Mary Templeton
Alice: Oh, no, no. I was just wondering if you could help me find my way.

Cheshire Cat: Well that depends on where you want to get to.

Alice: Oh, it really doesn't matter, as long as...

Cheshire Cat: Then it really doesn't matter which way you go.
What Did We Want and Why?

Renewable Portfolio Standard
Public Act 295 of 2008
Utility Energy Efficiency Program
(Virtually none in existence since 1995)
Alice: If I listened earlier, I wouldn’t be here.
But that’s just the trouble with me.
I give myself very good advice, but I very seldom follow it.
What Did We Do?

- Venue Changes
- Incentives
- Rebates
- Content
- Interest Rates
- Marketing Messengers
- Messages
Incentives and Program Goals

Did your home pig out on energy this winter?
Stop the energy hog and start saving now!
- Lower Your Home's Energy Use
- Seal Air Leaks
- Install New Thermostats
- Remove Drafts with Energy-Saving CFL Lightbulbs
- Upgrade Windows and Doors to reduce energy costs
And much more!
For a limited time, you can get $300 a year on your utility bills. Visit bbgmr.org.

You can too! Find out how Rabbeena will save $300 a year on her utility bills. Visit bbgmr.org.

“I have the power to improve my family’s life.”

How low do you want your energy bills to be?
Visit the energy office to learn about Better Buildings for Michigan's savings for your home.

The home energy upgrade includes:
- Total home assessment - where your home is losing air with an infrared camera.
- Air sealing - just a little air sealing can stop up to 10% of your home's air leakage.
- Appliance testing - check your furnace, oven and water heater to save.
- Programmed thermostat
- 10 energy-saving light bulbs

Plus, have these energy saving devices installed on the day of the upgrade:
- Air sealing
- A programmable thermostat
- 10 energy-saving light bulbs

The home energy upgrade can save you a lot of money on your energy bills.

You've been chosen! Plug into free and low-cost home energy improvements.

For more information, visit www.bbgmr.org.
Confusion and Disbelief

The Mock Turtle: What is the use of repeating all that stuff, if you don’t explain it as you go on? It’s by far the most confusing thing I ever heard!
Higher Incentives, Greater Participation

Homes completing the base package as % of eligible homes

- Base package valued at $900 to $1100
- Base package valued at $350 to $375

BASE PACKAGE
HIGH: 48%
AVG: 30%
LOW: 21%

BASE PACKAGE PLUS
HIGH: 38%
AVG: 15%
LOW: 1%
Alice: Well, when I was lost, I suppose it's good advice to stay where you are until someone finds you. But who'd ever think to look for me here?
Alice: What is the use of a book, without pictures or conversations?
The assessment gave us peace of mind. We learned how we can save energy in our home. The contractor gave me good advice and made good recommendations.”

Dave Schaeffer
First Ward Commissioner
City of Grand Rapids

ATTENTION SOUTH MARQUETTE RESIDENTS!
JOIN YOUR NEIGHBORS AND SAVE MONEY

SAVE HUNDREDS ANNUALLY ON UTILITY BILLS WITH BETTER BUILDINGS FOR MICHIGAN

PLUG INTO SAVINGS

“...
Increased Cost + Reduced Incentives = ?

The Queen of Hearts: Off with their heads!
Fewer Base Packages, More Conversions

Conversion Rate of Base Package to Additional Measures with Interest Rate and Average Loan Size for Additional Measures (net of rebates)

BASE PACKAGE
HIGH: 15%
AVG: 12%
LOW: 7%

BASE PACKAGE PLUS
HIGH: 67%
AVG: 32%
LOW: 27%
Money Isn't Everything

Alice: Well, I must say, I've never heard it that way before.
Caterpillar: I know. I have improoooved it.
Interest Rates Matter!

Tweedle Dee and Tweedle Dum: That's logic!
Little Time, Lots of Work!

Alice: (Turning down an offer for a cup of tea) I’m sorry, but I just haven’t the time!

March Hare: The time! The time! Who’s got the time?
The Mad Hatter: There is a place. Like no place on earth. A land full of wonder, mystery, and danger! Some say to survive it, you need to be as mad as a hatter. Which, luckily, I am.
Thank You!

Your trip begins at michigan.org