

Overview of Communications Kit

To create a sustainable, aggressive national commitment to energy efficiency, the National Action Plan Leadership Group and others have committed to communicate the benefits of and opportunities for energy efficiency across the country.

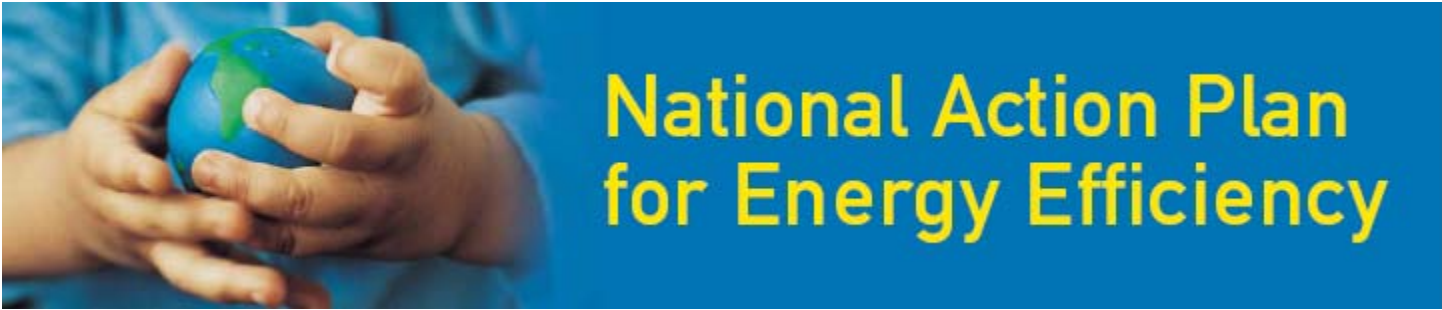
This Communications Kit can assist in these outreach efforts. The Kit includes the following fact sheets:

- Energy Efficiency and the National Energy Situation
- National Action Plan for Energy Efficiency
- Energy Efficiency: Reduce Energy Bills, Protect the Environment

It also includes materials that provide useful information to use in outreach, letters, speeches, and presentations. A set of frequently asked questions and a set of sample presentation files are also on the Action Plan website, www.epa.gov/eeactionplan.

Energy efficiency program and policy issues vary across the country. Depending on circumstances, one or more of the key messages from the Action Plan can be highlighted; such as:

- Utilities and their regulators should play a critical role in creating and delivering energy efficiency programs to their communities.
- Energy efficiency programs provide benefits to customers and lead to lower bills for all customers than if more costly resources were used to meet demand.
- The state should recognize energy efficiency as a high-priority resource.
- Sufficient, timely, and stable funding is needed to delivery energy efficiency.
- Policies should be modified to align utility incentives with the delivery of cost-effective energy efficiency.
- Policy and program action is required now for the nation to achieve all cost-effective energy efficiency by 2025.



National Action Plan for Energy Efficiency

Energy Efficiency and the National Energy Situation

Energy efficiency offers a quick, cheap, and clean energy resource to help meet today's challenges of increased energy costs, rising demand, and a need to reduce greenhouse gas emissions to ensure a healthy environment for future generations.

NATIONAL ENERGY SITUATION

Without a sustainable, aggressive national commitment to energy efficiency, U.S. energy demand is projected to increase by more than one-third by 2030, with electricity demand alone rising by more than 40 percent.¹

Our nation has hit a tipping point on energy issues. Growing demand and rising prices for electricity and natural gas cannot be ignored. As a nation, we are facing:

- Rising utility bills for households.
- Higher energy costs for businesses.
- Energy dollars being sent out of the country.
- Reduced reliability, which is costly to the manufacturing sector.
- Increased challenges fitting new energy infrastructure, such as power plants, power lines, and gas pipelines, into our communities and landscape.
- High costs related to the expansion of overburdened infrastructure.
- Environmental concerns related to electricity generation.
- Calls from the public to prevent global climate change.
- Calls from investors for disclosure and management of carbon risk.
- A need to create new jobs and improve state economies.

ENERGY EFFICIENCY IS PART OF THE SOLUTION

It's time to take a serious look at energy efficiency. Efficiency can serve as a key resource for today's energy systems and help significantly meet our growing demand for energy.

If we are willing to pay for a new power plant or transmission line, it's time we figured out how to save a power plant's worth of energy through cheaper energy efficiency options.

- Energy efficiency should be valued as a high-priority resource.
- Policies need to align utility incentives with delivery of cost-effective efficiency.
- Planning and ratemaking practices need to promote efficiency investments.

To create a sustainable, aggressive national commitment to energy efficiency

Energy efficiency is:

- A U.S.-based energy resource.
- Easy and quick to deploy using local labor.
- Less costly than other energy resource options.
- A zero-emission option to meet load growth.
- An opportunity for the U.S.-based high technology sector.

Energy efficiency increases customer satisfaction, reduces economic vulnerability from energy price volatility, and improves reliability, especially during peaks.

Treating energy efficiency as a resource in the utility sector will bring billions of dollars to the growing energy efficiency products and services industry.

ENERGY EFFICIENCY BENEFITS

Meeting 50 percent or more of the expected load growth nationally with cost-effective energy efficiency through 2025 could provide benefits estimated to be: ⁱⁱ

- More than \$100 billion in lower energy bills in 2025 than would otherwise occur
- Annual energy savings exceeding 900 billion KWh
- Demand savings equivalent to over 50 GW of power, or more than 100 500 MW power plants over 20 years
- Over \$500 billion of total net savings over 20 years ⁱⁱⁱ
- Reductions in greenhouse gas emissions on the order of 500 million metric tons of CO₂ annually, equivalent to 90 million cars off the road
- More jobs created than investing in new generation

These benefits may be relatively more or less in different parts of the country due to regional differences in growth patterns, costs, existing infrastructure, and other factors.

ENERGY EFFICIENCY COST COMPARISONS

Energy efficiency resources *can be acquired for one-half the cost of typical new electricity generation, on average.* ^{iv}

- Many energy efficiency programs are being delivered at a total program cost of \$0.02 to \$0.03 per lifetime kilowatt-hour saved (compared to a minimum of \$0.05 per kilowatt-hour to produce for traditional generation options).

Energy efficiency resources *can be acquired for one-third the cost of natural gas supply, on average.*

- Many energy efficiency programs are being delivered at a total program cost of \$0.30 to \$2.00 per lifetime million British thermal units (MMBtu) saved (compared to the annual supply price of \$8.50 per MMBtu).

ENERGY EFFICIENCY FUNDING

- Utilities and states are funding energy efficiency programs at an average range of 1 to 3 percent of electric utility revenue and 0.5 to 1 percent of gas utility revenue.^v
- Currently, less than \$2 billion per year is spent nationwide on energy efficiency, and per capita spending varies greatly by state.^{vi}
- Many times that of today’s energy efficiency program funding is needed to deliver the benefits described above.^{vii}

ENERGY EFFICIENCY PROGRAM EFFECTIVENESS

- New, cost-effective energy efficiency programs and policies could yield more than a *20 percent savings in total electricity demand* nationwide by 2025, *cutting load growth by 50 percent or more* compared to current forecasts.^{viii}
- Savings in direct use of natural gas could provide a *50 percent or greater reduction in natural gas demand growth*.^{ix}
- Effective programs exist across all regulatory structures and utility types and for all customer classes

GETTING THE FACTS STRAIGHT

Skeptics Say	The Fact Is
Customers will pay more if utilities offer energy efficiency.	Total bills can decrease 2 to 9 percent over a 10-year period. ^x Customer will pay more if new, more costly infrastructure is built to serve avoidable demand. Lower demand from efficiency programs puts downward pressure on market prices.
A utility can’t be motivated to sell less of its product.	Utilities have been leading participants in the National Action Plan for Energy Efficiency and, with the support of Regulatory Utility Commissions, have been working to develop programs that encourage consumers to use less of their product. Utilities are spending billions a year on energy efficiency. ^{xi}
Nobody can make money off of energy efficiency.	Bringing efficiency into the utility resource mix opens up billions of dollars to an already growing industry.

NATIONAL ACTION PLAN FOR ENERGY EFFICIENCY

The National Action Plan for Energy Efficiency tackles some of the barriers that have hampered efforts in the past:

- *Public policy barriers* can present prohibitive disincentives for utility support and investment in energy efficiency.
- *Utility, state, and regional planning barriers* do not allow or encourage energy efficiency to be considered on par with supply-side resources in energy planning.
- *Program design and implementation barriers* limit investment in energy efficiency due to lack of knowledge about the most successful and cost-effective energy efficiency program portfolios, programs for overcoming common market barriers to energy efficiency, or available technologies.

Nearly 120 organizations across 49 states and the District of Columbia have supported and made commitments to advance energy efficiency through the Action Plan. It has produced a number of resources and tools to help parties meet their commitments.

The Action Plan recommends five key strategies that all energy stakeholders should commit to in order to help meet our nation's energy challenges:

1. Recognize energy efficiency as a high-priority energy resource.
2. Make a strong, long-term commitment to implement cost-effective energy efficiency as a resource.
3. Broadly communicate the benefits of and opportunities for energy efficiency.
4. Provide sufficient, timely, and stable program funding to deliver energy efficiency where cost-effective.
5. Modify policies to align utility incentives with the delivery of cost-effective energy efficiency, and modify ratemaking practices to promote energy efficiency investments.

The Action Plan also offers a Vision for 2025 to advance discussions on how to fully implement the five Action Plan recommendations and achieve all cost-effective energy efficiency by 2025.

ⁱ U.S. Energy Information Administration (2007) *Annual Energy Outlook 2007 with Projections to 2030*. Washington, DC.

ⁱⁱ Job benefit from *New Energy for America, The Apollo Jobs Report: Good Jobs & Energy Independence* (The Apollo Alliance, January 2004). Remaining benefits values from *National Action Plan for Energy Efficiency Vision for 2025: Developing a Framework for Change* (National Action Plan for Energy Efficiency 2007).

ⁱⁱⁱ Net savings equals the savings from reduced electricity purchases and capital expenditures by the utility minus utility and participant costs of energy efficiency. Value is given in net present value, assuming a 5 percent discount rate.

^{iv} From the *National Action Plan for Energy Efficiency* (National Action Plan for Energy Efficiency 2007), Chapter 6 Energy Efficiency Program Best Practices.

^v Ibid.

^{vi} York, D. and Kushler, M. (2005) *ACEEE's 3rd National Scorecard on Utility and Public Benefits Energy Efficiency Programs: A National Review and Update of State-Level Activity*. Washington, DC: American Council for an Energy Efficient Economy.

^{vii} From the *National Action Plan for Energy Efficiency* (National Action Plan for Energy Efficiency 2007), Executive Summary.

^{viii} Nadel, S., Shipley, A., and Elliot, R.N. (2004). *The Technical, Economic and Achievable Potential for Energy-Efficiency in the U.S. – A Meta-Analysis of Recent Studies*. Washington, DC: American Council for an Energy Efficient Economy.

^{ix} Ibid.

^x From the *National Action Plan for Energy Efficiency* (National Action Plan for Energy Efficiency 2007), Chapter 4: Business Case for Energy Efficiency.

^{xi} York, D. and Kushler, M. (2005) *ACEEE's 3rd National Scorecard on Utility and Public Benefits Energy Efficiency Programs: A National Review and Update of State-Level Activity*. Washington, DC: American Council for an Energy Efficient Economy.



National Action Plan for Energy Efficiency

Summary

The National Action Plan for Energy Efficiency (Action Plan) presents policy recommendations for creating a sustainable, aggressive national commitment to energy efficiency through gas and electric utilities, utility regulators, and partner organizations. The recommendations, if fully implemented, could save Americans billions of dollars in energy bills over the next decade, contribute to enhanced energy security, and improve the environment. Leading organizations across the country are taking specific actions to make the Action Plan a reality.

Leadership Group

The Action Plan was developed by a Leadership Group of more than 60 leading privately, publicly, and cooperatively owned electric and gas utilities, utility regulators, state agencies, large energy users, consumer advocates, energy service providers, and environmental and energy efficiency organizations. The group is co-chaired by Marsha Smith, Commissioner of the Idaho Public Utilities Commission and President-Elect of the National Association of Regulatory Utility Commissioners, and James E. Rogers, Chairman, President, and C.E.O. of Duke Energy. The U.S. Department of Energy and U.S. Environmental Protection Agency facilitate the work of the Leadership Group.

Recommendations

1. Recognize energy efficiency as a high-priority energy resource.
2. Make a strong, long-term commitment to implement cost-effective energy efficiency as a resource.
3. Broadly communicate the benefits of and opportunities for energy efficiency.
4. Promote sufficient, timely, stable program funding to deliver energy efficiency where cost-effective.
5. Review and adopt policies to align utility incentives with the delivery of cost-effective energy efficiency and modify ratemaking practices to promote energy efficiency investments.

Accomplishments and Activities

During its first year, the Leadership Group reviewed and identified barriers limiting greater investment in cost-effective energy efficiency; issued a comprehensive report that explores policies, practices, and efforts to overcome these barriers; and developed five key recommendations for increasing investment in energy efficiency. The Leadership Group released its recommendations on July 31, 2006, as part the National Association of Regulatory Utility Commissioners Summer Meeting in San Francisco, California.

In addition, the Leadership Group and other participants are committing to aggressively pursue energy efficiency and advance the recommendations in their own spheres of influence. As of November 2007, nearly 120 organizations have announced public statements and commitments to advance energy efficiency across 49 states and the District of Columbia. These organizations include utilities, state agencies, consumer advocates, large energy users, environmental groups, trade associations, and others.

During 2007, the Leadership Group is focusing on implementation, outreach, and development of additional guidance materials identified as important to implementing the Action Plan.

Key efforts include:

- Assisting organizations in meeting their commitments
- Reaching out across the country through Regional Implementation Meetings
- Engaging more organizations through an end-use Sector Collaborative on Energy Efficiency
- Creating a longer-term vision and set of goals for achieving all cost-effective energy efficiency

Resources

The Action Plan provides the following resources:

National Action Plan for Energy Efficiency Report.

This report includes the Action Plan recommendations and details the key barriers to energy efficiency in utility ratemaking and revenue requirements, energy resource planning processes, rate design, and energy efficiency program best practices. The report also reviews and presents a variety of policy and program solutions that have been used to overcome these barriers.

Vision for 2025. This living document provides a framework to advance discussions on how to fully implement the five Action Plan recommendations. The Vision establishes an aspirational goal to achieve all cost-effective energy efficiency by 2025, presents ten implementation goals, describes what 2025 might look like if the Vision is achieved, and offers an initial strawman approach for measuring progress.

Guidebooks. Four how-to guidebooks are available to assist in the implementation of the Action Plan recommendations:

1. Model Energy Efficiency Program Impact Evaluation Guide
2. Guide to Resource Planning with Energy Efficiency
3. Guide for Conducting Energy Efficiency Potential Studies
4. Aligning Utility Incentives with Energy Efficiency Investment

Sector Collaborative on Energy Efficiency. This collaborative engages utilities and end-users to help them capture the benefits of energy efficiency and pursue new commitments and partnerships. Participating sectors include commercial real estate, grocery, hospitality, retail, and cities. The Collaborative is working to identify tools needed for implementing cost-effective energy efficiency measures, explore strategies to increase the use of energy efficiency, and document how energy savings are valuable investments for participating sectors.

Regional Implementation Meetings. During 2007, regional meetings were held to bring together key stakeholders across the country. The meetings included expert presentations on regional trends affecting investment in energy efficiency and peer-to-peer exchange to support regional implementation of the Action Plan recommendations.

Energy Efficiency Benefits Calculator. This calculator can be used to help educate stakeholders on the broad benefits of energy efficiency. It provides a simplified tool to demonstrate the business case for energy efficiency and can be adapted for a variety of utility types, policies, and cases.

Outreach and Resource Materials. An energy efficiency resource database, communications kit, and educational presentations help stakeholders pursue the recommendations of the Action Plan. In addition, two fact sheets address consumer benefits of energy efficiency programs and energy efficiency in building codes.

Background

Energy efficiency is already a key component in the nation's energy resource mix in some parts of the country. Utilities, states, and others have decades of experience in bringing energy efficiency to their customers upon which more states, utilities, and others can build. Experience shows that energy efficiency programs can lower customer energy bills, cost less than and help defer new energy production,

provide energy savings to consumers, provide environmental benefits, and spur local economic development.

Energy efficiency will continue to be available in relevant quantities and at low costs in the future. Many state and regional studies have found that adoption of economically attractive, but as yet untapped, energy efficiency could yield more than 20 percent savings in total electricity demand nationwide by 2025. These savings could help cut load growth by half or more compared to current forecasts. Savings in direct use of natural gas could simi-

larly provide a 50 percent or greater reduction in natural gas demand growth.

Across the nation, however, stakeholders do not have the programs and policies in place to capture the full benefits of cost-effective energy efficiency. The current underinvestment in energy efficiency is due to a number of barriers, including those present in the policies used to govern electric and natural gas utilities such as market, customer, public policy, utility, state, and regional energy planning; and program design and implementation barriers.

Leadership Group Members and Observers

Leadership Group

Alliance to Save Energy
Ameren Services
American Council for an Energy-Efficient Economy
American Electric Power
Arkansas Electric Cooperative Corporation
Arkansas Public Service Commission
Austin Energy
Baltimore Gas and Electric
Bonneville Power Administration
California Energy Commission
California Public Utilities Commission
Connecticut Consumer Counsel
Connecticut Department of Environmental Protection
Connecticut Department of Public Utility Control
Delaware General Assembly
District of Columbia Public Service Commission
Duke Energy
Entergy Corporation
Exelon
Food Lion
Great River Energy
Idaho Public Utilities Commission
ISO New England Inc.
Johnson Controls
Keyspan
Long Island Power Authority
MidAmerican Energy Company
Minnesota Public Utilities Commission
National Grid
Natural Resources Defense Council

New Jersey Board of Public Utilities
New Jersey Natural Gas
New York Power Authority
New York State Public Service Commission
North Carolina Air Office
North Carolina Energy Office
Office of the Ohio Consumers' Counsel
Pacific Gas and Electric
Pepco Holdings, Inc.
PJM Interconnection
PNM Resources
Puget Sound
Sacramento Municipal Utility District
Santee Cooper
Seattle City Light
Servidyne Systems, LLC
Southern California Edison
Southern Company
Tennessee Valley Authority
Texas State Energy Conservation Office
The Dow Chemical Company
Tristate Generation and Transmission Association
USAA Realty Company
Vectren Corporation
Vermont Energy Investment Corporation
Wal-Mart Stores, Inc.
Washington Utilities and Transportation Commission
Waverly Light and Power
Xcel Energy

To create a sustainable, aggressive national commitment to energy efficiency

Leadership Group Members and Observers *(continued)*

Observers

American Gas Association
American Public Power Association
Business Council for Sustainable Energy
Consortium for Energy Efficiency
Council of Energy Resource Tribes
Demand Response Coordinating Committee
Edison Electric Institute
Electric Power Research Institute
Energy Future Coalition
Energy Programs Consortium
Gas Appliance Manufacturers Association
Gas Technology Institute

GridWise Alliance
Institute of Electrical and Electronics Engineers
National Association of Energy Service Companies
National Association of Regulatory Utility Commissioners
National Association of State Energy Officials
National Conference of State Legislatures
National Council on Electricity Policy
National Electrical Manufacturers Association
National Rural Electric Cooperative Association
North American Insulation Manufacturers Association
North American Technician Excellence
Steel Manufacturers Association

Facilitators

The U.S. Department of Energy (DOE)

DOE, through a number of voluntary programs, works with building owners, industry, state public utility commissions, regional bodies, and state policymakers on energy efficiency technology and policies. Programs include the Electric Markets Technical Assistance Program, ENERGY STAR, Building America, Federal Energy Management Program, Weatherization, State Technical Assistance, and Industrial Technologies. Current program initiatives also include “Save Energy Now” and the Secretary’s “Easy Ways to Save Energy” campaign.

The U.S. Environmental Protection Agency (EPA)

EPA, through a number of voluntary programs, works with businesses, organizations, governments, and consumers to reduce emissions of the greenhouse gases that contribute to global climate change by promoting greater use of energy efficient and other cost-effective technologies. One of these voluntary programs, ENERGY STAR® (operated with DOE; see www.energystar.gov), has helped utilities and others over the past decade to implement low-cost energy efficiency programs that deliver energy bill savings to their customers. In 2006, with the help of ENERGY STAR, Americans have reduced national electricity demand by about 5 percent, saving about \$14 billion and avoiding the greenhouse gas emissions equivalent to the emissions of 25 million vehicles.¹

For More Information

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¹ ENERGY STAR and Other Climate Protection Partnerships 2006 Annual Report (2007)



Energy Efficiency: Reduce Energy Bills, Protect the Environment

How can consumers reduce their energy bills while reducing greenhouse gases and air pollution? Through energy efficiency! While consumers can take a number of energy saving steps themselves, an increasing number of electric and gas utilities, as well as states, are offering energy efficiency programs to consumers to help them control their energy costs. To learn more about energy efficiency, how utility and state investment in energy efficiency helps consumers, and what to expect from utility or state efficiency programs, read below.

Energy Efficiency Is an Important Part of Our Energy Future

What Is Energy Efficiency?

Energy efficiency refers to products or systems using less energy to do the same or better job than conventional products or systems. In today's world, there are many efficient products, homes, and buildings. They include efficient appliances for the kitchen, heating and cooling equipment, home electronics, and other products to weatherize our homes and improve the efficiency of buildings and industrial facilities.

Energy Efficiency Benefits

Across the country, if Americans took advantage of these more efficient products and took steps to improve the efficiency of their homes and buildings, they could save 10 to 30 percent on their energy bills, cost-effectively. This is true for many businesses, governments, and households. Studies show that these efforts could help reduce the nation's total energy demand by 20 percent by 2025, cutting the expected growth in electricity demand in half and the growth in natural gas use by 50 percent or more. This adds up to hundreds of billions of dollars on saved energy costs over the next 10 to 15 years. It could help prevent or delay the need for building dozens of new power plants or other new energy infrastructure. In addition, it can help create jobs, keep energy prices reasonable, and reduce greenhouse gas emissions and air pollution.

Energy Efficiency Is Under-Utilized

Unfortunately, energy efficiency is not used as often as it could be. People at home or in business in many parts of the country are not making the energy-efficient choice for a variety of reasons. They are often not aware of the amount of money they could potentially save on their energy bill by using today's energy-efficient technologies and practices. They sometimes find it hard to locate the more efficient products. Sometimes these products cost a little more and they do not know if they will get their money back.

The Benefits of Energy Efficiency

- Reduces customer energy bills.
- Gives customers greater control over energy costs.
- Performs at a lower cost than new energy supply from new power plants in many cases.
- Reduces air pollution and greenhouse gases.
- Can create jobs and improve state economies.

They may not have easy access to qualified energy efficiency experts to help them review and take advantage of opportunities for energy efficiency investments. And many communities do not have an energy utility or other organization in charge of helping them save energy.

Utilities and other organizations that run energy efficiency programs can play a valuable role in helping consumers, businesses, and communities find energy efficient solutions and significantly reduce their energy bills.

Our Energy Future

For these reasons, more than 50 leaders from diverse organizations including utilities, their regulators, states, consumer groups, environmentalists, and others came together to prepare a "National Action Plan for Energy Efficiency" to create a sustainable, aggressive national commitment to energy efficiency through natural gas and electric utilities, state utility regulators, and partner organizations. Building upon the experiences from successful energy efficiency programs around the country, the Action Plan shows how electricity and gas utilities, state organizations, and regional energy planning organizations can help provide more energy efficiency solutions to their customers and make energy efficiency a more important part of the nation's energy future.

Energy Efficiency Reduces Electric and Gas Bills

Energy efficiency is available to help address our growing energy needs and rising energy costs. The amount of electricity and gas used in the United States is expected to rise 20 to 50 percent over the next 25 years, putting stress on current systems and driving up energy costs. Today, most Americans are paying more for electricity and natural gas than they did four years ago, with the average household utility bill now about \$1,900 each year. And recently, the cost of energy is rising more quickly than inflation, which means the cost to cook dinner is increasing more quickly than the grocery bill.

The increasing demand for electricity and natural gas requires your utility to find new supplies of energy. Most new supply options require a great deal of money up front, which increases your utility bills. At the same time, natural gas costs have been rising due to decreasing gas reserves in the United States, international trade considerations, and growing demand.

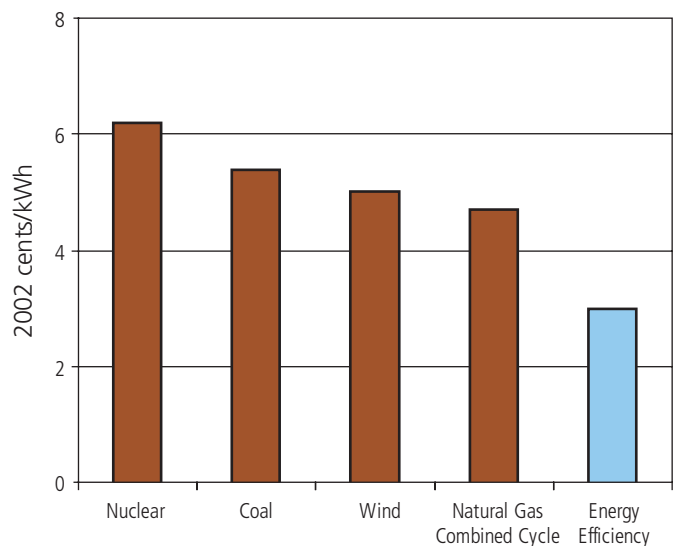
Energy efficiency programs offer an alternative to energy customers. Customers participating in many utility- or state-sponsored efficiency programs are saving 10 to 20 percent of their energy bills (\$200 to \$400 per year).

Energy efficiency offers an alternative to utilities as well. When energy providers use energy efficiency to help their customers reduce the amount of energy required, instead of investing in new energy supplies to meet the growing need for energy services, it provides many other benefits while not requiring a lot of money up front. The energy provider also benefits by reducing the costs of meeting its customers' needs. Because energy efficiency often costs less than building or buying most new supplies, this can prevent greater rates increases for the electricity and natural gas that you buy.

Your State or Utility Can Help You Reduce Your Energy Bill

Many electric and natural gas companies are turning to energy efficiency to help you reduce your energy bills. These energy efficiency programs are designed to help you use less energy to run your lights, electronics, appliances, heating, air conditioning, and other equipment, without sacrificing comfort or style. These programs help you gain greater control in reducing your energy use.

Energy Efficiency Is Competitive with New Electricity Generation Technologies



Source: EPA Clean Energy—Environment Guide to Action. 2006.

You Benefit with More Than Just Lower Bills

With energy efficiency programs, you can benefit from lower energy bills, but the benefits are not limited to just your pocketbook.

Helps local economy. Studies show that utility or state investment in energy efficiency helps the local economy. Instead of importing natural gas and electricity supply

from outside of your community, energy efficiency relies on domestic and local companies and retailers to provide energy management services and energy-saving products.

Improves comfort and value. Energy efficiency programs also provide customers with home improvements that enhance home comfort and increase property values for homeowners and businesses.

Environmental protection. You can also feel good that you are doing something for the environment by supporting energy efficiency investments. Power plants and natural gas use are currently responsible for about 50 percent of greenhouse gas emissions, which contribute to the risks of global climate change. In fact, the energy use in the typical home contributes twice the greenhouse gas emissions as a typical vehicle in a year's time. By reducing your own energy use, you can help reduce these emissions, as well as air pollution, water use, and the amount of natural resources (fossil fuels) being extracted from the earth. All of these actions help protect human health and our environment.

Improves energy security. Energy efficiency also helps protect national energy security. Using less energy protects the economy and consumers from possible price fluctuations and from energy service disruptions due to natural disasters or other causes.

What Can You Expect from Energy Efficiency Programs?

Throughout the country, electric and gas providers, states, and other authorized organizations offer energy efficiency programs to help customers lower their energy bills. Through these programs, customers are receiving:

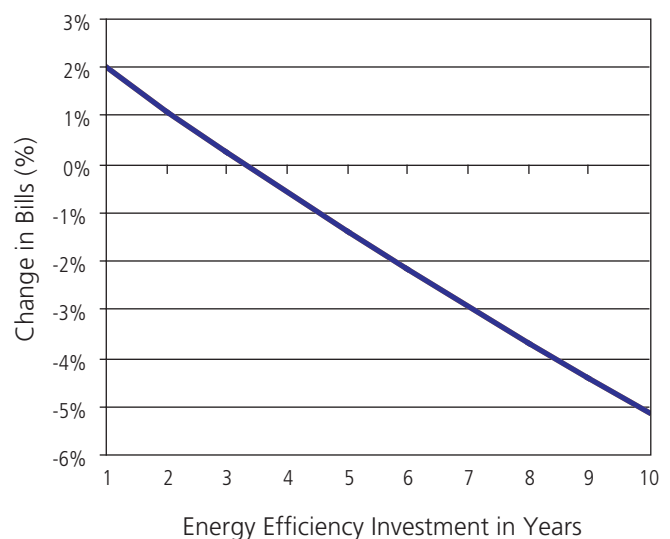
- Energy audits and suggestions for projects that save energy.
- Education on how to save energy.
- Rebates on purchases of energy-efficient products, including appliances, lighting, and HVAC equipment carrying the ENERGY STAR® logo.

- Incentives for purchasing new homes built to ENERGY STAR guidelines.
- Assistance with energy-efficient home improvements through home contractor programs such as Home Performance with ENERGY STAR.
- Access to financing for energy efficiency projects.
- Low- or no-cost energy efficiency improvements.

And the results are lower energy costs for many customers. These savings are in addition to those to be had from steps like raising or lowering the thermostat, and they stay with the customer for many years.

Customers in areas where these programs are offered may be paying slightly higher rates for their energy, which can add up to an additional two to four dollars per month, on average. However, this is more than offset by the energy savings that result from these programs. And over a 10-year period, the savings to customers and the community can be sizable.

Percent Change in Average Customer Electric Bills with Utility Energy Efficiency Investment



Source: Energy Efficiency Benefit Calculator developed for the National Action Plan for Energy Efficiency. 2006.

Ask your local electric and natural gas utility if they offer energy efficiency programs.



Many utility and state energy efficiency programs are delivering products and services certified through the government's ENERGY STAR program—providing energy bill savings of up to 30 percent to their customers. For more information, visit www.energystar.gov.

Americans, with the help of ENERGY STAR, prevented 35 million metric tons of greenhouse gas emissions in 2005 alone—equivalent to the annual emissions from 23 million vehicles—and saved about \$12 billion on their utility bills. They also saved a significant amount of energy in 2005—150 billion kilowatt hours (kWh) or 4 percent of total 2005 electricity demand. In addition, ENERGY STAR helped avoid 28,000 megawatts (MW) of peak power, equivalent to the generation capacity of more than 50 new power plants.

ENERGY STAR for Your Home

Recognized by more than 60 percent of the American public, the ENERGY STAR label has become the trusted national symbol for energy efficiency. Whether replacing

an old appliance, making home improvements, or buying a new home, consumers can use ENERGY STAR to help guide their purchasing decisions, save them money, and prevent greenhouse gas emissions.

ENERGY STAR for Your Business

Through their ENERGY STAR partnership, businesses and organizations of all sizes can benefit from energy efficiency tools and guidance provided by EPA, including standardized measurement tools and proven business and energy management strategies. Many U.S. buildings and industrial facilities can use up to 30 percent less energy through cost-effective investments in energy efficiency. ENERGY STAR helps organizations capture a significant portion of these savings and realize the economic and environmental benefits that come with superior energy management and a sustained commitment to saving energy.

"During our Home Energy Review, we learned we could save energy by adding ceiling and attic insulation and installing a high efficiency furnace. We're very happy with the results. The house is quieter and not as drafty, and our gas bill was cut almost in half."

– Nancy Dougherty, Homeowner,
Beaverton, Oregon

For More Information

More information on the National Action Plan for Energy Efficiency can be found at:

www.epa.gov/cleanenergy/eeactionplan.htm

This effort is facilitated by:

The U.S. Department of Energy and
The U.S. Environmental Protection Agency

To create a sustainable, aggressive national commitment to energy efficiency