Everyone Gets A STAR: Success Strategies for Delivering Energy Efficiency to Underserved Audiences

Dan Cronin, U.S. EPA - Moderator
Today’s Speakers:

• John Prince – Walmart
• Serj Berelson – Google
• Andrew DeBlasio – ComEd
• Jill Vohr – U.S. EPA
Everyone Gets a Star: Success Strategies for Delivering Energy Efficiency to Underserved Audiences

ENERGY STAR Products Partner Meeting
Charlotte, NC
September 11, 2019
Walmart Lighting Aisle Shopper

**Ann**
- 50%
- 15 Sec
- A bulb
  - Energy Savings
  - Color

**Bob**
- 33%
- 1 Min

**Carl**
- 17%
- 5 Min

**Carol**
- Better Experience
  - Better Color
  - Better Technology
1. Brightness
2. How long does it last
3. Energy Consumption
4. What is the light color
Why is Energy Star Important

Walmart Assortment over 90% Energy Star Compliant
Customer reviews on Non-Energy Star bulbs

December 28, 2017 Verified Purchase
Disappointingly dim lights. We were expecting more, a lot more. They these are just waiting in a cupboard until lights in the garage door openers go out, where all you need is a little light anyway. These are too dim for our preferences for pretty much any other use.

We did try them, but within one day we switched them back out.

April 3, 2019
Sure, the LED light component is supposed to last for 30 years. But if the internal circuitry only lasts one year, what does it get you? Something that's even more expensive and environmentally insensitive than an incandescent bulb. :-{ Fail.

1.0 out of 5 stars Don't last as long as they should November 10, 2018
I installed 2 of these bulbs in a dry basement stairway that is difficult to access. They both lasted about 15 months with light service. If you want to buy a made piece of junk that will quit working in a short amount of time, this is your bulb.

November 25, 2018 Verified Purchase
Part of the value in LED lamps is that they *should* last a very long time. These don't. Both have gone out induce a year's time, far short of a typical LED's lifespan.

1.0 out of 5 stars They fail very quickly - half a year lifespan May 26, 2019
The local Ace Hardware had a sale so we stocked up. These are non-dimmable so I was able to use these in my dusk to dawn enclosed outdoor fixtures. What causes premature failure in outdoor dusk to dawn light bulbs is that most sensors will gradually kick on thus incandescents will start to flicker thereby stressing the filament. But with non-dimmable bulbs the sensor then in effect becomes an on off switch thereby eliminating the flickering. Well ... almost ... until the bulbs fail. Its not the LEDs that go ... its the cheap electronics in the base that fail. We've had a bulb in the bathroom and one outside start to "strobe" when turned on. And there's false advertising on the box. It states that bulb life is 5,000 hours. 5,000 hours actually only equals 0.57 years NOT 4.57 years. So when looking at the actual bulb life one could interpret the 5,000 hours as the minimum lifespan ... which is what we have seen. Bulb lifespan ... about a half a year. Certainly not worth investing in.

0 out of 5 stars Dont waist your money December 14, 2018
This is a terrible light bulb! I purchased 10 and all of them only lasted a month or two. Save your money.

Stars Dead in two years November 19, 2018
Would be zero stars if they had it. Bought like 15 of these 2 years ago, they are ALL DEAD! Don’t buy.
Customer Reviews of Energy Star Bulbs

Average rating: 5 out of 5 stars, based on 118 reviews

LED light bulbs
I use LED light bulbs to save money on my electric bill so found these at a great price and couldn't resist buying them. They give off wattage that compares to reg. light bulbs.

Great
Have bought a few of these started with one pack waited about a month then replaced all common areas the benefits are reduced power bill and less lights needed because they brightened the dark spots very well. Give them a try, my experience with them is they are well worth the money.
Utility incentive Impacts

✿ 2040 stores with Utility Programs
✿ Energy Star bulbs are 77% of sales in stores with incentives.
  • +3129 bps vs Non Utility Stores
✿ Key Items with incentives have a sales lift of 92.4%
Low Income Focus

- 532 Stores
- Mostly Renters
- 45% of sales from Non Led bulbs

Low Income Utility Programs

- Incentives reduce Non Led sales by 694 BPS
- To be successful in low income you have to get below the retail of Halogen
  - $.25 per bulb +20% in sales
  - $.75 per bulb +138% in sales
  - $1.25 per bulb +213% in sales
    - Below halogen retail
Energy Costs Place a Significant Economic Burden on Many in Society

The average North American spends roughly **3% of their income** on energy (electric and gas) expenses to heat and cool their living space.

Experts say energy costs become unaffordable between **6% and 10%**.

People living at 150% of the poverty line spend, on average, **20% - 50% of their income** on energy expenses.
THIS IS ENERGY POVERTY IN AMERICA

1 in 4 AMERICANS HOUSEHOLDS ARE ELIGIBLE FOR HOME ENERGY ASSISTANCE BASED ON INCOME

- 37% skipped medical + dental coverage
- 24% went without food for at least 1 day
- 20% of families experience illness because their home was too cold


SOURCE: 2011 LIHEAP Survey http://neada.org/program-policy-reports/liheapsurvey/
Utilities, state and federal weatherization agencies, and affordable housing agencies have spent decades successfully combating high energy burdens, but the need continues to outpace funding.

Program administrators need to maximize their investment by focusing on the most impactful measures.
Household energy consumption

- HVAC: 51.0%
- Everything else: 49.0%

Source: EIA
Low-income household smart thermostat ownership

- Have smart thermostat: 2.0%
- Lack smart thermostat: 98.0%

Source: Navigant
Nest Thermostats

Key details
Since introducing the Nest thermostat

Saved

38B kWh

$1.5B

worth of energy
10–12%  
Average heating savings  

15%  
Average cooling savings
Nest Thermostat E launched in 2017

E is for Easy, Energy, Everyone

It includes all Nest’s proven energy-saving features.

- AutoSchedule
- Home/Away Assist (plus optional geo-fencing)
- Eco Mode
- Nest Leaf (behavioral feedback)
- Airwave
- Heat Pump Balance
- True Radiant
- Energy History
- Sunblock
Nest was the first ENERGY STAR certified smart thermostat.

NOTE: ENERGY STAR qualified savings do not require wifi.
Smart assistants are an important enabling technology

Customer Support
Bill pay and customer support

Energy efficiency
Delivering energy insights and optimizing energy use, including for low-income communities

Load Flexibility
Mass scale load flexibility through demand response and time varying rates

Accessibility
Voice control allows senior citizens, folks with disabilities, and others to remain in their homes
Power Project Overview

https://nestpowerproject.withgoogle.com/
STARTING ON EARTH DAY, NEST IS DOING SOMETHING ABOUT IT.

- Providing 1 million Nest thermostats units at reduced prices to existing low-income programs nationwide.
- Partnering with Habitat for Humanity to put a Nest thermostat in every new home.
- Building a digital platform to localize the issue and facilitate consumer donations.
- Launching a national ad campaign to raise awareness of energy poverty and create solutions.
Our partnership with Habitat for Humanity

Our partnership is built on a shared belief that energy efficiency is a critical piece of building sustainable homes and communities, and that innovative technology can help bring energy savings to those who need them most.
The Nest Power Project has given over $800k in donations to Habitat and other nonprofits, as well as provided a Thermostat E to every Habitat house in the U.S.
Leveraging key marketing moments

We activated our partnership through Habitat’s Home is the Key cause marketing campaign – highlighting the power of energy-saving technology and driving donations to Habitat’s local affiliates.
Programs launched/launching
Thank you

Serj Berelson, sberelson@google.com
ComEd Income Eligible Portfolio Success Stories

Presented By: Andrew DeBlasio

September 11, 2019
ComEd & Illinois Policy

- ComEd powers the lives of more than 4 million customers across Northern Illinois.
- The State of Illinois defines low-income households as persons and families whose income does not exceed 80% of area median income.
2018 Launch Year & 2019 Success Stories

- ComEd has successfully introduced many new energy efficiency offerings to our Income Eligible customer segment.
- These offerings are the result of amazing partnerships with implementation contractors, manufacturers, and retailers.
- I’d like to share a few of our success stories with you today!
2018 Launch Year – Lighting Discounts

✓ **Goal:** Offer high quality, energy-efficient ENERGY STAR® certified LED bulbs and fixtures to underserved area residents where they shop, and at prices all could afford.

- Overseen by CLEAResult, the Greenlite sales team spent weeks in the ComEd territory meeting store managers and buyers to introduce the program.
- Through this effort, Greenlite recruited a new group of area retailers including local grocers, carnicerias, hardware, discount, and thrift stores.
- Greenlite dedicated its sales team to the ComEd program by offering retailers multi-lingual order forms, communications, and easy access to their inside sales team.
- 45 new retailer stores were recruited.
2018 Launch Year – Lighting Discounts

✓ Through the partnership with GE Lighting and Walmart, 7 stores received pallet drops for a special LED promotion, which was a huge success!
2018 & 2019 Lighting Discounts

2018
- 264 stores
- Over 1.1M bulbs / fixtures

2019
- 275 stores
- Over 1.3M bulbs / fixtures

Participating Retailers

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Nest Power Project

- During Earth Month, ComEd joined forces with Nest to help bring energy efficiency to millions of Americans struggling to pay their energy bills.

- For any Nest product purchased on the ComEd Marketplace during this time, Nest donated 10% of the proceeds to organizations working across the U.S. to bring energy efficiency to those that need it most.
2018 & 2019 - Food Bank Distribution Program

- Greater Chicago Food Depository, Northern Illinois Food Bank, and River Bend Food Bank
- Distributing free LED A19 bulbs, tier-1 advanced power strips and educational materials on other ways to save energy
- Over 500 participating food pantries
2018 & 2019 - Food Bank Distribution Program

✓ Thank you to our participants and partners:
2018 & 2019 Dollar Format Stores

✓ ComEd offers instant discounts on ENERGY STAR certified LED bulbs and advanced power strips
  ▪ ComEd incentive plus Manufacturer contribution
    ➢ Over 63K LED bulbs
    ➢ Nearly 110K APS units
  ▪ Thank you to our partners:
2019 – Introduction of Other Retail Products

▪ We expanded our retail offering to include instant in-store discounts on ENERGY STAR certified Room Air Conditioners and Air Purifiers at select The Home Depot stores

▪ 7 locations within the ComEd service territory
  ➢ $50 instant discount on Room AC units
  ➢ $75 instant discount on Air Purifiers
2019 – Introduction of Energy Savings Kits

In partnership with the University of Illinois Energy Resources Center (UIC-ERC), this program delivers kits through Community Action Agencies.

- Target population is our income eligible residential customers living in single-family and smaller multi-family housing

- The Community Action Agencies verify eligibility

- The kit includes:
  - Tier-1 Advanced Power Strip
  - ENERGY STAR certified LEDs and night lights
  - Low-flow faucet aerators and showerheads
  - Energy-saving educational information

- A total of 50,000 energy savings kits will be distributed in 2019
In partnership with DNV GL, ComEd provides income eligible residents with the opportunity to enjoy the increased comfort and reliability that comes with energy-efficient new homes – all while saving money and reducing their new home’s energy bills.

- The new manufactured home offering provides two paths to achieve savings:
  - Instant discounts on qualifying energy-efficient equipment such as air source heat pumps, heat pump water heaters, energy efficient showerheads and various ENERGY STAR certified appliances
  - Rebates on ENERGY STAR certified new manufactured homes (whole home)
✓ A special thank you to all of our partners who may not have been previously mentioned and have made significant contributions to the ComEd Income Eligible portfolio:

- CLEAResult
- Elevate Energy
- Resource Innovations
- Slipstream
- Franklin Energy
- DNV GL
- Community Investment Corporation (CIC)
- IL Housing Development Authority (IHDA)
Questions?
Andrew.DeBlasio@ComEd.com
SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.

Look for the ENERGY STAR® Label and Start Your Savings!
$18 Billion in Energy Costs
SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.

Save for Good with ENERGY STAR® Certified Smart Thermostats.

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.

Start Your Savings with ENERGY STAR® Certified LED Bulbs.
Did you know ENERGY STAR® certified LED bulbs use 70-90 percent less energy than incandescent bulbs? In honor of ENERGY STAR Day on Oct. 23, take advantage of instant rebates on energy-saving products by ordering online at ConsumersEnergyStore.com.

We’ll even donate one LED bulb to a Michigan foodbank for every LED bulb purchased through the end of the month.*

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Celebrate saving energy and money on #EnergyStarDay with great deals on select ENERGY STAR certified products. Start your savings today and save for good: energy.gov/SaveForGood

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We’re proud to celebrate ENERGY STAR Day today and every day! Did you know that with ENERGY STAR, you can save $75 in household energy costs per year? Look for the label on lighting, appliances, electronics, and more. Learn more at energystar.gov/SaveForGood.

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Replacing your home’s five most frequently used incandescent light bulbs with ENERGY STAR certified LEDs could save you about $40 yearly. #SaveToday and #SaveForGood: bit.ly/2afHv2t

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It’s time to celebrate the benefits of energy efficiency with ENERGY STAR Day!

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Save for tomorrow.

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Save for good.
ENERGY STAR. The simple choice for energy efficiency.

Efficiency Vermont (@EfficiencyVT) • Oct 23
Happy ENERGY STAR Day! It's time to celebrate the big day with ENERGY STAR. By choosing products that have the ENERGY STAR label, you'll be saving today, tomorrow and for good.

Mass Save (@MassSave) • Oct 23
As an ENERGY STAR Partner of the Year, we're proud to celebrate ENERGYSTARDay with our partners, and most importantly, our fans. We're saving energy and money while protecting the environment. ow.ly/6Yy3OmgY5J7

DCEU (@DCEU) • Oct 23
We're proud to celebrate ENERGYSTARDay! If you'd like to save money and energy, purchase ENERGY STAR certified products. Your savings start today and continue with lower energy bills every day! See energystar.gov for more.

Delmarva Power (@DelmarvaConnect) • Oct 23
We're proud to participate in ENERGYSTARDay today and help save energy & money all year long! Purchase select ENERGYSTAR products and get Pepco rebates & instant discounts. bit.ly/PepcoENERGYSTAR

L'Image Home (@LimageHome) • Oct 23, 2018
What a great video talking about energyefficiency for ENERGY STAR.

GE Lighting (@GElighting) • Oct 23, 2018
We're so proud to have @ENERGYSTAR certified products, so you can save today and keep saving tomorrow, and the next day, and the next day by using less energy and lowering your energy bill.
energystar.gov/SaveForGood

L'Image Home (@LimageHome) • Oct 23, 2018
We are all excited to be celebrating EnergyStar Day.

Globe Electric (@globelectric) • Oct 23, 2018
We are excited to participate in ENERGYSTAR Day, and would like to thank @ENERGYSTAR's Energy Efficiency program, and our retail partners who help us offer ENERGY STAR certified Globe products to consumers across US and Canada.
energystar.gov/SaveForGood
ENERGY STAR. The simple choice for energy efficiency.

Samsung is proud to celebrate #ENERGYSTARDay and help to save for good. With Samsung’s 698 @ENERGYSTAR certified products, you can save with a great low price, lower energy bills and help to protect the planet from climate change.

LG Electronics @LGUS • Oct 23, 2018
This #ENERGYSTARday and every day, we work with @ENERGYSTAR to help you save for good—for all the good things you want in your life and for a healthier planet!

Best Buy for Good @BestBuyCSR • Oct 23, 2018
We helped our customers save $45 million on their utility bills last year with @ENERGYSTAR products!

Learn more here: bestbuy.com/ENERGYSTAR

Lowe’s Media @LowesMedia • Oct 23, 2018
Lowe’s offers 21,000 @ENERGYSTAR products in stores and online. We’ve committed to saving customers more than $408 in energy costs by 2025 through the sale of those products low.es/2EO9vQK #ENERGYSTARDay
Save for good.