

Kentucky ENERGY STAR Programs

Leveraging the ENERGY STAR Brand
Dept. for Energy Development and Independence

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Opportunities

- Commonwealth, for more than past decade,
 - Regularly facilitates projects and partners to leverage ENERGY STAR brand
 - Uses ENERGY STAR to transform markets and economy towards greater energy efficiency
 - Has uniquely engaged its Governor, businesses, communities, and citizens to embrace efficiency
- Leadership in the Governor's Office set the stage
 - Goal of meeting 18% of Kentucky's energy demand through efficiency by 2025
- \$68 million in Recovery Act funds



Challenges

- Fourth lowest energy prices in the nation
- If we can sell energy efficiency, so can you

Residential Programs

- KY Home Performance (HPwES)
 - 76% average conversion rate
 - 6:1 leverage ratio (homeowner investment-to-incentives)
 - 26% energy savings
 - 5th in nation in program performance (in first year!)
- Midwest Regional ENERGY STAR Conference
 - Co-hosted/sponsored by Home Builders Association, utilities and RESNET
 - Planning 4th annual conference
 - Average over 350 in attendance



Commercial Programs

- Louisville Energy Alliance



- Alliance of Louisville Metro Government, Building Owners and Managers Assoc., Certified Commercial Investment Member, and Dept. for Energy Development and Independence
- Kilowatt Crackdown – commercial (and school district) energy savings competition
 - Extensive hands-on support from EPA
 - Over 200 buildings enrolled in 2011
 - Portfolio Manager training and benchmarking
 - Competition in multiple categories



- Cooperative Extension Service Partnership

- Will train extension agents to use Portfolio Manager

Industrial Program

- University of Louisville Kentucky Pollution Prevention Center- **Save Energy Now (SEN)** Program
 - Provides training, technical assistance and coaching
 - Seeks institutional/cultural changes for sustained energy efficiency vs. one-off retrofits
 - Follows ENERGY STAR 7-Step Energy Management Process
 - Kentucky ENERGY STAR Industrial Leaders
 - CEMEX (5 years ENERGY STAR plant)
 - Toyota (2 plants, 1 office, 5 years)
 - Kellogg Bakeries (2 facilities)
 - GE (6 times Sustained Excellence Award)

Energy in Education Collaborative

A Kentucky Success Story

- Kentucky Energy Efficiency Program for Schools (KEEPS)
- School Energy Managers Project (SEMP)
- National Energy Education Development Project (NEED)
- Kentucky Green and Healthy Schools (KGHS)
- Kenton County School District - Turkey Foot Middle School
- Warren County Public Schools - Richardsville Elementary

KEEPS



Kentucky Energy Efficiency Program for Schools

- Managed by Kentucky Pollution Prevention Center
- Technical consulting service to district energy managers through energy assessments, training, enrolling and implementing structured energy efficiency programs
- Supported by \$4.4 million in Recovery Act funding
- All 174 K-12 KY public school districts enrolled in KEEPS.
- Produced over 200 on-line energy tools and resources specifically tailored to K-12 schools
- Conducted 250 school energy efficiency assessments

SEMP



School Energy Managers Program

- Managed by Kentucky School Boards Association
- Created a statewide network of energy professionals to establish energy performance as a core value in school districts
- Supported by \$5.2 million in Recovery Act funding
Provided matching funds for districts to employ 35 energy managers and 4 regional coordinators to serve Kentucky school districts
- Identified cost-reducing measures, implemented energy efficiency initiatives, and utilized technical resources provided by KPPC in 130 participating SEMP districts

NEED



National Energy Educators Development Project

- Managed by Kentucky NEED
- Energy training to teachers and students offering energy curriculum materials to schools throughout Kentucky
- Supported by \$1 million in Recovery Act funding
Recognition of student leaders by NEED's Youth Awards and Energy Achievement Summit.
- Established 164 active student energy teams
Received National recognition as NEED's State of the Year, 2011
- Produced annual High Performance School Buildings Workshop

KGHS



Kentucky Green and Healthy Schools

- Joint program of the Kentucky Department of Education and Kentucky Environmental Education Council
- An inquiry-based program for the environment that uses the entire school grounds as a learning laboratory for students
- Supported by \$214,000 in Recovery Act funding
48 schools from 25 counties received grants totaling more than \$33,000 for school improvement projects.
- Collaborated to develop an Environmental Literacy Plan for Kentucky

Net-Zero Energy Schools



Turkey Foot Middle School
Kenton County



Richardsville Elementary School
Warren County



Locust Trace Campus
Fayette County

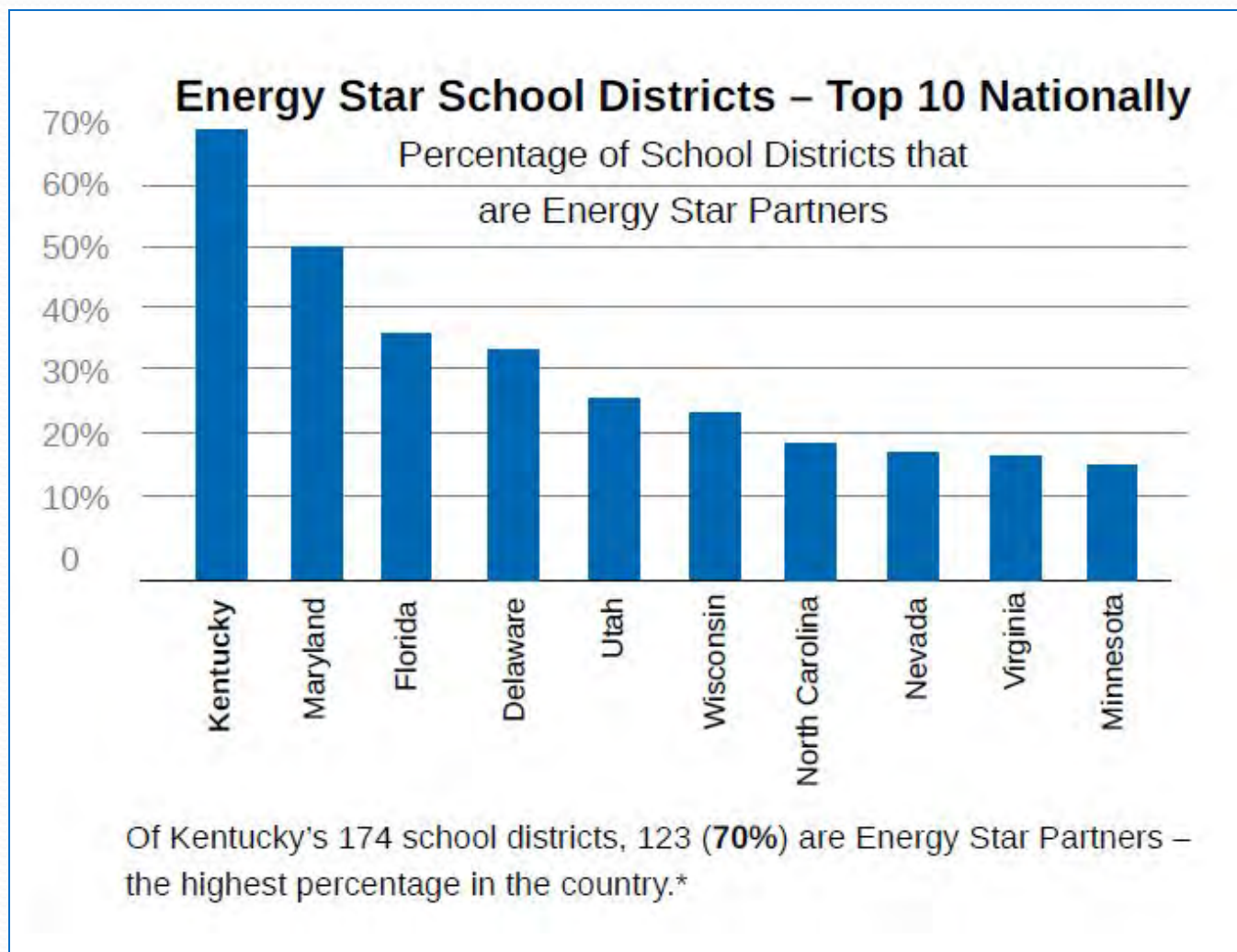
Impact

- Identified \$15.9 million in cumulative avoided costs
- All 174 Kentucky school districts adopted an energy management policy and enrolled in KEEPS
- Over 400 building energy assessments conducted by energy managers, utilities and KEEPS engineers
- Average energy intensity lowered from 76 to 63 kBtu/sf/yr
- Energy advisory teams in 121 districts
- 1,434 teachers trained through KY NEED and KY GHS
- 164 active student energy teams
- **169 schools earned the ENERGY STAR, up from 68 in April 2010**
- **132 districts became ENERGY STAR Partners**
- 17 energy managers earned Certified Energy Manager credentials

Portfolio Manager as Key Tool

- All schools encouraged to benchmark using
 - Spreadsheet
 - Commercial tools
 - Portfolio Manager – free and easy to learn
- KSBA used “parent” account to roll up data from all participating districts and view summaries

ENERGY STAR Partners in Kentucky



Energy Star Schools

2008



17 ENERGY STAR Labeled Schools



June 2012



169 ENERGY STAR Labeled Schools

The ENERGY STAR labeled schools use 20-30 less energy than traditionally built schools.

Moving Forward

- Recommend, Recognize and Celebrate
- Support existing school energy managers
- Support NEED and GHS adoption
- Support the accomplishments of the school energy teams—the faculty, students, and administrators
- Promote the education and benefits of producing high-performing school buildings
- Support growth of ENERGY STAR labeled schools in Kentucky

Inconvenient Truth: Utility Costs will grow, especially if left unattended....

Marketing is Key!

- Newspaper
- Consumer publications
- Web – Web page, Facebook, Twitter, YouTube
- Trade publication – Home Builders Assoc., Plumbing Heating and Cooling contractors Assoc., BOMA, CCIM
- Radio – especially for ENERGY STAR Appliance Rebate Program
- Press releases – regular, for every event and milestone
- Events and campaigns – strong support from Governor, Lt. Governor, and First Lady
- State fair

2012 Partner of the Year

- Awarded to Commonwealth of Kentucky - first state to receive award
 - Co-awarded with
 - Kentucky Housing Corporation – for KY Home Performance
 - University of Louisville Kentucky Pollution Prevention Center – for Kentucky Energy Efficiency Program for Schools (KEEPS)



For more information

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