

EFFICIENCY CITIES NETWORK

June 8, 2010

3pm Eastern

Marketing Roundtable

Moderator:

Joel Rogers, Center on Wisconsin Strategy (COWS)

Satya Rhodes-Conway, Center on Wisconsin Strategy (COWS)

Agenda

- Welcome and intro (5 min)
- Presenters (45 min)
 - **Mike Rogers**, Senior Vice President, Green Homes America
 - Matt Golden**, President, Founder, and Chief Building Scientist, Recurve
 - Bryan Garcia**, Program Director of the Center for Business and the Environment, Yale University
 - Kerry O'Neill**, President and CEO, Earth Markets LLC.
 - Dorian Dale**, Energy Director and Sustainability Officer, Town of Babylon
- Questions and discussion (40 min)
- Close

where we are & where we might go

FROM HERE TO ETERNITY...

DRIVING DEMAND IS



...OF ENERGY EFFICIENCY

Before...

- *Financing*
- *Workforce Development*
- *Work Development*
- **The Market**

SPUTTERING DEMAND TO DATE

30yrs of efficiency programs = *flatline*

- Low interest rates offered
- BPI contractors trained
- Over 150, mostly utility run programs <1% penetration



Clarion Calls Galore



CHANGE THE WORLD YET?



Keeping up with the Jones...



SMUD

SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power To Do More.®

Adam Smith
1400 45th St.
Sacramento, CA 95811

Account number: 504060

Home electricity report

bill period: 07/14/07 - 08/13/07

This home energy report is intended to help you understand and make choices about your electricity usage and costs. Each month you

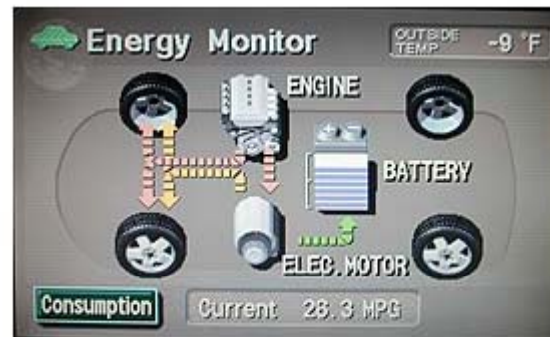
comparison of your use to your neighbors' use. This report also provides tips for reducing your cost. This helps you manage your electricity use!

Compare your use to your neighbors' use last month.

Last Month Neighborhood Comparison



*A 100-Watt bulb left on for 1 hour uses 0.1 kWh.



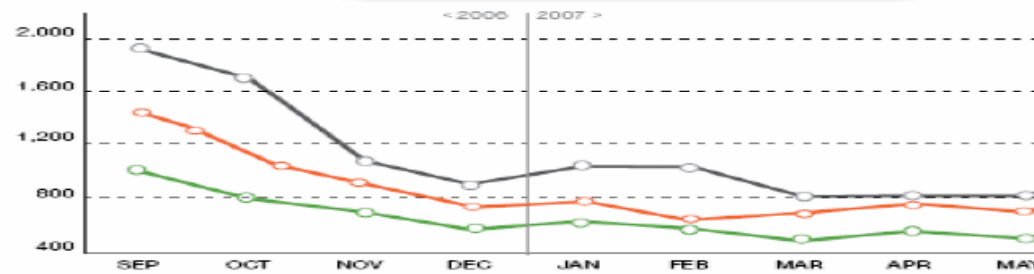
HOW YOU'RE DOING:

GREAT (3 stars)

GOOD (2 stars)

ROOM TO IMPROVE (1 star)

12 Month Neighborhood Comparison



More at you \$6



grassrooting

Action Steps

- ☐ Change your A/C filter
- ☐ Upgrade to efficient A/C



GREENING HOMES

The Value of Green...

Cost

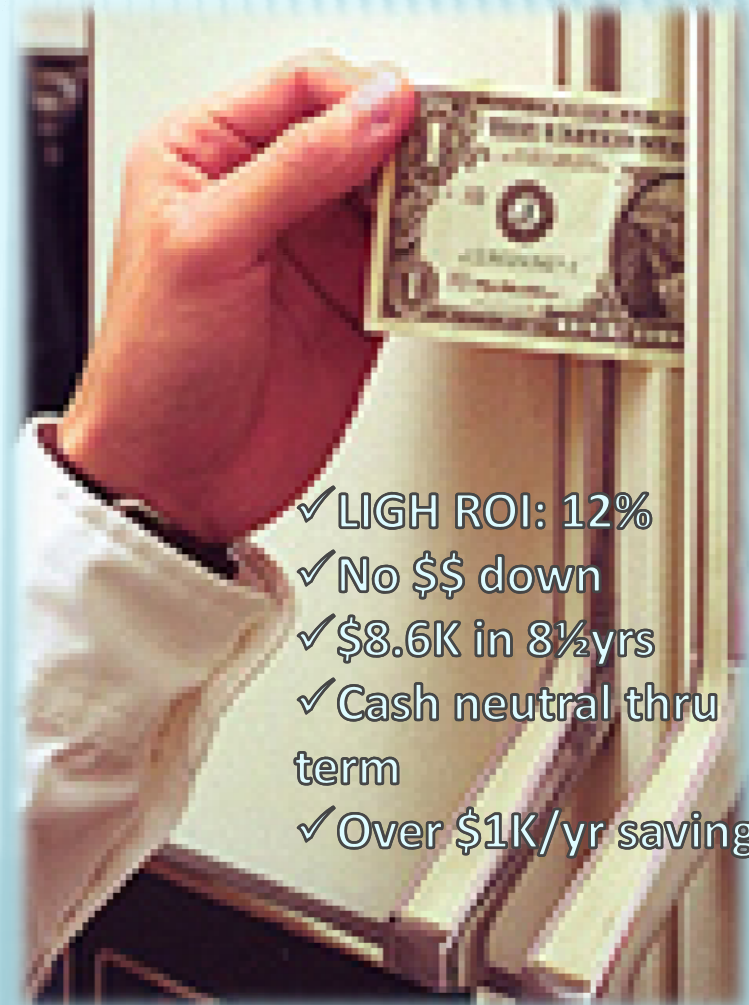
Comfort

Convenience



COST

nothing down – 12% ROI



- ✓ LIGH ROI: 12%
- ✓ No \$\$ down
- ✓ \$8.6K in 8½yrs
- ✓ Cash neutral thru term
- ✓ Over \$1K/yr savings

COMFORT



CONVENIENCE



One-stop retrofit

IMPACT HIERARCHY OF BEING EFFICIENT

FEELING BETTER EVERY DAY IN EVERY WAY



what's at stake...

MARKET MAKERS ROUNDTABLE

GREEN HOMES AMERICA - *WEB SITE*

you deserve for your family to be comfortable, safe, and healthy



offers residential home performance contracting solutions

Company Overview

each home that implements GreenHomes project helps keep
200 tons of carbon dioxide a year out of the atmosphere

Common Household Problems

<http://www.greenhomesamerica.com/default.htm>



RECURVE - *WEB SITE*

RECURVE THE BAY AREA'S LEADER IN GREEN ENERGY REMODELING

We transform the comfort, health, and energy efficiency of your home



we are passionate about selling the truth

ABOUT US

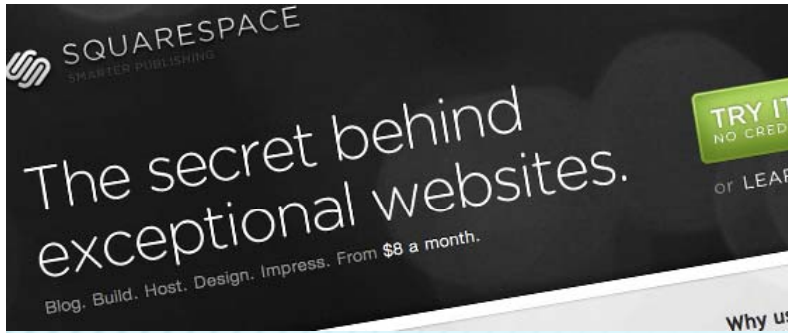
solving the energy crisis one home at a time



re-energize your home
www.recurve.com



“Recurve changed their name so as not to sound so kitch, so greenwashy, so yesterday.”



DO-IT-YOURSELF WEB-SITE

THE BABYLON PROJECT

building green homes, green jobs & green communities



CarbonNation
a blog by babylon project executive director Dorian Dale

<http://www.thebabylonproject.org/blog/>



CONNECTICUT
CLEAN ENERGY FUND

& *Center for*
BUSINESS AND ENVIRONMENT
at Yale



CONNECTICUT
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ABOUT | NEWS & EVENTS | CONTACT

SEARCH

HOME | BASICS OF CLEAN ENERGY | CLEAN ENERGY INCENTIVES | YOUR HOME | YOUR BUSINESS OR INSTITUTION | YOUR COMMUNITY | EDUCATIONAL PROGRAMS



Helping You Change the World

Imagine residents, businesses, communities and educators joining together to push for clean, renewable energy sources, in a dedicated effort to lessen our dependence on foreign oil, protect the environment and stabilize energy costs.

Such a movement is already under way in Connecticut, spearheaded by the Connecticut Clean Energy Fund. We offer financial incentives and educational programs to encourage homeowners, companies, municipalities, and other institutions to support renewable energy and lead the nation toward a brighter energy future.

You are invited to join us on this mission. You have the power to make a difference. Together we can change our world for the better.

Contact us today.

News | Announcements | Communities

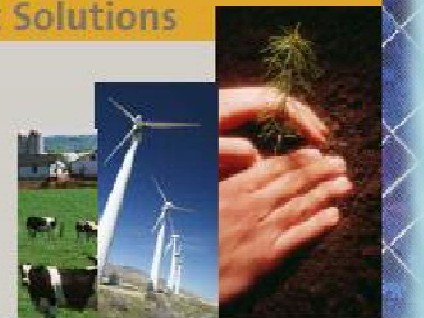
- Timothy Beebles Steps Down as CEF Chairman on September 1, 2009
- Expectation and video posted from proposed Solar Thermal Program public meeting June 26, 2009
- Beginning of the Small Solar Rebate Program announced July 1, 2009

Clean Energy Communities Bonus Rewards

helping residential electricity customers
participate in environmental markets

Carbon Finance

Environmental Market Solutions to Climate Change

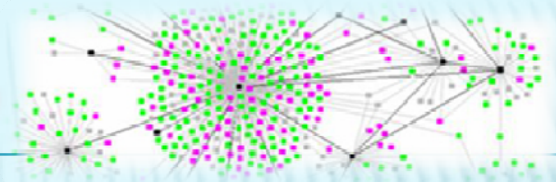


Bryan Garcia and Eric Roberts, EDITORS
Center for Business and the Environment at Yale



Northeastern University
Center for Complex Network Research

**WEB
SITE**



Six degrees of separation

BarabásiLab

people

publications

projects

resources

netlibrary



<http://barabasilab.com/personnel/who.php?who=Barabasi>

LOGO CONFORMITY-



GIFT CERTIFICATE

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Schedule an appointment with a Home Efficiency Consultant who comes to your home and tailors the most cost-effective solutions to save you money on your utility bills and increase the health of your home. A couple hundred dollars could save you thousands!

Regular price \$395.
Your price with this Gift Certificate is just \$295.

Money Back Guarantee - We guarantee to help you save at least \$500

Save Money - Save Energy - Save Resources - See www.HomeEfficiencyCheckup.com

SLOGANS

SUGGESTIVE V INFORMATIONAL

- Just Do It
- Got Milk?
- Where's the Beef?
- Don't Leave Home Without It
- You're in Good Hands
- We Try Harder
- GreenHomes
 - AMERICA
 - A more comfortable, energy efficient home guaranteed
- Long Island Green Homes
 - green your house, slash your energy bill, reduce your CO2 footprint at little or no cost to you
- recurve
 - THE BAY AREA'S LEADER IN ENERGY REMODELING

LEAVE THE DRIVING TO US?



"Sell a man a fish, he eats for a day, teach a man how to fish, you ruin a wonderful business opportunity."



Be so dependable
They depend on us

make the client
self-reliant?



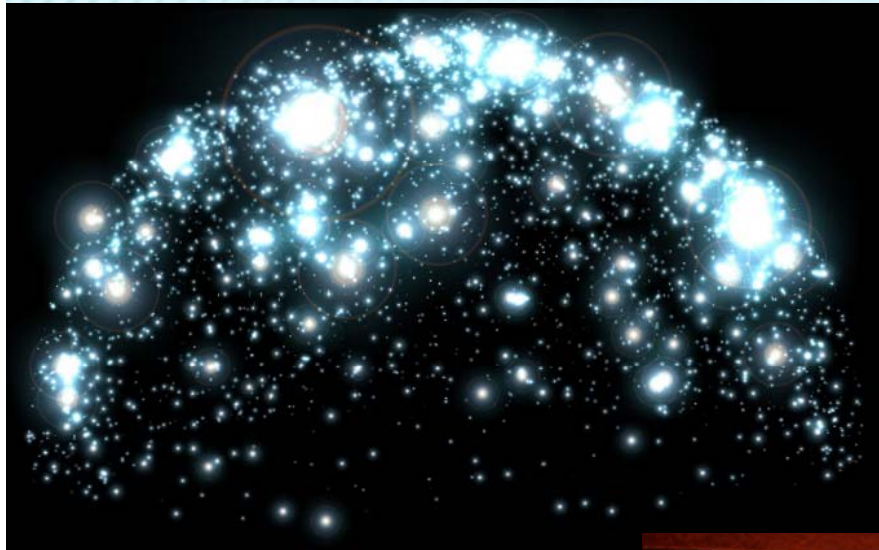
SO LONG,
AND THANKS FOR
ALL THE FISH

benefits you can bank on...

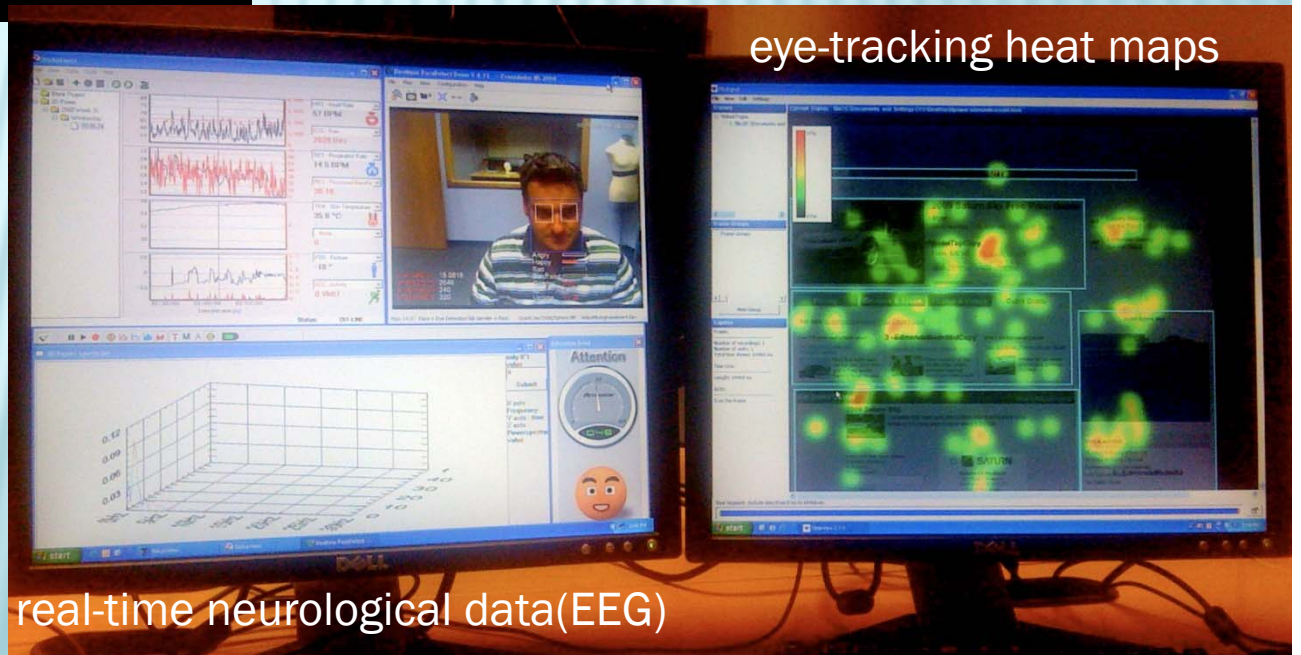
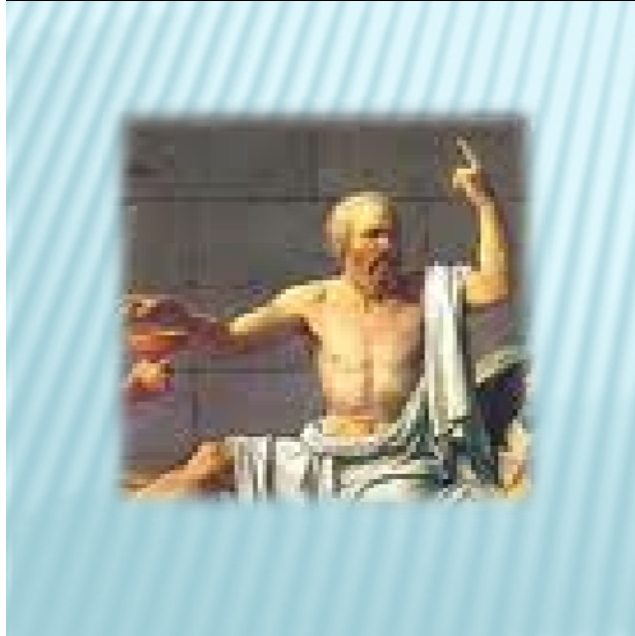


PUSHING QUANTUM LEAPS

THOUSAND POINTS OF INFILTRATION THE PROMISE OF NEUROMARKETING



\$10K home improvements –
Subject to Socratic Method?



COST-EFFECTIVE PROMOTION

Do you need a new boiler?
Are your energy bills too high?
Is your house drafty or in need of insulation?

LONG ISLAND GREEN HOMES

 **TOWN OF BABYLON**
STEVE BELLONE, SUPERVISOR

- Make energy-efficient home improvements
Insulation, boiler replacement, weatherstripping, air-sealing, etc.
- Lower your energy bills
- Finance your improvements, pay
using your savings

For more information or
to apply, please visit
Llgreenhomes.com
or call
(631) 422-4411

Win a \$50,000 Energy Efficiency Makeover

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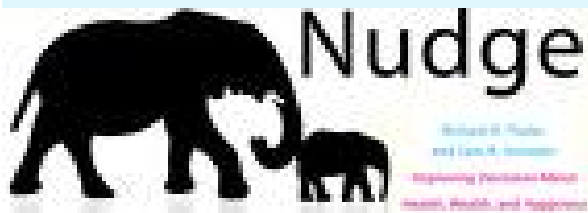



A CFL goody bag to 50,000 houses announcing Green Homes. Big box realtor picks up tab for bulbs, carters deliver door-to-door.

- Civics
- Events
- Parks
- Beaches



Logos on fleet vehicles;
cover of recycling calendar



CHOICE ARCHITECTURE

golden rule of nudging:
get laziness on your side;
make inertia work for you.

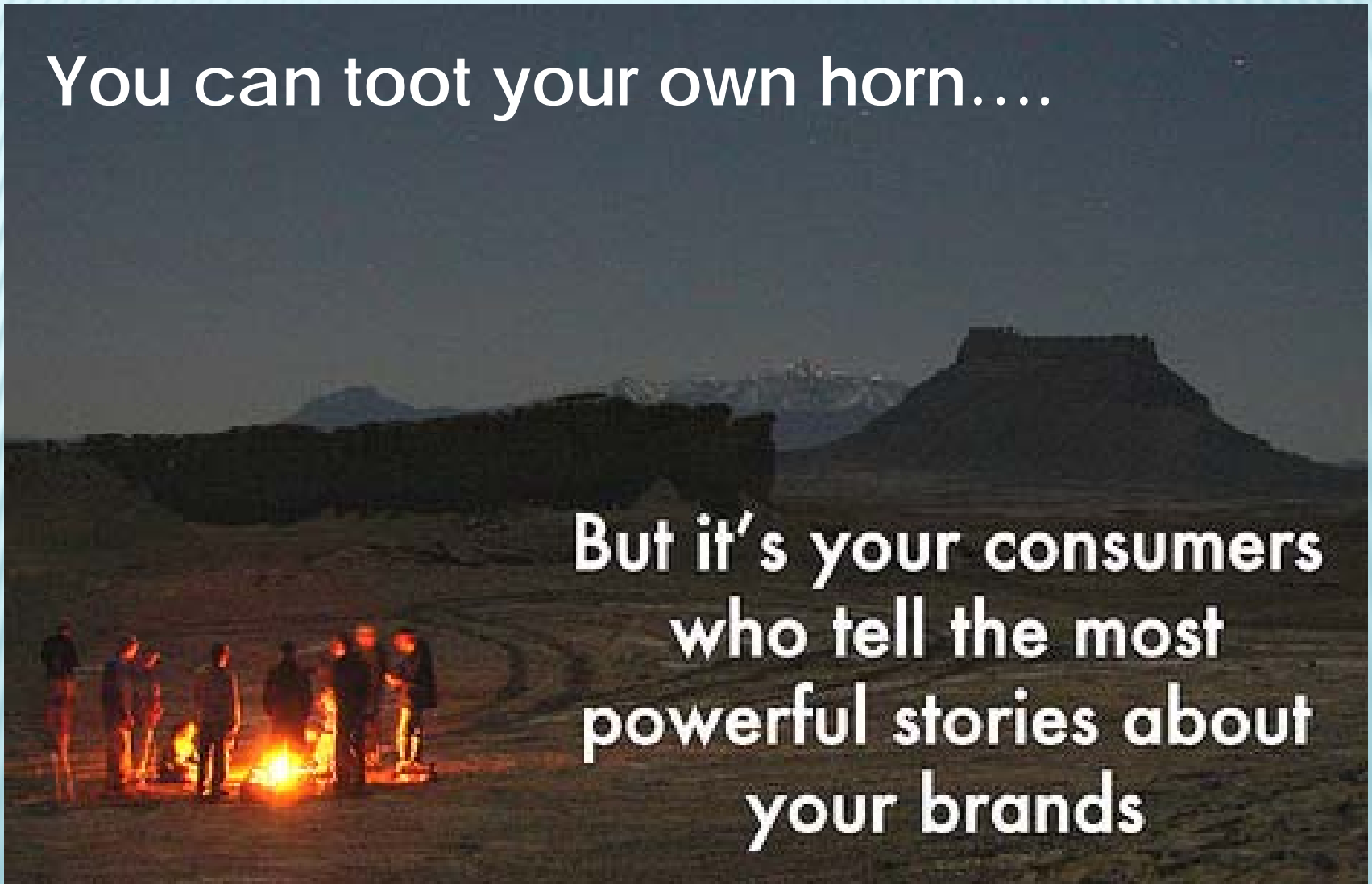
- **nudges are not mandates –**
Don't ban junk food; put fruit at eye-level
- **decision by default**
- **opt-out instead of opt-in**
- **Give folks something to aim at**



CONSUMER SALES FORCE

You can toot your own horn....

But it's your consumers
who tell the most
powerful stories about
your brands



EARLY ADOPTERS TRAIL BLAZERS

FOAF



- levels and rewards for participation
- life-time “Green Homers” with special privileges
- user profile page and chat group
- Put pictures of real users on office walls

BANKING THE BENEFITS



COST-CUTTING CURRENCY



**LONG ISLAND
GREEN HOMES**



*ENERGY
SAVINGS
CERTIFICATE*



John Bell
Supervisor



TEN GREENBACKS



**LONG ISLAND
GREEN HOMES**



John Bell
Supervisor

*DYNAMIC
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DIVIDENDS*

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TimeBank Shares



**Greenbacking
energy savings**



***Energy Mavens
Make
Energy Misers***



Prevent Global Warming



Marketing Energy-Efficiency to Existing Home Owners

Michael Rogers
SVP, Market Development
mike.rogers@greenhomesamerica.com
www.greenhomesamerica.com





About GreenHomes America

- Founded in 2005 by The Linc Group
- Operations in upstate New York, New Jersey, and California
- Leader in home performance contracting with 10,000+ customers
- Emphasis on quality, customer-service, and one-stop shopping





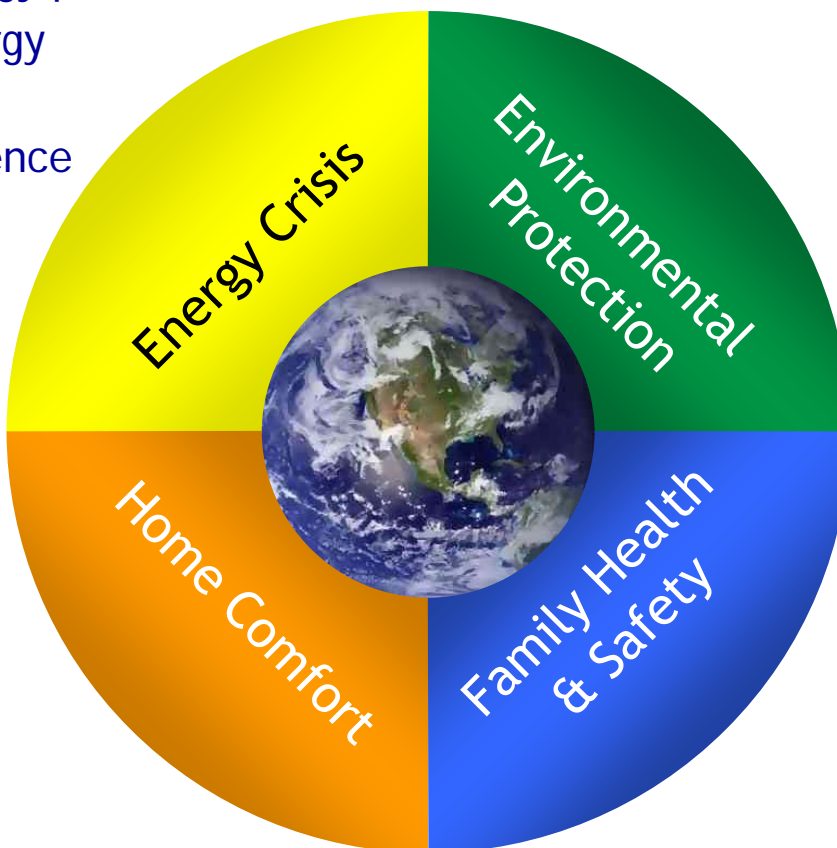
Messaging





Consumer Drivers and Messaging

- Fighting skyrocketing energy prices
- Concerns about rising energy consumption
- Calls for energy independence



- Concerns about global warming
- 77% worried about the environment
- Carbon and other offset markets
- Being "Green" is in vogue

- Consistent temperatures throughout the home
- Draft free rooms
- Quiet environment
- Increased home value

Desire/need to address:

- Poor indoor air quality
- Carbon monoxide poisoning
- Natural gas leaks



*People don't want heating
fuel or coolant, people
want cold beer and hot
showers.*

--Amory Lovins



Market to What People Need and Want

- Problems

- Comfort, drafts, IAQ, building issues, high energy bills

- Widgets, for example, one of:

- HVAC
- IAQ Solutions
- Insulation
- Solar
- Windows

- Opportunities

- Tax credits, rebates, special offers





Marketing Examples





Make it Easy for People to See You



- Job signs
- Door hangers
- Shirts/uniforms
- Collateral



Insulate Against the Weather and High Utility Bills

Adding insulation and air sealing dramatically improves the comfort and energy efficiency of your home and reduces your utility bills.

- 100% satisfaction guaranteed
- Incentives & low interest loans
- Eliminate drafts
- 5-time ENERGY STAR® award winner
- Professional technicians
- Lifetime guarantee
- Stop utility bill overpayment
- Free energy assessment
- Environmentally friendly



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by **EnTherm**

CALL TODAY!

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- 100% satisfaction guaranteed
- 5-time ENERGY STAR® award winner
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A More Comfortable, Energy-Efficient Home. Guaranteed.



GreenHomes award-winning solutions have helped nearly 10,000 New York families improve the comfort, durability, and energy efficiency of their homes.

The GreenHomes Comfort & Energy Solution
Heating & Air Conditioning :: Windows & Doors
Insulation & Air Sealing :: Indoor Air Quality Solutions

"We are extremely happy with the work that has been done. Our house is incredibly comfortable now. Thanks!"

-Todd and Jenny Skabough



ACCREDITED CONTRACTOR



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Home Performance with ENERGY STAR® can help you lower energy bills and make your home safer and more comfortable.

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& Energy Assessment
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\$500 OFF
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Ask Mr. Rogers...

The Home Advisor

Insulate and Stay Cool This Summer

Q. Last week we turned on our air-conditioning for the first time this summer. Like in past years, the unit cools the downstairs fine, but upstairs stays hot. The upstairs vents all blow cold air. I checked the Energy Star website, and it said that bigger units aren't necessarily better. But how else can we cool off our bedrooms?

Karen, Liverpool, NY

A. It's good you're addressing this early in the season. When things really heat up later this summer, you may be hard pressed to find a contractor available to help! What you're experiencing is not uncommon. Many people find that the second floors of their homes are difficult to keep cool, even with air-conditioning. The good news is that you don't necessarily have to get a bigger A/C unit, there are a few easy and affordable things that you can do to make your home much more comfortable.

The first place to start is in your attic. In the summer, temperatures in the attic often climb to more than 140°. This tremendous heat conducts down into your home. Even when the first floor is comfortable, this constant flow of heat from the attic can bake your bedrooms upstairs. Although most people don't think of insulation as a way to keep cool, increasing levels in your attic can make a huge difference. And as I always point out, a good contractor will carefully air seal any leaks between the attic and the area below before installing insulation such as around recessed lights, attic

access doors, and exhaust fans. In fact, the U.S. DOE found that air infiltration can account for 30% or more of a home's heating and cooling costs and contribute to problems with moisture. Air sealing saves you money and keeps the cool air inside during the summer—and the warm air inside during the winter. While the contractor is in the attic, he should make sure that any ductwork up there is sealed and well-insulated. Increasing attic ventilation can also help, but that can increase winter heating bills if air-sealing isn't done, too.

Another way to stay cool is with efficient lighting and appliances. Incandescent and halogen lights actually use most of their energy creating heat instead of light. Not only does this mean you're overpaying for lighting, but in the summer you're creating a lot of unwanted heat in the rooms you're trying to keep cool. Compact fluorescent light bulbs have improved greatly over the past several years. The humming and slow starts of years past are gone. And they're now available in different "colors" to give the warmer glows (without the heat!) that many people prefer over the cool whites. Simple things like shading windows to block out the sun can also be a big help.

Of course, you should have both your A/C and furnace serviced at least once a year to make sure the units are operating safely and efficiently. In your case, the technician should check the air distribution, too, to make sure you're really getting enough cool air delivered upstairs.

You didn't mention how old your A/C is, but if it's ten years or older, you may be a candidate for replacement. Remember, bigger isn't always better. Follow the EPA advice and make sure it is "right-sized". A smaller unit running a bit longer is more efficient and removes more of the humidity that makes us uncomfortable.

Landscaping Tip: With the rain we've been having, it would be a good time to plant a tree. Planting deciduous trees on the south side of a house can

help keep your home cool in the summer. Maples, oaks, and birches are good trees to consider. Because they drop their leaves in the fall, they let sunlight through to help warm your house in the winter. According to the U.S. Department of Energy, carefully sited trees can cut the average household's energy consumption by as much as 25 percent.

Send questions or sign up for my newsletter at: homeadvisor@greenhomesamerica.com

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Home Performance with ENERGY STAR® – making homes more comfortable, safe and energy efficient in New York.





New York's Furnace Tax Credit Expires June 30!

NAME
ADDRESS
ADDRESS

Dear NAME

Thank you for your past business. I am writing to make sure that you were aware that you only have about a month left to take advantage of an opportunity to install a high-efficiency furnace with an amazing offer.

Why a furnace in late spring? New York State is offering a \$500 tax credit for the installation of high efficiency furnaces, and the tax credit **expires June 30, 2007**. This high-efficiency furnace also qualifies for a \$200 federal tax credit and a 10 percent cash-back incentive from NYSEERDA for qualified homeowners. And, for any furnace installed before the New York State credit expires next month, GreenHomes will provide an additional \$500 off. This means **you can save more than \$1,600** if you act now. There has never been a better time to enjoy a new premium, high-efficiency furnace.

I understand that I've recently installed furnaces for some of you, and you may not be able to take advantage of this deal. So I'm offering you a \$500 off a new air-conditioner or our Cool Home insulation package. These improvements will help you stay cool all summer long.

GreenHomes by EnTherm has been serving Central New York for more than 25 years. We are New York's most honored Home Performance contractor, having won New York's Home Performance with ENERGY STAR® "Outstanding Achievement" award three consecutive times. Our commitment to quality and service means that, regardless of what measures you choose, GreenHomes makes your house the way it should be — cozy and comfortable — free of drafts, filled with clean air, and rooms that are the same temperature throughout the summer and winter. Our comprehensive approach to improving your home will also make your home use dramatically less energy. This reduces your utility expenses and helps America be less dependent on foreign oil and natural gas.

Home Performance with ENERGY STAR can help you lower your energy bills and make your home safer and more comfortable. And GreenHomes can show you the way. With our 180-day same as cash financing, you won't even have to make payments until next Fall!

If you call Elaine today at 671-2699, she'll send a certified GreenHomes Advisor to perform a Comprehensive Home Assessment of your home absolutely FREE — that's a \$375 value! Using the latest technology and tools, the Advisor will test your home for sources of high energy use, comfort issues, and the safety of your home's combustion appliances.

Sincerely yours;

Frank LaSala
General Manager, GreenHomes by EnTherm

P.S. Call and ask to receive our free e-newsletter with tips to stay comfortable and save energy!






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NYSERDA Award For 6th
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Designed by Green Tea



The Home Advisor - Issue 5 - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS Print Mail W Go Links

Address http://www.boltfromblue.com/misc/greenHomes/Advisor5/issue_5.html#offers

To keep the great tips coming, please add newsletter@greenhomesamerica.com to your address book


April 17, 2008 | Issue 5




(315) 671-2699

THE HOME ADVISOR

THE GUIDE TO GREENING YOUR HOME



Innovations in Windows




Spring is here! While you want to throw open the curtains and let the sun shine in, you're probably distracted by your old, dirty windows.

Now is the perfect time to replace your windows. These days there are so many new innovations available that not only make windows more energy efficient, but also make them easier to clean and enhance the look of your home!

One of the most exciting new window features is tilt-in technology. Styles include panes that open in, out, vertically, or horizontally. There are even models specifically designed for basements! These windows are so easy to clean and they look great, too.

If you think tilt-ins are cool, check out integrated blinds! The mini-blinds are actually inside the window, between two panes of glass.



Discussions not available on <http://www.boltfromblue.com/>

Internet



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The Government Wants To Pay You
To Make Your Home More Energy
Efficient this Winter...

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**FREE[†]
Window**

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Get the 5th Free**

Free window of equal or lesser value
Limit of 2 free windows per customer

[†] Coupons expire 12/31/06
Offers subject to change without notice.
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HEATING AND AIR CONDITIONING

WINDOWS AND DOORS

INSULATION AND AIR SEALING

INDOOR AIR QUALITY SOLUTIONS



Evaluating





The Lead Form...

- Separates the prospect from the suspect
- Identifies who in the home (or somehow attached to the home) is the “sponsor” of the project.
- Helps you determine need and ability to make an improvement (and plants a seed to help your sales person build trust)
- A good chance to **LISTEN** and gather key information for the sales process





Business by Lead Source (Syracuse)

Referral	36.0%
Previous Customer	10.1%
Advisor Self-Generated	9.4%
Outbound (all sources)	8.8%
Website	8.4%
TV	6.5%
Newspaper/Print	4.2%
Home Makeover 2008	3.4%
State Fair/Home Show	3.1%
Direct Mail	2.7%
NYSERDA	0.3%
Other	7.1%





If you want leads, YOU must market.

You can't rely on any program to do it for you!





Random Thoughts





Opportunity: Customer for Life

- Great results lead to very happy customers
- Contractor becomes the trusted source
- Opportunity of generate ongoing revenue through maintenance contracts and additional services
- Happy customers give referrals and start the qualification process on the next generation of customers





Summary—Be...

- **Consistent** in messaging
- **Persistent** with your efforts—stay in front of customers so you're there when they decide to act
- **Diligent** in tracking so you know what works and what doesn't





GreenHomes[™]

A M E R I C A

Comfort. Energy Savings. Guaranteed.

www.greenhomesamerica.com



Yale Center for Business and the Environment

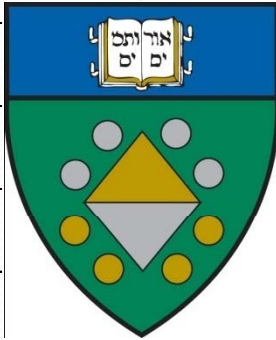

Connecticut Clean Energy Communities Program

Efficiency Cities Network

June 8, 2010

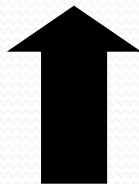


Educating Leaders for Business and Society

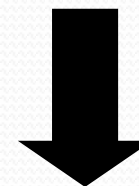
	Biodiversity	Water	Air	Land	Energy	Society
Innovator						
Employee						
Operations						
Fund Manager						
State & Society						
Customer						
Competition						
Investor						



Economic
Progress



Environmental
Degradation





MegaWatts on Main Street

- Explore the marketing, finance, technology, policy, and economic development opportunities in the emerging residential energy efficiency and clean energy market.
- Understand the barriers that prevent energy efficiency and clean energy from happening today.
- Identify the various ways these barriers are being approached by the government and private sector through policy instruments, innovative business models and new technologies.

Webinar Speakers and Partners

Policy, Marketing, Technology and Finance



Human Dimensions Research Associates
Smart Energy Initiatives through Applied Social Science Research

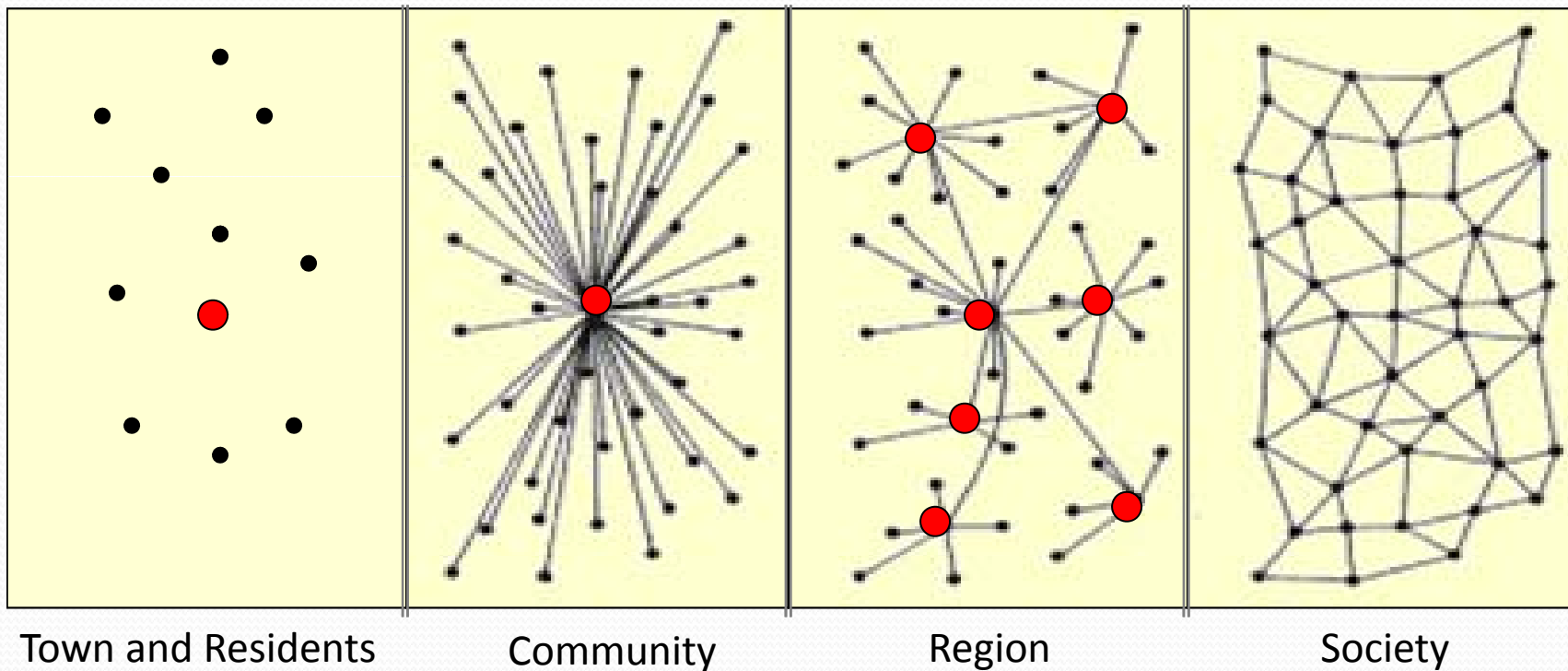


EFFICIENCY2.0



Community Program Design

Engaging Citizens as Program Marketers



"Tipping Point...that moment in an epidemic when a virus reaches critical mass."

Acquisition Costs & Participation Rates

Connecticut Clean Energy Communities Program



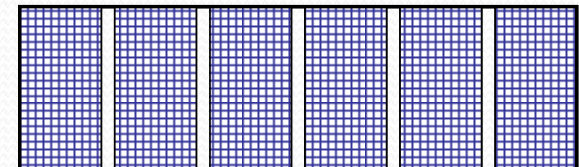
**20% by 2010 Campaign
Commitment to Clean Energy**



+

=

Free 1 kW Solar PV



**100 Sign-Ups in Your Town to the
CTCleanEnergyOptions**

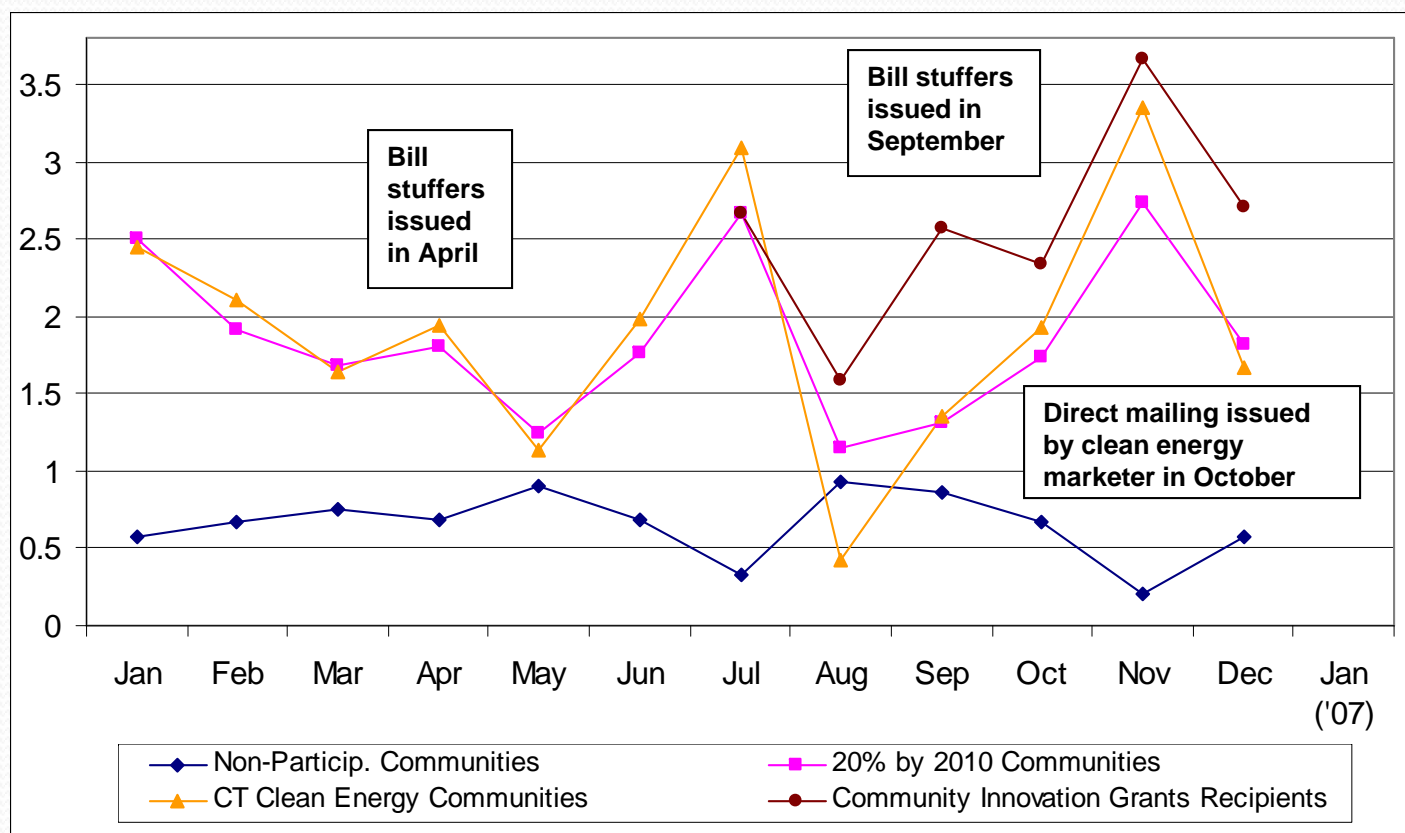


\$7,500-\$10,000/kW Solar PV Installed
100 Sign-ups

= \$75-\$100
Sign-up

Nexus Market Research

Monitoring and Evaluation Findings



References

"The Green, Green Grassroots of Home: Measuring Community-Based Clean Energy Market Development Initiatives in Connecticut" by Tim Pettit, Greg Clendenning, and Bob Wall.



Yale University

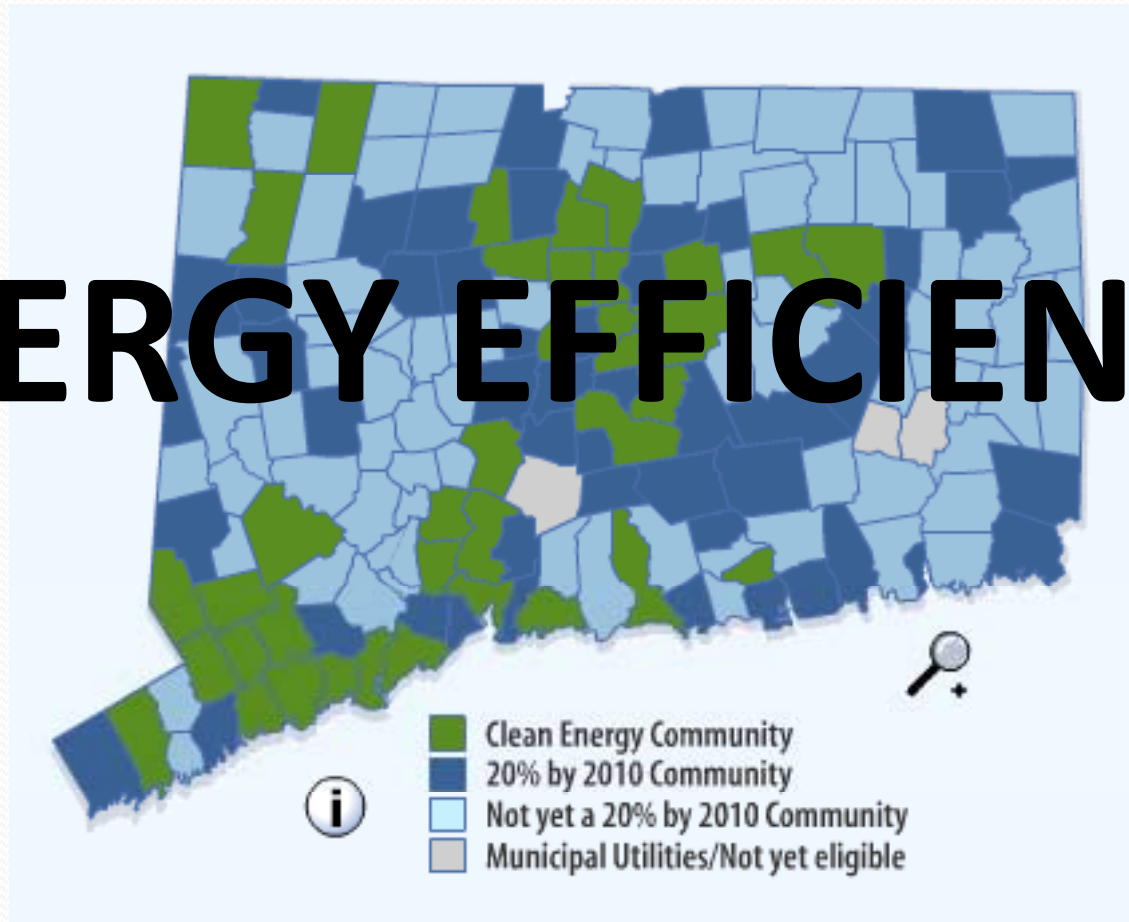
Research Findings

- Program is responsible for increasing sign-ups to the CTCleanEnergyOptions program by 35%, creating an additional 7,000 more customers;
- Participation rates for households in the CTCleanEnergyOptions program is 2.7%: non-participating communities is 1.5%, 20% by 2010 is 3.7% and Connecticut Clean Energy Communities is 4.9%; and
- Environmental benefits are 23,000 MTCO₂ avoided each year from these additional customers. Households willing to spend \$100 per year for reducing 3 MTCO₂.

References

"Climate Policy and Voluntary Initiatives: An Evaluation of the Connecticut Clean Energy Communities Program" by Matthew Kotchen of Yale University. Submitted to the National Bureau of Economic Research for comment (April 2010).

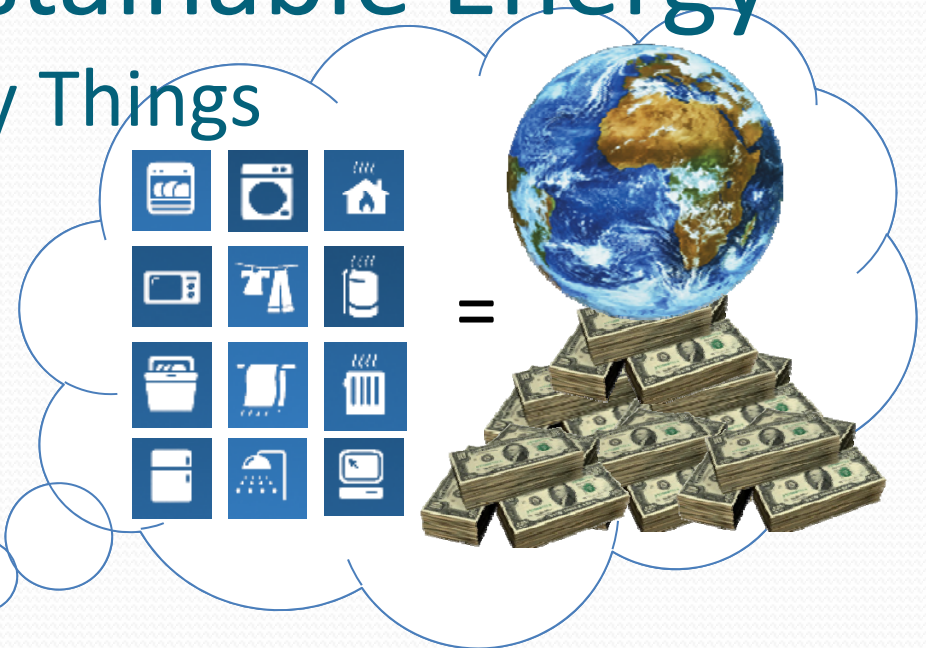
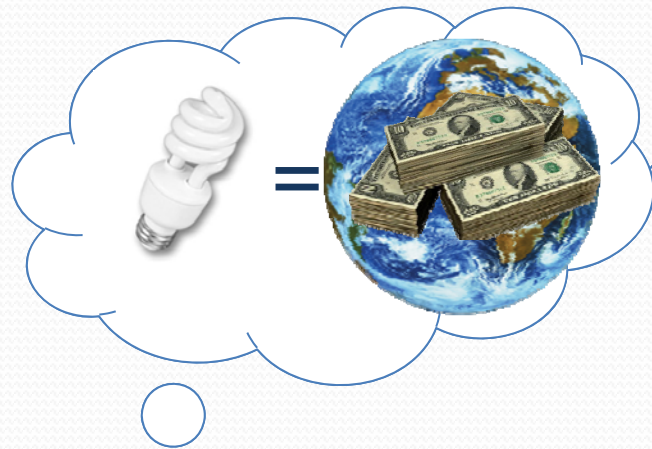
ENERGY EFFICIENCY?



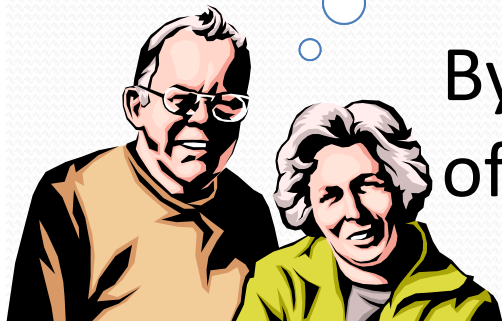
Food Chain of Sustainable Energy

From One Thing to Many Things

*Move People from
One Thing...*



...to Many Things



By getting them on the “food chain of
of sustainable energy usage”



Earth Markets

Save Money — Save the Planet!
One Community at a Time

Mainstreaming Market Demand

Efficiency Cities Network
June 8, 2010



Earth Markets

A People-Planet-Profit Social Enterprise

What We Do

Program design, management and consulting to
accelerate & aggregate demand for residential
energy efficiency

Mission

Empower communities to provide homeowners with
easy, measurable and affordable solutions to reduce
energy usage and costs, using the strength of
environmental markets & energy finance and the power
of community engagement & social marketing

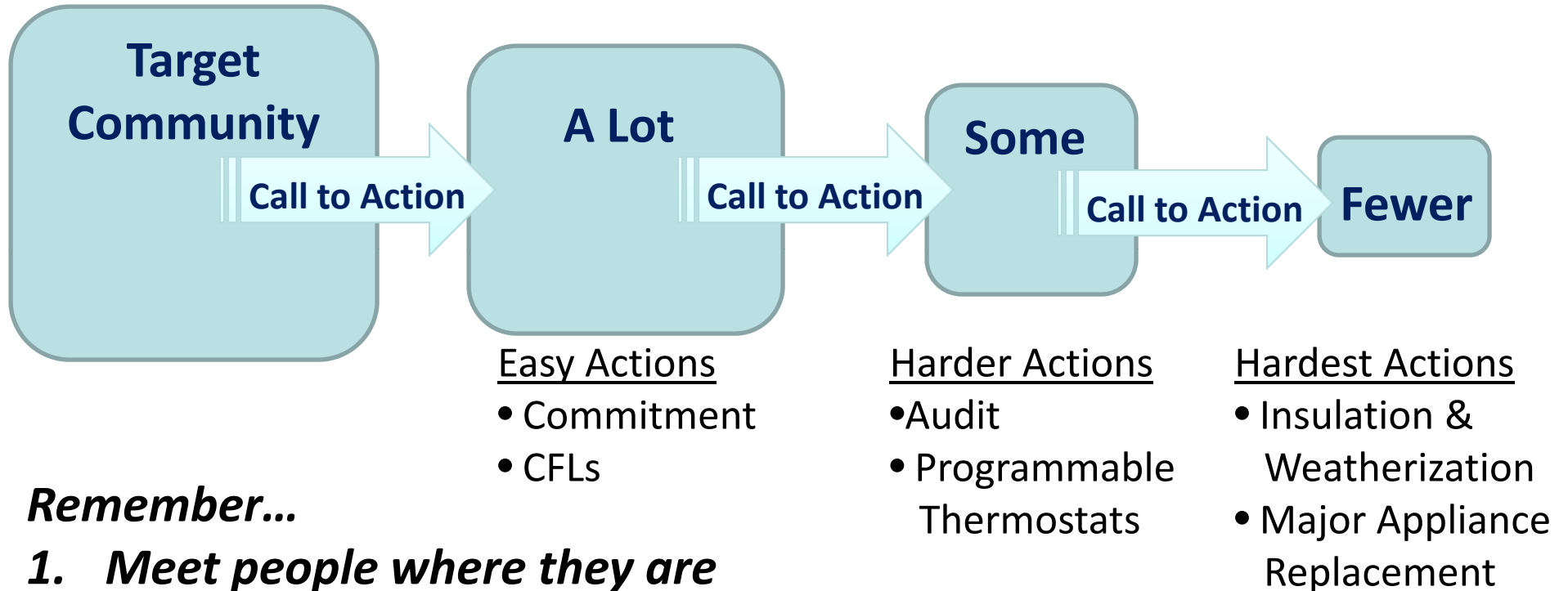


Consumer Marketing – A Powerful Bag of Tricks Learn and Use Them!

All these tools need to be adapted, tested and refined for energy efficiency and the public sector

- **Consumer research and market research**
- **Integrated marketing strategies**
 - Branding, database marketing, direct marketing, viral marketing, PR, in-kind, sponsorships, event-based, programming
- **Community outreach and campaign tactics**
- **Behavioral strategies**
 - Goal-based commitments, social norms, community-based social marketing, choice architecture
- **Customer relationship management**
 - Lifetime value of a customer
 - Up-sell, cross-sell, pull-through

Start a Conversation – And Don't Stop



Remember...

- 1. Meet people where they are***
- 2. Hang onto everyone you meet/recruit***
- 3. Keep converting them up the “food chain”***
- 4. This will take time – plan for it and keep things fresh!***
- 5. Measure everything***
- 6. Adapt!!***



131,163
tons paper



4.69
million dollars



6,528
MWh electricity



207,902
therms gas

CASE STUDY

Neighbor to Neighbor Energy Challenge

A Community Energy Savings Project

Submitted to U.S. DOE Competitive EECBG Program – Topic 2

Goal: Target participation of **10 percent of households** to set specific, measurable stretch goals of **20 percent for energy savings and clean energy usage**, and provide a portfolio of actions and support to assist in achieving these goals.

Community: 14 towns in Connecticut with 260K residents and 97K households, mix of suburban densities and rural



The Solution

A Comprehensive Approach That Adapts

Incorporating best practices from across New England and the US...





Neighbor to Neighbor Energy Challenge Program Model

Community-based social marketing strategies

- Local grassroots organizing and community outreach combined with online platform, marketing, friendly competition between neighborhoods/groups/towns

and...performance-based rewards at the municipal level

- Town sets a goal vs. a baseline, is eligible for awards based on hitting resident participation/savings milestones

to...accelerate and aggregate demand for residential efficiency programs

- Provided by the utilities through a contractor network, and includes home assessments, retrofits and financing

then...track and report back to towns and residents their collective outcomes

- Participation rates, homes retrofitted, energy/\$ saved, emissions reduced, jobs created, energy efficiency credits produced, carbon offset equivalent, etc.

Nearbor to Neighbor Energy Challenge

Partners & Roles



EFFICIENCY2.0



Program Administration <i>Overall program coordination, community incentives, grants admin.</i>	Earth Markets: overall program management Clean Energy Fund: grants management
Community Outreach, Education & Support <i>Including an on-the-ground Clean Energy Corps</i>	Clean Water, Student Conservation Association
Marketing <i>Media, PR, viral and web-based strategies, promotional materials</i>	SmartPower, Efficiency 2.0
Online Platform	Efficiency 2.0
Energy Efficiency & Renewable Energy Measures <i>Lighting, HES, retrofits, CTCEO, solar thermal water, PV, financing</i>	Energy Efficiency Fund, Clean Energy Fund, Earth Markets, AFC First Financial
Evaluation, Measurement & Verification	MIT, Earth Markets, Efficiency 2.0

Neighbor to Neighbor Energy Challenge

Project Impacts & Metrics (Lifetime)

Projected Program Impacts

- 8000 households reached – from simplest to most involved actions
- 386 Job-Years Created or Retained
- \$147 Million in Household Utility Savings across 8000 households
- 248,726 MTCO₂ of Emissions Reductions
- 1,769,356 MMBtu's of Energy Reduced

Program Model Metrics – For Comparison w/ Other Program Models

- 21.7 Million Btu's saved per \$1000 invested – *2x better than DOE benchmark of 10MM*
- Cost of Saved Energy \$.037 per kWh, \$.030 for EE only – *vs. incumbent EE ratepayer fund programs at \$.045*
- \$266 household acquisition cost – *too high for a traditional lending/financing model?*



Earth Markets

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One Community at a Time

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