Regional, State, and Community Leadership in Energy Efficiency

State of California: Flex Your Power and the California Investor-Owned Utilities—Pacific Gas and Electric Company, Southern California Edison, Southern California Gas Company, and San Diego Gas and Electric

California

Working together, the State of California and the California Investor-Owned Utilities have locked in energy savings for California residents for years to come through successful promotion of ENERGY STAR. One highly visible aspect of their efforts, the California Flex Your Power campaign, was initiated in late 2001, in the wake of California's rolling black outs. Initially, the campaign focused on immediate energy conservation measures with energy efficiency measures playing a secondary roll. Since then, the campaign has successfully transitioned to promoting energy efficiency and long-term behavior change with ENERGY STAR, through its often humorous TV and radio advertisements, which have aired in English, Chinese, Spanish, and Vietnamese. As part of the campaign, 1,200 retailers committed to training sales associates, devoting shelf space to qualifying products, and continuing to spread the word about ENERGY STAR to consumers.

In tandem, the California Investor-Owned Utilities (IOUs), servicing 10 million residential customers, joined forces to standardize residential program offerings covering ENERGY STAR qualifying appliances, central air conditioning and heat pumps, programmable thermostats, as well as education and training. The response was overwhelmingly positive. California residents in IOU service territories responded by purchasing 2,805,500 ENERGY STAR qualifying products, generating combined sales of $97 million for a total savings through November 2002 of 30 megawatts. Together, the State of California and the California Investor-Owned utilities demonstrate that energy efficiency programs that are well coordinated and implemented can have a tremendous impact in reducing energy consumption and protecting our environment.

Kentucky Division of Energy (KDOE)

Frankfort, Kentucky

As a new entrant to ENERGY STAR, the Kentucky Division of Energy is being recognized for its early success, building coalitions and uniting diverse market players around ENERGY STAR as a platform for energy efficiency education. Their efforts demonstrate that state leadership and coordination can have a tremendous impact in stimulating investment in energy efficiency and environmental protection. Through public awareness and promotional events, web sites, magazine articles, public speaking engagements, television interviews, and promotional exhibits such as the Kentucky State Fair ENERGY STAR home display, KDOE generated three million media impressions for ENERGY STAR and grew Kentucky's ENERGY STAR partnership base by 40 percent—including recruiting two major utilities that serve 1.5 million customers. As a participant in the 2002 ENERGY STAR Change a Light campaign, KDOE estimates saving Kentuckians $32,000 in energy costs and avoiding more than 10 million pounds of carbon dioxide emissions.

Sponsoring Organizations of NEEP

Lexington, Massachusetts

In 2002, the sponsoring organizations of Northeast Energy Efficiency Partnerships, Inc. (NEEP) continued to make significant gains in their mission to steadily increase energy efficiency in the Northeast, with aggressive efforts to raise consumer awareness and increase market share of ENERGY STAR qualified appliances and lighting. As a result, ENERGY STAR is becoming increasingly visible in retail stores throughout the Northeast. In 2002, cooperative advertising jumped 250 percent creating 34 million advertising impressions for ENERGY STAR. In stores, inventory devoted to ENERGY STAR qualifying products increased substantially for both appliances and lighting—shelf space for lighting fixtures alone increasing an impressive 84 percent. Today, more Northeast salespeople have the knowledge and tools to inform shoppers about the value of energy efficiency. Independent surveys showed a 28 percent increase in salesperson awareness and promotion of energy-efficient lighting over the previous year and an 11 percent increase in awareness among appliance dealers. Through the coordinated efforts of NEEP sponsors including National Grid (Massachusetts Electric Company, Narangansett Electric Company, Nantucket Electric Company, Granite State Electric Company), NSTAR Electric, Cape Light Compact, Northeast Utilities System (Connecticut Light and Power, Western Massachusetts Electric Company), The United Illuminating Company, Unitil/Fitchburg Gas and Electric Light Company, Efficiency Vermont, and Long Island Power Authority, more than 1.7 million ENERGY STAR qualifying products were sold to homes in the Northeast in 2002.

NORTHWEST ENERGY EFFICIENCY ALLIANCE
www.nwalliance.org

Northwest Energy Efficiency Alliance

Portland, Oregon

As a four time award winner, the Northwest Energy Efficiency Alliance (the Northwest Alliance) continues to build on its strategy to enhance the visibility of the ENERGY STAR label and its key messages in the marketplace. Do Northwest Alliance strategies get results? You bet. The Northwest region surpasses national marketshare for most ENERGY STAR qualifying appliances and tops the nation at 32 percent market share for ENERGY STAR qualifying clothes washers—double the national average—saving the region valuable energy and water resources. To advance their goals, the Northwest Alliance takes every opportunity to build national ENERGY STAR elements and themes into regional efforts: promoting www.energystar.gov, integrating "Change" into public relations and promotional efforts, and developing regional promotions around national campaigns, such as the ENERGY STAR Holiday Electronics Campaign. During the campaign, onscreen ads carrying the ENERGY STAR message made six million impressions on moviegoers in 43 theaters. Nearly 40 utilities participated in the promotion. Core program tools include a newsletter, listserv, and marketing toolkit reflect the integration of ENERGY STAR into all program materials. These tools, along with cooperative marketing projects, promotions and public relations activities, enable the Northwest Alliance to create a focused, consistent marketing message across the region.

Southern Minnesota Municipal Power Agency (SMMPA)

Rochester, Minnesota

Southern Minnesota Municipal Power Agency has embraced ENERGY STAR as a means to cost effectively increase the production, distribution, and installation of energy-efficient products in their region. In 2002, SMMPA, a wholesale generation and transmission utility owned and operated by its 18 member municipal utilities servicing 92,000 retail customers, promoted a diverse array of ENERGY STAR qualifying products to their residential customers including ceiling fans, programmable thermostats, home audio and video equipment, major appliances, lighting, and central and room air conditioning. As a small organization, SMMPA has been particularly effective in leveraging the ENERGY STAR partner network, tools, and offerings. Sold by its highly successful participation in the 2002 ENERGY STAR Change a Light Campaign, which saved the member utilities 363,500 kWh and customers more than $21,750 in estimated electricity costs, SMMPA is already gearing up to participate in the 2003 national ENERGY STAR cooling, appliance, and lighting promotions.

focus on energy™
The power is within you.

Wisconsin ENERGY STAR Homes/Focus on Energy

Madison, Wisconsin

Wisconsin ENERGY STAR Homes/Focus on Energy is a state-wide energy efficiency and renewable energy program that has effectively accelerated the market transformation to energy-efficient new homes. Focus on Energy, through the Wisconsin Energy Conservation Corporation, launched the Wisconsin ENERGY STAR Homes program in 1999. This program has been highly successful since its inception, growing significantly in 2002, both in builder participation and consumer awareness. More than 280 builders across Wisconsin are now building homes to the Wisconsin ENERGY STAR guidelines, and in May 2002, the program commemorated its 1000th ENERGY STAR qualified home. The Wisconsin ENERGY STAR Homes program has utilized the ENERGY STAR label as part of a comprehensive marketing effort including web site, consumer education brochures, home show presentations, and a lifestyle advertising campaign that focuses on empowering individuals.

Special Recognition—Excellence in Environmental Education

KLAS-TV
Las Vegas, Nevada

Today's THV
Little Rock, Arkansas

WCFN UPN 49
Champaign, Illinois

WITN-TV
Washington, North Carolina

CNN
Atlanta, Georgia

Fox News Channel
New York, New York

Home & Garden Television (HGTV)
Knoxville, Tennessee

For the first time this year, EPA recognizes the commitment to environmental education demonstrated by television networks and stations across the country who have taught their viewers about the benefits of ENERGY STAR qualifying products and homes by airing ENERGY STAR Public Service Announcements (PSAs). In 2002, each of these stations aired the "Change" PSA more than 500 times, cumulatively reaching an audience of more than 7.4 million viewers with the simple message that choosing ENERGY STAR can help them save money, save energy, and do their part to protect the environment.