

Accelerating Homeowner Awareness



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Get 'er done.



Role of an Energy Alliance



- Implement Programs
- Education & Outreach
- Workforce Development
- Document and promote the benefits of energy efficiency



The Nonprofit Implementer



What are the benefits?

- Mission-driven business – efficient, nimble, and with the community's best interests at heart
- Free to partner with the private sector, foundations, and local government in ways a for profit business or utility cannot
- Success is dependent on doing and creating local jobs, stimulating the economy, and providing **value** to the building owners and occupants
- As the local, credible, independent experts – we exist solely to drive market transformation





The mission of the Local Energy Alliance Program is to lead the effort to retrofit buildings with energy efficient technologies. Our overarching goals include cost savings, job creation, energy self-reliance, and local economic development.



Home Performance w/ ENERGY STAR



20%



Home Performance with ENERGY STAR® Summary of Energy Improvements Performed



Home Address:

John Q Public
100 Main Street
Charlottesville, VA 22901

Work Performed by:
A PLUS Insulation Company

Work Verified by:
The Best Energy Auditor

Work Completed on:
January 31 2011

A handwritten signature in black ink, appearing to read "Cynthia Adams".

Executive Director

Home Performance Improvements:

*Accessed all kneewall areas & foamed 6" open cell foam and installed passive grates

*Main attic-foamed entire roof deck with 6" open cell foam

*Insulated basement floor to an R30 with fiberglass batts

*Installed humidistat in attic to monitor moisture

*Insulated all hot piping runs off DHW tank

*Insulated rim joist with open 3" open cell foam

Home Performance Results Achieved:

All attic areas were addressed and reconfigured spaces brought duct work into conditioned areas. Entire floor area was insulated. Stratification issues improved.

Environmental Impact of Improvements:

Fuel usage and emissions reduced by treating entire attic and floor areas.



HOME PERFORMANCE WITH
ENERGY STAR

Home Performance with ENERGY STAR® offers a comprehensive, whole-house approach to home improvement that results in better energy efficiency, greater comfort, and lower energy bills.

ENERGY STAR is a voluntary partnership sponsored by the U.S. EPA and U.S. DOE to protect the environment through superior energy efficiency.

Timeline



	July	August	Sept	Oct
Launch Contest	1-Jul			
AmeriCorps Outreach		5-Aug	29-Sep	
Contest Ends		19-Aug		
PowerSaver Launch			2-Sep	
Finalists Picked			7-Sep	
Winners Announced			27-Sep	
Smackdown Ensues			29-Sep	
0% LEAP Loan Buy Down				19-Oct

Homeowner Engagement



PowerSaver Home Energy Makeover Contest

- Media partners: tv, radio, print – House Doctor segment, special stories on assessments, mold, etc.
- Credit Union actively promoting (300 entries in one day when their newsletter came out)
- Customers got Home Energy Reports when they enrolled online (plus assessment raffle)
- Over 1200 new leads



PowerSaver Loans



Rates

Unsecured PowerSaver Loan up to \$7,500	<u>Apply Now</u> <i>Include "PowerSaver" in the Loan Purpose field and term requested in the comments section</i>
2 years (24 months)	2.99% APR
3 years (36 months)	3.99% APR
5 years (60 months)	4.99% APR
10 years (120 months)	6.99% APR
FHA mortgage insurance premiums for unsecured PowerSaver Loans are waived by the credit union, no other fees apply.	

PowerSaver LOANS

Saving Energy. Saving Money. Improving Homes.

PowerSaver Loan Buy Down



Rates	
Unsecured PowerSaver Loan up to \$7,500	Apply Now <i>Include "PowerSaver" in the Loan Purpose field and term requested in the comments section</i>
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Contractor Smackdown



- Stories in media that retrofits cost \$10,000+
- Contractors missing many cost effective solutions – training sessions during contest
- Drama around the Smackdown makes for a good media story, and nothing like a little competition to engage your stakeholders!



AmeriCorps Outreach



- Lit drops, phone banking, event tabling
- EnergySavvy software tool for homeowner engagement (over 400 online assessments; 63 “soft” enrollment)
- 162 signed up for AmeriCorps Home Energy Reviews



Building the Customer Base



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Home Insert Page Layout Formulas Data Review View Acrobat

Clipboard Font Alignment Number Styles Cells Editing

N23

	A	B	C	D	E	F	G	H	I	J	K	L
1	year	square_fe	floors	score	amount	foundation_style	heating_fuel	water_heater_fuel	window_type	heating_type	wall_insulation	ac_seer
2	1950	1870	2	49	\$ 3,195	Crawlspace	gas	gas	Single with storm	Modern gas heating	Poor or no insulation	11
3	1950	1870	2	46	\$ 4,425	Basement	gas	gas	Single with storm	Over 20 years old gas heating	Poor or no insulation	9
4	2000	1870	2	94	\$ 276	Slab	electric	electric	High efficiency windows (Low-E)	Modern heat pump		13
5	2000	1870	2	65	\$ 2,394	Slab	electric	electric	Single with storm	Heat pump over 5 years old		11
6	2000	1870	2	96	\$ 135	Crawlspace	electric	electric	High efficiency windows (Low-E)	Modern heat pump		13
7	2000	1870	2	94	\$ 276	Slab	electric	electric	High efficiency windows (Low-E)	Modern heat pump		13
8	2000	1870	2	94	\$ 276	Slab	electric	electric	High efficiency windows (Low-E)	Modern heat pump		13
9	2000	1870	2	68	\$ 2,004	Crawlspace	electric	electric	Double pane	Heat pump over 5 years old		11
10	1970	2000	2	52	\$ 4,182	Basement	electric	electric	Double pane	Heat pump over 5 years old	Not sure	0
11	1970	2000	2	52	\$ 3,789	Crawlspace	electric	electric	Single pane	Heat pump over 5 years old	Poor or no insulation	0
12	1970	2000	2									
13	1970	2000	2	44	\$ 6,078	Slab	electric	electric	Single pane	Heat pump over 5 years old	Poor or no insulation	9
14	1962	2400	1	52	\$ 2,757	Basement	gas	gas	Single with storm	Modern gas heating	Poor or no insulation	11
15	1920	1600	1	44	\$ 3,117	Crawlspace	gas	electric	Single pane	Modern gas heating	Poor or no insulation	11
16	1970	2000	2	58	\$ 3,273	Slab	electric	electric	Double pane	Heat pump over 5 years old	Not sure	0
17	1990	2000	2	78	\$ 1,173	Slab	electric	electric	Double pane	Not sure		0
18	1990	2000	2	63	\$ 2,520	Slab	electric	electric	Single pane	Heat pump over 5 years old		0
19	1990	2000	2									
20	1970	2000	2	54	\$ 3,975	Basement	electric	electric	Double pane	Heat pump over 5 years old	Not sure	0
21	1970	2000	2									
22	1935	2800	2	45	\$ 5,004	Basement	gas	gas	Single with storm	Over 20 years old gas heating	Poor or no insulation	13
23	1985	2400	2									
24	1970	2000	2	56	\$ 3,762	Crawlspace	electric	electric	Double pane	Heat pump over 5 years old	Poor or no insulation	0
25	2001	3000	2	52	\$ 5,415	Slab	electric	gas	Double pane	Electric furnace		11

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Important Takeaways



- **Channel marketing partners work:**
 - Credit Union's mission and revenue model aligned with LEAP's
- **Layer the approach and the benefits:**
 - Nonprofit challenge for Makeover contest – 535 entries and new potential Affiliate partners
 - Smackdown is a marketing tool and training tool
 - AmeriCorps group collecting data for future dedicated emails and measure specific campaigns
 - Timing is important - messaging in the heating season is more compelling than shoulder season

Conversion Secret Sauce



- Engage homeowner – make them aware of program
- Pre-qualify those you engage – not everyone is a great candidate
- Don't lose them in the process (yours, your IT, your assessment cost)
- Make sure someone is following up and if you lose them, understand why
- Relationship marketing means everyone is a potential customer

leveraged relationships
community-based
3rd party credibility

quick program stats

323 full assessments; 165 tier 1

220 retrofits completed

(HPwES and Better Basics)

100+ homeowners in pipeline



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