



**Central Florida Energy Efficiency Alliance  
(CFEEA)  
and  
The Kilowatt Crackdown Challenge**

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# CFEEA

## What's it about?

### **Central Florida Energy Efficiency Alliance Mission:**

- CFEEA provides a unified voice for professional and trade organizations, local government, academia, and utilities, who are committed to research, education and implementation of environmentally and socially responsible energy and building management practices that conserve energy and natural resources.



# CFEEA

## Who are the Members?

### Founding Members





# CFEEA The Alliance

- **All Central Florida governments, schools, universities, utilities, professional, trade, business and community associations can be members**
  - New Members sign on to support each challenge and participate on CFEEA committees
  - Members and Partners of CFEEA
  - First challenge is focused on reducing energy use 30% by 2012
- Provides education and support for challenges
- Works through the member organizations of the alliance to connect with our business community for CFEEA potential members



# CFEEA

## Initial Focus and Funding

### • Initial Focus

- Large Central Florida **Buildings**
- Business, Government, and Schools



### • Why?

- Buildings contribute over 30% of GHG Emissions
- Technology to decrease energy use 30% is broadly available

### • Initial Funding

- Orange County EECBG funds



# CFEEA 2010 Goals & Accomplishments

CFEEA's First Goals for

## Kilowatt Crackdown Challenge

- Register 2,010 Central Florida Buildings In the Kilowatt Crackdown Challenge by June 30, 2010- to date over 1,580 buildings registered into program
- Participants achieve at least 10% energy use reduction- Participants are already seeing benefits.
- Recognition & Awards for participants- 2010 Community Awards Presentation in Fall of 2011. Each year of program there will be new award recipients.





# How do you take the Challenge?

- Register online to take Challenge (by 6/30/10 to qualify for 2010 Awards, continued each year until 2013 Awards)
- Each building entered in Challenge and Energy Star Portfolio Manager
- Use EPA's Energy Star Portfolio Manager to establish baseline
- 12 months data required to benchmark energy use
- Submit Energy Star Statement of Performance from Portfolio Manager to verify improvement (and become eligible for awards)

[www.kwcrackdown.com](http://www.kwcrackdown.com)



# KILOWATT CRACKDOWN Challenge

## ENERGY STAR PORTFOLIO MANAGER IS IMPORTANT

- When you start measuring energy and water use, immediate improvements become visible and action can be taken (energy efficiency improvement)
- Opportunity to save money
- ENERGY STAR certification
- ❖ Assistance with Energy Star Portfolio Manager is available- ENERGY SPECIALISTS





# Kilowatt Crackdown Participation Value

## Energy Star Portfolio Manager

- Free ongoing, online energy use Tracking Tool provided by EPA
- Energy Use Baseline for improvement plan, upgrade assessments, employee awareness and engagement
- Free GHG emissions calculation; considered official measure for building
- Can pursue Energy Star Rating for building: 75 point or better score in Energy Star Portfolio Manager



# Where Are The Jobs?

- **Direct:**
  - 4 part-time staff from EECBG
- **Indirect:**
  - Operational Savings equals employees retained
  - Energy Specialist Training Program equals competitive employment opportunities and new job creation
  - Opportunity for program expansion





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