

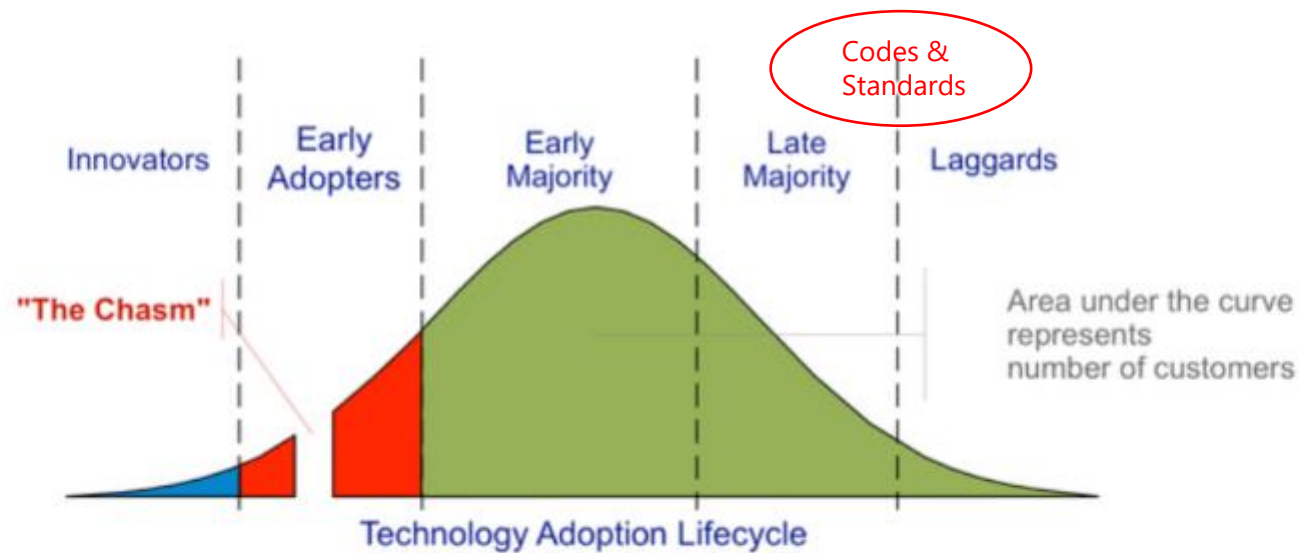
# Building Code Changes – Tying into eTRM

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Energy for What's Ahead®





**Technology adoption life cycle:** This adoption chart highlights the way in which consumers embrace new products and services.

- *Innovators* – These are risk-oriented, leading-edge minded individuals who are extremely interested in technological developments (often within a particular industry). Innovators are a fractional segment of the overall consumer population.
- *Early Adopters* – A larger but still relatively small demographic, these individuals are generally risk-oriented and highly adaptable to new technology. Early adopters follow the innovators in embracing new products, and tend to be young and well-educated.
- *Early Majority* – Much larger and more careful than the previous two groups, the early majority are open to new ideas but generally wait to see how they are received before investing.
- *Late Majority* – Slightly conservative and risk-averse, the late majority is a large group of potential customers who need convincing before investing in something new.
- *Laggards* – Extremely frugal, conservative, and often technology-averse, laggards are a small population of usually older and uneducated individuals who avoid risks and only invest in new ideas once they are extremely well-established.

## *Principal Building Codes of Concern*

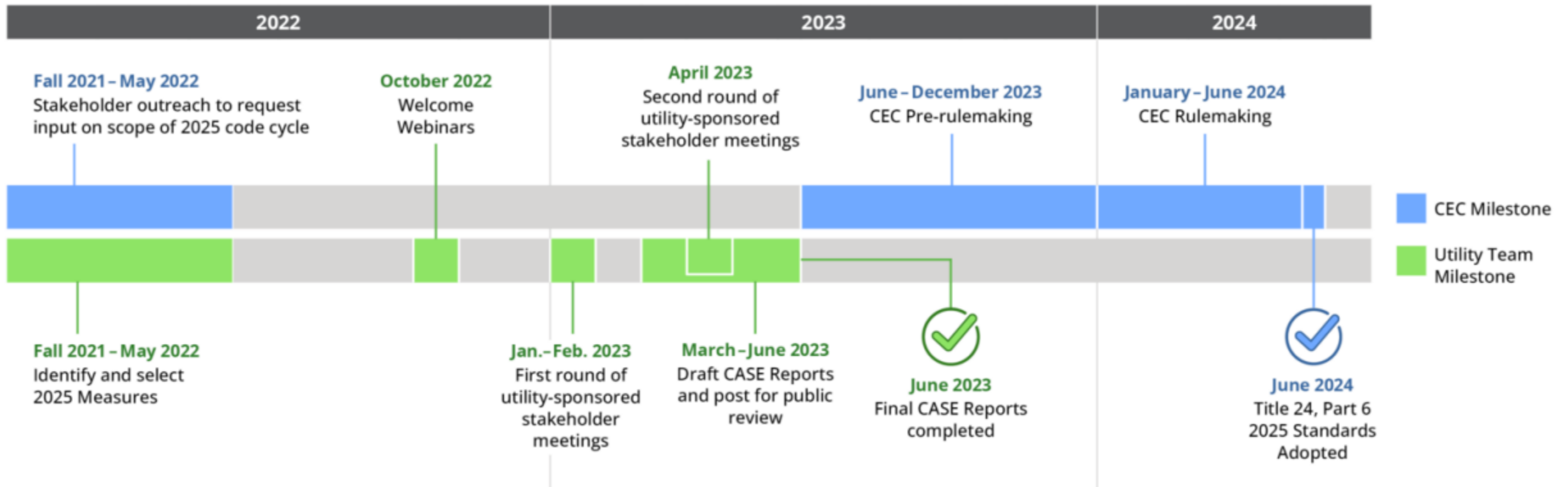
California Energy Code (Title 24 Part 6)

California Green Building Standards (CalGreen, Title 24 Part 11)

*Revised every 3 years*

# Code Updates

## Timeline



## **CASE** – *Codes And Standards Enhancement Reports*

Provides the Details Behind a Proposed Code Change

Measure Cost – must be cost-effective

Measure Energy Savings

Greenhouse Gas (GHG) Impacts

Market Analysis

Statewide Impact

Energy Equity

## **CASE** – *Information Needed*

Measure Cost

- RS Means

- Contacting Contractors

Energy, GHG, and Water Savings

- Computer Analysis Using CEC\*-Approved Software

- Computer Program May Not Cover Measure

Market Analysis

- What Is the Uptake of The Proposed Measure

# Discussion

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