

SAFE AND SUCCESSFUL SUSTAINABLE PROGRAM SAVES ENERGY

Honeywell has a long-standing commitment to sustainability. When the COVID-19 pandemic hit, we partnered with Duke Energy Florida to help keep their innovative Neighborhood Energy Saver program up and running.

Case Study



Honeywell

Saving energy helps the environment but there's a financial upside, too. As energy prices continue to rise, savvy utility providers are offering their customers solutions to lower electricity bills and reduce demand on the grid. Started in 2004, Duke Energy's Neighborhood Energy Saver (NES) program is a first-class example of an innovative approach that delivers impressive results.



THE KEY IS IDENTIFYING WAYS TO SAVE

The NES program reflects an industry shift toward *reducing energy consumption* versus finding ways to increase energy production to meet demand and counteract higher costs.

Building new power plants is expensive and environmentally unfriendly and raising electricity prices requires approval from the state energy commission, which takes time and may leave many residents unable to pay without power.

So, the NES program is like a complimentary energy makeover for residential customers. Duke Energy specialists offer free walk-through assessments to identify energy-efficiency opportunities and install improvements free of charge for qualified customers. From water heating upgrades and new HVAC filters to weatherstripping, digital switch plate thermometers and water-saving showerheads, the goal is to quickly and efficiently lower energy usage in lower-income communities.

The no-cost program encourages more people to join, helping them save on energy bills and understand how to keep costs down, now and in the future. For Duke Energy, this approach helps reduce peak energy demand and minimizes late payments.



188% INCREASE
IN NES-ENROLLED CUSTOMERS
BETWEEN 2021 AND 2023

"The more you know about your energy use and how your home uses energy, the more opportunities you have to save and lower your monthly bill. We look forward to continuing to offer programs, like the Neighborhood Energy Saver program, that can help our customers make their homes more energy efficient and save money on their bills."

— MELISSA SEIXAS
STATE PRESIDENT
DUKE ENERGY FLORIDA



THE CHALLENGE

For nearly two decades, the NES program was successfully implemented in Florida, reaching 47,000 homes in 65 communities with over 700,000 energy-saving installations.

But then COVID hit.

At a time when social distancing was strongly recommended and people were understandably hesitant to have contractors in their home, Duke Energy was forced to shut down outreach for 17 months. When the program restarted in August 2021, they needed a way to provide extra peace of mind, so customers felt comfortable again with in-person, in-home energy audits.

Challenge accepted.

THE SOLUTION

The pandemic upended the marketing playbook and Duke Energy asked us to help them integrate safety best practices into their marketing strategy. The goal was to make customers more willing to participate in the program by highlighting technicians' enhanced safety protocols, such as masking and social distancing. Recruitment and kickoff events were also moved to outdoor venues to mitigate transmission risk.

RESULTS

The shift in the marketing strategy worked. Duke Energy Florida saw a 188% increase in NES-enrolled customers between 2021 and 2023, from an average of 180 a month to

520. In 2022 alone, the program registered 4,900 homes with 7,500 energy-saving measures installed resulting in an average energy savings of 3,269 kWh per household meter.

CONCLUSION

Since 1981, Duke Energy has helped its Florida customers save nearly \$1.25 billion through its energy-efficiency initiatives, including the NES program. When they needed to shift gears to keep their energy-saving programs running during the pandemic, we didn't hesitate to step up to the plate. After all, Honeywell is committed to building a sustainable future, one home at a time.

Learn more about the NES program [here](#).

Read more [here](#) for energy-saving tips.

For more information

<https://automation.honeywell.com/us/en/solutions/smart-energy/services/sgs/energy-efficiency>

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