

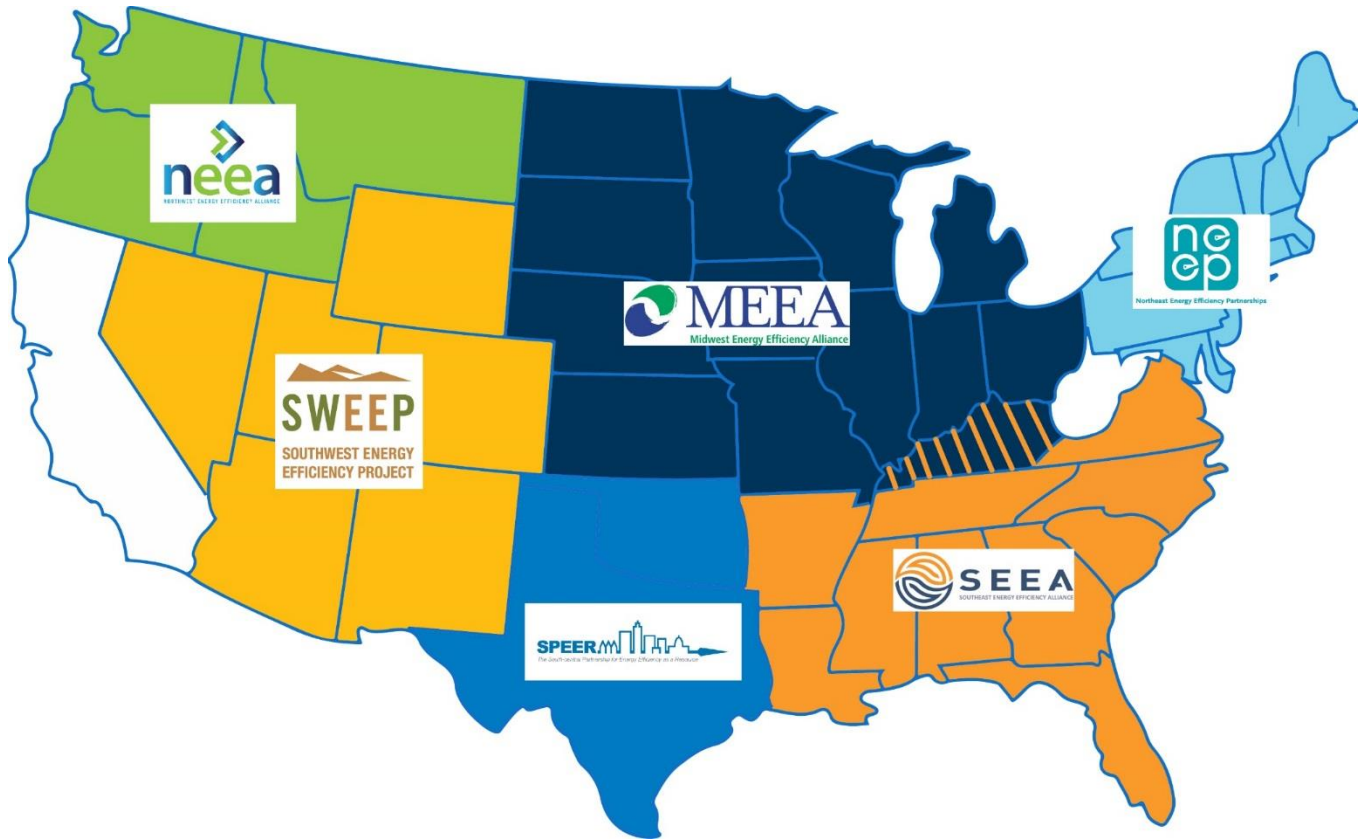


# *Welcome to The Northwest*

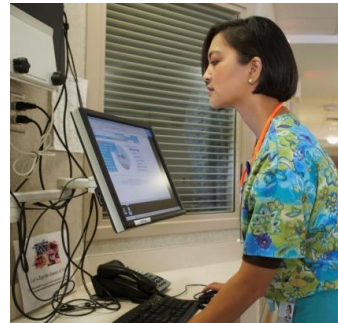
ENERGY STAR Certified Homes  
Stakeholders Meeting  
Portland, Oregon, October 14, 2015



# Regional Energy Efficiency Organizations



# 13 Million Energy Consumers



# Who We Are: The Alliance



# *Why an Alliance?*



# *Vision and Mission*

## **Our Vision:**

Energy efficiency is a cornerstone of a vibrant sustainable Northwest.

## **Our Mission:**

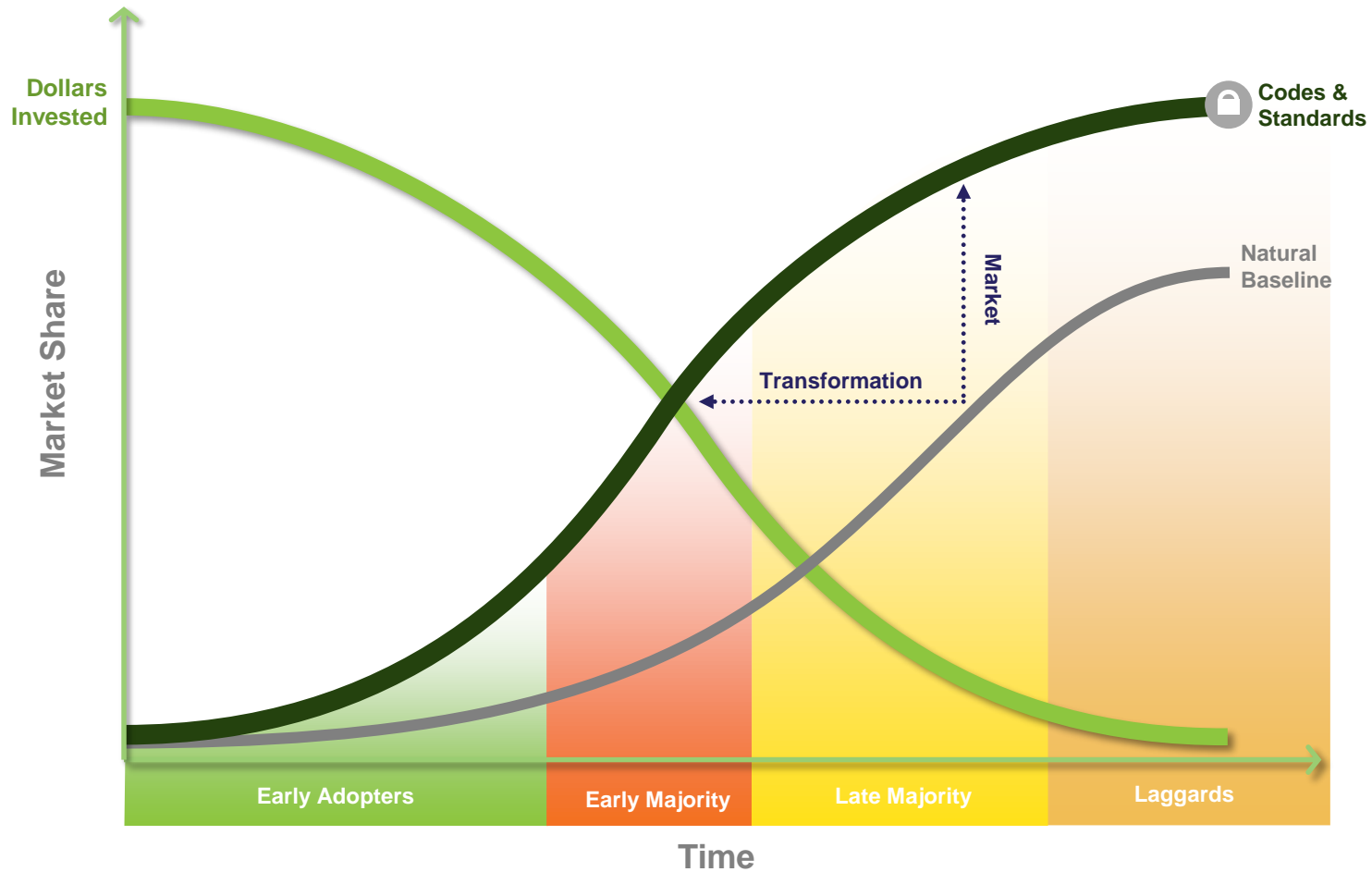
Mobilize the Northwest to become increasingly energy efficient for a sustainable future.

# *What does NEEA do?*

## **Strategic Goals:**

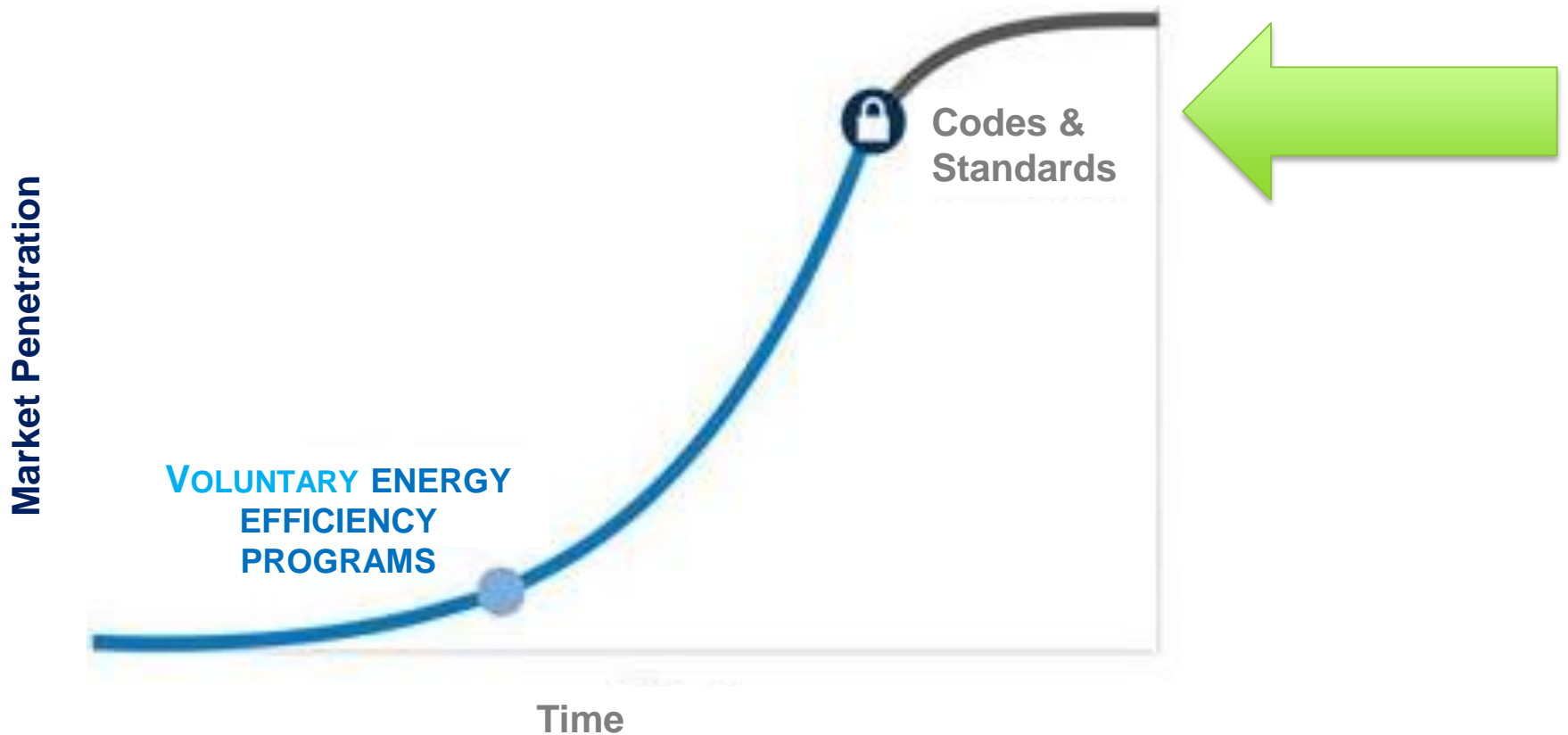
1. Fill the energy efficiency pipeline with new products, services, practices and approaches
2. Create market conditions that will accelerate and sustain the market adoption of emerging energy efficiency products, services, and practices

# Market Transformation





# *Influencing Codes & Standards*



# *Regional Impact*



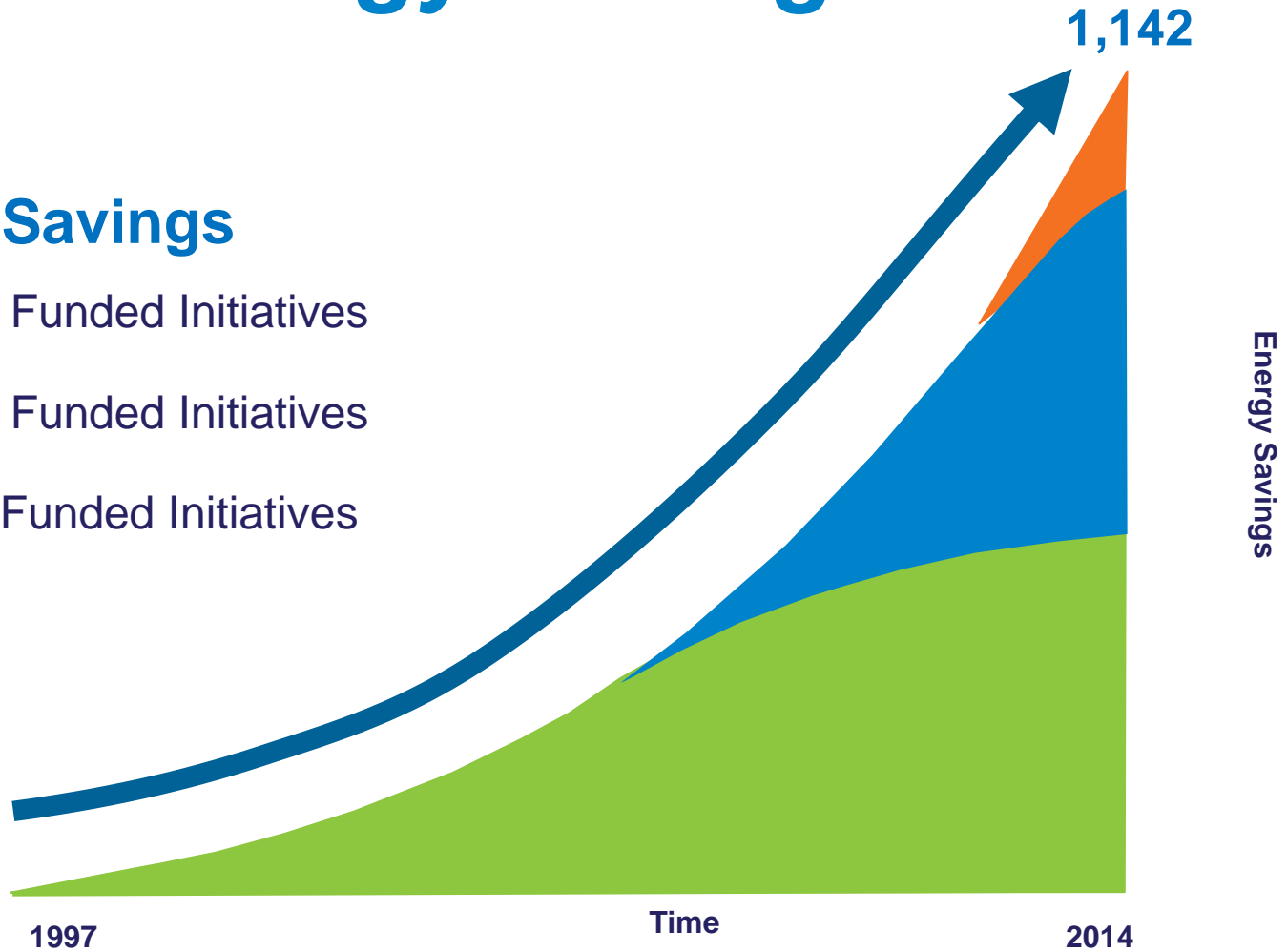
*Homes built after 1980 are significantly larger than their predecessors but energy consumption has stayed roughly the same.*

*- 2011 Residential Building Stock Assessment*

# Energy Savings

**1,142 aMW Savings**

- 2010–2014 Funded Initiatives
- 2005–2009 Funded Initiatives
- 1997-2004 Funded Initiatives



Energy Savings



***Residential  
New Construction***

# Northwest *ENERGY STAR* Homes



Building capability and expertise among regional market partners and paving the way for code adoption.

# *Program Oversight and Support*



- Northwest Specification Development
- Market Partner Recruitment
- Technical Support and Training
- Consumer Awareness

***“Northwest ENERGY STAR  
Homes are more comfortable  
and save money on utility bills  
every month”***

***- Quail Homes, Vancouver WA***



Cheryl Bayle  
Puget Sound Energy customer



# Program Timeline

**Program  
launches**

Consumer awareness  
reaches **51%**

More than **1,600** Real  
estate agents trained

**25,000 +**  
certified homes

2004

2007

2009

2011

2013

2015

**72%** of Builders report  
NWESH makes homes more  
marketable

**10,000 +**  
certified homes

High Performance  
Pilot Launches



# *Working closely with EPA*

*Aligning Northwest and national oversight to ensure a vibrant market for ENERGY STAR homes*

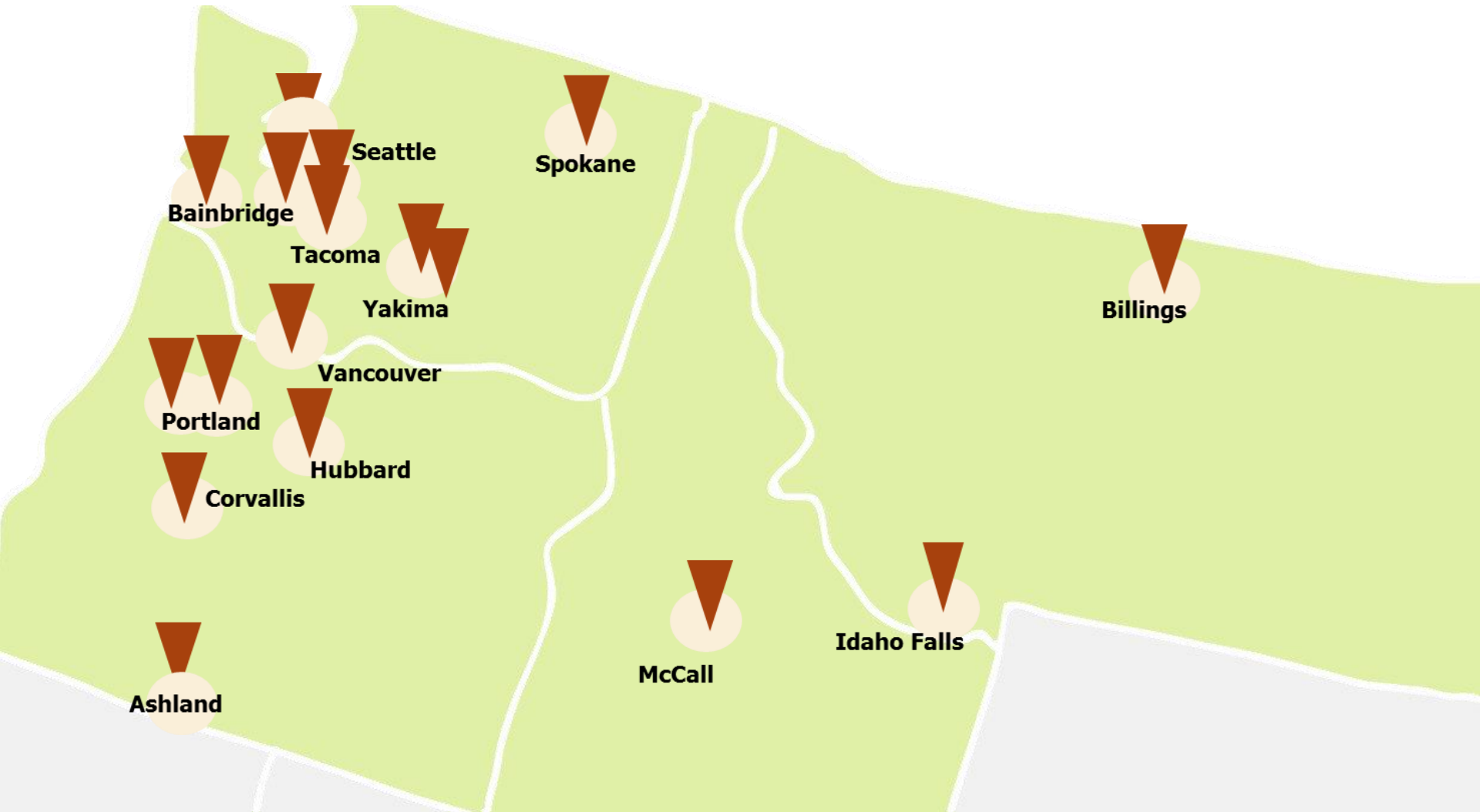


# *Increasing Performance*

*As Northwest code gets increasingly stringent, we are looking toward new strategies and technologies*



# *Pilot Home Map*



***“The comfort level is superior.  
No drafts, no sweaters, no  
slippers” - Richard, Seattle WA***

10/14/2015



# Thank you

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@nwalliance

*TOGETHER We Are Transforming the Northwest*

