



Keep It Simple

Learning how to think like the customer

July 10, 2012

TVA KY Home Performance – Incentives and HEScore

	Original TVA Program (\$500 Incentive)	TVA Incentive (\$500) + KHP Incentive (\$2,000)	TVA Incentive (\$500) + KHP Incentive (\$2,000) + HEScore/Incentive (\$2,500)
Homeowner participation	70%	49%	65%
Average number of retrofit measures	1.6	2.1	2.4
Average total retrofit cost	\$2,530	\$3,230	\$3,500

Information and Incentives Matter: Retrofit measures increased with more information and incentives

Program Requirements Matter: Homeowners choices are often guided by program minimums

Program Structure Matters: Too much information and/or incentive options can overwhelm homeowners

What we learned

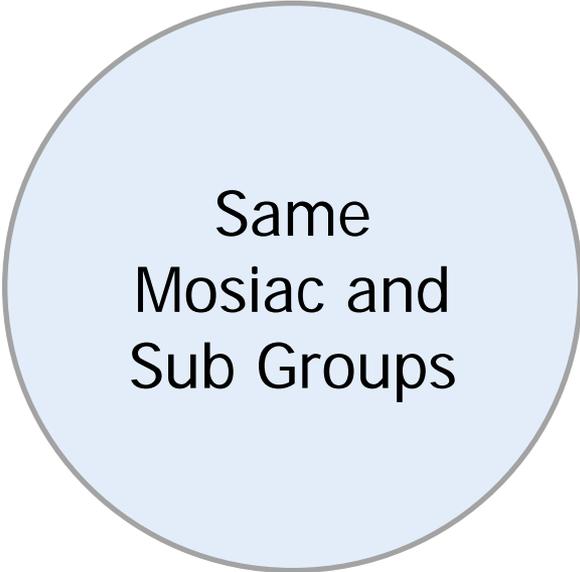
Valued most

- **Saving money on energy bills**
- **Time spent with the auditor**
- **Photos of what needs to be fixed**
- **More comfortable home**
- **Rebates helped me pay for it**

Valued least

- **Scheduling time**
- **Contractors I don't trust**
- **Too much paperwork**
- **Deep retrofit of my home**
- **Being compared to others**

Why?



Same
Mosaic and
Sub Groups



70% implemented measures



30% did not implement measures

A follow up tool could answer this question and perhaps keep a dialogue going with the customer.



SCORE $\frac{6}{10}$ SAVE

*based on Valley averages - savings may vary

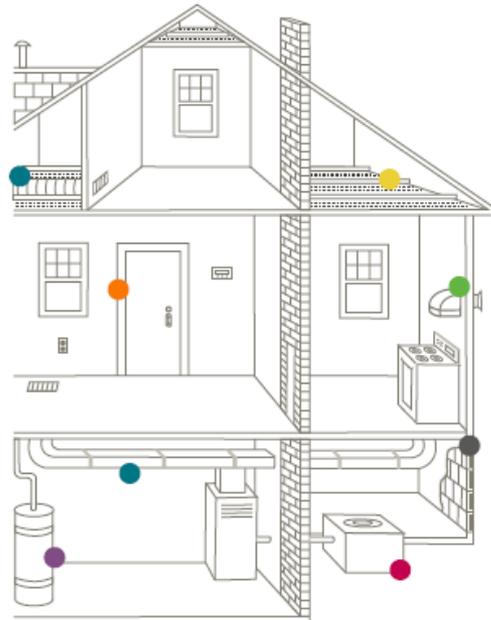
15%-18%
on energy bills*



SCORE CARD

	Individual eScores
Duct Sealing	8
Air Sealing	4
Attic Insulation	2
Water Heating	9
Heating / Cooling Systems	4
Windows & Doors	5
Wall Insulation	7

eScore: **6**



YOUR HOME CAN GET A 10

It's true. Complete the list of improvements suggested by your Energy Advisor and your home will score a 10! The closer you get to scoring a 10, the lower your energy costs will be and the closer you will get to making your home as energy efficient as possible without breaking the bank. Turn the page for the first three suggestions designed to help you start saving right away!

JOIN THE VALLEY

Residents are working together to keep The Valley beautiful and energized. Since 2009, this program has saved over:

13 Million kWh

Enough clean energy to power 860 homes for a year

Help us meet our 2012 goal of 19 million kWh

Updated 03/07/12

GET STARTED

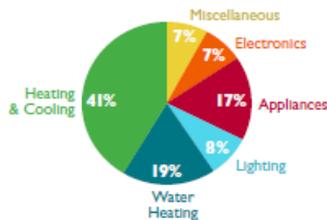
WITH THE "BIGGEST BANG FOR YOUR BUCK" UPGRADES

Complete all 3 suggested upgrades listed below and your score will improve to a 7. TVA will help you track your progress through the rebate program and will continue to send you easy to manage steps that will get you to a 10!

6 current eScore	#1 Duct Improvement	#2 Attic Insulation	#3 Heating and Cooling	7 new eScore
	<p>Seal and insulate your attic duct</p> <p>You are currently losing up to 60% of your heating and cooling efficiency.</p> <p>Return on Investment: 4-6 years</p> <p>Rebate: \$100 off the equipment price.</p>	<p>Increase the attic insulation</p> <p>Upgrade to R-38 (12" of insulation) for more comfort and lower bills.</p> <p>Return on Investment: 3-5 years</p> <p>Rebate: \$200 off installation fees.</p>	<p>Install programmable thermostat</p> <p>Save 15% to 25% on heating and cooling costs</p> <p>Return on Investment: 8-11 years</p> <p>Rebate: \$500 off installation fees.</p>	5% - 8% SAVINGS

Your return on investment calculation is based on Valley wide averages. Pay back time may vary.

ENERGY USE OF AN AVERAGE HOME



FIND REBATES

Learn more about rebates and incentives at:
www.energyright.com/residential

HIRE CONTRACTORS

Choose from our Quality Contractor Network at:
www.energyrightpartners.com/tradeally

Use your smartphone to scan the QR codes above for quicker access to rebates and contractors.

Nielsen Residence
 6222 Mockingbird Lane
 Nashville, TN 37201

CLIENT



Memphis Light, Gas and Water
 Completed: 02/14/12
 Energy Advisor: Mark Scheffeld
 1.800.555.5555

AUDIT