ENERGY STAR®
Residential Lighting Program

Building ENERGY STAR Fixtures into Pacific Northwest Homes

• Puget Sound Energy
• Tacoma Power
• Snohomish PUD
• Seattle City Light
Program Overview

• Initiative to introduce ENERGY STAR fixtures into the Puget Sound Area construction market
  – Started with Utility discussions
  – Program built from 2003 showroom pilot
    • Manufacturer buy down, joint promotion, utility incentives

• Today’s program targets builders and their supply chain
  – Coordinated efforts among four Puget Sound Area Utilities
  – Covers approximately 2 million residential customers
Program Design

- Leverage existing relationships and channels
  - Homebuyers go to showrooms/Electricians to Distributor
  - Utilize existing data collection process
- Simple for builders to participate
  - No paperwork, Use existing Channels, Requirement- ENERGY STAR
- Consistent program guidelines, incentives and requirements across utility service territories
- Increase product availability and adoption
  - Showroom/Distributor and Manufacturer participation
- Increase builder awareness
Specific Program Elements

- Only one level of incentive ($20)
- “Instant” rebate at point of purchase
  - Immediate discount at the showroom/distributor for builders
- Open to all showrooms & electrical distributors
- One program administrator
  - Established relationships with all the players
  - Facilitates Utility Coordination
  - One stop shopping for the manufacturers and showrooms
Program Challenges

- Awareness of ENERGY STAR lighting in construction channel non-existent at program inception (showroom & builders)
  - Familiar with Utilitarian fixtures
  - Perception that decorative Fixtures were not attractive
- Product availability and ENERGY STAR awareness still not consistent among showrooms
- Hot real estate market
  - Difficult to reach the builder & implement Model Home Coop
- Coordination among multiple regional efforts (ENERGY STAR, Built Green, etc.)
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Program Successes

- Increased ENERGY STAR fixture sales
- Successful partnerships – Most showroom and distributor partners are participating
- ENERGY STAR fixtures installed in high-end homes as well as starter homes
- Committed utility program partners
- Energy savings!
Lessons Learned

• Committed, long-term, region-wide utility support is needed for success—
  – Need to support partner investments (product/trainingDisplays)
• Maintain consistency in program requirements & administration
• Training and technical support for builders and partners is essential (Opportunity for joint development)
• Coordinate efforts
• Look for Champions – they make all the difference
• In the absence of “Codes” – No Title 24
  – ENERGY STAR Homes requirement includes lighting
  – Builders need assistance to meet requirements