



Tipping the Scales: Helping Utilities Meet Cost Effectiveness Tests

ENERGY STAR Certified Homes Stakeholder Meeting

October 14th, 2015



Value vs Cost



Rapidly changing environment

- Energy efficiency codes are ramping up.
- State regulatory landscapes are changing.
- Utility resource needs getting more complex.
- Customer expectations of utility programs are increasing.



Photo by Victor Grigas



What role does ENERGY STAR play?



- ENERGY STAR & utilities have many shared goals:
 - Both trying to save energy.
 - Both require the program to work in the marketplace.
 - Both need cost-effective programs.



The Value of ENERGY STAR:

1. Lower program design costs



Lots of choices



One good choice

The Value of ENERGY STAR:

2. Increased participation through awareness



The Value of ENERGY STAR:

2. Increased participation through awareness



The Value of ENERGY STAR:

3. A team & tools to help you succeed.





The Value of ENERGY STAR: Only getting better

1. A utility profile showing key drivers of cost-effectiveness.
2. A summary that characterizes successful programs, and identifies roadblocks to be removed.
3. A toolkit that makes it as easy as possible to incorporate ENERGY STAR into your program.



Key Takeaways

- ENERGY STAR has many shared goals with utilities.
- Using ENERGY STAR can improve the cost-effectiveness of your program.
- We've got more tools for utilities on the way to help you succeed.



ENERGY STAR Certified Homes

Web:

Main: www.energystar.gov/newhomespartners
Technical: www.energystar.gov/newhomesguidelines
Training: www.energystar.gov/newhomestraining
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