Engaging the Marketplace
In the Northwest

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Program Implementers

- Northwest Energy Efficiency Alliance (NEEA)
  - Non-profit funded by Northwest utilities and systems benefit administrators.
  - Encourages adoption of energy efficient technologies and services

- Energy Trust of Oregon
  - Non-profit organization, administer systems benefit charges collected from 5 utilities in Oregon
  - Cover 80% of the state
Program History

Program Launched in 2004
- 2,354 Northwest ENERGY STAR Homes built in 2006
- 237 Northwest ENERGY STAR active builders in 2006

Northwest ENERGY STAR Homes program includes Washington, Oregon, Idaho, and Montana
Key Market Players

• Builders/Developers
• Building Performance Specialists/Verifiers
• Realtors
• Suppliers to Builders – HVAC, Lighting & more
 Builders/Developers

*Progress to Date*

- Co-op Advertising/ Model Home Incentives
- Program-Sponsored Advertising
- Champion Builders/Developers
- Engaging Builder Associations
- Partnering with Green Building Programs
- Extensive marketing efforts and staff training on ENERGY STAR benefits
Co-op Advertising

- 50 builders leveraged $110,000 in cooperative funding.
- 47 builders received model home incentives for opening 55 model homes.
- 80 builders in 8 markets leveraged $183,000 in funding through EPA coop.

Victory Homes—Spokane, Washington and Holton Homes—Nampa, Idaho
• Energy Trust’s fall campaign showcasing ENERGY STAR builders with inventory.

Looking to buy? ENERGY STAR® qualified homes are available now!

Why buy an ordinary home when you can buy a home that is 15% more efficient, saves money on energy costs and is more comfortable to live in?

For information on ENERGY STAR qualified homes call 1-866-ENTRUST or visit energytrust.org/builder.
Program-Sponsored Ads
Champion Builders

- 14 champion builders in 2007 received $84,000
- Co-branding efforts with these builders included:
  - Fully integrated advertising campaigns
  - Public Relations campaigns
  - Upgraded presence on websites
  - Display installation in sales offices/model homes
Developers

Issaquah Highlands, Seattle Washington

- Featuring 100% ENERGY STAR and 4-star Built Green homes.
- 2500 homes over 10 years.
- Program support via co-op ads, model homes, discovery center and events.
Builder Associations

Working with Puget Sound Energy, Seattle Washington, on a joint partnership to sponsor local MBA associations that promote ENERGY STAR along with their Built Green program.

– King/Snohomish County
– Pierce County
– CWBGA

In Oregon, the program is working with the local Homebuilders Association (HBA).
Green Building Programs

Working with regional green building programs to co-brand and jointly promote energy-efficient building practices.

– Earth Advantage - ENERGY STAR preferred energy path
– Built Green – ENERGY STAR required for 4 star level
Green Building Trainings

In Oregon, co-sponsored with Earth Advantage, a Green Building week hosted by the HBA. 60-80 people attended each session.

- Green Building 101
- Building to the federal tax credit
- Selling Green Homes
- Networking after hours event
** Builders/Developers

** Next Steps

- Moving existing builders to 100% status.

- Actively working with builder associations and green building programs to encourage 100% ENERGY STAR.

- Positioning Champion Coop funding to be available to only 100% ENERGY STAR builders.

- Supporting quality project management in the field.
Realtors®
Progress to date

ENERGY STAR in the Realtor Multiple Listing Service
• Oregon
• Washington

Continuing education courses for Realtors
• Idaho

Local homes database turns 'green'
RMLS - Environmentally friendly information for Realtors signals good news for some buyers and sellers and starts a trend
Realtors®

Next Steps

• Creating two continuing education courses
  – Two day course partnering with green building program
  – Four hour course on ENERGY STAR/energy efficiency overview

• Enlist marketplace instructors and partner with Title Companies on trainings

• Partner with Real Estate firms to market ENERGY STAR Homes
Engaging the BPS
Progress to date

2004 and 2005
– Program recruited builders and passed them off to the verifiers to inspect and label homes.

2006
– Provided co-op marketing funds so verifiers could market their business.
Building Performance Specialists

Next Steps

– Assist verifiers in expanding their business. Includes: assisting on equipment expenses, co-op marketing

– Encouraging verifiers to recruit builders. Providing training on sales, marketing and business development.

– Providing training to assist verifiers in adding services that increase their value to the builders and improve their revenue per house.
HVAC Contractors  
Progress to Date

- HVAC Pilot effort is targeting HVAC contractors and distributors as a way to encourage sales of high efficiency equipment and to recruit builders into the program.

- Gensco (Trane distributor) and Tri-County Temp Control working with Legend Homes.

- Legend Homes now planning a 34 unit development as 100% ENERGY STAR.
HVAC Contractors

Next Steps

• Working with HVAC distributors to increase number of shops selling the ENERGY STAR Homes program.

• Discussion of specific pricing strategies and implementation logistics.

• Program assistance for HVAC contractors to market themselves as ENERGY STAR partners.