Driving Demand

What’s Working in Residential Energy Efficiency Upgrade Programs
Promising Approaches and Lessons Learned
May 20, 2011 | Washington, DC
Anne Evens, CNT Energy
Agenda

- Who We Are
- Driving Demand for Retrofits
- Operational (MHEQ) vs Asset (HES)
- Transforming the Market: Getting Results
- Participation Rates
Who We Are

Non-profit Think-and-Do Tank

- Combines rigorous research with effective solutions
- Concentrates on helping consumers and communities
  - Dynamic electricity pricing
  - Building Performance
  - Regional energy planning

Economic Development Firm

- Specializes in market-based development with deep expertise in real estate markets
- Develops innovative information resources, tools and businesses to enable emergence and expansion of markets

With Support of the Doris Duke Charitable Trust
The Chicago Metro Regional Market

2 Million Single Family Homes, Mostly Older

Median EUI by municipality

- 68 - 86
- 87 - 104
- 105 - 123
- 124 - 141
- 142 - 159

Bungalow

Colonial

Frame Cottage

Georgian

Newer Luxury

Ranch

Split level

Townhome

Tudor

Victorian
Driving Demand For Retrofits
Driving Demand For Retrofits

- Customized Recommendations
- Links to Contractors
Driving Demand For Retrofits
How MyHomeEQ Works

1. Get Your HomeEQ
2. Select Home Improvements
3. Choose Contractors
4. Financing/Rebates
5. Complete Improvements
6. See Your Results
Home Energy Usage Calculator

How much energy does my home really use?

Enter Your Address

example: 123 Main St Riverside IL

Save money and live more comfortably by lowering your energy usage

The Home Energy Savings Program, offered by the Nicor Gas Energy Efficiency Program and ComEd's Smart IdeasSM, begins July 1, 2011, and can save you money while making your home comfortable and efficient. We are taking reservations now.

Understanding your actual energy usage is the first step in making your home more comfortable, efficient, and valuable. We'll recommend home improvements that have both immediate and long lasting impact and then we'll help you with the details of making the change. That's why we're here.

How This Works

1. Find Your Home Energy Usage
2. Select Home Improvements that are Right For You
3. Apply for the Nicor Incentive Program
4. Choose a Contractor and Let Us Contact Them for You

Potential Energy Savings/Year  Your Home EQ Score  Rebates and Tax Credits
Verify this is your home by entering your Nicor Gas account number.

Nicor Gas Account #

By entering your account number, you are granting MyHomeEQ the use of your actual natural gas and electricity consumption data to prepare your HomeEQ report.

Submit
Your Home EQ and Energy Usage Profile

By matching publicly available home information with your actual energy usage, we calculate your home’s Energy Quotient, providing a current snapshot of your energy efficiency, and come up with a set of improvements tailored specifically for you.

On this page you can review your energy usage, see how it compares to other homes near you, and review the home details that went into our model. Then go to the next page to review your recommendations. After that, we’ll help you apply for the Nicor program or contact a contractor. To update your home details simply click the “Edit Home Details” button below.

**Home Details**

106 Lawton Rd
Riverside IL 60546

**On the Map**

**Your EQ Score**

EQ 106

Just as MPG tells you how much fuel your car uses per mile, the Energy Quotient (EQ) tells you how much energy your home uses per sq ft. A lower score means a more efficient home. The

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjust Your Thermostat Based on Outside Temperatures</td>
<td>$111</td>
</tr>
<tr>
<td>Use and Turn Off Power Strips</td>
<td>$84</td>
</tr>
<tr>
<td>Upgrade to Energy Efficient Lighting</td>
<td>$42</td>
</tr>
<tr>
<td>Air-SEal around Windows, Doors, and other penetrations</td>
<td>$272</td>
</tr>
<tr>
<td>Air Seal and Insulate the Basement</td>
<td>$92</td>
</tr>
<tr>
<td>Air-SEal and Insulate Above Ground Walls</td>
<td>$221</td>
</tr>
<tr>
<td>Replace Your Furnace</td>
<td>$179</td>
</tr>
<tr>
<td>Air-SEal and Insulate Your Attic</td>
<td>$83</td>
</tr>
</tbody>
</table>
Choose Improvements that are right for You.

There are many home improvements that can help you reduce the energy usage of your home. The recommendations below were chosen because they are both effective at lowering your usage and have quick payback. You can select improvements based upon our order, or choose ones that that work better for you. It’s up to you.

Improvements with the Nicor logo are eligible for Nicor incentive programs and will save you money up front while lowering your energy bills for the long term.

The first set of improvements are large changes that you can make to your home. We've selected the ones with the greatest impact and will help you contact contractors to get them done.

### Efficiency Home Improvements

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Payback</th>
<th>Savings</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air-Seal around Windows, Doors, and other penetrations</td>
<td>5 - 6 years</td>
<td>$272</td>
<td>$550 - $850</td>
</tr>
<tr>
<td>Air Seal and Insulate the Basement</td>
<td>11 - 22 years</td>
<td>$92</td>
<td>$500 - $1000</td>
</tr>
<tr>
<td>Air-Seal and Insulate Above Ground Walls</td>
<td>16 - 20 years</td>
<td>$221</td>
<td>$1760 - $2250</td>
</tr>
<tr>
<td>Replace Your Furnace</td>
<td>22 - 28 years</td>
<td>$179</td>
<td>$3750 - $4750</td>
</tr>
<tr>
<td>Air Seal and Insulate Your Attic</td>
<td>22 - 29 years</td>
<td>$83</td>
<td>$900 - $1200</td>
</tr>
</tbody>
</table>

The changes below are low cost and have high impacts, but they require a bit of time on your part. Take a look and select the ones that you think you can do. Read the more info text for ways in which we can help.

### Efficient Lifestyle Improvements

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Payback</th>
<th>Savings</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replace Old Appliances with ENERGY STAR Models</td>
<td>0 - 0 years</td>
<td>Varies</td>
<td></td>
</tr>
</tbody>
</table>
How would you like to be contacted?

First Name* 

Last Name* 

Email Address* 

Verify Email* 

Phone Number: 

I'd prefer to be contacted by phone.

Notes: Any additional comments you would like to submit to the contractors.

How did you hear about MyHomeEQ?
MyHomeEQ Summary

Thank you for using MyHomeEQ.

In the next few days, you will be contacted by the contractors that you have selected. Please print this page to discuss your home details and usage with them.

Owner Information
John Baker
123 Main St.
Anytown, USA

Homeowner comments

Your EQ Score

106

Home Details

Structure Details

Systems

Roof and Attic
Roof Type: Shingle
Roof Pitch: 4/12
Rooftop Insulation: Yes

Structure Type: Conditioned

Hvac

Roofing Material: Laminated

Type: Central Air/Heat Pump

Rooftop Insulation: Yes

Condition: Conditioned


Comfort and Lifestyle

Comfort Level: Customizable


Recommendations Wanted

- Air Seal and Insulate the Basement
- Air Seal and Insulate Above Ground Walls
- Air Seal and Insulate Your Attic

Other Recommendations Presented

- Air Seal around Windows, Doors, and other penetrations
- Replace Your Furnace

Efficient Lifestyle Improvements

Replace Old Appliances with ENERGY STAR Models
Getting new appliances generally doesn’t save you money in the short run. However, if you’re looking into replacing appliances, look for ENERGY STAR models. This will ensure that the energy savings you see over time will be maximized.

Working with US DOE’s Home Energy Score Pilot

Goal: Help DOE provide accurate and reliable information for this region.

• Do the decile score distributions reflect the energy use for this region’s housing stock?

• Compare HES to actual energy use.

• What is difference in scores from audit vs. imputed characteristics? Potential to reduce transaction cost further?
Participation Rates

RIVERSIDE PILOT (45 DAYS)

- 10% of homeowners went to website
- 1 in 214 homeowners started the retrofit process
Participation Rates

RIVERSIDE PILOT (45 DAYS)
Participation Rates

APPLICATION TO CHICAGO REGION

Metro Chicago
Riverside

9,000 Retrofits!

# of Visits to MyHomeEQ
# of Retrofits
Transforming the Market: Getting Results

- How much energy does my house use?
- Government energy rebates 2011
- Home energy saver tips for my zip code
- Are tax credits for energy being renewed?
- Energy quotient
- House energy efficient calculator
- Role of government in energy efficiency
Transforming the Market: Getting Results

Riverside picked for energy pilot project:

By Staff report

Riverside residents are interested in saving money on energy bills. As part of a utility company's pilot project, the city will receive energy audits and suggestions for improving energy efficiency. The project is open to all residents, and audits can be scheduled at the resident's convenience.

Riverside is one of five cities chosen by the utility company for the pilot project. The other cities are Aurora, Elmhurst, Lombard, and Northbrook. The pilot project is part of a larger initiative to reduce energy consumption and improve the environment.

The utility company is collaborating with the city to provide energy audits at no cost to residents. The audits will identify areas where energy can be saved and provide recommendations for improving energy efficiency. The city is encouraging residents to participate in the pilot project to help reduce energy consumption and lower utility costs.

The pilot project is expected to last several months, with audits scheduled throughout the year. Residents interested in participating can contact the utility company or the city's energy department for more information.

Riverside is committed to reducing its carbon footprint and improving energy efficiency. The pilot project is a positive step towards achieving these goals, and the city is encouraging residents to take part in the initiative.

For more information, contact the city's energy department at 708-527-2221.

We're moving towards a more sustainable future.

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**About the Author:**

Michael Aieta: An energy efficiency expert and advocate. Michael has been a driving force in the renewable energy and sustainability movement for over a decade, and is dedicated to helping individuals and communities make a positive impact on the environment. He is the founder of MyHomeEQ, a website that provides energy efficiency and home improvement resources. Michael is a frequent contributor to online blogs and is a popular speaker at industry events. He lives in Chicago, Illinois with his wife and two children.

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**MyHomeEQ**

Energy Efficiency Calculator | Home Energy Saving Tips | Chicago Area | MyHomeEQ.com

Find out your energy consumption in just 15 seconds. Then see what you can do to reduce your cost and get connected with the contractors that can get it done.

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**Facebook**

Michael Aieta

Lives in Chicago, Illinois | Married

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**Wall**

Energy Savings Calculator | Home Energy Saving Tips | Chicago Area | MyHomeEQ.com

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**You like this?**

Write a comment...
## Creating Market Impact

<table>
<thead>
<tr>
<th>Field</th>
<th>Subject Property</th>
<th>COMP#1 Adjustment</th>
<th>COMP#2 Adjustment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>6501 West 182nd</td>
<td>17029 S. Oketo Ave</td>
<td>16333 S. 64th Court</td>
</tr>
<tr>
<td>List Price</td>
<td>$210,000</td>
<td>$199,900</td>
<td></td>
</tr>
<tr>
<td>Approx Sq. Ft.</td>
<td>1050</td>
<td>1044 (1044)</td>
<td></td>
</tr>
<tr>
<td>Energy Rating</td>
<td>EQ 74</td>
<td>EQ 186</td>
<td></td>
</tr>
<tr>
<td># Bedrooms</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td># Full Baths</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Air Conditioning</td>
<td>Central Air</td>
<td>Central Air</td>
<td>Central Air</td>
</tr>
<tr>
<td>Heat / Fuel</td>
<td>Gas, Forced Air</td>
<td>Gas, Forced Air</td>
<td>Gas, Forced Air</td>
</tr>
<tr>
<td>Approx Year Built</td>
<td>1979</td>
<td>1972</td>
<td>1968</td>
</tr>
</tbody>
</table>

**Total Adjustments:**

$0 $0

**Adjusted Price:**

$199,900 $199,900
Thank You!

Anne Evens, Executive Director
CNT Energy

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aevens@cntenergy.org
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