

## Executive Summary

This overview summarizes CEE member programs active in 2019 that aimed to increase the sale and market share of efficient windows. This resource highlights key insights from the *CEE 2019 Residential Windows Program Summary*. Information on the 38 CEE member programs represented in this document reflects the landscape of programs that were running during the 2019 calendar year. Since each CEE member uses different program development processes and schedules, this document aims to provide the best available snapshot for 2019 and does not attempt to describe how programs have evolved to date or how they are likely to change in the future.

## Key Findings and Program Trends

In 2019, 74% of CEE members offering window measures were investor-owned utilities (IOUs), 16% were municipal/cooperative utilities, 5% were statewide or provincial organizations, and 5% were nonprofits. Thirty-nine percent of CEE member organizations offering window measures in 2019 were electric only, 32% were gas only organizations, and 29% were combined electric and gas organizations.

Member program activity in the residential appliances space primarily revolved around the promotion of incentives for windows; 27 CEE members offered incentives. Seven CEE members had measures for window films, and four CEE members had storm window offerings. Eleven CEE members promoted measures for doors and four promoted efficient skylights in 2019.

Twenty-three CEE members had standalone window programs in 2019, and five CEE members offered windows measures as part of an existing whole house program. Twenty-two member window programs were for retrofit only. Three members offered incentives for both new construction and retrofit, two members offered incentives for just existing homes, and one member did not specify their approach. All member incentives were directed at the consumer via online or mail-in rebates. Member window incentives took two forms – members offered incentives as a specific dollar amount, or dollars per square foot amount. For those offering a specific dollar amount, incentives ranged from \$15 to \$100. For those offering dollar per square foot amounts, incentives ranged from \$1 per square foot to \$10 per square foot.

In order to reduce economic barriers for customers, in 2019, four members offered window financing options.

## Product Snapshot

### Doors

Two members had financing offerings. Eight members had standalone door programs; three member measures were part of a whole house program. Nine member programs were exclusively for retrofit scenarios; one program was for existing homes only, and one member program was for both existing homes and retrofit scenarios. All member incentives were directed at the consumer via online or mail-in rebates. Incentive amounts ranged from \$40 to \$50. Two members offered incentives based on a dollar per square foot amount, both at around \$2.

### Storm Windows

Two members had standalone door programs and the other two members promoting storm window measures did so as part of their retail programs. Two members offered downstream, online, or mail-in rebates at \$2 per square foot, the other two members offered a 25% instant discount to the consumer.

### Window Films

All member incentives were directed at the consumer via online or mail-in rebates. Incentive amounts ranged from \$1 per square foot to \$2 per square foot.

### Skylights

One CEE member had a standalone skylight program in 2019; the other three members promoting skylights did so through their whole house programs. All four member programs were for retrofit applications only. All member incentives were directed at the consumer via online or mail-in rebates. The average rebate amount was \$40; one member offered incentives based on a dollar per square foot amount of \$2.

## CEE Member Program Offerings

See Table 1 below for measures promoted in CEE members' windows programs in 2019.

Table 1. Windows Measures Promoted by CEE Members, 2019

CEE Members	Windows	Skylights	Doors	Storm Windows	Window Films	Other
Avista—Idaho	✓			✓		
Avista—Oregon	✓					
Avista—Washington	✓			✓		
BC Hydro	✓		✓			
Connecticut Natural Gas					✓	
Consumers Energy	✓		✓			
DTE Energy	✓		✓			
Duke Energy Carolinas					✓	
Duke Energy Progress—Carolinas					✓	
Duke Energy—Florida	✓					
Duke Energy—Indiana					✓	
Enbridge Gas Distribution—New York	✓	✓	✓			
Enbridge Gas Distribution—Ontario	✓	✓	✓			
Energy Trust of Oregon—Oregon	✓					
Energy Trust of Oregon—Washington	✓					
Eversource—Connecticut					✓	
Focus on Energy—Wisconsin				✓		
FortisBC	✓		✓			
Idaho Power—Oregon	✓					
Los Angeles Department of Water & Power	✓	✓	✓			
Northern California Power Agency	✓					✓
NV Energy						✓
NW Natural—Oregon	✓					
NW Natural—Washington	✓					
Puget Sound Energy	✓		✓			
Salt River Project						✓
Seattle City Light	✓		✓			
Snohomish County PUD	✓					
SoCalGas	✓					
Southern California Edison	✓					
Southern Connecticut Gas					✓	
Southwest Gas—Arizona	✓					
Tacoma Power	✓					
Tampa Electric	✓		✓			

CEE Members	Windows	Skylights	Doors	Storm Windows	Window Films	Other
United Illuminating Company					✓	
Xcel Energy—Michigan	✓					
Xcel Energy—Wisconsin				✓		

## CEE Member Window Program Map

See Figure 1 below for a map of CEE members with windows measures in 2019.

Figure 1. CEE Members Offering Window Measures, 2019



## For More Information

We encourage comments on this document, particularly suggestions for information that would be useful to include in future versions. To offer such input or ask any questions, please contact Kim Katz at [kkatz@cee1.org](mailto:kkatz@cee1.org).