



Overview of utility partner strategies and EPA resources

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Questionnaire Overview



- 4th annual questionnaire was sent in early January 2012.
- Questions focused on:
 - general program information and updates
 - incentives structures
 - marketing strategies
 - program cycles
 - specific support needs and/or feedback.
- Of the 123 utilities who received the questionnaire, 92 responded (75% response rate) and will remain active.

States with Sponsored Programs



39 states (78%) had active programs in 2011:

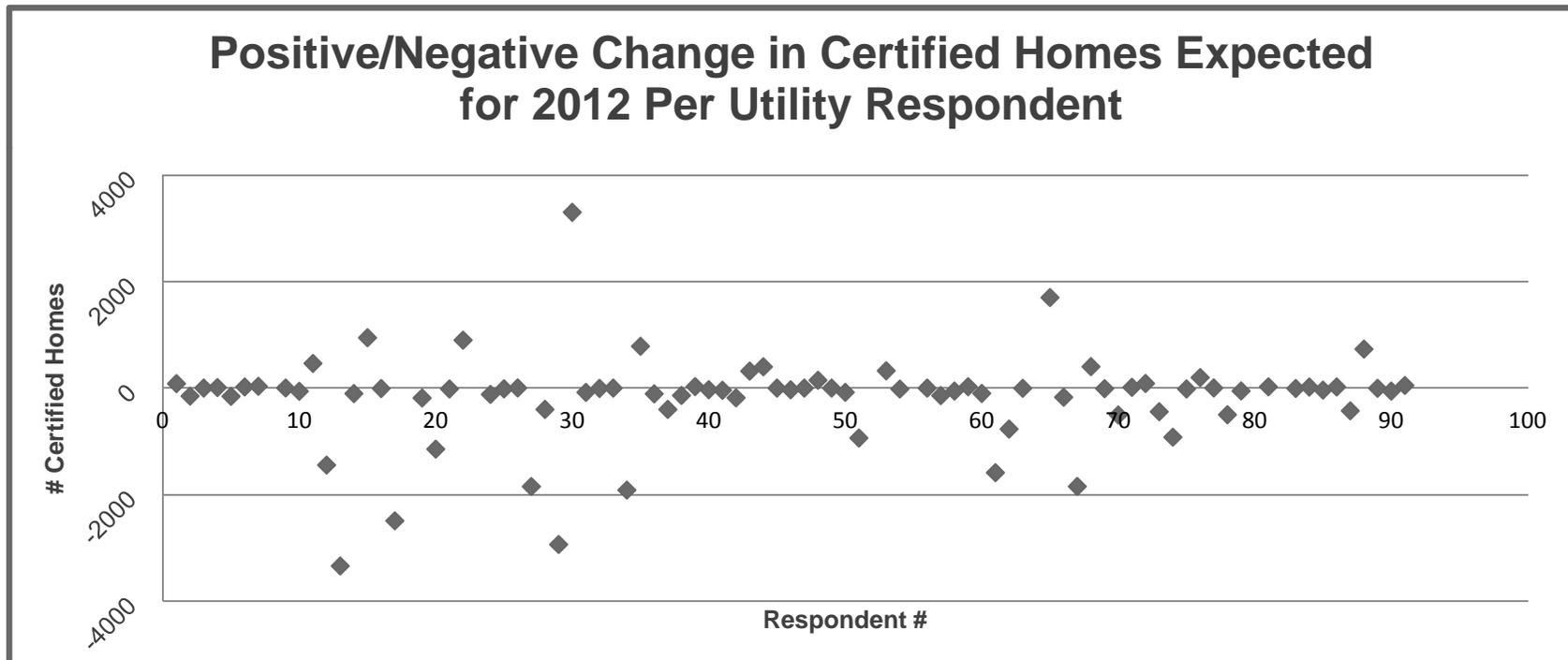
Alabama	Kansas	Ohio
Arizona	Kentucky	Oklahoma
Arkansas	Maryland	Oregon
California	Massachusetts	Rhode Island
Colorado	Michigan	South Carolina
Connecticut	Minnesota	Tennessee
Florida	Missouri	Texas
Georgia	Nebraska	Utah
Idaho	Nevada	Vermont
Illinois	New Hampshire	Virginia
Indiana	New Jersey	Washington
Iowa	New Mexico	Wisconsin
	New York	Wyoming
	North Carolina	

Volume of ENERGY STAR Homes



Certified homes completed under a program in 2011:

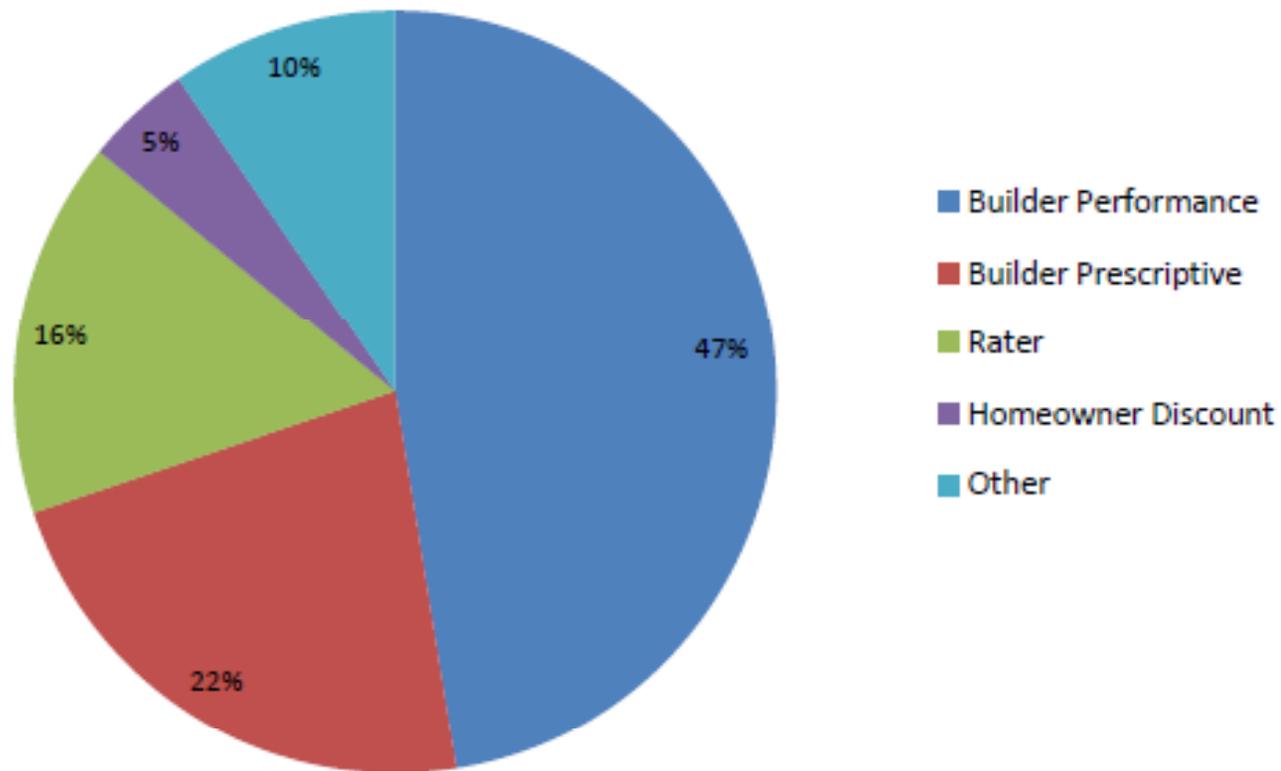
- Total homes reported: 64,864 (16% increase from 2010)
- Homes from top 20 Sponsors: 52,722 (81%)



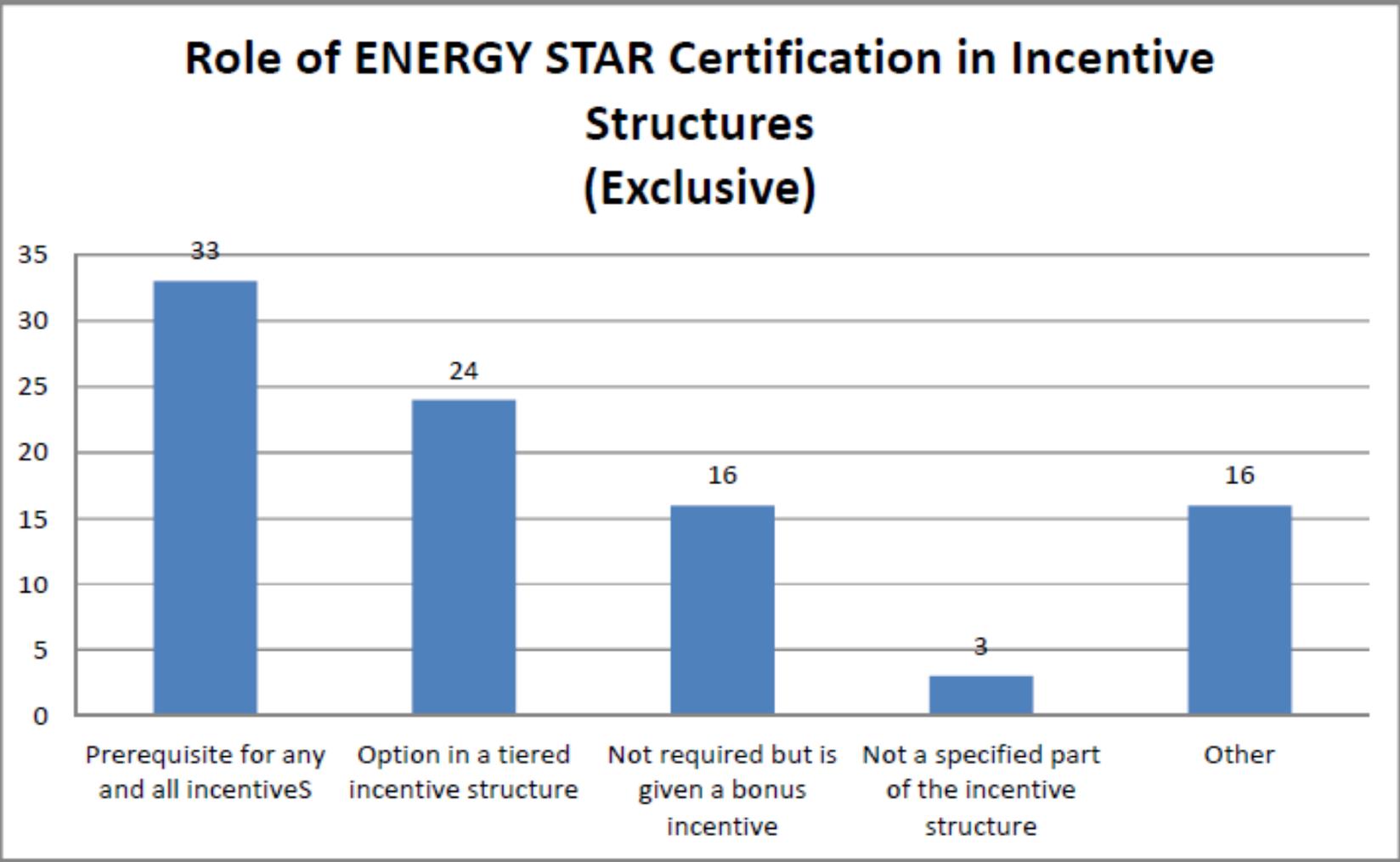
Incentive Structures



Incentive Comparison



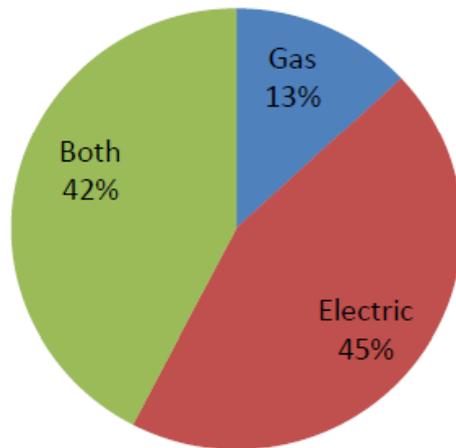
Incorporation of ENERGY STAR



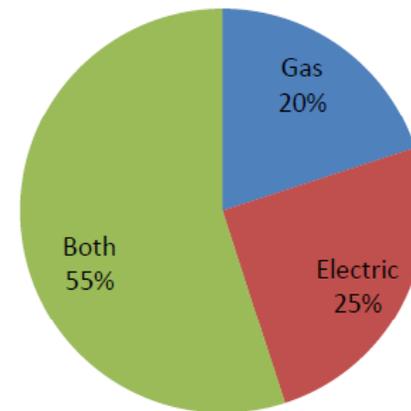
Energy Provision



Power Sources for All Respondents



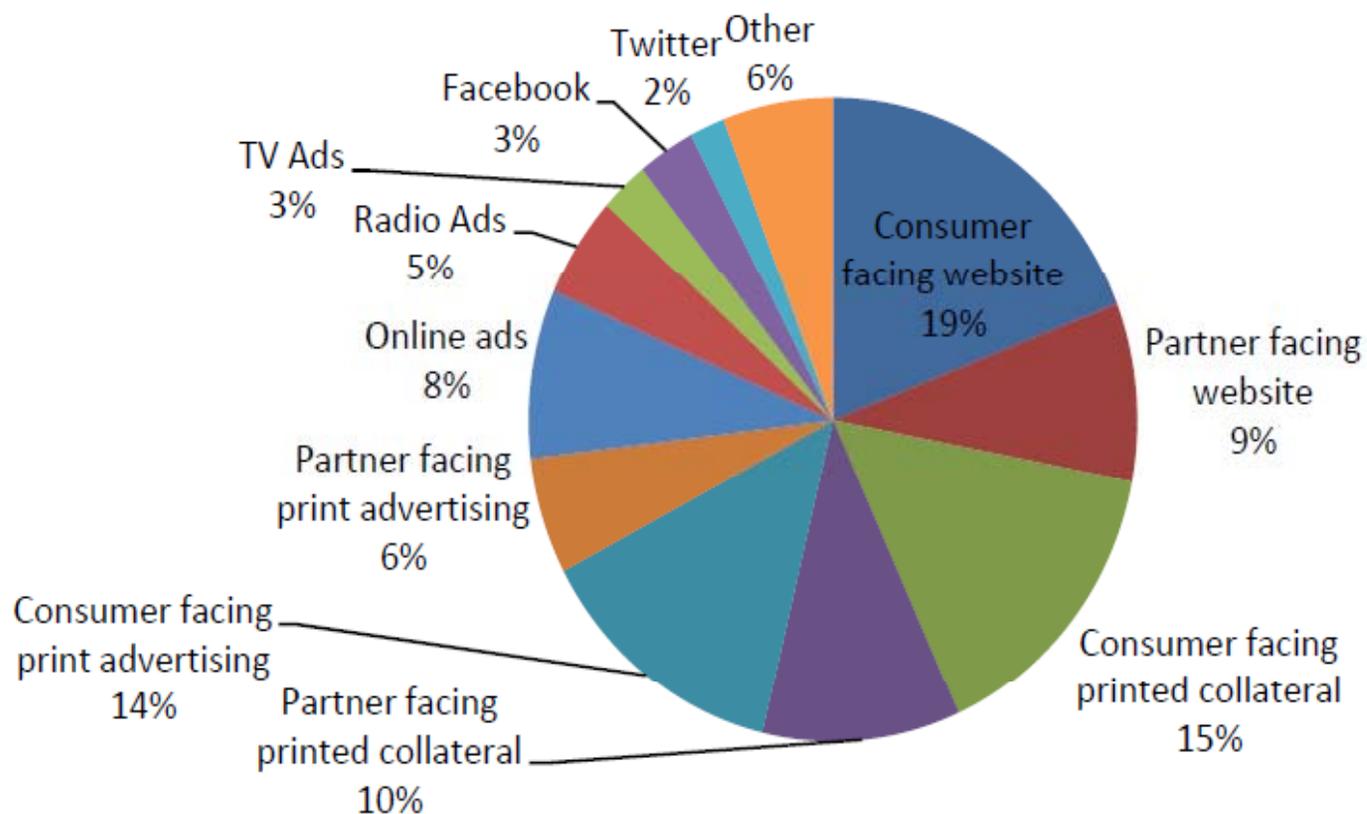
Power Sources of Top 20 Utilities Expected for 2012



Marketing Strategies



Comparison of Marketing & Outreach Tools Utilized by Respondents



Support Requested



- Training
 - List of national professional trainers to educate on building house as a system
 - Technical training presentation with supporting materials and handouts
 - Training materials for local appraisers and real estate professionals
- Marketing Support:
 - For consumers and program participants, including brochures
 - How to market V3, including breakdown of incremental costs and projected savings
- HVAC Support
 - QI Training for Contractors
 - Reducing cost of HVAC credential for contractors
- General Support
 - Video and audio versions of presentations
 - Program design review and best practices
 - State specific incremental costs and cost effectiveness calculations

Resources for Sponsors



- Programmatic Updates
 - Quarterly update emails for sponsors
 - Quarterly sponsor webinars
- Marketing Support
 - Marketing platform and pillars
 - Brochures for consumer and builder
 - Webinars on marketing/selling ENERGY STAR
- HVAC Support
 - Videos on HVAC Contractor Checklist
 - HVAC presentation and speaker notes for builders to recruit
 - New HVAC webinars
- General Support
 - Program design feedback
 - ENERGY STAR homes data for service state(s)