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
30yrs of efficiency programs =
- 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 916

Last Month Neighborhood Comp:

EFFICIENT NEIGHBORS
NEIGHBORS
YOU

12 Month Neighborhood Comp:

Change a Light Pledge

CHANGE THE WORLD
ENERGY STAR

grassrooting
GREENING HOMES

The Value of Green...

Cost

Comfort

Convenience
COST

nothing down – 12% ROI

✓ LIGH ROI: 12%
✓ No $$ down
✓ $8.6K in 8½ yrs
✓ 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

- A Better World
- Better sense of Community
- Better Self-Worth
- Better-off Financially
- Family Feels Better
what’s at stake...

MARKET MAKERS ROUNDTABLE
Green Homes America - Web Site

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

Green Homes America - a Linx Group Company

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
we are passionate about selling the truth

ABOUT US

solving the energy crisis one home at a time

we are passionate about selling the truth

re-energize your home

www.recurve.com

“Recurve changed their name so as not to sound so kitch, so greenwashy, so yesterday.”
THE BABYLON PROJECT
building green homes, green jobs & green communities
http://www.thebabylonproject.org/blog/

Carbon Nation
a blog by babylon project executive director Dorian Dale
helping residential electricity customers participate in environmental markets
Six degrees of separation

- Just Do It
- Got Milk?
- Where's the Beef?
- Don't Leave Home Without It
- You're in Good Hands
- We Try Harder

- **Green Homes**
  - 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?

Be so dependable
They depend on us

make the client self-reliant?

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

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?

eye-tracking heat maps

real-time neurological data (EEG)
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

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

Civics
Events
Parks
Beaches

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

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

Logos on fleet vehicles; cover of recycling calendar
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
You can toot your own horn....

But it’s your consumers who tell the most powerful stories about your brands.
EARLY ADOPTERS
TRAIL BLAZERS

- 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

Green

A big shout out to all my Holmes-ies
COST-CUTTING CURRENTCY

LONG ISLAND GREEN HOMES

ENERGY SAVINGS CERTIFICATE

TEN GREENBACKS

DYNAMIC ENERGY EFFICIENCY DIVIDENDS

DEED CARD

9111 4357 9484 3333

Supervisor

9111 4357 9484 3333

Supervisor

9111 4357 9484 3333

Supervisor
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

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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

Desire/need to address:
- Poor indoor air quality
- Carbon monoxide poisoning
- Natural gas leaks

- Consistent temperatures throughout the home
- Draft free rooms
- Quiet environment
- Increased home value
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
  ➢ Insulation
  ➢ Windows
  ➢ IAQ Solutions
  ➢ Solar

• 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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GreenHomes by EnTherm

CALL TODAY! (315) 474-6549

No Heat? Don’t Worry... GreenHomes Will Fix Your Furnace Fast!

For expert heating and cooling service and replacement, call GreenHomes America. Improving the efficiency of your home is our #1 goal!

Window Shopping? Call for Expert Window and Door Replacement

Replacing your leaky windows and doors will dramatically improve the comfort and energy efficiency of your home.

- 100% satisfaction guaranteed
- ENERGY STAR® labeled windows
- Professional technicians
- Fast, quality installation
- Incentives & low interest loans
- Lifetime guarantee
- 5-time ENERGY STAR® award winner
- Free energy assessment
- Environmentally friendly

CALL TODAY! (315) 474-6549
GreenHomes™
by Entherm


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 Slabough

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

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Cool Home Insulation Package

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$500 OFF
Any Central Air Conditioning System

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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 buy a bigger AC unit; there are a few easy and affordable things that you can do to make your home more comfortable.

The first place to start is in your attic. In the summer, temperatures in the attic can climb to more than 140°F. This tremendous heat conducts down into your home. Even when the first floor is comfortable, this constant flow of heat from the attic can make 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 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 means you’re overpaying for lighting, but in the summer you’re creating a lot of unwanted heat in the rooms you’re trying to 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 glow (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 AC 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 AC 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

Call Your Home Improvement Experts and Start Saving Money Today!

GreenHomes
by Entherm

671-COZY
(671-2699)

Serving NY for more than 25 years.

Offering award-winning delivery of:
- Home Energy Assessments
- Windows and Doors
- Insulation
- Heating & Cooling
- Indoor Air Quality Solutions
- Solar Photovoltaic (PV)

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 NYSERDA for qualified homeowners. And, for any furnace installed before the New York State credit expires next month, GreenHomes will provide an additional $300 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!
To keep the great tips coming, please add newsletter@greenhomesamerica.com to your address book

April 17, 2008 | Issue 5

The Home Advisor

The Guide to Greening Your Home

Green Homes by Erdheim
(315) 671-2699

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.
Get Paid To Improve Your Home!

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

$400† OFF Any ENERGY STAR® Heating System
Plus up to an additional $700 in tax credits!

$400† OFF Wall & Attic Insulation Package

FREE† Window Buy 4 Windows & Get the 5th Free
Free window of equal or lesser value
Limit of 2 free windows per customer

Call Today!
(315) 671-COZY

Financing Now As Low As 1%!*

* Terms and conditions apply. Please call for details.

GreenHomes™
by EnTherm
801 Hiawatha Blvd. East, Syracuse NY 13208

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)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Referral</td>
<td>36.0%</td>
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<tr>
<td>Previous Customer</td>
<td>10.1%</td>
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<tr>
<td>Advisor Self-Generated</td>
<td>9.4%</td>
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<tr>
<td>Outbound (all sources)</td>
<td>8.8%</td>
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<tr>
<td>Website</td>
<td>8.4%</td>
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<tr>
<td>TV</td>
<td>6.5%</td>
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<tr>
<td>Newspaper/Print</td>
<td>4.2%</td>
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<tr>
<td>Home Makeover 2008</td>
<td>3.4%</td>
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<tr>
<td>State Fair/Home Show</td>
<td>3.1%</td>
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<tr>
<td>Direct Mail</td>
<td>2.7%</td>
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<tr>
<td><strong>NYSERDA</strong></td>
<td><strong>0.3%</strong></td>
</tr>
<tr>
<td>Other</td>
<td>7.1%</td>
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</tbody>
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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

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

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<tr>
<th>Biodiversity</th>
<th>Water</th>
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<td>State &amp; Society</td>
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<td>Competition</td>
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<td>Investor</td>
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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

- National Renewable Energy Laboratory
- Yale Law School
- SmartEnergyInitiatives
- ACEEE
- thinkEco
- Tendril
- U.S. Department of Energy
- SmartPower
- Green Jobs NY
- Long Island Green Homes
- Efficiency2.0
- Pew Center on Global Climate Change
- VALENCE ENERGY
- McKinsey & Company
- Connecticut Energy Efficiency Fund
Community Program Design
Engaging Citizens as Program Marketers

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

References
Malcolm Gladwell – The Tipping Point
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
Bill stuffers issued in September

Bill stuffers issued in April

Direct mailing issued by clean energy marketer in October

Non-Particip. Communities

20% by 2010 Communities

CT Clean Energy Communities

Community Innovation Grants Recipients

References

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
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 sustainable energy usage”
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

**Target Community**

Call to Action

**A Lot**

Easy Actions
- Commitment
- CFLs

Call to Action

**Some**

Harder Actions
- Audit
- Programmable Thermostats

Call to Action

**Fewer**

Hardest Actions
- Insulation & Weatherization
- Major Appliance Replacement

**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!!**
CASE STUDY

Neighbor to Neighbor Energy Challenge
A Community Energy Savings Project

Submitted to U.S. DOE Competitive EECEBG 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.
## Neighbor to Neighbor Energy Challenge
### Partners & Roles

| Program Administration                                      | Earth Markets: overall program management  
|-------------------------------------------------------------|---------------------------------------------  
| *Overall program coordination, community incentives, grants admin.* | Clean Energy Fund: grants management  
| Community Outreach, Education & Support                     | Clean Water,  
| *Including an on-the-ground Clean Energy Corps*             | Student Conservation Association             
| Marketing                                                   | SmartPower, Efficiency 2.0                   
| *Media, PR, viral and web-based strategies, promotional materials* |  
| Online Platform                                             | Efficiency 2.0                              
| Energy Efficiency & Renewable Energy Measures               | Energy Efficiency Fund, Clean Energy Fund,  
| *Lighting, HES, retrofits, CTCEO, solar thermal water, PV, financing* | 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
Save Money — Save the Planet!
One Community at a Time

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www.earthmarkets.com
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