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INSTITUTE OF BEHAVIORAL SCIENCE ■

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UNIVERSITY OF COLORADO

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AT BOULDER ■

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**ENVIRONMENT AND SOCIETY PROGRAM**

# **Barbara Farhar**

**Visiting Researcher, IBS Environment and Society Program**

## **“A New Market Paradigm for Zero-Energy Homes: The Comparative San Diego Case Study”**

**March 3, 2008**

**12:00-1:00**

At the National Renewable Energy Laboratory, we studied the first development of 306 high-performance homes by a production builder in the United States from 2001-2006 using a diffusion-of-innovations perspective. These homes were highly energy-efficient and came with solar water heaters as standard equipment. One-third came with 1.2 PV systems standard and buyers theoretically could opt for 1.2 or 2.4 PV systems in the remaining PV-eligible homes. The study focused on the builder experience, market response to high-performance homes, increases in home values over time, and the consumption and cost of electricity and gas in the high-performance and adjacent comparison homes. The comparison community of 103 homes was built by a different builder, but was of similar vintage, size, and price. Although built to Title 24 energy-efficiency standards then in effect, the comparison homes were offered with no special energy or solar features standard. The study addresses the home sales prices, resale prices, the uptake of optional PV systems, the demographics and other characteristics of the home buyers, the role of energy in home purchase decisions, satisfaction, policy preferences, and utility consumption and costs in these homes based on data provided by SDG&E. A new way of thinking about offering new ZEHs is discussed.

**IBS 3 Conference Room**

**IBS 3 is the second building north of Starbucks Coffee on Broadway.**

Feel free to bring a brownbag lunch.