



## **ENERGY STAR® Award for Excellence in Energy Efficiency and Environmental Education**

### **The California Investor-Owned Utilities**



#### **Pacific Gas and Electric Company**

*San Francisco, California*

#### **San Diego Gas and Electric**

*San Diego, California*

#### **Southern California Edison**

*Rosemead, California*

#### **Southern California Gas Company**

*Los Angeles, California*



The California ENERGY STAR New Homes Program is a statewide initiative, jointly implemented by California's Investor-Owned Utilities (IOUs), that committed an impressive 17 percent market share for ENERGY STAR qualified homes across the state, or 32,000 qualified homes in 2003. The program offers technical training and incentives to encourage builders to construct both single-family and low-rise multifamily homes that earn the ENERGY STAR. Its effectiveness can be attributed to a smart marketing and implementation strategy tailored to a large, highly diverse state. For consistency, the IOUs use one builder brochure and application and advertise jointly statewide. In 2003, they reached 50,000 building professionals. To connect with consumers individually, each utility creates specialized point-of-sale materials (brochures, direct mail pieces, etc.) for customers in their respective service territories. The California IOUs are also helping to increase demand for ENERGY STAR qualified major appliances.

Through the second quarter of 2003, California achieved 55 percent market share for ENERGY STAR qualified dishwashers, 34 percent market share for qualified residential air conditioners, 28 percent for qualified refrigerators, and 27 percent for qualified clothes washers.



## CenterPoint Energy

*Houston, Texas*

CenterPoint Energy is the third largest publicly traded natural gas delivery company in the U.S. CenterPoint's ENERGY STAR Homes Program provides incentives and training for homebuilders to construct ENERGY STAR qualified homes. In 2003, the CenterPoint program resulted in the construction of more than 11,000 ENERGY STAR qualified homes in the Houston and Gulf Coast areas—more than doubling the program's successful 2002 effort. The utility's marketing efforts have included a successful advertising campaign in cooperation with participating builders, which helped CenterPoint's ENERGY STAR Web site reach 500,000 hits in 2003, compared to 1,000 two years prior. CenterPoint has been instrumental in developing the home energy rating infrastructure required to deliver ENERGY STAR qualified home verification in the Houston market and has implemented new quality control procedures to ensure more consistent and accurate home ratings.



## The Institute for Sustainable Energy at Eastern Connecticut State University

*Willimantic, Connecticut*

The Institute for Sustainable Energy (ISE) at Eastern Connecticut State University was established to identify, develop, and become an objective energy and educational resource to help achieve a sustainable energy future. As a way to focus Connecticut's cities and towns, school districts, and state government on the benefits of helping the environment by saving energy, ISE incorporated ENERGY STAR into a program to benchmark government buildings and develop action plans for capturing savings. ISE has provided benchmarking and technical assistance to individual localities, including Windam, Derby, Stamford, and Hartford, as well as the State of Connecticut. In cooperation with EPA's Region 1, ISE has done the same for government staff across the New England states and Eastern Canadian Provinces. Results have far exceeded expectations. Benchmarking energy performance using EPA's energy performance rating system has enabled the state and its cities and towns to develop action plans to save from thousands to millions of dollars per year on their energy bills.





## **Minnesota Power, an ALLETE Company**

*Duluth, Minnesota*



In its first full year as an ENERGY STAR partner, Minnesota Power, an ALLETE Company has made impressive strides, bringing the ENERGY STAR message to its customers in easy, tangible ways. Taking advantage of lessons learned in the Midwest, Minnesota Power has created a strong program focused on channel marketing, cooperative promotions, regional coordination, and consumer education. Through a combination of retailer incentives, training, consumer education, civic activities, and participation in national and regional promotions, the utility helped businesses and residents save more than 19 million kW of electricity and shave demand by more than 600 kW. Since the program's inception, 120 retailers have joined, and more than 16,000 Minnesota Power customers have taken advantage of its offerings.

## **Nevada Power Company**

*Las Vegas, Nevada*

## **Sierra Pacific Power Company**

*Reno, Nevada*



After several years of being out of the energy conservation arena, Nevada Power Company and Sierra Pacific Power Company made the decision in 2003 to launch two pilot energy efficiency programs—an appliance program and a lighting program. The utilities are having great success reaching out to their combined 1 million residential customers. As of last fall, 1.4 million kWh had been saved as a result of their ENERGY STAR qualified appliance program and the utilities were well on their way to moving more than 60,000 ENERGY STAR qualified compact fluorescent light bulbs (CFLs) into the hands of consumers, with total projected energy savings of 1,656 MWh. In 2004, Nevada Power and Sierra Pacific Power plan to integrate ENERGY STAR into all of their residential energy efficiency offerings.



## New England Joint Management Committee

Bay State Gas, Berkshire Gas, Cape Light Compact, KeySpan Energy Delivery, Massachusetts Electric, Nantucket Electric, Narragansett Electric, New England Gas, NSTAR Electric, NSTAR Gas, Unil/Fitchburg Gas and Electric Light Company, and Western Massachusetts Electric Company

The New England Joint Management Committee (JMC) is a consortium of 12 electric and gas utilities across two states that have been supporting ENERGY STAR at a regional level since 1998. In 2003, 10 percent of the new homes in the New England JMC's service area qualified as ENERGY STAR, and 18 percent of home starts were committed to ENERGY STAR for 2004. One of the New England JMC's many strengths is educating builders and homeowners about ENERGY STAR. In 2003, these utilities developed a technical field guide for participating builders, sponsored a series of builder education seminars, and published an ENERGY STAR homebuyers guide that included information about maintaining the performance of ENERGY STAR qualified homes. The New England JMC also pursued extensive efforts to educate New Englanders about ENERGY STAR through newspaper and magazine articles, radio interviews, TV stories, and advertising. As a result, homebuyer awareness of ENERGY STAR in New England rose to more than 26 percent.





## **New York State Energy Research and Development Authority (NYSERDA)**

*Albany, New York*

**NYSERDA**

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The New York State Energy Research and Development Authority (NYSERDA) continues to be a leader in promoting ENERGY STAR for new and existing homes and in finding new opportunities for ENERGY STAR. New York's growing ENERGY STAR Program for New Homes achieved more than 1,500 ENERGY STAR qualified homes in 2003. And although only three years old, NYSEERDA's highly successful Home Performance with ENERGY STAR program—designed to improve the energy efficiency of existing homes—has become a model for other Home Performance programs across the country. The success of this program can be attributed to NYSEERDA's two-pronged approach: (1) developing and supporting an energy-focused home improvement industry; and (2) creating consumer demand for these services through education and marketing. What began with fewer than 20 participating certified contractors, has become 300. They have completed 3,400 energy improvement jobs, with another 2,400 projects in progress, and homeowners are saving an average of \$427 a year on their energy bills. NYSEERDA has also had great success in increasing market share for ENERGY STAR qualified products. Since 1999, sales of ENERGY STAR qualified appliances have grown 12 percent, while sales of qualified lighting fixtures have grown an impressive 204 percent. NYSEERDA estimates that ENERGY STAR qualified products currently account for 50 percent of the appliance sales (including room air conditioners) and 24 percent of light fixture sales in New York partner stores.



## **Northeast Energy Efficiency Partnerships, Inc. (NEEP)**

**Sponsoring Organizations of NEEP: Cape Light Compact, Connecticut Light & Power/The Northeast Utilities System, Efficiency Vermont, The Long Island Power Authority, National Grid Companies (Massachusetts Electric, Nantucket Electric, Narragansett Electric), NSTAR Electric Company, The United Illuminating Company, Unital/Fitchburg Gas & Electric, Western Massachusetts Electric Company/The Northeast Utilities System**

Since 1997, the sponsoring organizations of the Northeast Energy Efficiency Partnerships, Inc., (NEEP) have worked together in an increasingly effective manner to promote energy efficiency in the residential sector. By the end of 2003, this regional initiative included utilities and other energy efficiency service providers in New York and five New England States—providing services to more than 5 million households. During 2003, NEEP implemented a fully integrated, year-long advertising, marketing, and public relations campaign focused on promoting the benefits of ENERGY STAR qualified appliances and lighting. Throughout the region, radio and newspaper advertisements featured renovation and design expert Steve Thomas. Sponsors also partnered with local sports teams to educate consumers and provide a strong call-to-action to make their next purchase ENERGY STAR. The media campaign generated 56 million media impressions. In addition to a higher than average market share for ENERGY STAR qualified appliances, NEEP service territories posted strong gains for lighting in 2003.





NORTHWEST  
ENERGY  
EFFICIENCY  
ALLIANCE  
[www.nwalliance.org](http://www.nwalliance.org)

## **Northwest Energy Efficiency Alliance**

*Portland, Oregon*

Breaking new ground in 2003, the Northwest Energy Efficiency Alliance has expanded its successful residential lighting program to engage distributors, do-it-yourself mass merchants, showrooms, and specialty stores in stocking, promoting, and selling ENERGY STAR qualifying fixtures. The Alliance provides education and training, retail field support, cooperative marketing, collateral creation, and partner matchmaking tailored to the needs of each sales channel. Its efforts are already bearing fruit. Lowe's and Good Earth Lighting teamed up on lighting in five stores for the 2003 ENERGY STAR *Change A Light, Change the World* Campaign, resulting in a significant increase in fixture sales. Seattle Lighting, the largest chain of lighting showrooms in the region, teamed up with Sea Gull Lighting and local utilities to deliver a suite of decorative indoor and outdoor fixtures. North Coast Electric, one of the nation's 25 largest electric distributors, partnered with local utilities to educate buyers on the latest ENERGY STAR lighting technologies. And, a locally-based manufacturer of antique and period lighting fixtures is working to change its product line to meet ENERGY STAR specifications for the future. The Alliance is well on its way to delivering savings with style—adding to the 70 average megawatts already saved by the Northwest region's lighting collaborative.



## **Oncor Electric Delivery Company**

*Dallas, Texas*

Through Oncor Electric Delivery Company's ENERGY STAR Homes Program, 13,500 homes in the Dallas/Fort Worth area qualified as ENERGY STAR in 2003, representing 33 percent of housing starts. This success exceeded Oncor's annual goal and nearly doubled the program's total from the previous year. The utility is committed to helping builders achieve ENERGY STAR performance guidelines for new home construction through incentives, technical support, and training. Oncor conducted consumer seminars to increase awareness of the benefits of owning an ENERGY STAR qualified home and generate demand for them. The utility organized realtor training on ways to successfully sell ENERGY STAR qualified homes, as well as mortgage lender training to increase awareness of energy-efficient mortgages (EEMs) and ways in which consumers can use these loans to afford more expensive homes. Home energy rating certification training, also offered by Oncor, expanded the number of raters and increased their understanding of the issues facing builders. In its quest for innovative ways to market ENERGY STAR, Oncor sponsored an ENERGY STAR Charity Challenge hockey game at the Dallas American Airlines Center in 2003.



## **Sacramento Municipal Utility District**

*Sacramento, California*

With ENERGY STAR as the centerpiece of its program, the Sacramento Municipal Utility District (SMUD) continues to be a major force behind energy efficiency in California. SMUD's 2003 residential lighting program increased the market penetration of ENERGY STAR qualified light bulbs and fixtures in Sacramento households. Cooperative marketing funds leveraged the resources of manufacturers and retailers, encouraging them to take the lead in promoting efficient lighting products. As a result, the program achieved significant advances in the grocery sector, while maintaining the enthusiastic participation of home improvement and hardware retailers. SMUD anticipates that its 2003 efforts will have saved 5.5 million kWh and shaved 889 kW of summer peak load.





## **Vermont ENERGY STAR® Homes Service**

### **Vermont Energy Investment Corporation**

*Burlington, Vermont*

### **Vermont Gas Systems**

*South Burlington, Vermont*



The Vermont ENERGY STAR Homes Service is jointly administered by Vermont Gas Systems and Vermont Energy Investment Corporation (VEIC) through their statewide efficiency utility contract (Efficiency Vermont). As proof of its success, ENERGY STAR qualified homes represented more than 25 percent of all Vermont housing starts in 2003 (including 70 percent of all new home starts in the Vermont Gas service territory). This is quite an achievement, given that Vermont is a market dominated by small regional builders. The Vermont ENERGY STAR Homes Service provides one-on-one assistance to participating builders and homebuyers. It also offers no-cost technical assistance and home energy ratings, state energy code compliance, cash incentives for meeting ENERGY STAR performance guidelines, and bonus incentives for installing ENERGY STAR qualified appliances and additional high-efficiency ENERGY STAR qualified lighting.



## Wisconsin's Focus on Energy Program

### *Madison, Wisconsin*

Since 2001, ENERGY STAR initiatives within the Wisconsin's Focus on Energy Program have saved Wisconsinites more than 226 million kWh and 7 million therms, while preventing the release of 270,000 tons of carbon dioxide. In 2003, Wisconsin saw a 30-percent increase in ENERGY STAR qualified homes and a 27-percent increase in participating builders. More than 2,500 homes throughout the state now proudly bear the ENERGY STAR. Under the "Home Performance with ENERGY STAR" banner, existing homes have increasingly benefited from a whole-house approach to energy improvement. Home Performance with ENERGY STAR operates statewide, and about 1,200 projects have been completed to date. The Wisconsin's Focus on Energy Program has also contributed to a 40 percent local market share for ENERGY STAR qualified refrigerators, 38 percent for ENERGY STAR qualified clothes washers, and 12 percent for qualified lighting. The program cross-promotes to recent buyers, letting them know about other ENERGY STAR qualified products and thanking them for being label conscious. When the need arises, Wisconsin's Focus on Energy Program finds innovative solutions. Faced with state budget constraints, the program used cost-effective weather-triggered advertising on weather.com to target ENERGY STAR Cool Change Campaign messaging to hot spots throughout the state when temperatures soared. Not only did this generate 2.9 million consumer impressions, but the creative advertising approach was also picked up nationally by *The Wall Street Journal Online*.

