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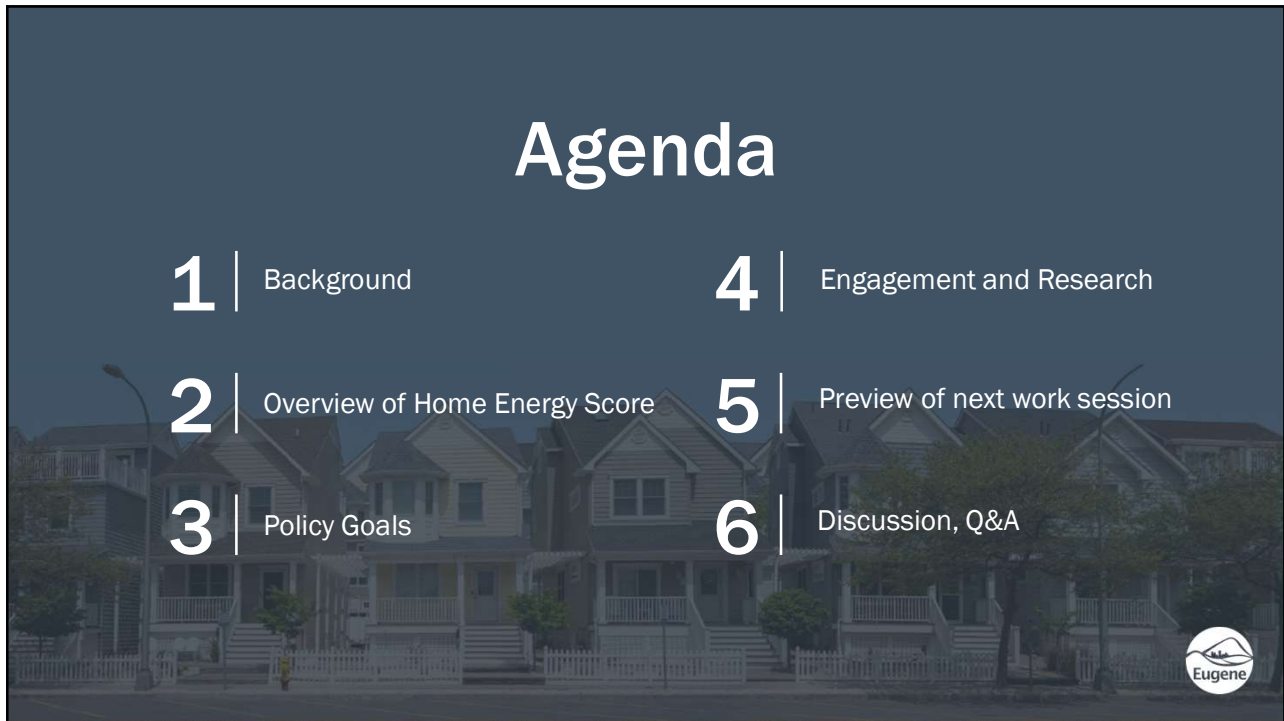
Home Energy Score Engagement and Research Findings

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Danielle Klinkebiel, Climate Policy Analyst
Ian Penn, Sustainability Manager



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Agenda

1 Background	4 Engagement and Research
2 Overview of Home Energy Score	5 Preview of next work session
3 Policy Goals	6 Discussion, Q&A



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Background

- Condition of housing stock in Eugene
- City Council building decarbonization goal
- Building decarb engagement in 2024 and top priorities:
 - Provide education and guidance
 - Expand awareness of incentives

Expanding the use of Home Energy Score (HES) can help achieve these priorities.



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Previous Council Direction related to HES

November 17, 2021

1. Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to complete a community engagement process and schedule a work session to share feedback from that process and develop a framework of a draft ordinance requiring sellers of residential, single-family homes to obtain and disclose an energy performance rating prior to publicly listing the home for sale and to include the rating in sale listings.
2. Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to bring back an implementation plan including potential funding sources for the mandatory Home Energy Score Program.
3. Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to develop additional Home Energy Score Program options for renters in alignment with CAP2.0 Action B3.



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What is a Home Energy Score™?

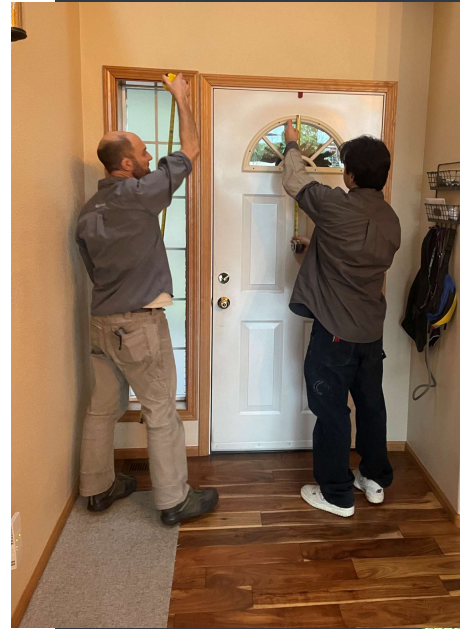
- Energy assessment tool developed by US Dept of Energy
- \$150-\$300, about 1 hour to complete
- Completed by licensed energy assessor

What is evaluated?

- Insulation and air sealing
- Heating and cooling system
- Windows and doors
- Water heating
- And more!

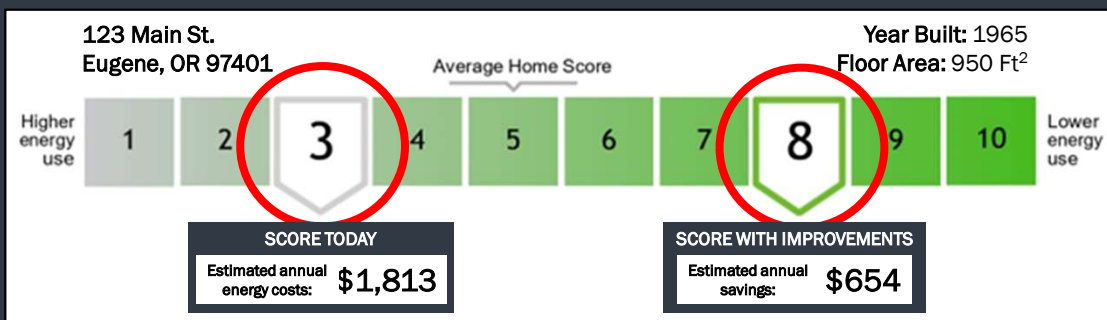
What's in the report?

- Score on a scale of 1-10
- Details about energy features
- Energy cost estimates
- Recommendations
- Links to rebates



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Sample Home Energy Score Report



Recommended Improvements

- Add attic insulation to R-49 as space allows*
- Have the home professionally air sealed
- Install an efficient heat pump*
- Install a heat pump water heater*
- Consider upgrading windows*

* Improvements may be eligible for incentives.



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HES disclosure policy

Implemented in Bend, Hillsboro, Milwaukie and Portland, OR.

The seller of a home would:

- Get a HES before advertising a home for sale.
- Include the HES report in the Regional Multiple Listing Service (RMLS) database
- Allow prospective buyers to view the HES on Zillow, Redfin, etc...

A HES disclosure requirement **does not require** sellers or buyers to make energy improvements.



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Policy Goals

1. Increase transparency about home energy features and costs
2. Educate homeowners and buyers about energy efficiency opportunities
3. Connect homeowners to resources and incentives

Related Council Priorities:

- Climate Action Plan 2.0 (Action B4)
- Housing Implementation Pipeline (IQ-2.1)
- Strategic Plan ("Advance Climate Action")



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Overview of Community Engagement



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Mock Debates

- Youth Advisory Council, UO MBA students
- Assigned characters for a simulated policy discussion



Community Events

- Reached huge diversity of community members
- 87% support the policy



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Group Meetings and Interviews

- Conversations with special interest groups and experts
- In-depth convos, wide range of perspectives



Online Survey

- ~370 responses
- Captured broad, high-level community input
- 65% support the policy



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Policy Research

Led by national expert, Earth Advantage

1. Reviewed existing HES policies
2. Identified best practices
3. Summarized observed impacts
4. Housing market trends in Eugene
5. Estimated needs to implement policy



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Key Themes from Engagement



- 1 Transparency of home energy information
- 2 Impact on completion of energy efficiency improvements
- 3 Impact on housing prices
- 4 Operational impacts on the real estate market
- 5 Impact on climate and emissions
- 6 Implementation considerations



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Transparency of home energy information

What we heard:

- Realtors report buyers rarely ask about energy efficiency
- Most buyers have limited understanding of energy
- Belief this would help buyers anticipate energy costs and needs before purchase

What research indicates:

- Buyers consistently lack information about home energy performance when buying
- Required HES disclosure increases awareness

Key Takeaway: HES disclosure primarily functions to close the information gap.



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Impact on completion of home energy improvements

What we heard:

- Most agree this will encourage homeowners to make improvements
- Some view this as negative pressure
- Others view this as positive pressure

What research indicates:

- Utility data shows 8-23% of HES homes pursued an energy efficiency incentive
- Improvements are often significant (e.g., insulation, heat pumps)

Key Takeaway: Homes with HES are more likely to pursue energy efficiency incentives and complete home energy improvement projects.



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Impact on housing prices

What we heard:

- Worry this could increase home sale prices
- Concern that low scoring homes will be harder to sell

What research indicates:

- Disclosure does not cause irrational home price inflation
- Sales price increase in line with projected energy cost savings
- No evidence buyers avoid low-scoring homes
- No correlation between low-scoring homes and socioeconomic neighborhoods

Key Takeaway: HES disclosure has minimal impact on home sale prices and does not disadvantage low-scoring homes or lower-income neighborhoods.



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Operational impacts on the real estate market

What we heard:

- Concern this will delay and complicate the home selling process
- Seems redundant to a home inspection
- Concern that low scores could impact lending

What research indicates:

- HES disclosure has not slowed home sales
- HES provides different information than a home inspection
- HES disclosure does not limit lending; it can actually help unlock additional financing tools

Key Takeaway: HES disclosure does not disrupt the real estate market.



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Impact on climate and emissions

What we heard:

- Don't believe this will meaningfully reduce emissions
- Belief that policy should focus on older homes, rentals for greater impact

What research indicates:

- HES disclosure alone produces modest GHG reductions.
- Emissions reductions come when homeowners make improvements
- Provides data that could inform other initiatives

Key Takeaway: Disclosure policy results in very little GHG reductions, but it can lay the groundwork for future climate initiatives.



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Implementation considerations

Comments related to:

- Enforcement
- Exemptions
- Subsidies
- Trigger event
- Workforce capacity

Key Takeaway: Best practices from other cities can help to inform policy implementation in Eugene.



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Additional Feedback

- Benefits for economic development
- HES methodology and adequacy
- Need to expand incentives
- And more: see Attachment B in AIS



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In Summary

- Policy outcomes: expand awareness of home energy use
- Informed by research and best practices
- Alignment with previous engagement and Council direction
- Overall, strong community support with some concern and opposition from specific groups.



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Preview of Next Work Session

- Estimated budget and potential funding opportunities
- Framework of ordinance
- Implementation roadmap

Council will have opportunity to decide to direct staff to draft an ordinance



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Thank you!

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