

Energy-saving systems for a lifetime of comfort.



2005-2007 DSM Portfolio

	Capacity Savings MW	Lifetime* MWh Savings	Program Budget
Consumer Products	13.7	499,000	\$ 5,525,000
Existing Home HVAC	3.2	133,000	\$ 3,585,000
New Construction	9.1	432,000	\$ 6,190,000
Low Income	0.5	51,000	\$ 3,300,000
Totals for Residential	26.5	1,115,000	\$ 18,600,000
Existing Facilities Large	8.4	768,000	\$ 6,760,000
Existing Facilities Small	6.3	540,000	\$ 4,360,000
New Construction	6.8	735,000	\$ 7,360,000
Building Operator Training	0.6	74,000	\$ 240,000
Energy Information System	0.3	41,000	\$ 300,000
Schools	2.8	162,000	\$ 1,680,000
Totals for Non-Residential	25.2	2,320,000	\$ 20,700,000
Subtotal	51.7	3,435,000	\$ 39,300,000
Measurement, Evaluation & Research			\$ 3,900,000
Performance Incentive			\$ 4,800,000
Total	51.7	3,435,000	\$ 48,000,000

* Refers to savings over the expected lifetime of all program measures.

ENERGY STAR®
Homes Program

Program Update

2006

12 Total Builders (11 Production +1 Custom)

- 68 Subdivisions
- 17,388 Lots (48 custom)
- \$32,400 incentives paid (81 homes)

2007

14 Total Builders (11 Production + 3 Custom)

- 43 Subdivisions
- 4894 Lots (35 custom)
- \$742,800 incentives paid (1,857 homes)



Participating Builders

	Builder	Qty	# Subdivisions	# Lots
1	Ashmor Homes	Valleywide - Custom		48
2	Ashton Woods	Valleywide - AZ	10	1047
3	BuilditGreen, Corp.	Valleywide - Custom		7
4	Centex Homes	Valleywide - AZ	9	2356
5	Columbia Communities	Peoria, AZ	1	101
6	Conquest Homes	Casa Grande, AZ	1	83
7	Countrywalk Homes	Casa Grande, AZ	2	112
8	David Weekley Homes	Goodyear, AZ	1	84
9	Del Webb	Valleywide - AZ	23	8,963
10	Doucette Homes	Flagstaff, AZ	1	184
11	Elite Communities	Sun City, AZ	1	118
12	Ericksen Homes	Prescott, AZ - Custom		8
13	Empire Communities	Flagstaff, AZ	4	552
14	Habitat for Humanity - Valley of the Sun	Valleywide - AZ		20
15	Homes by Towne	Surprise, AZ	3	344
16	Keystone Homes	Casa Grande, AZ	1	92
17	Monogram Design Builders	Valleywide, AZ	2	19
18	Monterey Homes	Valleywide, AZ	4	381
19	Nicholas Homes	Valleywide, AZ	3	206
20	Rulte Homes	Valleywide, AZ	33	6000
21	Rosewood Homes	Valleywide, AZ	3	186
22	Suncor Homes	Goodyear, AZ	3	191
23	Sun Fine Homes	Prescott, AZ	1	24
24	Talas Homes	Buckeye, AZ	3	101
25	T&M Mohave Properties	Flagstaff, AZ	1	55
26	Shea Homes for Active Adults	Peoria, AZ	1	1000
	Totals		111	22,282





- To earn the ENERGY STAR
 - meet guidelines for energy efficiency set by the U.S. Environmental Protection Agency.
 - Be at least 15% more energy efficient than a 'code' home.
 - include additional energy-saving features that typically make them 20–30% more efficient than standard homes



ENERGY STAR

- Guidelines are set by the U.S. Environmental Protection Agency (EPA)
- Performance Based
 - Homes can have different specs
 - Each energy component is rated
 - HERS (Home Energy Rating System) Index of 85
- Thermal Bypass Checklist
 - The HOW is as important as the WHAT



- EPA Energy Star Certification
AND
 - Mechanical Fresh Air
 - Pressure Balancing**(Also required by EFL Gold)**



Builder Support

- Advertising
- Builder Sales Support/Model Homes
- Training
- Incentives



Advertising

- Designed to drive traffic to participating builders
- Part of overall APS Green Choice promotions
- Includes print, radio, TV and web



Number of Impressions

Media Outlet	Medium	# of spots/insertions	Dates	# impressions	Cost
SW Home Journal	Print	1	Spring	250,000	\$25,000
AZ New Homes & Lifestyles	Print	12	Monthly	960,000	\$35,000
Lifestyles Newsletter	Newsletter	2	Jan/Feb, June/July	1,600,000	N/A
Utility Bill Insert	Print	1	February	940,753	N/A
Cox Media	TV	237	Spring/Fall	139,951	\$50,000
Network TV	TV	104	November	234,800	\$112,000
Total =				4,125,504	\$222,000



AZ Homes and Lifestyles

Save money in the comfort of your own home.

Choose an Energy Star® Home for maximum energy efficiency.

When you buy a home in the APS Energy Star Homes Program, you're buying a home that's designed and built to save energy.

These homes are built to meet strict EPA Energy Star® High Efficiency standards. The result is a home designed to keep you comfortable and save money on your monthly utility bills.

All Energy Star Homes are subject to random inspections and testing to ensure they perform efficiently.

Homes in the APS Energy Star Program:

- Improved insulation
- High efficiency air conditioning systems
- Energy efficient appliances
- Energy efficient hot water heaters
- High construction
- Tight air conditioning

The program represents the APS Energy Star Homes' commitment to the highest quality of construction.

PARTICIPATING BUILDERS

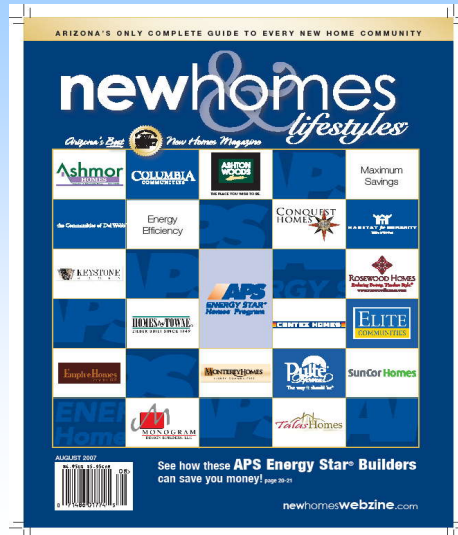
For more information visit aps.com

<p>Adrian Homes 828-868-1377 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Austin Woods 877-646-1187 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p>	<p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p> <p>Baywood Homes 852-362-8800 - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr - Canyon Blvd & Shea Dr</p>
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2008 Ad



AZ Homes and Lifestyles



2007
August Issue



APS Energy Star Homes Commercials Radio Television



aps.com

- Homebuyer Support
 - E Star features and benefits
 - List of all participating builders and subdivisions
- Builder Support – Construction Corner
 - How to get started
 - Contact info for participating HERS raters
 - Links to E Star MOU and program info



The screenshot displays the APS Green Choice website interface. At the top, the APS logo is on the left, and navigation links for 'MY ACCOUNT', 'APS SERVICES', and 'MY COMMUNITY' are on the right. The main heading is 'Consumer page' with the APS and ENERGY STAR logos. A sidebar on the left contains a menu with links: 'APS HOME PAGE', 'ABOUT APS', 'MANAGE ACCOUNT', 'EMPLOYMENT', 'NEWS RELEASES', 'CONTACT US', 'WEB SURVEY', 'SITE MAP', 'MAKE ONLINE PAYMENT', and 'LOGIN'. The main content area features a section titled 'APS ENERGY STAR® Homes' with the sub-heading 'Maximum Energy Efficiency, Maximum Savings'. Below this is a paragraph describing the program's benefits. A 'Change their future' banner with photos of children is visible. A search bar is located at the bottom left. The footer contains copyright information and a disclaimer.

APS GREEN CHOICE
A Better Tomorrow Starts Today

MY ACCOUNT APS SERVICES MY COMMUNITY

Consumer page

APS ENERGY STAR® Homes Program

APS ENERGY STAR® Homes
Maximum Energy Efficiency, Maximum Savings

Energy-efficient APS ENERGY STAR® Homes* are designed and built to conserve energy and save you money. In cooperation with APS, a number of Arizona builders are incorporating [energy-saving features](#) and building techniques in their new homes. APS ENERGY STAR Homes meet or exceed new, stringent 2006 EPA ENERGY STAR efficiency standards and a certified independent contractor tests the homes to ensure they perform efficiently. When you buy an APS ENERGY STAR Home you can rest assured you will be comfortable while saving money on your electric bill month after month for the life of your home.

ENERGY STAR is a federal government backed program that helps protect the environment through energy efficiency. For more information on ENERGY STAR products and programs, visit www.energystar.gov.

PDF View APS ENERGY STAR® Homes brochure (PDF:255KB/2 pages)

Choosing an APS ENERGY STAR Home:

- [Arizona builders](#)
- [Energy-saving features](#)
- www.energystar.gov

Energy efficient tips:

- [Why buy an energy-efficient home](#)
- [Homebuyer's checklist](#)
- [APS Energy Answers](#) fact sheets
- Take our [Energy Survey](#)

SEARCH
 GO

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*The APS ENERGY STAR Homes program is funded by APS customers and is approved by the Arizona Corporation Commission.

[More ways to Save Energy, Save Money](#) | [Learn more about all APS Green Choice programs](#)

APS ENERGY STAR Homes Program

RESIDENTIAL SERVICE
Use Energy Wisely

MY ACCOUNT MY COMMUNITY

Participating APS ENERGY STAR® Home Builders

Arizona City, Buckeye, Casa Grande, Flagstaff, Florence, Glendale, Goodyear, Peoria, Phoenix, Prescott, Scottsdale, Sun City, Sun City West, Surprise, Waddell

= Estimated Energy Costs brochure (PDF format)

City/ Builder	Master Planned Community	Subdivision	Community Phone
Arizona City		Custom Home Sites	(520) 494-1277
Buckeye			
Ashton Woods Homes	Verrado	Castas	(623) 594-2268
		Fairview Park	(877) 609-1187
		Madison Park	(623) 594-2288
		Prosidio	(623) 266-9118
Centex Homes	Verrado	Parkview Square	(480) 747-6800
Del Webb	Sun City Festival	Classics	(866) 450-9322
		Cottage	
		Estates	
		Premiers	
Monterey Homes	Verrado	Acacia at Verrado	(623) 476-2867
		Monterey Court at Verrado	(623) 476-2867
Pulte Homes	Festival Foothills	Adobe	(928) 252-2479
		Peak	
		Ridge	
		Sonoran	
	Tarlesso	Heritage	(623) 444-7470
	Verrado	Brighton Place	(623) 242-7655
		Summerfield Pointe	(623) 215-8342
	Vista De Montana	Foothills	(623) 474-6009
		Pinnacles	
Talasz Homes		Buckeye Ranch	(623) 327-0709
		Sun Valley Ranch	
		The Ranchettes	

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APS ENERGY STAR® Homes Program

2008 Program Marketing Plans (tentative)

- Arizona Homes and Lifestyles magazine
 - Monthly 2-page ads
 - August cover
 - Editor's Choice
 - Webzine
- Cox Cable sponsorship
- Rosie on the House
- Move.com
- APS Lifestyles newsletter
- SW Builder Show/HBACA sponsorships
- High Country Advertising
- E- Newsletter – Grand Openings

Builder Sales Support

- Sales Training
- [Model Home Sales Book](#)
- [Consumer Brochures](#)
- [Energy Cost Brochures](#)
- [Energy Cost Brochures – New Design](#)
- [Energy Cost Brochures & Equalizer](#)



Success with E Star Training

- Long term contract with Advanced Energy
- Two Day Training – Emphasis on “Process”
- Reviews all key thermal by-pass details
- Follow-up consulting
- Upcoming Training Opportunities



Incentives

- \$400 per home
- Paid at time of connection to APS system



Program Snapshot 2008-2010

Average Annual Budget

- Incentives - \$1.2 M
- Training - \$60K
- Education - \$10K
- Implementation - \$170K
- Marketing - \$302K
- Administration - \$80K

Total - \$1.82M



Program Impacts 2008-2010

- Estimated 9000 homes paid incentives
- Peak Demand Savings – 9.7 MW
- Life time energy savings – 458,000 MWh
 - power over 32,000 homes for one year
- Net Benefits - \$21M



Getting Started

- Aps.com – Construction Corner
- Sandy Lockard – 602-370-4387
(sandra.lockard@aps.com)





[APS HOME PAGE](#)
[ABOUT APS](#)
[MANAGE ACCOUNT](#)
[EMPLOYMENT](#)
[NEWS RELEASES](#)
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THE POWER TO MAKE IT HAPPEN

THE POWER OF Reliability

SEARCH [GO](#)

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MY ACCOUNT
Personal Account Info

[LOGIN](#) [REGISTER](#)

WHY REGISTER?

USERNAME
 PASSWORD
 Remember Me
[SECURE LOGIN](#) [GO](#)

APS NEWS

Arizona 2.1-1 Online
Get connected to health/human services & emergency resources.

New Discount for Sun-Play and Auto-Pay Customers
The ACC has approved a monthly discount for APS' automatic payment customers.

Go Paperless
Get your bill online

APS Construction Corner
Help for contractors and home builders to design and complete construction projects.

Resources for Realtors®
Assisting your clients has never been faster or easier. Check out our resources.

APS SERVICES
What We Can Do For You

[RESIDENTIAL](#) [PAY BILL](#)

[TURN ON \(service\)](#)
[TURN OFF \(service\)](#)
[TRANSFER \(service\)](#)
[ENERGY SURVEY](#)

More Options

OUTAGE CENTER
(outages, streetlight repair, Q&A...)

[GO](#)

[BUSINESS](#) [PAY BILL](#)

[TURN ON \(service\)](#)
[TURN OFF \(service\)](#)
[TRANSFER \(service\)](#)
[ENERGY SURVEY](#)

More Options

OUTAGE CENTER
(outages, streetlight repair, Q&A...)

[GO](#)

APS GREEN CHOICE
A Better Tomorrow Starts Today

Learn more about:

- CFL Light Bulbs
- Solar Rebates
- AC Rebates
- APS Energy Star® Homes
- Screen Choice Rebates
- Business Rebates

Change to more efficient AC



My Community

- Environmental Issues
- Learning Center
- Power Supply
- Account (PSA)

Are you on the right rate for your lifestyle?

Rate Comparison

Save Energy

Why register on aps.com?

Register With Us



Click Here 



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Contractor's Toolbox



ENERGY STAR® Homes Program



Builder Support for APS ENERGY STAR® Homes

Through the APS ENERGY STAR® Homes Program®, we work with builders to encourage more efficient building practices. Implementing energy efficiency measures at the time of construction is easier and more cost effective than retrofitting efficiency after a home has been built. For many new home measures, such as building envelope improvements, the benefits of energy-efficiency upgrades will be sustained for the life of the home to produce very cost effective savings.

ENERGY STAR® is a federal government backed program that helps protect the environment through energy efficiency. For more information on ENERGY STAR products and programs, visit www.energystar.gov.

***The APS ENERGY STAR Homes Program is only available to home builders that produce four or more homes per year.**

Information for Builder and Trade Allies

- [Getting Started for Builders](#)
- [Success With ENERGY STAR®](#) - Builder Training Information
- [Participating Builders](#)
- [Builder Ad](#)
- [Builder Sales Book](#) - sample pages

Builder Benefits

- [Builder Support Flyer](#)
- [Builder Sales and Marketing Support Flyer](#)

APS ENERGY STAR® Homes - Consumer Information

- [Consumer Ad](#)
- [Consumer Brochure](#)
- [Energy Cost Brochure](#) - sample

Contact APS ENERGY STAR Homes



THANK YOU...



Tom.Hines@aps.com

