Austin Energy’s ENERGY STAR® Initiatives
Welcome to Austin!

- Live Music Capital of the World!
- Texas Barbeque
- Texas Hill Country Wild Flowers
- Congress Avenue Bats
Austin Energy
Austin’s Community-Owned Electric Utility

- 421 Square Mile Service Area
- 310,000 Residential Customers
- 38,816 Commercial Customers
- $811 Million Annual Revenues
- Total Generation: 2736 MW
Austin
an environmental community

“To be the most liveable city in America”
Austin Energy
Strategic Initiatives

• Close central Austin Holly Power Plant by 2007.
• Achieve 15% of generation through energy efficiency by 2020.
• Achieve 20% renewables by 2020.
• Support Binding Limits on CO$_2$ Emissions.
Energy Efficiency Programs
Load Management Programs
Renewable Energy Green Choice
Austin Energy’s 
ENERGY STAR Residential Initiatives

CHANGE A LIGHT CAMPAIGN

- Partnerships with Local Retailers
- Instant Point of Purchase “$2 Off Coupon” coupon
- Hand Out and Mail Fact Sheets about ENERGY STAR fixtures & Ceiling Fans
ENERGY STAR Residential Initiatives

COMMUNITY OUTREACH EVENTS

National Night Out

Cultural Events

What is ENERGY STAR?

ENERGY STAR is a voluntary national labeling program designed to identify and promote energy efficient products.

Who Sponsors ENERGY STAR?
The U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) in partnership with retailers, manufacturers, and utilities.

What Benefits Do Customers Receive From ENERGY STAR Labeled Products?

It’s easier for customers to identify products that:
- Save energy
- Save money
- Protect the environment
- Perform equally or better than standard.

Look for the ENERGY STAR logo before you buy. Visit www.energystar.gov or call 1-888-735-7037.

Cultural Events

Don’t Get Caught in the Dark!

Use compact fluorescent lights (CFLs) to brighten your home, boost security, and save money!

Consider using CFLs for your lighting needs:
- Save up to 75% in electricity costs compared to incandescents.
- Can be used in any home’s standard light bulb sockets.
- Last 10 to 13 times longer than incandescents.
- Work for frequently used table lamps, atmosphere-protected outdoor fixtures, and open or enclosed ceiling fixtures.
- Produces light without a fluorescent flicker.

CFLs etiquetadas ENERGY STAR usan 70% menos energía que un bulbo estándar y duran hasta 10 veces más largo.

Sobre la vida útil de un adquisición ENERGY STAR CFL de 15-watt usted puede ahorrar aproximadamente $20.00.
Un CFL de 24 W le Ahorrará $25.00.

Estos cálculos se basan en un costo de 11 centavos por kWh. 15 W CFL = 15/80 W 24 W CFL = 24/80 W Austin Energy está proporcionando este regalo de modo que usted pueda experimentar el ahorro que el uso de CFL representa. Animamos el uso de CFLs a través del hogar.

Para más información, visita www.energystar.gov o llame al 974-7827.

City Health Clinics and Senior Facilities
ENERGY STAR®
Residential Initiatives

DISTRIBUTION & REBATE PROGRAMS

Single Family

• Free CFL Replacement Bulbs
• Low Income Weatherization
• Home Performance Program

Multi Family

• ENERGY STAR Fixture Rebates
• ENERGY STAR CFL Rebates
OTHER ENERGY STAR® PROGRAM INITIATIVES

- Clothes Washer Rewards
- Duct Diagnostic & Sealing Program
- Home Performance with ENERGY STAR Program
- Room Air Conditioners
Commercial Lighting Initiatives

**SMALL BUSINESS LIGHTING PROGRAM**

- Non-Demand Customers
- Demand Customers (Below 100 kW)
- Interior Light Fixture Replacements
- Installation CFLs & T-8

**COMMERCIAL LIGHTING REBATE PROGRAM**

- Large Demand Customers
- Lighting Retrofits:
  - $125/kW - $250/kW saved
The Key to Success: Create a winning solution

- **Customers:** Lower Energy Bills, Increased Awareness!
- **Retailers:** More Business, Greater Profits!
- **Austin Energy:** Load Reduction, Satisfied Customers!
- **City of Austin:** Improved Environment, Sustainable City!
- **ENERGY STAR:** Widespread Recognition, Quality Assurance!