

Leveraging the **ENERGY STAR®**

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Director

Residential Efficiency and Affordability Program

NYSERDA



Background

NYSERDA Residential Programs

- Residential energy efficiency programs funded by Systems Benefit Charge starting in 1998
- Relatively small budget
- Nearly statewide implementation
- Initial 3-year term followed by two five-year terms

Market Transformation Approach

- Midstream and upstream partnerships
- Address products, home improvement and construction processes and consumer behavior
- Workforce development
- Consumer education
- Financing and grants
- Quality assurance
- Verification and measurement

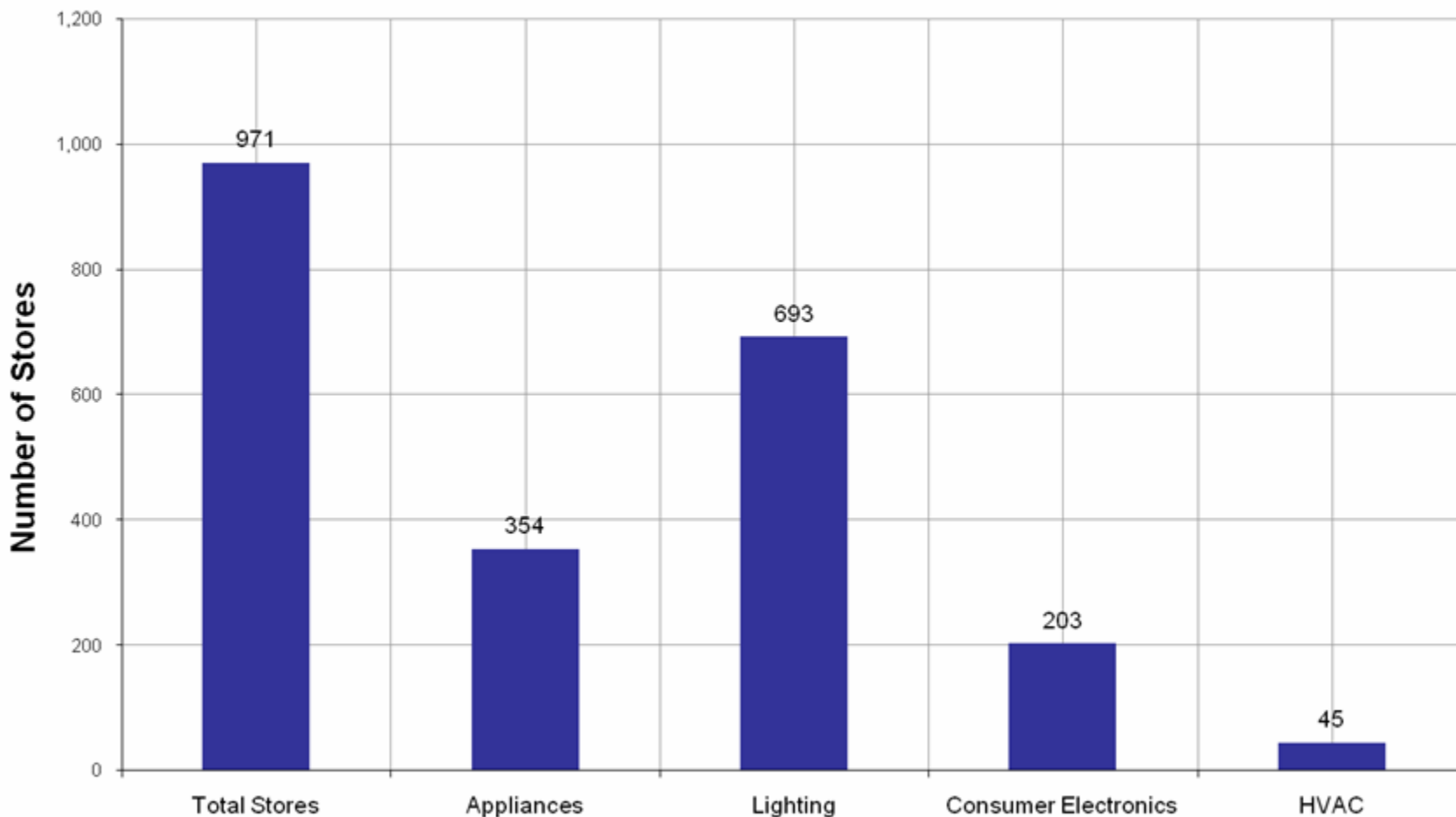
Comprehensive Set of Programs

- ENERGY STAR Products
- Home Performance with ENERGY STAR and Assisted component
- New York ENERGY STAR Homes and Assisted component
- ENERGY STAR Multifamily Building including Affordable properties

Push/Pull Program Approach

- Work with entire product supply/sales chain
- Mid-stream incentives
 - Cooperative advertising and cost-shared special promotions
 - Training and certification; equipment; technical assistance
 - Certain program-specific incentives (model home, comprehensive work scope, product buy-down)
 - Cross-program collaboration; partner web portal
- Consumer incentives
 - Low-interest financing or cash back for comprehensive energy efficiency
 - No rebates on individual products

Partner Storefronts by Product Type



Manufacturer Partners

Belkin

Bulbrite Industries

Electrolux Home Products

Ethereal Home Theater

GE Consumer Lighting

Greenlite Lighting Corp.

LED UP Enterprise, Inc.

MaxLite

Philips Lighting Company

Sea Gull Lighting Products

TCP

Westinghouse Lighting Corp.

Bits Limited

CREE, Inc.

Energy Mad Limited

Feit Electric Co.

Globe Electric Co.

GreenSwitch LLC

Leviton Mfg. Company

Maytag Appliances

Progress Lighting

SunPark Electronics Corp.

The Lighting Division

Whirlpool Corporation

Bosch

Downtown Decorations, Inc.

Energy Saver Lights

Friederich Air Conditioning Co.

Good Earth Lighting Co.

Haier America Trading

Litetronics International

Minka Group

Satco Products Inc.

Sunshine Lighting

Uninex International

Sell the contractors on the program by showing them the program addresses what is important to their customers ...

"We are so glad we built a New York ENERGY STAR Labeled Home. It saves us money every month on our energy bills. And it's so comfortable, no matter how hot or cold it gets. There are no drafts."

"As a result of all the improvements we made, our energy costs have been reduced by 45-50%."

The Harrison Family

Raymond Crab and Cynthia Brock

NEW YORK CONTRACTORS & BUILDERS

are setting a **NEW STANDARD** for energy-efficient construction and home improvement.

Both our Home Performance with ENERGY STAR® Program (for existing homes), and our New York ENERGY STAR Labeled Homes Program (for new homes) are providing sophisticated, comprehensive construction practices, with advanced testing and treatments that increase customer satisfaction, health and safety in their homes. And with energy costs on the rise, homeowners are looking to you for better ways to save on energy.

Set yourself apart from the competition. Here's some other reasons it pays to be part of these programs in New York.

- Financial incentives for participation
- Co-op marketing incentives for building to our higher standards
- Low-interest consumer financing for work done in existing homes
- Ongoing technical support to make you a leader

Make a positive difference in your business—for your customers and for the environment.

Call 1-877-NY-SMART or log onto GetEnergySmart.org

Mass-Media Marketing And Consumer Education Campaign

- Point-of-purchase advertising
- Educational and sales tools
- GetEnergySmart.org web site
- Local events, seminars
- Traditional advertising

Consumer awareness of the ENERGY STAR and its meaning are extremely high – more than 80%



use it.



or lose it.



*If you're not using ENERGY STAR®
lighting fixtures and bulbs in your home,
you're losing money every day!*



*Image is representative of a variety of compact fluorescent light bulbs that meet the ENERGY STAR standards.

Programs that work.

Home Performance with ENERGY STAR

Stretching every dollar

- Comprehensive Home Assessment
- Energy Efficiency, Health and Safety Improvements
- Financing Options

Programs that save.

1-877-NY-SMART
www.GetEnergySmart.org

Programs that work.

New York Energy Smart Communities

Stretching every dollar

- Target Regional Energy Needs
- Identify Resources
- Create Partnerships

Programs that save.

1-877-NY-SMART
www.GetEnergySmart.org

Programs that work.

Low & Moderate Income Household

Stretching every dollar

- Energy Efficiency, Health and Safety Improvements
- Owners and Renters
- Additional Incentives

Programs that save.

1-877-NY-SMART
www.GetEnergySmart.org

Programs that work.

Multifamily Building Performance

Stretching every dollar

- Technical Assistance
- Energy Efficiency, Health and Safety Improvements
- Financial Incentives

Programs that save.

1-877-NY-SMART
www.GetEnergySmart.org

Testimonials ...



Raymond Crab and Cynthia Brock

"Our home used to be drafty until I scheduled a comprehensive home assessment with Home Performance with ENERGY STAR. That's when our contractor discovered that our furnace was leaking carbon monoxide. He replaced the furnace with a high efficiency model and blew insulation into our walls. Now our energy costs are 45 to 50 percent less and our home is comfortable and safe.

Cynthia Brock, Ithaca, NY

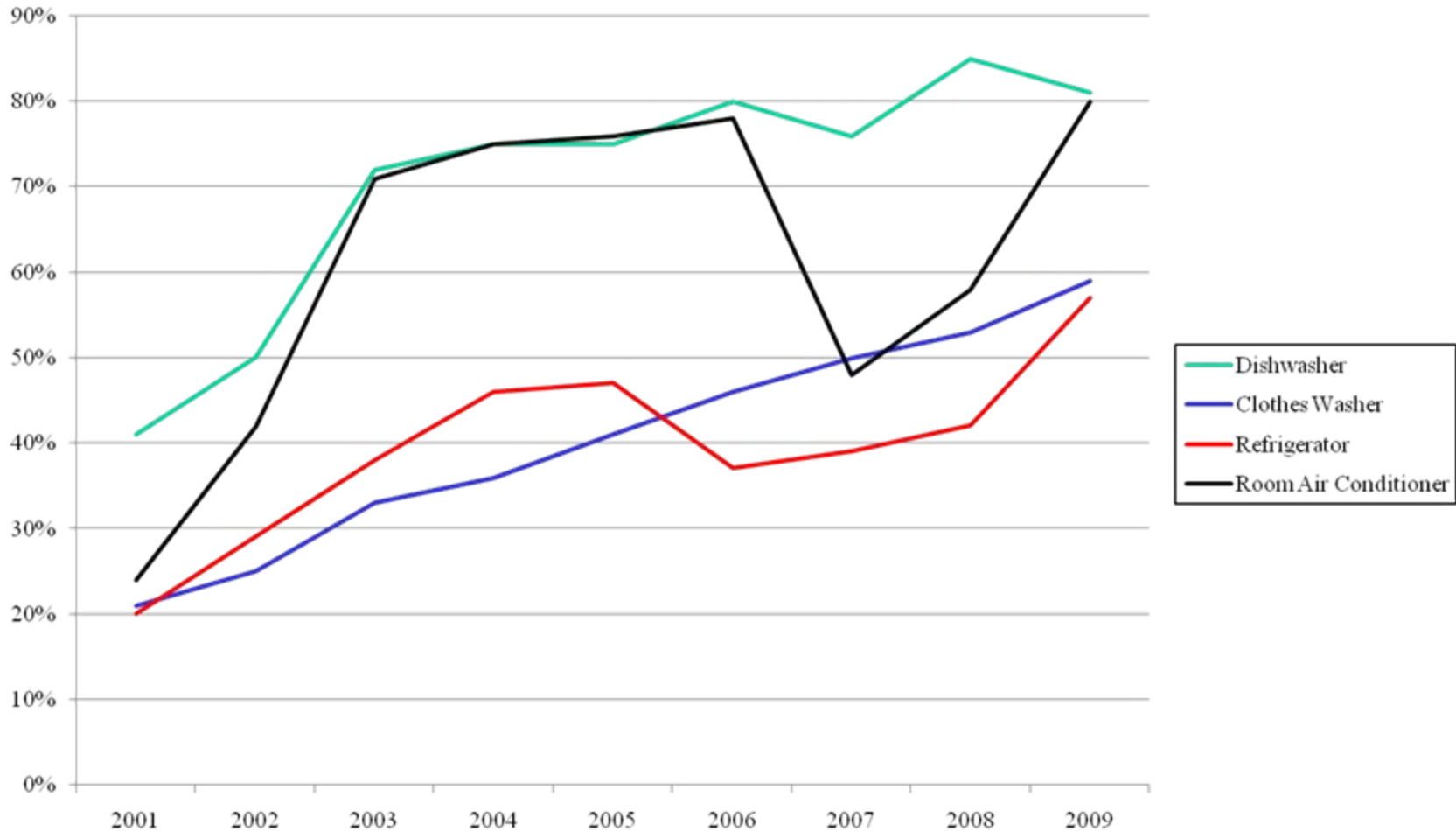
Other Important Partnerships

- ENERGY STAR Program – US EPA and US DOE
 - Recognizable and marketable BRAND
 - New platforms
 - Marketing opportunities and materials
- CEE
 - Collaboration
 - Raising the bar
 - Evaluation and market characterization
- Training organizations and agencies
- Utilities

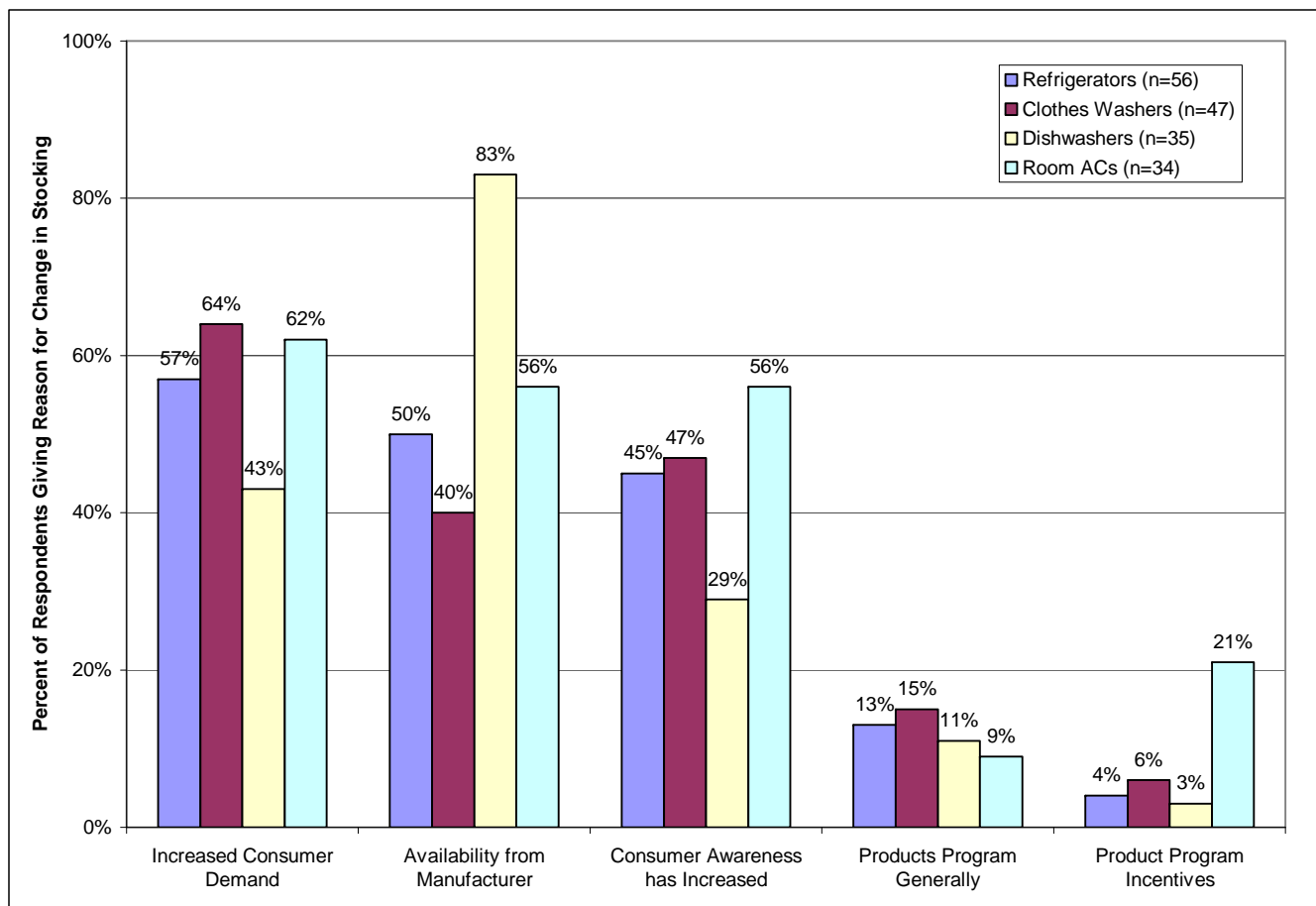
In Return, Our Mid-Stream Partners Give Us ...

- Sales data
- Household modeling data
- Feedback on program design
- Investments in training, equipment
- Commitment to the long-term
- Program success!

ENERGY STAR Product Market Share



Reasons Given for Increase in Appliance Stocking Practices Among New York Partner Stores



Source: Aspen Systems Corporation, Draft of Participant Practices Report 2005, December 2005.

Home Performance with ENERGY STAR Program Production

■ Households Served ■ Projected

SBCIII Operating Plan Goal: 26,625 Homes
SBCIII Forecasted Production: 27,700 Homes

