

DOE Zero Energy Ready Home

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy



Zero Energy Ready Homes Leading Builders

Rick Wertheim
SVP Housing
United Way of Long Island



Leading Builders Series

United Way of Long Island Housing Development Corp.

Serving Long Island, New York



Suburban population of 3 Million people

- Builders / Developers of:
 - Special Needs homes
 - Special Purpose homes
 - ***Affordable Homes***

A promotional banner for a ribbon cutting ceremony. The top section is green with logos for United Way, VetsBuild, and a seal, followed by the text "Join Us As We Make Housing History Once Again". On the right is a gold starburst award that says "U.S. DOE ENERGY EFFICIENT HOME 2017 WINNER Housing Innovation Awards". The center features a photograph of a two-story blue house with white trim and a porch. Below the photo is a "Thank You to Prudential" logo. The bottom section is green with the text "SAVE THE DATE Monday, November 13th at 11am" and "Ribbon Cutting Ceremony for Grand Winning Home & VetsBuild Graduation • 40 Depot Rd, Huntington Station, NY". It also includes contact information: "For more information or to RSVP contact: Elaine@unitedwayli.org" and the logo for the E3 SmartBuild Training Center.

Affordable Housing?

What EXACTLY is Affordable Housing?

Is it Possible in High Cost Areas?



The Numbers:

(national comparison)

Income:

75% higher

Home Cost:

250% higher

Long Island Income, Home Value, Education

	MEDIAN		% OF HOMES	% OF ADULTS WITH ⁵	
	HOUSEHOLD INCOME ³	HOME VALUE ⁴	OWNER OCCUPIED ⁴	COLLEGE DEGREES	HS DEGREES
Long Island	\$88,123	\$463,600	82.7	35.6	89.3
Nassau	\$93,696	\$494,000	83.2	40.5	89.5
Suffolk	\$85,196	\$430,600	82.2	31.3	89.1
New York State	\$54,659	\$310,000	55.4	31.8	84.2
USA	\$50,221	\$191,900	66.4	27.5	84.6

Hide

1. Source: US Bureau of the Census, decennial Census of Population.

2. Source: U.S. Census Bureau, Census of Population; land area data from the U.S. Census Bureau's geographic database (TIGER® database) for Census 2000.

3. Source: U.S. Bureau of the Census, American Community Survey, 2009 (1-year estimates)

Affordable Housing

Wikipedia: “ **housing** which is deemed **affordable** to those with a median household income as rated by the national government or a local government by a recognized **housing affordability** index.”

HUD: “housing for which the occupant(s) is/are paying no more than 30 percent of his or her income for gross housing costs, **including utilities.**”

Formula for Affordability

Produce a Home that incorporates :

1. **Good *Design* practice (*it starts w the plans*)**
2. **Superior Energy Efficiency**
3. **High Efficiency “*right sized*” mechanicals**
4. **Highly trained Workforce (invest in your staff)**
5. **Don't skimp on Quality!**

Recipe

- LEED for Homes
- NGBS
- Passive House Institute
- Green Globes
- Living Building Challenge

- U.S. DOE ZERH**
 - Building America Solution Center
<https://basc.pnnl.gov/>



Our Marketing Strategy:

- Education and Awareness

Our Homes “**SELL**” Themselves

- We need to have a Housing Lottery to determine lucky recipient / Family



Remove the *Negative* connotation with Affordable Housing

Re-Brand Affordable Housing

Next Generation Housing for the masses should be:

- Affordable
- Sustainable =



Affordable + Sustainable =

**“Attainable
Housing”**



Education and Awareness

Events! Truck Wraps



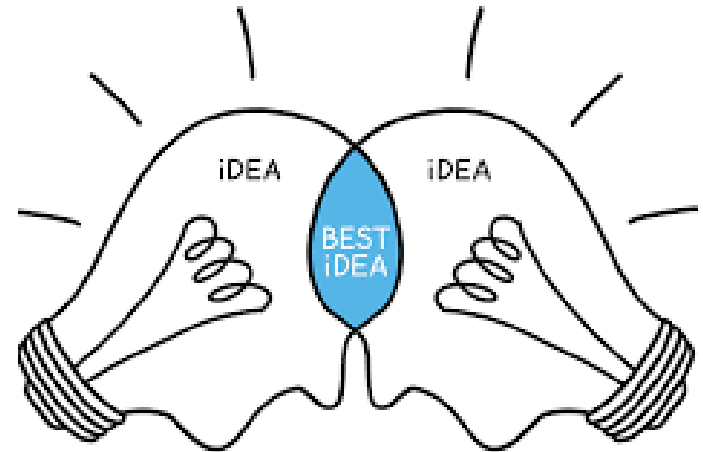
Challenges

- Building Department
- Trade reluctance
- Under skilled Workforce
- Cost of High Performance equipment
- Design professionals unfamiliar with your product



Solutions

- Meet w/ Inspectors
- Involve trades in process
- Utilize Workforce options
- Re-think your cost vs Value analysis w/ equip.
- “Breaking up is hard to do”
(Find like minded design professionals)



JUST DO IT.

Youth Development Programs (nationwide)



- Programs already funded by US Dept. of Labor
- OSHA 10 trained workforce
- Many w/ pre-apprentice vocational training

<https://www.youthbuild.org/>



Veteran Programs

- Many regional programs
- “Helmets to Hard Hats”
- “Hard Hat Heroes”
- “VetsBuild”

Many other non-Vet and Youth options available
(Tech Schools)



Main Takeaway

Attainable Housing

- It's NOT first cost anymore
- It's Lifecycle Cost!!



Advanced metal skinned SIPS
6" walls 10" roof panels

For More Information

- Web:
<http://www.unitedwayli.org/HousingandGreenBuilding>
- Training center
<http://www.unitedwayli.org/e3>



Rick Wertheim
SVP Housing & Green Initiatives

631-940-3722

rwertheim@unitedwayli.org

Tour of Zero Link:

<https://energy.gov/eere/buildings/doe-tour-zero-depot-road-beacon-house-united-way-long-island>



ENERGY-EFFICIENCY
E D U C A T I O N
EMPOWERING CAREERS



Thank You!



Resources:

www.buildings.energy.gov/zero/

- Take the Tour of Zero
- Become a Partner
- Review ZERH Specs
- Access Tech Training Webinars
- Use the Marketing Toolkit

Contact:

zero@newportpartnersllc.com

301-889-0017