

ABOUT THE NEW SOLAR HOMES PARTNERSHIP

As part of Governor Arnold Schwarzenegger's \$3.3 billion California Solar Initiative, California has set a goal to create 3,000 megawatts of new, solar-produced electricity by 2017—*moving the state toward a cleaner energy future and helping lower the cost of solar electric systems for consumers.*

The New Solar Homes Partnership (NSHP) is a component of the California Solar Initiative and has a goal to produce 400 megawatts of solar electricity on approximately 160,000 homes.

The Governor tasked the California Energy Commission to work with new home builders to create a *self-sustaining market for solar homes* where builders incorporate high levels of energy efficiency with high performing solar systems to *reduce the home owner's electric bill by up to 50 percent.*

Builders report that these homes sell twice as fast as their competitors across the street who do not offer energy efficient solar homes to consumers.

The NSHP *provides financial incentives* and other support to builders for installing eligible solar photovoltaic (PV) systems on new residential buildings that receive electricity from investor-owned utilities.

Along with the financial incentives, the NSHP will provide *non-financial support services, offering marketing and technical assistance to builders*, and training to building officials and salespeople. The Energy Commission's goal is to assist the industry in constructing and selling new energy efficient, solar homes.

A new home that qualifies for the NSHP must achieve *energy efficiency levels substantially greater than the requirements of the current Building Title 24 Standards.* The builder can choose to comply with either of the two tiers of energy efficiency measures:

Tier I—15 percent reduction in the residential building's combined space heating, cooling and water heating energy compared to the current Title 24 Standards.

Tier II—35 percent reduction in the residential building's combined space heating, cooling and water heating energy and 40 percent in the residential building's space cooling (air conditioning) energy compared to the current Title 24 Standards.

For updates about the New Solar Homes Partnership and a copy of the guidebook, visit the Go Solar California website at: www.GoSolarCalifornia.org.

ABOUT THE CALIFORNIA ENERGY COMMISSION

Created by the Legislature in 1974, the California Energy Commission is the State's primary energy policy and planning agency. The Energy Commission has six major responsibilities: forecasting future energy needs and keeping historical energy data; licensing thermal power plants 50 megawatts or larger; promoting energy efficiency through appliance and building standards; developing energy technologies and supporting renewable energy; conducting research, development and commercialization programs for new energy technologies; and, planning for and directing State response to an energy emergency.

ABOUT THE NSHP

Become a Building Partner in the New Solar Homes Partnership

The California Energy Commission is pleased to welcome leading environmentally-minded home builders that integrate solar photovoltaic (PV) systems and high energy efficiency standards throughout their developments as partners in the New Solar Homes Partnership (NSHP).

Eligibility Requirements for NSHP Rebates and Campaign Marketing Support

To qualify as a partner in the NSHP, builders must meet these basic requirements:

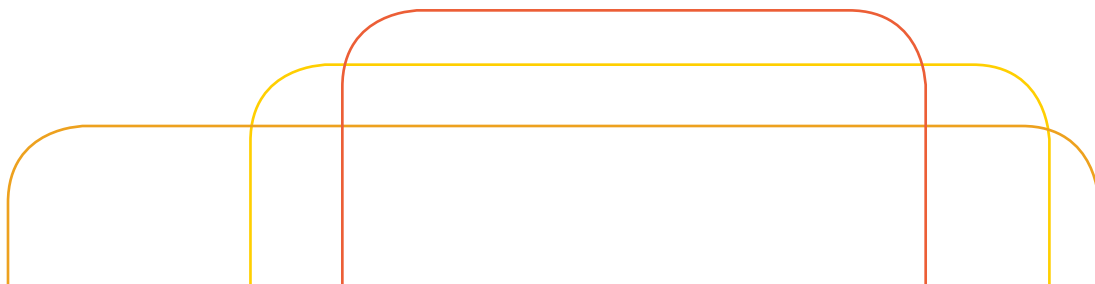
1. Ensure the location of the development will receive electric service from an eligible investor-owned utility — Pacific Gas & Electric (PG&E), Southern California Edison (SCE), San Diego Gas & Electric (SDG&E), or Bear Valley Electric (BVE). If your development is in another electric utility's region, please visit www.GoSolarCalifornia.org/builders for additional information.
2. Exceed Title 24 Building Energy Efficiency Standards by either 15 percent (Tier 1) or 35 percent (Tier 2).
3. Order or download the NSHP Guidebook from the Energy Commission for eligibility requirements and program information that allows you to apply for a reservation and a claim rebate.
4. For additional questions about the NSHP, see www.GoSolarCalifornia.org/builders for step-by-step instructions.
5. Contact the California Energy Commission for details on mailing your application or your local investor owned utility. During 2008, the investor owned utilities, rather than the Energy Commission staff, will process NSHP forms and you will need to contact them directly.

Contact Energy Commission staff at:

***New Solar Homes Partnership
California Energy Commission
1.800.555.7794 (in CA) or
916.654.4058 (outside CA)
e-mail: renewable@energy.state.ca.us***

Partnership Participation Levels and Promotional Support

In addition to rebates, the Energy Commission is offering promotional and advertising support to production home builders that partner with the NSHP campaign. There are four levels of partnership benefits available: Platinum, Gold, Silver, and Bronze. As the marketing support chart shows, Platinum-level partners are builders that feature solar as a standard feature throughout their development and exceed energy efficiency standards by 35 percent (Tier 2) or more. Platinum partners receive the highest level of marketing support from the NSHP campaign.



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ABOUT THE NSHP

Marketing Support Available for Production Home Builders

| New Solar Homes Partnership for Production Home Builders | Bronze | Silver | Gold | Platinum |
|--|---------------|---------------|---------------|---------------|
| Energy Efficiency above Title 24 Requirements:* | Tier 1 | Tier 1 | Tier 2 | Tier 2 |
| Energy efficiency 15%+ | ✓ | ✓ | | |
| Energy efficiency 35%+ | | | ✓ | ✓ |
| | | | | |
| Solar PV System Offerings:* | | | | |
| Solar offered as an option only in the development | ✓ | | | |
| Solar as standard in less than 50% of homes in the development | | ✓ | | |
| Solar as standard in more than 50% of homes in the development | | | ✓ | |
| Solar featured as standard in 100% of the homes in the development | | | | ✓ |
| | | | | |
| Campaign Support:** | | | | |
| Listed as a solar-friendly community on GoSolarCalifornia.org | ✓ | ✓ | ✓ | ✓ |
| Assistance in training sales personnel about the benefits of solar | ✓ | ✓ | ✓ | ✓ |
| Ability to co-brand and produce information materials from the NSHP campaign | ✓ | ✓ | ✓ | ✓ |
| Standard NSHP language in press releases about new solar communities | | ✓ | ✓ | ✓ |
| Recognition plaques for sales office | | ✓ | ✓ | ✓ |
| Featured on an interactive map of solar home communities on GoSolarCalifornia.org | | ✓ | ✓ | ✓ |
| Featured in consumer brochure with map depicting location of development | | ✓ | ✓ | ✓ |
| California Energy Commission quote in builder press releases announcing community ground-breaking and opening — will include NSHP seal | | | ✓ | ✓ |
| Solar Sweepstakes kiosks located at development sales offices | | | ✓ | ✓ |
| Tailored California Energy Commission quote in builder press releases | | | | ✓ |
| Featured on a rotating basis on NSHP website banner | | | | ✓ |
| Assistance with local media outreach to promote new development grand opening | | | | ✓ |
| California Energy Commission representative to attend grand opening | | | | ✓ |
| New Solar Home development named on a rotating basis on radio commercial tags | | | | ✓ |
| Event including radio station live remote for new development grand opening | | | | ✓ |

* Refer to California Energy Commission NSHP Guidebook for definitions.

** Campaign support is available based on the status of each development and is subject to available Energy Commission resources.

For more information about marketing support available to NSHP home builders, please contact renewables@edelman.com.