March 20, 2020

The Honorable Richard Shelby
Chairman
U.S. Senate Committee on Appropriations
Room S-128, The Capitol
Washington, D.C. 20510

The Honorable Patrick Leahy
Ranking Member
U.S. Senate Committee on Appropriations
Room S-128, The Capitol
Washington, D.C. 20510

The Honorable Lisa Murkowski
Chairman
U.S. Senate Committee on Appropriations
Subcommittee on Interior, Environment,
and Related Agencies
Room S-128, The Capitol
Washington, D.C. 20510

The Honorable Tom Udall
Ranking Member
U.S. Senate Committee on Appropriations
Subcommittee on Interior, Environment,
and Related Agencies
Room S-128, The Capitol
Washington, D.C. 20510

Dear Chairman Shelby, Ranking Member Leahy, Chairman Murkowski, and Ranking Member Udall:

We write in support of increasing appropriations to a total of $60 million in FY 2021 for the Environmental Protection Agency's ENERGY STAR program, one of the most effective public-private partnerships in the federal government that nonetheless has seen its capacity reduced in recent years by declining funding.

ENERGY STAR is an immensely popular program, with brand recognition above 90 percent nationally. It is also among the most impactful energy and climate programs in the federal government. With a current budget of just under $40 million, ENERGY STAR saves American consumers and businesses more than $30 billion annually in avoided energy costs – yielding a return of $750 for every $1 in public funding. A typical household can save $575 per year by buying ENERGY STAR labelled products. Additionally, thousands of businesses, states and utilities depend on ENERGY STAR as a national framework for energy efficiency progress, relying on it in their product designs, energy management programs, building efficiency initiatives, and manufacturing practices.

ENERGY STAR produces similarly impressive bang for the buck in reducing greenhouse gas emissions and other pollution. The program delivers 290 million metric tons of avoided greenhouse gas emission reduction each year - roughly five percent of total U.S. greenhouse gas emissions annually, and about the same as removing 62 million cars from U.S. roads.

Despite this success, ENERGY STAR has seen its funding gradually yet significantly reduced in recent years, from a high of nearly $54 million a decade ago to just $38 million today. ENERGY STAR's budget has been slowly declining in real term terms for many years, even as the program has

expanded. In inflation-adjusted dollars, our request would only restore the ENERGY STAR budget to its level of a decade before, still well below its peak.

These funding cuts have restricted ENERGY STAR's ability to keep up with fast-moving technology and markets and to expand the program's reach in sectors where large untapped energy savings could be had.

For example, as cities and states across the country increasingly rely on ENERGY STAR's Portfolio Manager platform for benchmarking commercial building energy use, increased funding could bolster data collection to capture additional building types and provide local communities and building owners with much-needed technical support. Additionally, ENERGY STAR's tenant spaces program, initiated by Congress, will roll out this summer for office tenants. With funding, the program could expand to include retail, warehouse, and other tenant types, reaching hundreds of thousands of businesses to enable savings. Increased funding could strengthen the consumer products program by expanding and better marketing the ENERGY STAR "Most Efficient" initiative highlighting best-in-class products, particularly in product categories where a high percentage of available products already meet standard ENERGY STAR performance. Other opportunities include encouraging new "smart home" components or other bundled improvements to existing homes. Finally, within the Federal portfolio, increased ENERGY STAR funding could support streamlined and updated methods for tracking energy-saving performance data, saving time and reducing government spending.

Specifically, we call on Congress to increase the program's budget in Fiscal Year 2021 to a total of $60 million. This would not only ensure that ENERGY STAR continues to produce independent, objective and reliable information that delivers meaningful energy savings to consumers and businesses, but that it can expand into new sectors of the economy to strengthen its impact.
We look forward to discussing this proposal further, and please don't hesitate to contact Ben Evans (bevans@ase.org) with any questions.

Sincerely,

A. O. Smith
American Council for an Energy Efficient Economy
Advanced Energy Economy
Alliance to Save Energy
Ameresco
American Association of Blacks in Energy
American Society of Interior Designers
ASHRAE
Association for the Advancement of Sustainability in Higher Education
Association of Energy Engineers

Building Performance Association
Building Performance Institute
Business Council for Sustainable Energy
Chelan Public Utility District
CLEAResult
Combined Heat and Power Alliance
Covestro
DuPont
Dynamic Energy Strategies
E4TheFuture
Efficiency Canada
ENERGY STAR for Schools
Environmental and Energy Study Institute
Google
Green Business Certification, Inc.
Illuminating Engineering Society
Institute for Market Transformation
Intel
Knauf Insulation
Midwest Energy Efficiency Alliance
National Association Of College And University Business Officers
National Association of Energy Service Companies
North American Insulation Manufacturers Association
National Association of State Energy Officials
National Council for Workforce Education
National Housing Trust
Natural Resources Defense Council
New York Power Authority
Polyisocyanurate Insulation Manufacturers Association
Rocky Mountain Institute
Samsung Electronics America
Schneider Electric
Signify
Sacramento Municipal Utility District
Stella Group
U.S. Green Building Council