Keep It Simple

Learning how to think like the customer

July 10, 2012
## KY Home Performance - Incentives and HEScore

<table>
<thead>
<tr>
<th></th>
<th>Original TVA Program ($500 Incentive)</th>
<th>TVA Incentive ($500) + KHP Incentive ($2,000)</th>
<th>TVA Incentive ($500) + HEScore/Incentive ($2,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowner participation</td>
<td>70%</td>
<td>49%</td>
<td>65%</td>
</tr>
<tr>
<td>Average number of retrofit measures</td>
<td>1.6</td>
<td>2.1</td>
<td>2.4</td>
</tr>
<tr>
<td>Average total retrofit cost</td>
<td>$2,530</td>
<td>$3,230</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

**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
Focus Groups and Customer Surveys

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
Residential I HEE Demographics

Why?

- 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.
eScore - Front

**SCORE CARD**

- 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!

#1 Duct Improvement
Seal and insulate your attic duct
You are currently losing up to 60% of your heating and cooling efficiency.

- Return on Investment: 4-6 years
- Rebate: $100 off the equipment price.

#2 Attic Insulation
Increase the attic insulation
Upgrade to R-38 (12” of insulation) for more comfort and lower bills.

- Return on Investment: 3-5 years
- Rebate: $200 off installation fees.

#3 Heating and Cooling
Install programmable thermostat
Save 15% to 25% on heating and cooling costs

- Return on Investment: 8-11 years
- Rebate: $500 off installation fees.

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.energycraft.com/residential

HIRE CONTRACTORS
Choose from our Quality Contractor Network at: www.energycraftpartners.com/tradeally

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