

Energy Star Appliances in CL&P's Energy Star Home Program

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Energy Star Homes

- CL&P started in 2000
- Ever increasing participation
 - 213 homes – 2000
 - 365 homes – 2001 (EPA Partner of the Year)
 - 613 homes – 2002
 - Est. 900 – 2003
- Snow balling acceptance

Energy Star Homes Marketing

- Primarily through sales people because
 - Sell builders (not home buyers)
 - “Ask” is substantial
 - Change building techniques
 - Air sealing
 - Insulation quality
 - Framing details
 - Change building components
 - High end windows
 - Insulation type
 - Change marketing message

Energy Star Homes

- Other marketing venues
 - Smart Living Center
 - Displays
 - Seminars
 - Trade Shows
 - Bill Inserts
 - Smart Living Catalog

Appliances in Energy Star Homes

- Appliances not in HERS rating - rebates used as perk
 - dishwashers, refrigerators, washing machines since program inception, unlike retail programs
 - higher rebates offered than retail program
- Appliance rebates in Energy Star Homes
 - 90 – 2000
 - 300 – 2001
 - 800 – 2002
 - Est. 1,400 - 2003

Appliances in Energy Star Homes

- Why we are seeing more rebates
 - More focus on production builders
 - Bulk appliance purchasers
 - Appliance rebates in ESHome contracts
 - Free appliances for model homes
 - More focus on multi-family homes
 - Builders improving their ability to market their home as “complete” Energy Star Home.

Appliances in Energy Star Homes

- Limitations on appliances in this program
 - Not part of HERS rating – discussions underway
 - Focus on builders, who don't fully equip their homes with appliances
 - Homeowners bring their old one(s)
 - Homeowners want to pick out their own – purchase after ESHome project closed out.