

## NEEA'S RESIDENTIAL INITIATIVE

The Northwest Energy Efficiency Alliance's (NEEA) residential initiative, under the powerful Northwest ENERGY STAR® brand, works together with utilities to foster sustained market change. NEEA's current regional programs under this brand include ENERGY STAR Consumer Products and Northwest ENERGY STAR Homes. Both of these regionalized national brands were created in partnership with ENERGY STAR because the Northwest's existing codes were already higher than the national ENERGY STAR specifications. The programs encourage manufacturers, retailers, home-builders and homeowners to make, sell and buy higher efficiency homes and products like lighting and appliances.

**AS A RESULT OF THESE EFFORTS BY NEEA AND OTHER UTILITIES IN THE REGION, THE NORTHWEST CONTINUES TO HAVE THE HIGHEST MARKET SHARE IN THE NATION FOR ENERGY STAR QUALIFIED COMPACT FLUORESCENT BULBS (CFLs) AND CLOTHES WASHERS, AS WELL AS THE HIGHEST ENERGY STAR HOMES STANDARD IN THE COUNTRY.**

### NEEA'S CONSUMER PRODUCTS STRATEGY

Taking advantage of its expertise and 12 years of experience in market transformation, NEEA devises regional strategies that systematically remove market barriers such as quality, availability, consumer awareness and price.

One of the NEEA's most well-known success stories is its work with the region to transform the CFL market beginning in the late 1990s and continuing through 2007. The program worked with manufacturers to increase CFL production and consulted with a research lab to develop more consumer friendly bulbs.

To address quality issues NEEA co-founded PEARL (Program for the Evaluation & Analysis of Residential Lighting), a national testing program that ensured bulbs met ENERGY STAR criteria. To drive sales, it worked with regional utilities to offer incentives and increase retail availability.

In 1998, many electric customers had never heard of CFLs. As of 2007, nearly all Northwest residents were aware of CFLs and two-thirds had purchased them. The 18 million energy-efficient bulbs sold in the Northwest in 2007 alone saved three billion kilowatt-hours of electricity and 4.4 billion pounds of carbon dioxide emissions. That is equivalent to removing 380,000 cars from the road.

### NEEA'S NEW HOMES PROGRAM

The Northwest ENERGY STAR Homes program promotes the construction and sale of new homes that are at least 15 percent more energy-efficient than state building codes. The program launched in 2004 when NEEA negotiated with the U.S. Environmental Protection Agency for a more stringent ENERGY STAR specification where building codes were already higher than the national standard.

Today, homebuilders are offered training on the specifications, technical support, marketing assistance, and financial incentives are provided by utilities. NEEA helps develop an infrastructure of professionals that test and verify the energy performance of homes. By 2007, more than 350 builders had signed on to the program and more than 6,000 homes had been ENERGY STAR certified.

[www.northwestenergystar.com](http://www.northwestenergystar.com)

[www.nwalliance.org](http://www.nwalliance.org)

Northwest Energy Efficiency Alliance • 529 SW Third Avenue, Suite 600 Portland, Oregon 97204  
503-827-8416 • 800-411-0834 • 503-827-8437 (Fax) • [www.nwalliance.org](http://www.nwalliance.org)

**BETTER TOGETHER.**

