



# A Utility Guide to Residential Energy Programs

April 2015



# Energy Efficiency for the Residential Sector

April 2015

The Residential Sector team strives to deliver program infrastructure and measures to meet the needs of BPA's customer utilities and support residential energy efficiency activity in the Pacific Northwest. The residential sector includes a wide range of deemed measures in addition to building on regional collaboration and cross-agency opportunities.

This brochure is one way BPA works to help keep our customer utilities informed. Please visit the BPA Residential Energy Efficiency website for more detail and the BPA Implementation Manual (IM) for full measure specifications and documentation requirements.

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# The Future of Residential Program Support

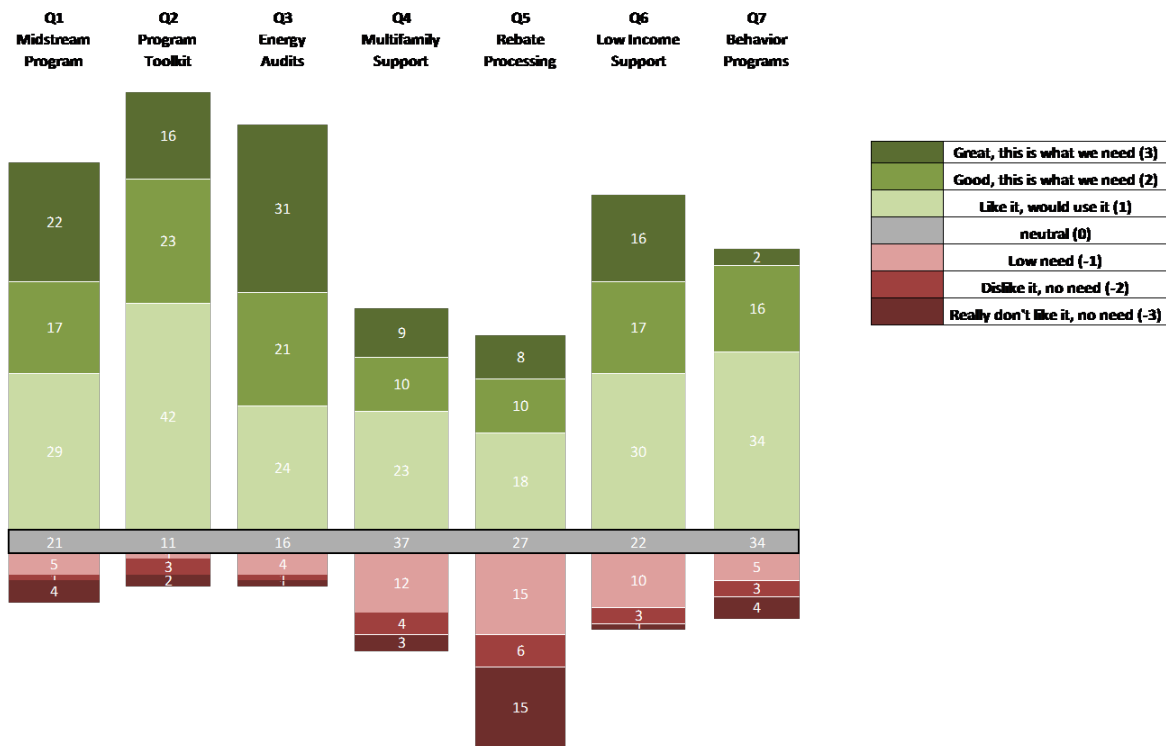
Results from outreach conducted during FY15 Fall Utility Roundtables (Sept/Oct 2014).

During the BPA Fall 2014 Utility Roundtables the Residential team solicited additional input from customers to help prioritize our sector work. As funding for program development and research becomes even more limited, we will continue to seek utilities' input on the future of Residential program research and support.

For the FY15 Fall Roundtables we asked BPA utilities to rank the following areas according to this scale:

-3 (really don't need), -2, -1 (low need), 0 (neutral), 1 (would use), 2, 3 (this is what we need)

1. Midstream/upstream program models: Retail-oriented programs designed to deliver lots of savings cheaply. Still needs to have utility logos and customer-utility connection in retail.
2. Program Toolkit Resources: Checklists, calculators, marketing tools.
3. Support of Home Energy Audits: Access to online audit tool, support for utility audits.
4. Multifamily Program Support: Program design, tools, checklists, best practices
5. Centralized Rebate Processing: Third-party contract to provide rebate processing for utilities.
6. Low Income Program Support: Program design, contracting templates, best practices, other
7. Behavior Based Programs: Program design, contracting templates, best practices, other
8. Other (utility suggestions)



# The Future of Residential Program Support

Below are the overall results of this ranking, from five regional roundtables held September/October 2014. While the order of the ranked priorities differed from region to region, in all five meetings the top priorities were consistently these four focus areas:

- Program Toolkit Resources
- Support for Home Energy Audits
- Midstream/Upstream Program Models
- Low Income Program Support

## **How are we using this input?**

Over the past six months this input has been used by the Residential team to:

- Develop additional Program Toolkit Resources like checklists and calculators for the Weatherization Program;
- Develop midstream lighting and appliance measures to add new midstream opportunities for the Simple Steps Program;
- Clarify income verification requirements in the Low Income section of the IM and provide more clear examples of eligible repair costs that may be claimed; and
- Begin building a case for how Home Energy Audits can provide value to the homeowner, the utility and to the region's savings goals.

For more information please contact your Energy Efficiency Representative or Sarah F. Moore, Residential Sector Lead at [sfmoore@bpa.gov](mailto:sfmoore@bpa.gov).



## What's new? What's in the works?

BPA is always engaged in efforts to identify, assess and develop new opportunities from emerging technologies to new program models or infrastructure needs. Below is a summary of recent updates, changes and newly available resources.

**Questions?** Please just ask any member of the Residential team or your Energy Efficiency Representative.

### Lighting, Showerheads, Appliances and Advanced Power Strips

#### Effective April 1, 2015

- Delivery Mechanisms for CFLs, LEDs, Showerheads and Advanced Power Strips have been simplified to Retail, Direct Install, By Request and Mailed Non-Request (bulbs only).
- New Retail Midstream Refrigerators, Freezers and Clothes Washer measures were created for the expanded Simple Steps, Smart Savings regional program.
- The Residential Advanced Power Strip (APS) measure requires customers to send APS recipients a short survey. To assist customers, BPA has created three tools: a print version that can be mailed, an electronic version that can be accessed online, and a postcard to guide consumers to the online APS survey.

#### Effective October 1, 2015

- Globe CFLs will be reclassified as General Purpose CFLs and the payment for Retail General Purpose CFLs will be reduced to \$0.75.
- Refrigerators, Freezers, Clothes Washers and Refrigerator/Freezer decommissioning will be updated. Please see the Implementation Manual and/or the Residential Appliance Measures Changes effective Oct. 1, 2015 in the Document Library.

### Water Heating

- AirGenerate/Electrolux Heat Pump Water Heaters (HPWH) have been removed from the HPWH Qualified Products List.
- Effective Oct. 1, 2015, electric storage water heat measures will expire due to updates in Federal Water Heater standards.

### HVAC

- Low income duct sealing measures have been corrected and updated.
- Effective Oct. 1, 2015, PTCS Duct Sealing measures for New Single Family homes will be expired. Homes meeting the pre-test requirement may be sealed as Existing Homes.
- Three specifications were updated and will be effective Oct. 1, 2015:
  - PTCS Duct Sealing Specification dated Apr. 1, 2015
  - Prescriptive Duct Sealing Specification dated Apr. 1, 2015
  - PTCS Open Loop Ground Water Source Heat Pump Installation specification dated Apr. 1, 2015

### Weatherization

- Effective Oct. 1, 2015, savings and payments for Single Family Weatherization measures will decrease. Please see the October 2015 Weatherization Changes in the Document Library for details.
- Effective Oct. 1, 2015, payments for Prime Window replacements in Manufactured Homes will be reduced.
- The definition of electrically heated homes was expanded to include homes without permanently-installed electric heat where additional conditions can be met.
- New tools and resources are available on the BPA Residential Weatherization webpage.
- All weatherization measures must be installed to the 2014 Residential Weatherization Specifications.

### Efficient New Homes

- New measures for NW Energy Star Homes for WA are now available (effective Apr 1, 2015).

# Appliances & Consumer Electronics

## Program Description

Utilities have had years of successful program activity with ENERGY STAR® appliances, and these programs have moved the market. However, as ENERGY STAR standards rise and rebate amounts decrease, there is a need to create new program models that can reduce program delivery costs while still delivering value.

For Consumer Electronics, BPA supports a measure for Advanced Power Strips to help reduce energy waste in home entertainment equipment (TVs and peripherals). Additional opportunities for reducing energy consumption in consumer electronics are emerging.



## Target Customers and Benefits

ENERGY STAR appliances use less energy and water than standard appliances and have additional features. Key target customer groups include those seeking new appliances to replace an old or non-functioning appliance, those actively seeking efficient alternatives, and new home buyers. ENERGY STAR labels can be found on a wide range of audio/visual equipment including TVs, soundbars, receivers, DVD and Blu-ray disc players. ENERGY STAR qualified set-top boxes are about 45 percent more efficient than conventional models.

## Program Updates and Changes

- BPA expanded the Retail Sales Allocation Tool (RSAT) to facilitate bringing appliances into midstream programs to minimize customer documentation requirements.
- CLEAResult was selected as the program implementer to expand the Simple Steps, Smart Savings program to appliances. Design workshops were held in January and monthly program management meetings commenced in February. Contact your EER for more information.
- BPA offers a measure for Advanced Power Strips targeting home entertainment centers.

## Program Delivery

BPA supports utility-run appliance offerings in the following ways:

- Track upcoming changes BPA appliance and electronic specifications
- Maintain Qualified Products Lists on the BPA Appliance webpage and archives
- Provide access to regional marketing opportunities

## Program Resources

*Please see the BPA Appliance webpage for documents listed below.*

- ENERGY STAR Clothes Washers Qualified Product List
- CEE Clothes Washer Qualified Product List (with Tiers)
- ENERGY STAR Refrigerators Qualified Product List
- CEE Refrigerator Qualified Product List (with Tiers)
- ENERGY STAR Freezers Qualified Product List



## Marketing Resources

Marketing resources are available via the Simple Steps program.

## Program Contacts

For more information please contact David Murphy, Appliance and Lighting Program Manager at [demurphy@bpa.gov](mailto:demurphy@bpa.gov).

# Lighting

## Program Description

BPA works to ensure the Regional Technical Forum (RTF) is using the most accurate inputs for lighting savings and to assess the impacts of the Energy Independence and Security Act of 2007 (EISA). BPA also provides regional coordination of efficient lighting programs through the Simple Steps, Smart Savings™ program in collaboration with northwest public and investor-owned utilities.



## Target Customers and Benefits

CFLs and LEDs use about 75% less energy than incandescent or halogen bulbs and produce much less heat, making them safer to operate. CFLs can last at least six times longer and LEDs can last more than ten times longer than an incandescent bulb. Target customers include all consumers, but particularly those with hard-to-reach lighting fixtures and consumers seeking efficient options.

## Program Updates and Changes

- Effective Apr. 1, 2015, new measures with updated savings will be available for CFLs and LEDs.
- Effective Oct. 1, 2015, Globe CFLs will be included in the General Purpose CFL Measure category and the General Purpose payment will be reduced to \$0.75.
- Delivery Mechanisms for CFLs, LEDs, Showerheads and Advanced Power Strips have been simplified to Retail, Direct Install, By Request and Mailed Non-Request (bulbs only).

## Program Delivery

- Simple Steps, Smart Savings is primarily a retail program, promoting CFLs, LEDs, fixtures and showerheads through merchandising, in-store education, and incentives. CLEARresult (formerly Fluid Market Strategies) provides regional program coordination for the retail component. Customers may participate by either signing a contract directly with CLEARresult or by allocating ECA funds to the promotion through BPA.
- Simple Steps, Smart Savings also includes services for Direct Install, Direct Mail, and bulk purchasing of products to support utility programs interested in these other delivery mechanisms.

## Program Resources

*Please see the BPA Residential Lighting webpage for documents listed below.*

- Residential products promotion FAQs for utilities
- Simple Steps, Smart Savings™ partner site for utilities at [www.partner.SimpleStepsNW.com](http://www.partner.SimpleStepsNW.com)
- ENERGY STAR® Lighting web page

## Marketing Resources

- Materials can be found on the program website at [www.SimpleStepsNW.com](http://www.SimpleStepsNW.com).
- EISA Messaging and Copy Library are available from your EER.

## Program Contacts

For more information please contact David Murphy, Appliance and Lighting Program Manager at [demurphy@bpa.gov](mailto:demurphy@bpa.gov).

# Retail Sales Allocation Tool (RSAT)

## Program Description

The Retail Sales Allocation Tool, commonly called the RSAT, shows what percentage of energy efficient products sold in retail stores can be attributed to the customers of surrounding local utilities. The tool takes into consideration that consumers shop differently when they are making a big purchase, such as a clothes washer, than they do making a small purchase such as a light bulb. The RSAT allocations for each store and product type include factors such as: drive time, consumer demographics, retailer profiles, and the physical geography of utility service territories. The RSAT analyzes all of this information and summarizes it in an Excel-based interface for easy reference.

To receive a copy of the RSAT, please contact your Energy Efficiency Representative.



## Target Customers and Benefits

The RSAT was developed to provide the region with transparent and accurate allocations of energy efficiency product sales for the utility service territory in which they were installed, without requiring end user documentation. The RSAT also made it possible for Simple Steps to begin offering a midstream retail appliance measures to the region, streamlining appliance program delivery. The RSAT creates an easy, transparent method for both public and investor owned utilities to report retail program product sales without fear of double counting or greatly reducing sales lost to program leakage or breakage.

## Program Updates and Changes

- BPA will complete an annual update of the tool and release an updated version of the RSAT each year prior to October 1st. These are the allocations used in the Simple Steps, Smart Savings program.
- Utilities interested in ensuring the RSAT allocations are accurate may assist BPA in that effort by providing their household meter counts by zip code for their service territory to their EER or to the program staff listed on the next page.

## RSAT Model



## Program Delivery

- The store and utility allocations published on October 1 remain in effect for the Simple Steps Program for the following calendar year, unless updated information requires us to make a mid-year correction.

## Program Resources

Please see the *BPA Lighting or Energy Star Appliances webpage* for a link to the *Retail Sales Allocation Tool page*, and the documents listed below.

- RSAT FAQ Document
- Retail Sales Allocation Methodology Presentation
- Retail Sales Allocation Tool – Requests for Uses

## Program Contacts

For more information please contact Jennifer Francis, Residential Program Coordinator at [jfrancis@bpa.gov](mailto:jfrancis@bpa.gov) or call 503-230-5844, or David Murphy, Appliance and Lighting Program Manager at [demurphy@bpa.gov](mailto:demurphy@bpa.gov).



# Ducted HVAC Systems (PTCS and Prescriptive)

## Program Description

BPA's support of ducted HVAC in Residential now includes both PTCS ducts, PTCS heat pumps and Prescriptive Duct Sealing.

Performance Tested Comfort Systems (PTCS) is a regional program designed to ensure that ducted heat pumps deliver the most comfort and energy savings possible. PTCS Heat Pump Certified Technicians address proper sizing, advanced controls and commissioning during the installation. PTCS and Prescriptive Duct Sealing Certified Technicians identify leaks in duct systems and seal them with durable materials. Installations may be in new or existing construction, or existing manufactured homes with electric or non-electric auxiliary heating systems as long as the electric heat pump is the primary heating system. To be considered a PTCS or Prescriptive Certified project, the work must be performed by a PTCS or Prescriptive Certified Technician and must be entered into the PTCS online registry at <http://ptcs.bpa.gov>.

**PTCS**  
Performance Tested  
Comfort Systems

## Target Customers and Benefits

Target customers are seeking a replacement heating system or an upgrade to a more efficient system. Customer benefits of PTCS include:

- Increased year-round comfort and reduction of wasted energy
- Improved air quality and reduction of air quality issues
- High quality of services provided by PTCS Certified Technicians

## Program Updates and Changes

- Effective October 1, 2015, PTCS Duct Sealing measures for New Single Family homes will be expired.

Homes meeting the pre-test requirement may be sealed as Existing Homes.

- Three specifications were updated and will be effective Oct. 1, 2015
  - PTCS Duct Sealing Specification dated Apr. 1, 2015
  - Prescriptive Duct Sealing Specification dated Apr. 1, 2015
  - PTCS Open Loop Ground Water Source Heat Pump Installation specification, Apr. 1, 2015

## Program Delivery

BPA supports utility-run heat pump and duct sealing programs in the following ways:

- Provides access to current specifications, lists of trained technician and trainers, and measure forms
- Provides technical support to technicians with access to technical resources online and by phone or email
- Maintains the PTCS online registry for measure tracking and compliance
- Coordinates Quality Assurance oversight for participating BPA utilities



## Program Resources

Please see the BPA PTCS webpage for resources listed below.

- Lists of approved technicians and trainers
- Installation specifications and forms
- Instructions for entering projects into the PTCS Site Registry
- Equipment and technical reference materials

## Marketing Resources

BPA provides customizable marketing templates for this measure category available at [http://www.bpa.gov/energy/n/residential/Marketing\\_Toolkit/](http://www.bpa.gov/energy/n/residential/Marketing_Toolkit/)

## Additional incentives

Oregon Department of Energy

[http://www.oregon.gov/ENERGY/RESIDENTIAL/Pages/residential\\_energy\\_tax\\_credits.aspx](http://www.oregon.gov/ENERGY/RESIDENTIAL/Pages/residential_energy_tax_credits.aspx)

Additional state incentives may be found at <http://dsireusa.org/>

## Program Contacts

For more information please contact the PTCS team at [ResHVAC@bpa.gov](mailto:ResHVAC@bpa.gov) or call toll free 1-800-941-3867.



# Ductless Heat Pumps

## Program Description

Ductless Heat Pumps (DHP) are inverter-driven, variable-speed systems that can ramp up or down to meet the heating or cooling needs of the home, even when outdoor temperatures fall below 0°F. Since DHPs do not distribute heating or cooling through ducting, a duct system is not required. Installation is relatively easy, with only a three-inch hole in the exterior wall to connect the indoor and outdoor components.

## Target Customers and Benefits

DHPs are ideal for homes that have zonal electric heating systems and can work well with existing electric forced air furnaces. A ductless heat pump can work as the primary or supplemental heating system, calling the existing system into service less frequently.

Ductless heat pumps provide a range of benefits.

- Reduces energy use by 25-50% compared to electric resistance heat
- Comes standard with cooling functionality for year-round comfort
- Uses ultra quiet fans, eliminating noise common to other HVAC
- Has built-in air filters that results in improved indoor air quality
- Provides even, consistent heat, eliminating hot and cold spots common to baseboard heaters
- Are easy to install with minimal disruption to the home

## Program Updates and Changes

Effective October 1, 2014

DHP measures for manufactured homes with zonal electric heat or plug in heaters as the primary source of heat were added.



## Program Delivery

BPA supports utility-run ductless heat pump programs in the following ways:

- Conducts engineering analysis to determine new applications for technology
- Maintains and provides Qualified Products Lists for DHP
- Coordinates with the NEEA to provide contractor support and quality assurance

## Program Resources

*Please see the BPA DHP webpage for resources listed below.*

- Links to the NW Ductless Heat Pump Project at <http://goingductless.com/partners>
- Qualified Contractor List
- Qualified Products List
- DHP Installation Forms

## Marketing Resources

BPA provides customizable marketing templates for this measure category available at [http://www.bpa.gov/energy/n/residential/Marketing\\_Toolkit/](http://www.bpa.gov/energy/n/residential/Marketing_Toolkit/)

NEEA provides customizable marketing templates on the NW Ductless Project Partner website at <http://goingductless.com/partners>

## Program Contacts

For more information please contact Mark Johnson, DHP Program Manager at [mejohanson@bpa.gov](mailto:mejohanson@bpa.gov) or 503-230-7669.



# Weatherization

## Program Description

Residential weatherization has been a key energy efficiency program for utilities for decades in the Pacific Northwest, providing durable energy savings often lasting the life of a home. Weatherization refers to the set of residential measures aimed at improving the thermal envelope and reducing unintended air leakage, improving the overall energy performance of a home.

Weatherization measures include:

- Attic, floor and wall insulation
- Prime window replacement (includes windows and patio doors)
- Insulated exterior doors
- Duct sealing (PTCS and Prescriptive)
- Whole House and Prescriptive Air Sealing

## Target Customers and Benefits

Key target customers are those with high energy bills or drafty, uncomfortable homes. Customer benefits include:

- Increased comfort, elimination of drafts and more even distribution of heating/cooling
- Lower energy bills
- Reduced infiltration of outdoor noise
- Better indoor air quality from improved ventilation and controlling humidity

## Program Updates and Changes

- Effective Oct. 1, 2015, savings and payments for Single Family Weatherization measures will decrease. Please see the October 2015 Weatherization Measure Changes in the Document Library.
- Effective Oct. 1, 2015, payments for Prime Window replacements in Manufactured Homes will be reduced.
- All weatherization measures must be installed to the 2014 Residential Weatherization Specifications.
- The definition of electrically heated homes was expanded to include homes without permanently-installed electric heat where additional conditions can be met.
- Measures for Prescriptive Air Sealing and Prescriptive Duct Sealing were added in October 2014.
- New tools and resources are available on the BPA Residential Weatherization webpage.

The **definition of electric heat** has been expanded to accommodate specific situations. The new definition includes homes that are likely to be electrically heated in the future and homes that are heated by a non permanent electric heat source. The expanded definition allows utilities to have more flexibility to accept or exclude certain homes.

**Prescriptive Air Sealing** is a new measure for attics and crawlspaces in single family homes. Instead of using a blower door, contractors follow a checklist of required sealing locations and requirements. Payment is based on the square footage of area sealed. Prescriptive Air Sealing is expected to be paired with attic and floor insulation measures. The Whole House Air Sealing measure is not affected.

**Prescriptive Duct Sealing** is a new measure available on October 1, 2014. Contractors will perform activities similar to PTCS Duct Sealing, using mastic, sheet metal screws, and compression straps to secure and seal all accessible ducts, but with no requirement for a pre- or post-leakage test. Contractors must attend the online Prescriptive Duct Sealing orientation and projects must be entered into the online registry, and are subject to the same quality control requirements as PTCS duct sealing.

## Program Delivery

BPA supports utility-run weatherization programs in the following ways:

- Maintains Total Resource Cost (TRC) effective measures with BPA reimbursement
- Develops program tools and resources to support utility weatherization programs

## Program Resources

*Please see the BPA Residential Weatherization webpage for resources listed below.*

- The 2014 BPA Residential Weatherization Specifications
- The Residential Weatherization Best Practices Field Guide
- Field Tools for contractors and utility staff, including:
  - Checklists
  - Passive attic ventilation calculator
  - Mechanical ventilation calculator
  - Sales communication tools
  - Indoor air quality pamphlet
- On-line trainings available at [www.WxTrainingNW.com](http://www.WxTrainingNW.com) including:
  - Attic Insulation Preparation and Installation
  - Prescriptive Air Sealing
  - Wall, Underfloor, and Sloped Roof Insulation
  - Ventilation, Moisture, and Indoor Air Quality (IAQ)
  - Rigid and Spray Foam, Application Details
  - Prescriptive Duct Sealing
  - Window and Patio Door Selection and Installation
  - Sales Skills for Contractors

## Marketing Resources

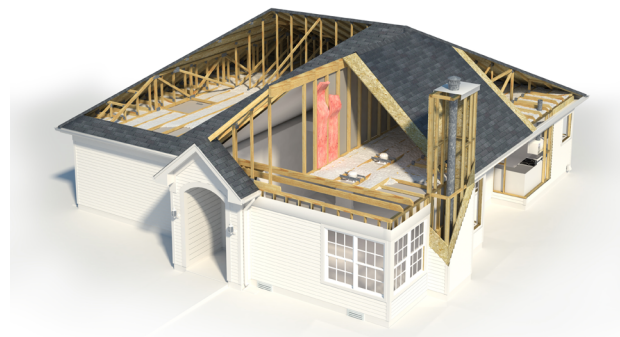
BPA provides customizable marketing templates for weatherization, available at [http://www.bpa.gov/energy/n/residential/Marketing\\_Toolkit/](http://www.bpa.gov/energy/n/residential/Marketing_Toolkit/)

## Additional incentives

Additional state incentives may be found at <http://dsireusa.org/>

## Program Contacts

For more information please contact Courtney Dale, Residential Weatherization Program Support at [crdale@bpa.gov](mailto:crdale@bpa.gov) or call 503-230-3640, or Sarah F. Moore, Residential Sector Lead.





# Efficient Water Heating

## Program Description

Residential water heating provides opportunities for energy savings both through efficiencies in the water heater and by reducing the quantity of water used by installing efficient showerheads.

Heat Pump Water Heaters (HPWH) are as much as 50% more efficient than electric storage water heaters by using a heat pump to extract heat from supply air and transferring it at a higher temperature into the storage tank to heat the water.

Energy-saving showerheads save electricity by reducing the amount of water used. Energy-efficient showerheads have an output of 2.0 gallons per minute or less but still deliver a great shower experience.

## Target Customers and Benefits

Target customers include consumers seeking to replace an old or non-functioning water heater, consumers actively seeking efficient alternatives, and new home buyers. HPWHs include features such as user-friendly digital temperature controls with vacation settings and options for operating modes and dehumidification of the area where the unit is installed.

Today's showerheads are efficient without compromising on comfort and come in a wide range of styles. Using an efficient showerhead works with the water heater helping the existing supply of hot water last longer. Target customers include shoppers replacing showerheads or actively seeking efficient alternatives.

## Program Updates and Changes

- AirGenerate/Electrolux Heat Pump Water Heaters have been removed from the HPWH Qualified Products List.
- Effective Oct. 1, 2015, electric storage water heat measures will expire, due to updates in Federal Water Heater Standards.
- BPA has developed new retail point-of-purchase materials to raise awareness with shoppers on the range of energy-saving showerhead functions and styles available at [partner.SimpleStepsNW.com](http://partner.SimpleStepsNW.com).

## Program Delivery

BPA supports utility-run water heater programs in the following ways:

- Collects data to move the measure from Provisional to Proven UES measure status at the RTF
- Provide access to Qualified Products Lists and regional marketing opportunities

BPA supports utility-run showerhead programs and a midstream retail markdown through the Simple Steps, Smart Savings promotion, implemented by CLEARResult.

- Showerhead delivery options include Retail, By Request, and Direct Install. Participating customers receive credit for savings achieved in their service territory. Customers may participate by either signing a contract directly with CLEARResult or by allocating ECA funds to the promotion through BPA.





## Program Resources

Please see the BPA Residential Heat Pump Water Heater webpage for resources listed below

- Qualified Products Lists
- HPWH measure forms
- Links to manufacturer trainings



Please see the BPA Showerhead webpage for documents listed below

- Showerhead installation instructions

## Marketing Resources

Materials supporting the Simple Steps, Smart Savings delivery channels can be found on the program partner webpages at <http://partner.simplestepsnw.com/>

BPA provides customizable marketing templates for HPWHs, available at [http://www.bpa.gov/energy/n/residentialai/Marketing\\_Toolkit/](http://www.bpa.gov/energy/n/residentialai/Marketing_Toolkit/)

## Additional Incentives

Additional federal and state incentives may be found at <http://dsireusa.org/>.

## Program Contacts

For more information please contact David Murphy, Appliance and Lighting Program Manager at [demurphy@bpa.gov](mailto:demurphy@bpa.gov).



# Energy Efficient New Home Construction

## Program Description

BPA supports Energy Efficient New Homes in different shapes and sizes, from manufactured homes to site-built, single-family homes to multifamily construction.

## Target Customer and Benefits

*Manufactured Homes:* The Northwest Energy Efficient Manufactured (NEEM) home program includes in-factory quality assurance and tracking of NEEM-certified homes in the NEEM database. BPA supports this program, delivered by Northwest Energy Works (NEW).

*Single family Homes:* The Northwest ENERGY STAR® Homes program is a regional initiative to promote the construction of energy efficient homes using guidelines provided by the Environmental Protection Agency. Both ENERGY STAR and Built Green standards qualify. NEEA funds this program, delivered by CLEARResult.

*Multifamily Homes:* New residential multifamily construction can be made more efficient than code by following the NW ENERGY STAR Multifamily New Construction Specification. NEEA funds this program, delivered by CLEARResult.

## Program Updates and Changes

- Effective Apr. 1, 2015, updated NW Energy Star Homes measures for Washington are available.

## Program Delivery

BPA supports utility-run new construction programs in the following ways:

- Works with NEEA to ensure that New Construction measures and program opportunities are available
- Conducts research and in-field testing of new building technologies and specifications

## Program Resources

*Please see the BPA Efficient Homes webpage for the resources listed below.*

- Links to the Northwest Energy Efficient Manufactured Homes (NEEM) program
- Links to NW ENERGY STAR® Homes
- NW ENERGY STAR Multifamily New Construction Specification

## Marketing Resources

Program marketing resources are available through [www.EnergyStar.gov](http://www.EnergyStar.gov) and NW ENERGY STAR Homes at [www.northwestenergystar.com/](http://www.northwestenergystar.com/)

## Program Contacts

For more information please contact Mark Johnson, New Homes Program Manager at [mejohanson@bpa.gov](mailto:mejohanson@bpa.gov) or 503-230-7669.

# Residential Marketing Toolkit

To help utilities and their trade allies reach out to customers, BPA has created a suite of marketing materials to promote residential energy efficiency upgrades including bill inserts, one sheets, advertisements, and HTML email templates. Customers can customize these tools to fit their needs. The BPA Residential Marketing Toolkit is located here: [www.bpa.gov/energy/n/residential/Marketing\\_Toolkit/](http://www.bpa.gov/energy/n/residential/Marketing_Toolkit/).

Please contact your Energy Efficiency Representative if you need any assistance.

**It's a Good Place TO BE**

**Paying less for a hot shower — that makes me wanna rock out.**

A new, more efficient water heater can save you energy and money on your electric bill. [Learn utility name here](#) also offers financial incentives for qualified products, and can help you choose the right water heater based on your family's needs. Take control of energy waste and make your home a **Good Place To Be**.

Contact us at [yourutility.com](http://yourutility.com) or call **XXXX XXX-XXXX** about upgrading to an energy efficient electric water heater.

**COMPANY @ LOGO**  
PUBLIC UTILITY

**It's a Good Place TO BE**

**Fighting home energy waste — that's what heroes do.**

Air leaks and inadequate insulation waste a lot of the energy used to heat and cool your home. [Click! Utility name here](#) can recommend a contractor to help you weatherize your home, leaving you more comfortable your house and saving you money on energy bills. With the right upgrades, you could also be eligible for incentives from [Click! Utility name here](#). Take control of energy waste and make your home a **Good Place To Be**.

Find more information about our weatherization program at [yourutility.com](http://yourutility.com) or call **XXXX XXX-XXXX**.

**COMPANY @ LOGO**  
PUBLIC UTILITY

**It's a Good Place TO BE**

**Lower heating bill and a warmer home — now I can get really comfortable.**

With Performance Tested Comfort Systems® a certified technician can seal your ducts and install an energy efficient heat pump that can qualify for valuable utility incentives. Take control of energy waste and make your home a **Good Place To Be**.

Contact us about a Performance Tested Comfort System at [yourutility.com](http://yourutility.com), or call **XXXX XXX-XXXX**.

**COMPANY @ LOGO**  
PUBLIC UTILITY

**Ductless Heat Pumps are a proven alternative to outdated heating systems and can lower your customers' heating costs by 25-50%.**

**Install the Savings**

Replacing or supplementing inefficient heating systems like baseboard heaters, wall heaters and electric furnaces with Ductless Heat Pumps (DHP) has provided energy savings for approximately 17,000 homes across the Northwest. One DHP in the central living space of a home delivers warm air in the winter and cool air in the summer, to keep your customers comfortable year-round.

**Efficient Heat**

A DHP transfers heat, rather than using resistance elements, offering a much more even and efficient heat source. It's easy to

install, leaving a small footprint and little disruption on your customer's home. Plus, utility incentives and tax credits can help offset installation costs.

**DHP Benefits**

- Lower heating costs
- Consistent heat delivery to reduce hot and cold spots
- Both heating and cooling for year-round comfort
- Built-in filter to improve air quality
- Ultra quiet fan
- Remote control and programmable night-time setting

Learn more about ductless heat pump technology and the incentives available to your customers. Visit [yourutility.com](http://yourutility.com) and the partner resources page at [go@ductless.com](http://go@ductless.com), or call **XXXX XXX-XXXX**.

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# Notes

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