

# Iowa



## Iowa Organizations and Consumers are Saving Money and Protecting the Environment with ENERGY STAR®

### Benefits

- Iowa businesses and residents will save more than \$900 million through investments already made in ENERGY STAR qualified products, homes, and buildings.
- The investments in Iowa already made through ENERGY STAR will prevent the emissions of 2 million metric tons of greenhouse gases, equivalent to eliminating the emissions from 1 million vehicles.
- If Iowa organizations and consumers pursued all opportunities for profitable energy efficiency improvements through ENERGY STAR, current savings could grow 4-fold.

### Highlights

- Iowa is home to more than 110 companies and public entities participating in ENERGY STAR, about 10% of which are small businesses. Others include:
  - 3 local governments and 3 school districts
  - 12 manufacturers of ENERGY STAR qualified products
  - 58 companies that build, provide 3rd-party testing of, or promote ENERGY STAR qualified homes
- Consumers can purchase ENERGY STAR qualified products at some 220 locations across the state.
- About 22,000 Iowa homes have earned the ENERGY STAR and offer families greater savings and comfort than those built to code.
- More than 190 buildings (over 30 million square feet) in Iowa have been rated for energy efficiency using EPA's energy performance rating system.
- 30 buildings have earned the ENERGY STAR for superior efficiency, including 20 schools, 3 supermarkets, and 7 office buildings. These buildings typically use 35% less energy than average buildings.
- Alliant Energy-Interstate Power & Light offers Iowa customers rebates for purchasing ENERGY STAR qualified refrigerators, freezers, clothes washers, ceiling fans, lighting fixtures, programmable thermostats, windows, home sealing products, HVAC units, and compact fluorescent light bulbs (CFLs).
- The pledges made on behalf of the Central Iowa Power Cooperative's *Change a Light, Change the World* 2006 campaign have the potential to save over \$7,000 in energy costs and prevent an estimated 110,000 pounds of greenhouse gas emissions annually.
- The first Habitat house in Iowa to meet ENERGY STAR guidelines was built in Mason City by Habitat for Humanity of North Central Iowa. The family of four now living comfortably in the home is expected to save 50% on its energy bill compared to a typical home.

## Examples of ENERGY STAR Partners Protecting the Environment

### Davenport Community School District

*"ENERGY STAR programming has helped validate our intensive energy conservation efforts. We are a financially challenged school district, and sharing our successes with others will create an understanding that we can all contribute. We do treat energy and our precious resources as very important, especially for our students who will become more knowledgeable in the future. We need to act now for a better world tomorrow. Saving our resources is a responsibility we have. As a school district with a declining student base, we have been able to save \$1.5 million since 2003."*

- Bill Good, Director of Operations

- Saved more than \$300,000 in mechanical systems purchases over the past 2 years with equipment rebates.
- Expected to save \$1.1 million over the next 3 years and has an energy cost per student that is less than half of the national average.
- Recognized as an ENERGY STAR Leader for assessing the energy performance of 100% of its schools, undertaking improvements, and achieving a portfolio-wide average rating of 75 or better (out of a possible 100).

### Key ENERGY STAR Partners Transforming the Residential Market

- As a percentage of housing starts, market penetration in Iowa for ENERGY STAR new homes is greater than 20% (national average is 12%).
- 53 Iowa companies are building ENERGY STAR qualified homes; 25 of these firms have committed to making 100% of their homes ENERGY STAR.
- The most active home builders in Iowa are Regency Homes, Jerry's Homes, Inc., Rottlund Homes of Iowa, Inc., Skogman Homes, Hubbell Homes, HCS Builders, Inc., Premiere Developers, Narby Homes, Inc., R.M. Madden Construction, Inc., and Ferrel Construction, Inc.
- The most active manufactured home builders are Fuqua Homes, Skyline Homes, and Ritz-Craft Corporation.
- Energy Rated Homes of Iowa, Cenergy, LLC, Energy Efficient Homes Midwest, Inc., MidAmerican Energy, and Alliant Energy are actively promoting ENERGY STAR qualified homes.



### MidAmerican Energy Company

- Certified an estimated 2,900 ENERGY STAR qualified homes in a single year.
- Partnered with Alliant Energy to educate Iowans about the benefits of CFLs through a high-profile advertising campaign, in-store marketing, and instant rebates.
- Promotes ENERGY STAR through a variety of marketing venues, including participation in local home builders' associations and advertising in local newspapers, guides, and specialized home magazines.
- Incorporates the ENERGY STAR logo on certificates, Web site content, brochures, and bill inserts.
- Its ENERGY STAR homes initiative increases the knowledge level of the homebuyer and increases homebuyers' expectations of the new construction market to improve building practices, even in non-participating homes. The new construction standard bar has been raised for this current building boom in Iowa to the benefit of all homebuyers and builders.

### Recent ENERGY STAR Partner of the Year Winners

- Davenport Community School District
- Pella Corporation

For more information on these Partners of the Year, go to [www.energystar.gov](http://www.energystar.gov)

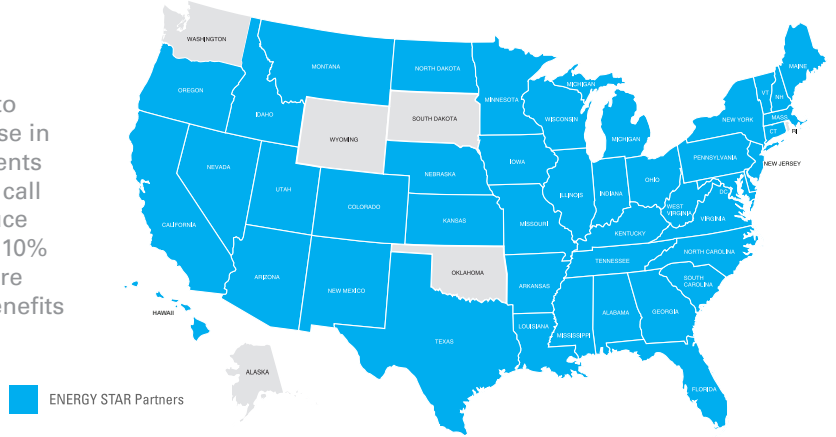
### Eastdale Plaza

- Saves 30% in annual energy costs by investing in energy-efficient upgrades.
- Replaced HVAC units with ENERGY STAR models and improved roof insulation.
- Replaced 85% of the interior lights with energy-efficient T-8 fluorescent lamps.
- Received an ENERGY STAR small business award.

# How States are Working with ENERGY STAR

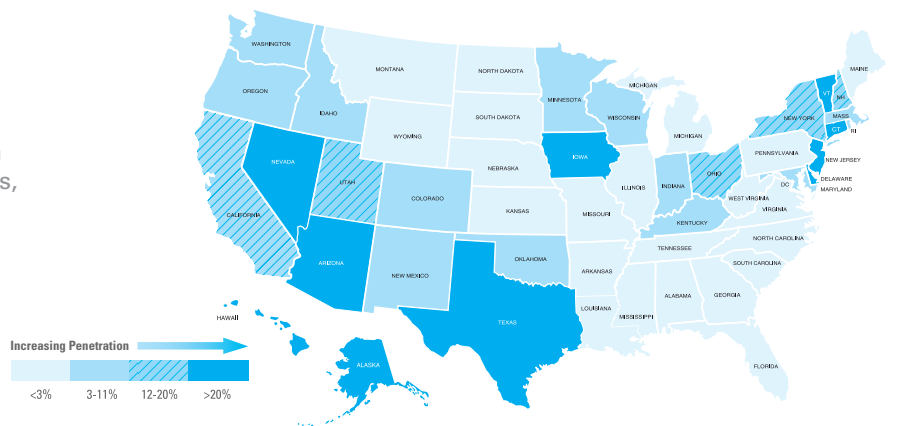
## ENERGY STAR State Partners

More than 40 states are leveraging ENERGY STAR to improve energy efficiency and reduce the energy use in their states. For example, almost 30 state governments are participating in the ENERGY STAR Challenge, a call to action for building owners and operators to reduce energy use across their entire building portfolio by 10% or more. These and other efforts by state partners are helping to bring the financial and environmental benefits of energy efficiency to their states.



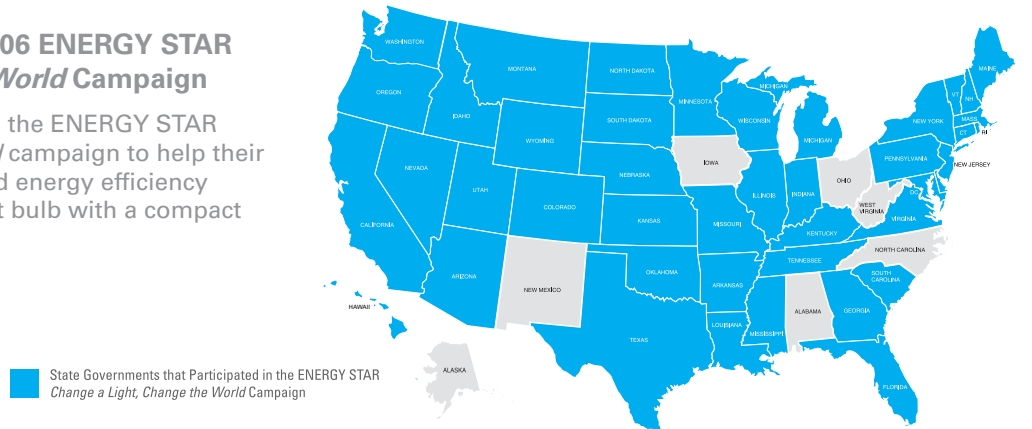
## ENERGY STAR Qualified New Homes Gaining Market Share

More than one in 10 new homes built in the United States earns the ENERGY STAR, but in 10 states and more than 20 metropolitan areas, market penetration is greater than 20%.



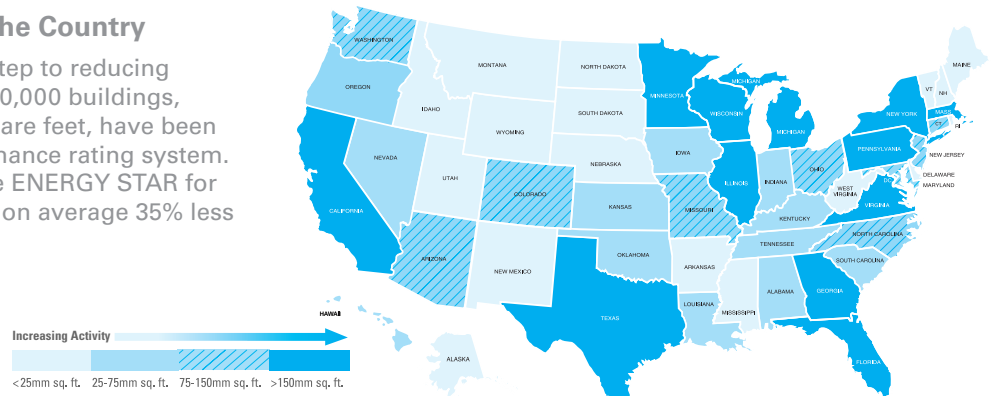
## States Participating in the 2006 ENERGY STAR Change a Light, Change the World Campaign

State governments are promoting the ENERGY STAR *Change a Light, Change the World* campaign to help their residents take the first step toward energy efficiency by replacing an incandescent light bulb with a compact fluorescent light bulb (CFL).



## Benchmarking Activity Across the Country

Benchmarking is an important first step to reducing a building's energy use. More than 30,000 buildings, representing more than 5 billion square feet, have been assessed using EPA's energy performance rating system. Of those, about 10% have earned the ENERGY STAR for superior energy performance, using on average 35% less energy relative to typical buildings.





# ENERGY STAR

Since its inception by the U.S. Environmental Protection Agency (EPA) in 1992, ENERGY STAR has helped individuals and organizations across the country adopt cost-effective, energy-efficient technologies and practices, better manage their energy costs, and help protect our environment. More than 9,000 organizations have partnered with ENERGY STAR to bring energy efficiency to their customers, the public, and themselves; and the results are adding up. Americans have purchased more than 2 billion ENERGY STAR qualified products, and thousands of companies have used EPA's guidelines to manage their energy more strategically. In 2006 alone, Americans, with the help of ENERGY STAR, prevented 37 million metric tons of greenhouse gas emissions—equivalent to eliminating the emissions from 25 million vehicles—and saved about \$14 billion on their utility bills, all while helping to grow the economy.

## ENERGY STAR for Consumers

Whether consumers are looking to replace old appliances, remodel their homes, buy a new house, or get the most from the equipment they have, ENERGY STAR can help. ENERGY STAR is the government-backed symbol for energy efficiency, providing credible and objective information on which consumers can rely to make well-informed decisions. The U.S. Department of Energy (DOE) has partnered with EPA since 1996 to bring ENERGY STAR qualified products to consumers. By choosing ENERGY STAR, consumers can save up to 30% on their energy bills—about \$600 a year—and enjoy the quality, performance, and comfort they expect.

Consumers can find the ENERGY STAR label on over 44,000 individual product models across more than 50 product categories, including appliances, home electronics, office equipment, heating and cooling equipment, lighting, and more. These products use up to 90% less energy compared to standard models. New homes can also earn the ENERGY STAR, and the Home Performance with ENERGY STAR program helps homeowners retrofit their existing homes for improved energy efficiency.

## ENERGY STAR for Businesses and Organizations

Many businesses and organizations can save up to 30% on energy bills through improved energy management practices and building upgrades. EPA offers its ENERGY STAR partners—those organizations that have committed to energy efficiency improvements—a host of tools and guidance, including proven energy management strategies and standardized management tools to help them achieve their goals.

EPA encourages all organizations to assess the energy performance of their buildings, set goals for improvement, and track their progress through its ENERGY STAR Challenge. And EPA offers a national energy performance rating system for buildings (providing building-level energy efficiency scores on a scale from 1 to 100) to help them do this. More than 30,000 buildings have been assessed, thousands of buildings have been improved, and more than 3,200 buildings (and 20 industrial facilities) have earned the ENERGY STAR. The ENERGY STAR buildings offer excellent real-life examples for others, using 35% less energy compared to typical buildings—and about 400 of them use 50% less energy.

*For more information about ENERGY STAR, please visit [www.energystar.gov](http://www.energystar.gov).*