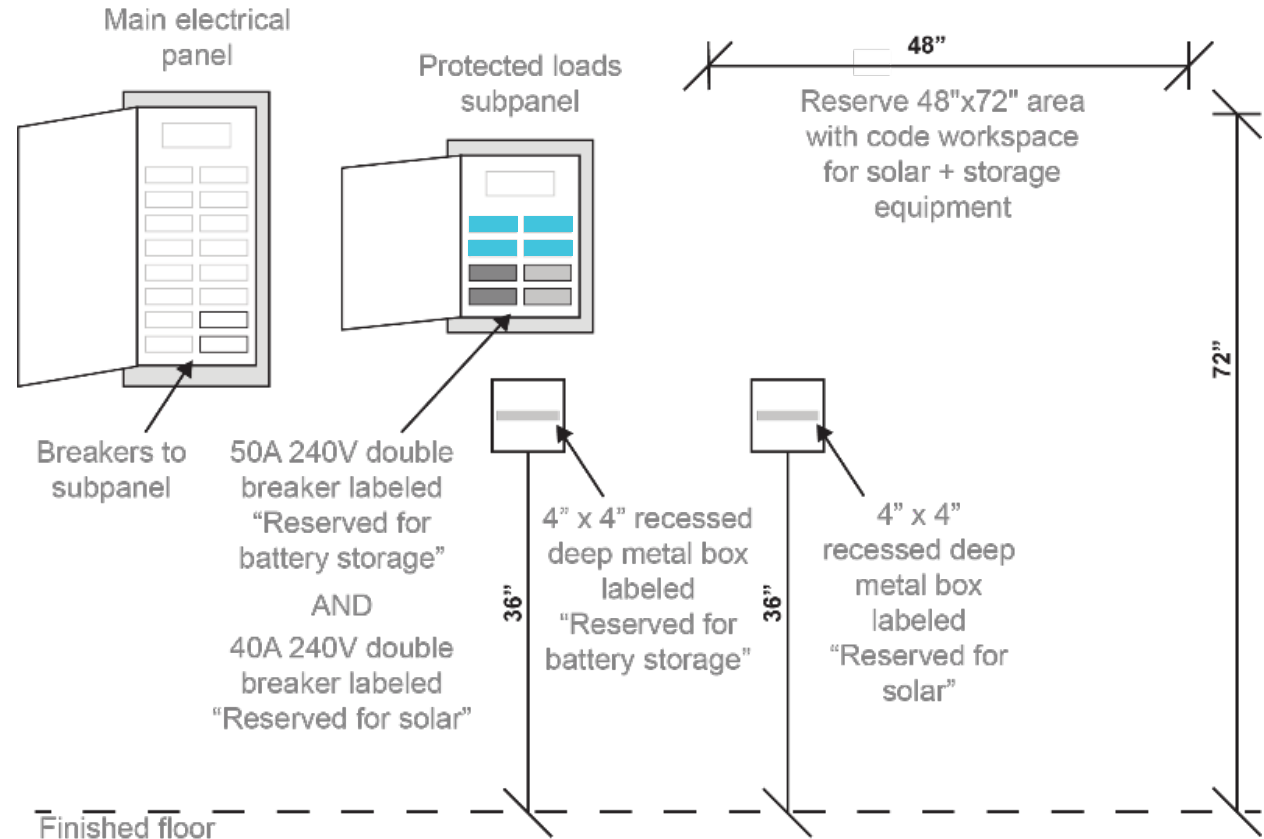
NEW

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NEW

# Solar + storage (S+S) ready

- \$200 per home
- Home has all features needed to incorporate solar and battery storage
- See [requirements document online](#) for details
- Includes specific circuits on protected loads subpanel:
  - Lighting for primary living area
  - Outlets for primary living area
  - Lighting for kitchen
  - Outlets for kitchen (incl. refrigerator)





## Early design assistance (EDA) meetings

- Program incentives are available for EDAs
- EDAs convene critical project team members (i.e., purchasing agent, subcontractors, verifier, solar contractor, electrician, Energy Trust staff) to:
  - Make the most of a project site's solar potential
  - Identify the energy smart homes conditional requirements and add-on pack
- To be most informative, EDAs should take place as builders are defining their site layouts
  - Energy Trust strongly encourages EDAs for energy smart homes
  - Energy Trust requires EDAs for net zero homes.

# EPS Participation Resources

- **EPS Program Team**
  - Contact Energy Trust via phone at 1.877.283.0698
  - Email us ([eps@energytrust.org](mailto:eps@energytrust.org)) to discuss your project
- **Hiring a trade ally to support your project**
  - [Program-approved EPS verifier](#)
  - [Energy Trust solar trade ally contractor](#)
- **[Energy Trust INSIDER resources](#)**
- **Consumer messaging efficient [newly built homes](#)**
- **Printed flyers are available upon request**



Thank you!

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# Links from this webinar

- EPS Net Zero and Energy Smart Home Incentives and Requirements  
<https://insider.energytrust.org/wp-content/uploads/Net-Zero-and-EHS-Requirements-Guide.pdf>
- PGE Home EV Charging Rebates  
<https://portlandgeneral.com/energy-choices/electric-vehicles-charging/charging-your-ev/ev-charging-pilot-program-home>
- Pacific Power Residential EV Charging Pilot Program  
<http://www.pacificpower.net/ev>
- Energy Trust Solar Incentives  
<https://insider.energytrust.org/programs/solar/overview/>
- Energy Trust Find a Trade Ally Contractor  
<https://www.energytrust.org/find-a-contractor/>
- EPS net zero homes and energy smart homes  
<https://insider.energytrust.org/programs/eps-new-construction/>
- Energy Trust Newly Built Homes  
<https://www.energytrust.org/residential/new-homes-solutions/>