

ENERGY STAR. The simple choice for energy efficiency.



October 25-27, 2016
New Orleans, Louisiana

2016 ENERGY STAR®

Certified Homes Stakeholder Meeting

2015 Market Penetration &
2016 Partner Incentive Overview

Fall 2016

UTILITY SPONSORS | BUILDERS | HOME ENERGY RATERS



This resource provides 2015 market penetration data for the ENERGY STAR Certified Homes Program as well as a full listing of incentives for certified homes offered by active ENERGY STAR Utility Sponsor Partners in 2016. Incentive descriptions were self-reported by partners in the ENERGY STAR Utility Survey in February 2016 and may have changed and/or expired since then. Incentive descriptions collected during the annual survey are displayed on the [ENERGY STAR Partner Locator](#). Please contact energystarhomes@energystar.gov if your organization's incentive description is not accurate.

Market Index

- Below 5%
- 5% - 10%
- 11% - 15%
- 16% - 25%
- Greater than 25%

Total ENERGY STAR Homes (Single Family)*	67,038
Total Home Completions (1 Unit)**	688,429
ENERGY STAR Market Share	9.74%



States with ENERGY STAR Certified Homes Market Share Greater Than National Average

State	Market Share	ENERGY STAR Certified Homes	Home Completions
Arizona	49%	10,801	22,068
Maryland	36%	3,929	10,987
Nevada	35%	3,633	10,309
District of Columbia	27%	69	252
Delaware	19%	776	4,19
Texas	18%	19,063	104,301
North Carolina	15%	5,911	38,514
Colorado	13%	2,666	19,807
Iowa	13%	921	7,343
New Jersey	12%	1,263	10,404

Equivalent Savings Estimates

Category:	Savings:*
Annual Electric Savings (kWh)	115,372,398
Annual Gas Savings (Therms)	6,234,534
Annual Total Utility Bill Savings (\$)	20,915,856

The Annual GHG Emissions From:	
Passenger Vehicles	23,866

The Carbon Sequestered By:	
Tree Seedlings Grown for 10 years	2,882,634

The CO2 Emissions From:	
Barrels of Oil Consumed	263,795

*Savings data based on EPA estimates. Emissions equivalency data calculated by [EPA's Greenhouse Gas Equivalencies Calculator](#).

Utility Name	Service Territory	Program Name	Description of Incentives Offered in 2016
Arizona Public Service	Arizona	APS ENERGY STAR New Construction Program	Production homebuilders may receive incentives up to \$1,500 for each ENERGY STAR certified new home. Certified homes with a HERS rating of 60 or better without renewable energy may qualify for \$1,500. Success with ENERGY STAR jobsite training, customized model home marketing materials, consumer brochures, program advertising and training for sales teams are provided to support builders.
Salt River Project	Arizona	SRP ENERGY STAR Homes	Homebuilders can participate and receive marketing support with qualifying new homes with a HERS Index of 71 or higher. New homes with a HERS Index of 70 or lower can obtain \$500 + \$50 per HERS Index point below 70. Training, advertising, and customized marketing materials are designed to help support the program and are offered throughout the year.
Southwest Gas Corporation	Arizona	Smarter Greener Better Homes Program	Homebuilders must meet ENERGY STAR requirements. Rebates are paid based upon the home's HERS score.
Tucson Electric Power	Arizona	TEP Energy Smart Homes	\$400 per home incentive for qualifying homes. Rebates are paid based upon the home's HERS score.
Conway Corporation	Arkansas	Energy Smart New Homes Program	Conway Corporation's Energy Smart New Homes program recognizes residential new construction and local builders implementing above code energy efficiency measures including ENERGY STAR rated HVAC equipment, appliances, and lighting.
Pacific Gas and Electric Company	California	Single Family: California Advanced Homes Program, Multifamily: California Multifamily New Homes	The California Advanced Homes Program delivers incentives based on the modeled energy performance of participating homes, with increasing incentives for lower energy scores. The program offers bonuses for ultra low total home energy use, early code preparation, certification with the DOE Zero Net Energy Ready Home program and installing 100% high efficacy lighting. Builders are also eligible for marketing credit when certifying to the ENERGY STAR program.

Source: Self-reported incentive descriptions are from active utilities that responded to the 2016 ENERGY STAR Utility Survey. Note that incentives may have changed and/or expired since the survey results were collected in February 2016. Utility incentive information is listed on the [ENERGY STAR Partner Locator](#). To update, email energystarhomes@energystar.gov.

Utility Name	Service Territory	Program Name	Description of Incentives Offered in 2016
Southern California Edison	California	California Advanced Homes Program	Homebuilders can obtain rebates on a linear scale for qualifying new homes. In addition, homebuilders can qualify for ENERGY STAR New Homes Program marketing credit for ENERGY STAR Certified Homes. At this time there are no additional incentives for installing qualified appliances and lighting.
Southern California Gas Company	California	California Advanced Homes Program (CAHP)	Homebuilders can obtain rebates on a linear scale for qualifying new homes. In addition, homebuilders can qualify for ENERGY STAR New Homes Program marketing credit for ENERGY STAR Homes projects that meet all EPA requirements. At this time there are no additional incentives for installing qualified appliances and lighting.
Colorado Springs Utilities	Colorado	Builders Incentive Program	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR. Other rebates are available including ENERGY STAR and WaterSense appliances for home remodel and renovations.
Xcel Energy Inc	Colorado	ENERGY STAR New Homes Program	Homebuilders can earn rebates for qualifying new homes, including ENERGY STAR certified homes, depending on performance level. Additional incentives are available for qualified ENERGY STAR appliances. Support includes plan analysis, on-site inspections and marketing materials.
Eversource Energy	Connecticut	Residential New Construction Program	HERS Incentives (3 tier level), ENERGY STAR High Performance Bonus Certification Incentive. Additional high performance bonus certifications include: NGBS, DOE Zero Energy Ready Home, Passive House, LEED for Homes. Zero Energy Challenge Competition available for qualified projects with a chance to win up to \$10,000 additional incentive.

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The United Illuminating Company	Connecticut	Energize Connecticut Residential New Construction Program	HERS Rating incentives for 70 and below in 3 tier levels. ENERGY STAR Certification Bonus incentive available as well as bonus incentives for homes that achieve LEED, U.S. DOE Challenge Home or NGBS status. Incentives range from \$3,000 + for single family homes to \$1,500 + for each multifamily unit. Gut renovation and new construction projects from single family up to 3 story tall multifamily buildings are eligible to apply. Zero Energy Challenge competition available for qualified projects with a HERS of 45 or below before renewables with the chance to win a \$10,000 additional incentive.
DESEU	Delaware	Green for Green	Homebuilders must meet ENERGY STAR requirements. Rebates are paid based upon the home's HERS score.
Florida Power & Light	Florida	BuildSmart	Homebuilder ENERGY STAR support includes plan analysis, on-site inspections and home qualification.
Tampa Electric Company	Florida	ENERGY STAR for New Homes	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR.
Colquitt EMC	Georgia	ENERGY STAR New Homes Program	Homebuilder support includes home qualification and cooperative advertising.
Georgia Power Company	Georgia	Georgia Power EarthCents New Home Program	Homebuilders can obtain rebates for ENERGY STAR certified homes and as long as they meet requirements of Georgia Power's EarthCents New Home Program.
Jackson EMC	Georgia	Right Choice New Home Construction Program: (ENERGY STAR as an option)	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR. Additional support includes plan reviews, technical workshops, on-site inspections and home qualification. Homeowners can obtain discounted rates for buying new homes qualified as ENERGY STAR.
Sawnee EMC	Georgia	ENERGY STAR Certified New Home	Homebuilder support includes rebates for qualifying new homes as ENERGY STAR.
Idaho Power	Idaho	Northwest ENERGY STAR Homes Program	Homebuilders can obtain incentives for qualifying, electrically-heated, new ENERGY STAR homes.
Questar Gas	Idaho, Utah and Wyoming	ThermWise Builder Program	Homebuilders can obtain rebates for certifying new homes as ENERGY STAR. Additional incentives available for installing qualified HVAC.

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Utility Name	Service Territory	Program Name	Description of Incentives Offered in 2016
Ameren Illinois	Illinois	Ameren Illinois ENERGY STAR® New Homes Program	Builders receive financial incentives for constructing homes that are significantly more efficient than current code. Incentives available are proportional to the rated energy performance of the new home. Additional bonuses may be available for achieving ENERGY STAR certification.
Nicor Gas	Illinois	Residential New Construction Service	HERS Raters and homebuilders can receive incentives for constructing homes that are at least 20% better than the current energy code.
MidAmerican Energy Company	Iowa	Residential New Construction Program	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR.
Baltimore Gas and Electric	Maryland	Smart Energy ENERGY STAR for New Homes Program	Home needs to be ENERGY STAR qualified, have 90% CFLs and meet the following HERS Index for rebate: HERS Index of 66-70 = \$1,000; HERS Index of 61-65 = \$1,300; HERS Index of <= 60 = \$1,600. For homes permitted after April 1st 2015 Homes need to be ENERGY STAR Version 3.1 certified and have 90% CFLs. Single Family detached homes = \$1250, Townhomes = \$750, Two on Two Condos = \$550, Multifamily Lowrise unit = \$400.
Delmarva Power & Light Company	Maryland	ENERGY STAR New Homes Program	Home needs to be ENERGY STAR qualified, have 90% CFLs and meet the following HERS Index for rebate: HERS Index of 66-70 = \$1,000; HERS Index of 61-65 = \$1,300; HERS Index of <= 60 = \$1,600. For homes permitted after April 1st 2015 Homes need to be ENERGY STAR Version 3.1 certified and have 90% CFLs. Single Family detached homes = \$1250, Townhomes = \$750, Two on Two Condos = \$550, Multifamily Lowrise unit = \$400.
Potomac Electric Power Company (PEPCO)	Maryland	ENERGY STAR for New Homes Program	Home needs to be ENERGY STAR qualified, have 90% CFLs and meet the following HERS Index for rebate: HERS Index of 66-70 = \$1,000; HERS Index of 61-65 = \$1,300; HERS Index of <= 60 = \$1,600. For homes permitted after April 1st 2015 Homes need to be ENERGY STAR Version 3.1 certified and have 90% CFLs. Single Family detached homes = \$1250, Townhomes = \$750, Two on Two Condos = \$550, Multifamily Lowrise unit = \$400.

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Potomac Edison (First Energy)	Maryland	ENERGY STAR for New Homes Program	Home needs to be ENERGY STAR qualified, have 90% CFLs and meet the following HERS Index for rebate: HERS Index of 66-70 = \$1,000; HERS Index of 61-65 = \$1,300; HERS Index of <= 60 = \$1,600. For homes permitted after April 1st 2015 Homes need to be ENERGY STAR Version 3.1 certified and have 90% CFLs. Single Family detached homes = \$1250, Townhomes = \$750, Two on Two Condos = \$550, Multifamily Lowrise unit = \$400.
SMECO	Maryland	SMECO ENERGY STAR for New Homes Program	Home needs to be ENERGY STAR qualified, have 90% CFLs and meet the following HERS Index for rebate: HERS Index of 66-70 = \$1,000; HERS Index of 61-65 = \$1,300; HERS Index of <= 60 = \$1,600. For homes permitted after April 1st 2015 Homes need to be ENERGY STAR Version 3.1 certified and have 90% CFLs. Single Family detached homes = \$1250, Townhomes = \$750, Two on Two Condos = \$550, Multifamily Lowrise unit = \$400.
Joint Management Committee	Massachusetts	Massachusetts Residential New Construction Program	Homebuilders can obtain rebates for qualifying new single and multi-family homes depending on performance level. Additional incentives available for achieving ENERGY STAR, installing qualified appliances, lighting, HVAC and water heating. Additional support includes cooperative advertising, marketing materials, plan reviews, technical workshops, on-site inspections and qualification reimbursement.
Consumers Energy	Michigan	Consumers Energy New Home Construction Program	Consumers Energy offers rebates to builders of Energy Star homes. Rebate amounts are \$1,200 per home (gas customer), \$300 per home (electric customer), or \$1,500 per home (combination customer).
Holland Board of Public Works	Michigan	ENERGY STAR New Home Rebate	Purchase an ENERGY STAR® certified home, and we will send you a \$500 rebate check.
Xcel Energy	Minnesota	ENERGY STAR New Homes	Homebuilders can obtain free professional consulting and rating services or a rebate toward those services. Rebates are also available for qualifying homes with savings greater than 20% above code.

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Utility Name	Service Territory	Program Name	Description of Incentives Offered in 2016
Columbia Water & Light	Missouri	New Home ENERGY STAR	Homeowners and builders can be eligible if the home is in the Columbia electric service territory. \$1,000 will be paid to home owners for custom homes and builders for speculation homes. Rebates are offered on a first-come, first-served basis as funding is available each fiscal year. Rebates are only available to qualifying residential electric customers that have a certified Home Energy Rater (HERS) qualify their home as ENERGY STAR rated.
The Empire District Electric Company	Missouri	ENERGY STAR® New Homes	Homebuilders and Home Energy Raters can obtain rebates for qualifying new homes as ENERGY STAR.
Omaha Public Power District	Nebraska	Certified High Performance Homes	Marketing/Educational based program. Promotes ENERGY STAR Homes and Certified High Performance Homes. Supports ENERGY STAR training. Provides builder incentives to build homes with a HERS score of 65 or below.
New Hampshire Electric Cooperative, Inc.	New Hampshire	ENERGY STAR Homes Program (New Construction)	Incentives up to \$4,000 based on HERS Index, lighting and appliances. Also includes free consultation and certification fees.
Liberty Utilities	New Hampshire	ENERGY STAR Homes program	Homebuilders can obtain rebates for qualifying new single and multi-family homes as ENERGY STAR. Additional incentives available for installing qualified HVAC, appliances and lighting. Additional support includes no cost ENERGY STAR certification, marketing materials, plan reviews, consulting, technical workshops, on-site inspections, qualification reimbursement and special open house events.
Eversource	New Hampshire	Eversource ENERGY STAR Homes program	Homebuilders can obtain rebates for certifying new single and multi-family homes as ENERGY STAR. Additional incentives available for installing qualified HVAC, appliances, and lighting.
New Jersey Board of Public Utilities	New Jersey	New Jersey Residential New Construction	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR. Additional support includes cooperative advertising and marketing materials.

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El Paso Electric Company	New Mexico	Energy Star New Homes Program	Up to \$1,500 in rebates per qualified home. Free sales and technical training courses. Marketing support, including free marketing materials. Support from a program account manager. Two types of incentives are available: Whole-House Path and Prescriptive Path.
Duke Energy Progress	North and South Carolina	ENERGY STAR Residential Energy Conservation Discount	Duke Energy Progress customers who own an ENERGY STAR Certified Home can submit a copy of their ENERGY STAR certificate and be put on a reduced residential electric rate.
PSNC Energy	North Carolina	PSNC Energy High Efficiency Discount Rate Program	PSNC Energy offers a high efficiency discount rate to residential customers who have a home that is ENERGY STAR certified (certificate required).
AEP Ohio	Ohio	EfficiencyCrafted Homes	Incentives offsetting incremental costs of meeting HERS targets and ENERGY STAR certification. Extensive training and marketing support for participating builders and raters.
Columbia Gas of Ohio	Ohio	EfficiencyCrafted Homes	Incentives offsetting incremental costs of meeting HERS targets and ENERGY STAR certification. Extensive training and marketing support for participating builders and raters.
Public Service Company of Oklahoma	Oklahoma	New Homes	Homebuilders can obtain tiered rebates for qualifying new homes as ENERGY STAR, depending on performance level. Additional support includes plan analysis, technical assistance, sales training and marketing support.
FirstEnergy	Pennsylvania	The Pennsylvania Energy Efficient New Homes Program	\$400 per home + \$0.10/kWh in projected electricity savings. This program encourages the construction of energy efficient new homes in all four FirstEnergy utility service areas in Pennsylvania - Met-Ed, Penelec, Penn Power, and West Penn Power - with benefits for homebuyers, builders, and home energy raters. Builder incentives are available for the construction of ENERGY STAR certified homes that are at least 15 percent more efficient than homes built to Pennsylvania's energy code. Each home must be qualified by a certified home energy rater.

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Utility Name	Service Territory	Program Name	Description of Incentives Offered in 2016
PECO	Pennsylvania	Smart Builder with ENERGY STAR Program	All homes must meet ENERGY STAR Version 3.0 requirements. Homes are eligible \$0.25 per kWh for non ENERGY STAR homes capped at \$750 and \$0.30 per kWh for ENERGY STAR homes capped at \$1750.
National Grid - Rhode Island	Rhode Island	Rhode Island Residential New Construction Program	Homebuilders can obtain tiered incentives for qualifying new single and multi-family homes depending on final achieved performance level. Additional incentives available for installing qualified HVAC and water heating. Additional support includes plan reviews, technical trainings and workshops.
Santee Cooper	South Carolina	Santee Cooper Smart Energy New Homes program	Homebuilders can obtain rebates of up to \$3,100 for qualifying new homes as ENERGY STAR or individual equipment incentives for energy efficient heat pumps and water heaters.
City of Knoxville	Tennessee	City of Knoxville Housing Programs	Financial assistance available for income qualified individuals and developers of program eligible ENERGY STAR Certified housing units.
AEP Texas Central Company	Texas	AEP Texas High-Performance Homes Program	Homebuilders can obtain rebates for qualifying new High-Performance and ENERGY STAR homes, based on kWh savings achieved over the baseline. Additional bonus incentives are available for achieving higher savings by meeting prescriptive packages of measures and/or ENERGY STAR certification. Additional support includes technical workshops, marketing and consumer outreach.
Brownsville Public Utilities Board	Texas	BPUB ENERGY STAR for New Homes Program	Homebuilders can obtain rebates for ENERGY STAR qualified homes built in BPUB electric service territory.
CenterPoint Energy Houston Electric	Texas	CenterPoint Energy New Homes Incentive Program	Builders can qualify for incentives by exceeding specific state energy codes by a certain percentage as well receiving a bonus incentive for ENERGY STAR Certified Homes.
Entergy Texas , Inc	Texas	Entergy Solutions High Performance Homes MTP	Homebuilders can obtain rebates for qualifying new High-Performance and ENERGY STAR homes, based on kWh savings. Additional bonus incentives are available for achieving higher percentages of savings and ENERGY STAR certification. Additional support includes technical workshops and marketing and consumer outreach.

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Magic Valley Electric Cooperative	Texas	Built To Save High Performance Certified	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR.
Texas Gas Service	Texas	Whole Home Rebate Program for New Homes	Texas Gas Service offers a \$325 rebate for new construction homes that are ENERGY STAR Version 3 rated AND have 1) a natural gas furnace of 92% AFUE or greater, 2) a natural gas water heater with an 70% Energy Factor or greater 3) a gas dryer stub in the laundry room and 4) an additional gas appliance. Offer new construction rebates on the actual appliances as well. New residential construction must be inside the city limits of Austin, Sunset Valley, Kyle, West Lake Hills, Rollingwood, Cedar Park, Bee Cave or Lakeway to qualify with an active Texas Gas Service meter.
Texas-New Mexico Power Company	Texas	TNMP High-Performance Homes	Homebuilders can obtain rebates for qualifying new High-Performance and ENERGY STAR homes, based on kWh savings. Additional bonus tier incentives are available for achieving higher percentages of savings and ENERGY STAR certification.
Rocky Mountain Power	Utah	Rocky Mountain Power Wattsmart New Homes Program	Homebuilders can obtain incentives for qualifying new single-family or multi-family homes as ENERGY STAR. Additional incentives are available for additional measures beyond ENERGY STAR qualifications.
Efficiency Vermont and Vermont Gas Systems	Vermont	Efficiency Vermont and Vermont Gas Systems Residential New Construction Program	Vermont ENERGY STAR Homes enrollees receive technical assistance, energy ratings, and are eligible to receive cash incentives for certified homes.
Clark Public Utilities	Washington	Northwest ENERGY STAR Homes Program	\$1500 incentive to the builder for electrically heated homes.
Grant County PUD	Washington	Northwest ENERGY STAR Homes Program	\$750 for site-built ENERGY STAR electrically heated home. \$750 for electrically heated ENERGY STAR manufactured homes. Application required to be completed.
Black Hills Energy	Wyoming	Residential New Construction Program	Homebuilders can obtain rebates for certifying new homes as ENERGY STAR and or meeting a HERS Score in accordance with the performance tier.

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