

Mary Templeton



Aligning Incentives with Program Goals



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?

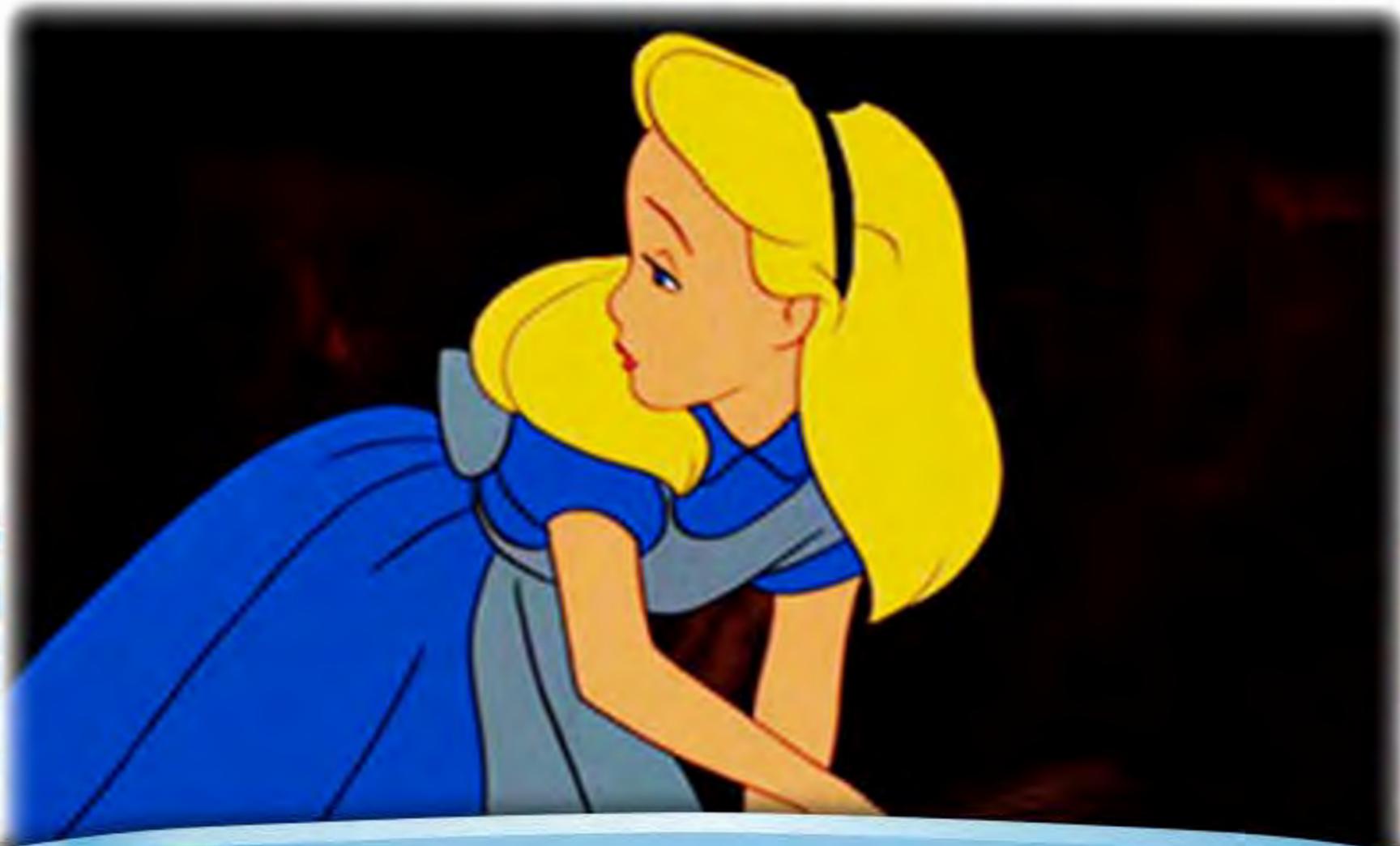
Renewable Portfolio Standard

Public Act 295 of 2008

Utility Energy Efficiency Program

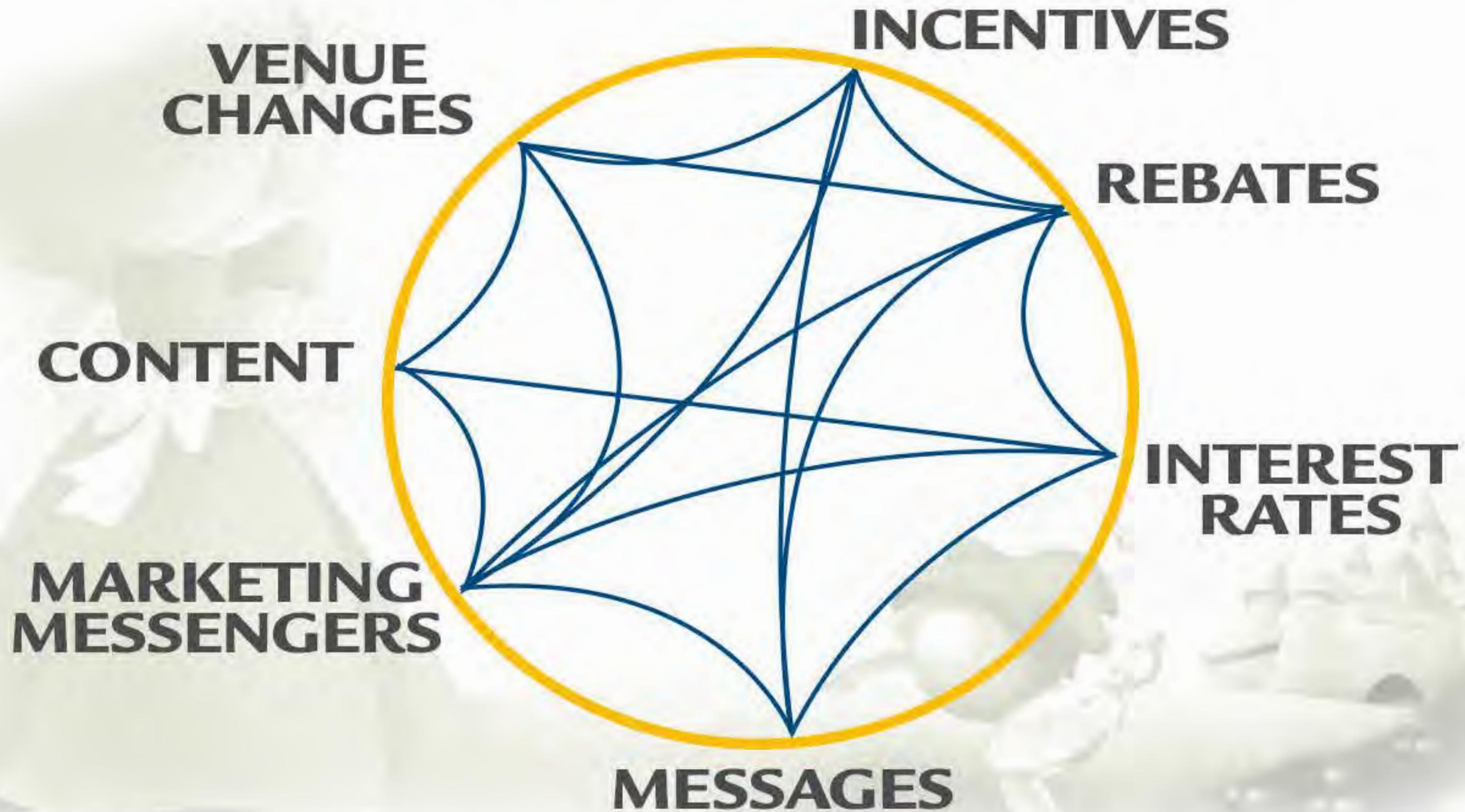
(Virtually none in existence since 1995)

What Did We Do?



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?



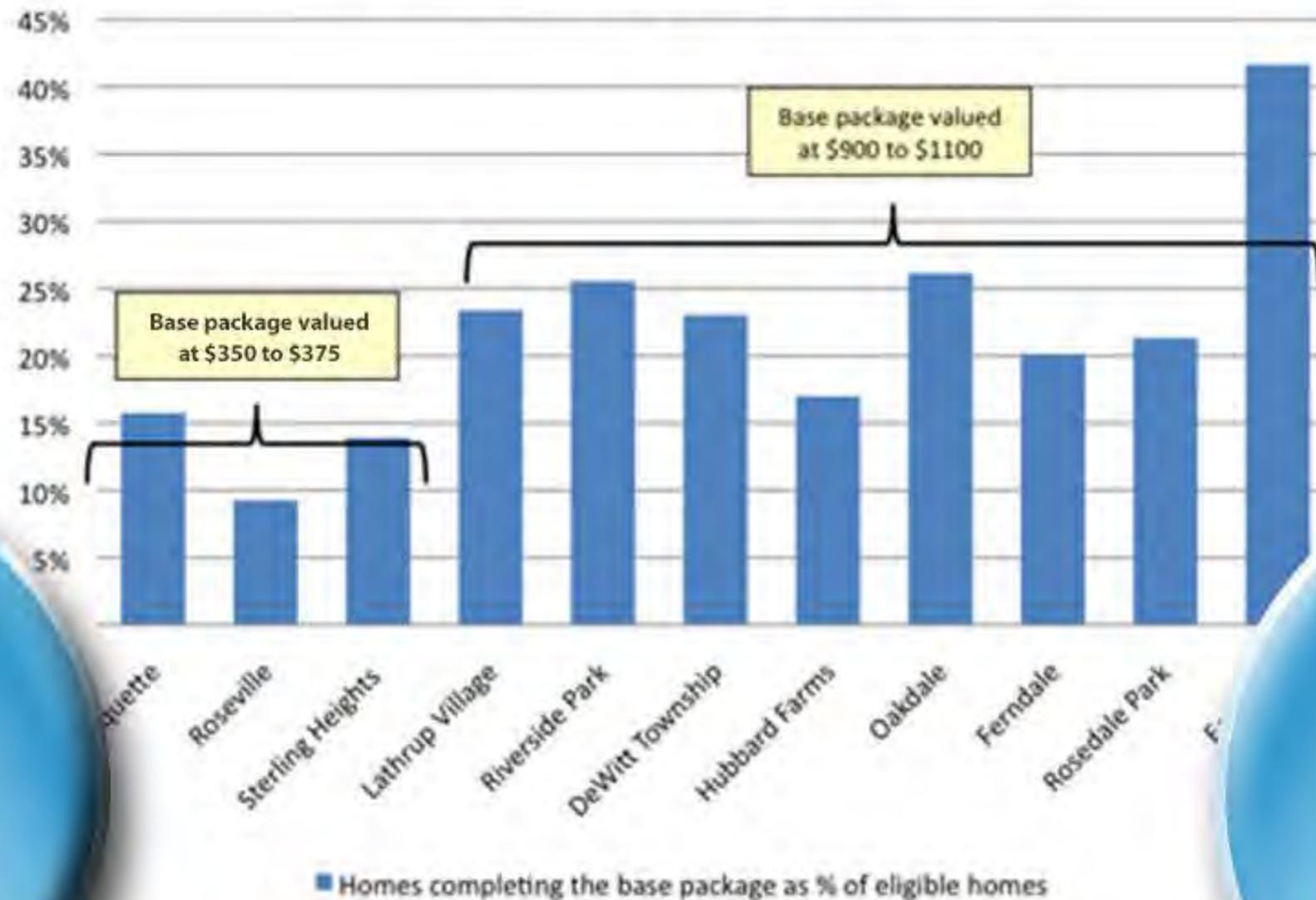
Confusion and Disbelief



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

HIGH: 48%

AVG: 30%

LOW: 21%

BASE PACKAGE PLUS

HIGH: 38%

AVG: 15%

LOW: 1%

Realigning Incentives



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?

Shifting the Focus



Alice: What is the use of a book,
without pictures or conversations?

Incentives and Program Goals

ATTENTION SOUTH MARQUETTE RESIDENTS!
JOIN YOUR NEIGHBORS AND SAVE MONEY

With the rebates offered and knowing it would reduce our heating bill the decision was an easy one. We ended up replacing three windows and insulating the basement. From beginning to end the process was professional and efficient. An opportunity like this doesn't come around often, if you are interested in energy efficiency and saving money, this is your project.
 -The O'Neills



SAVE HUNDREDS ANNUALLY ON UTILITY BILLS WITH BETTERBUILDINGS FOR MICHIGAN!

PLUG INTO SAVINGS

"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 Schaffer
 First Ward Commissioner
 City of Grand Rapids



To learn more about BetterBuildings for Michigan visit www.bbmgr.org.

WARMER HOMES LOWER UTILITY BILLS!

BETTER BUILDINGS FOR MICHIGAN **WARMER HOMES LOWER UTILITY BILLS!**
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BETTER BUILDINGS FOR MICHIGAN **DTE Energy** **WMEAC** **GRAND VALLEY STATE UNIVERSITY**

Some rebates are subject to program availability. Rebates are offered in partnership with utility companies. Rebates are subject to program rules. The program is supported by the Michigan Department of Environment, Great Lakes and Energy (EGLE) and the Michigan Department of Energy, Environment and Natural Resources (MDA). Additional rebates are available through the State of Michigan's Energy Efficiency Program (E2P). For more information, visit www.bbmgr.org.

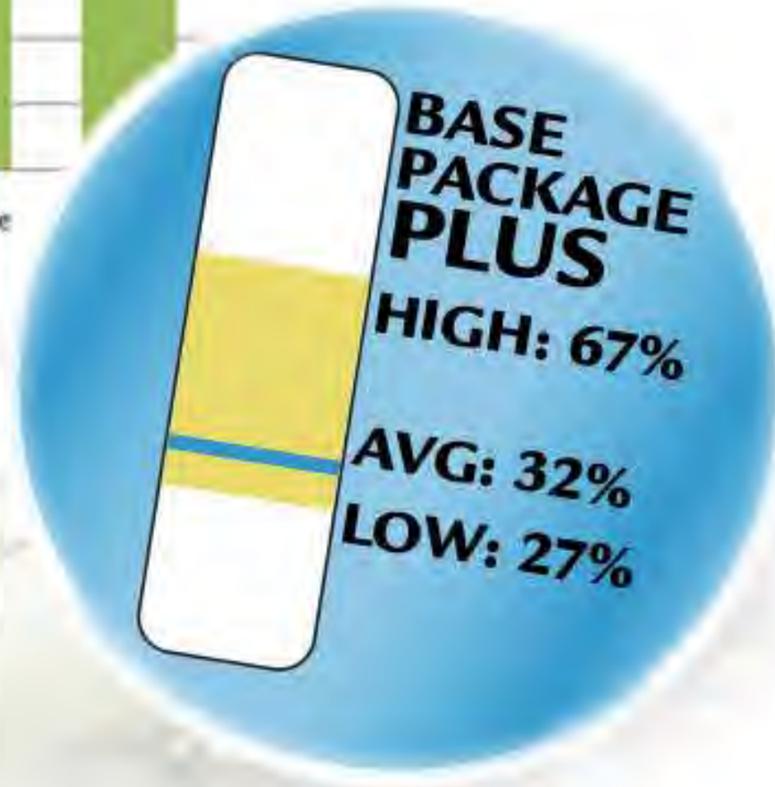
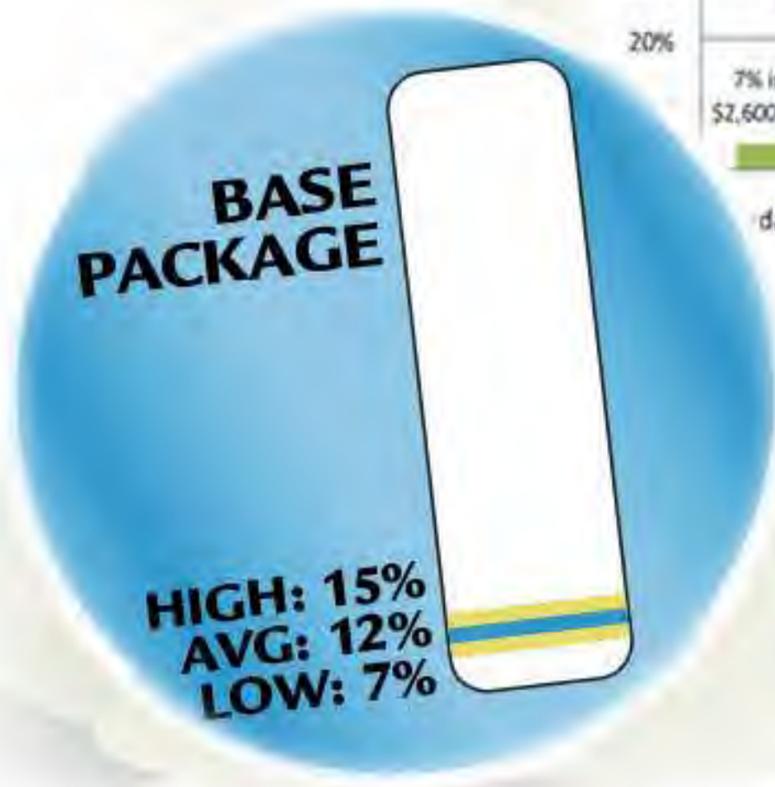
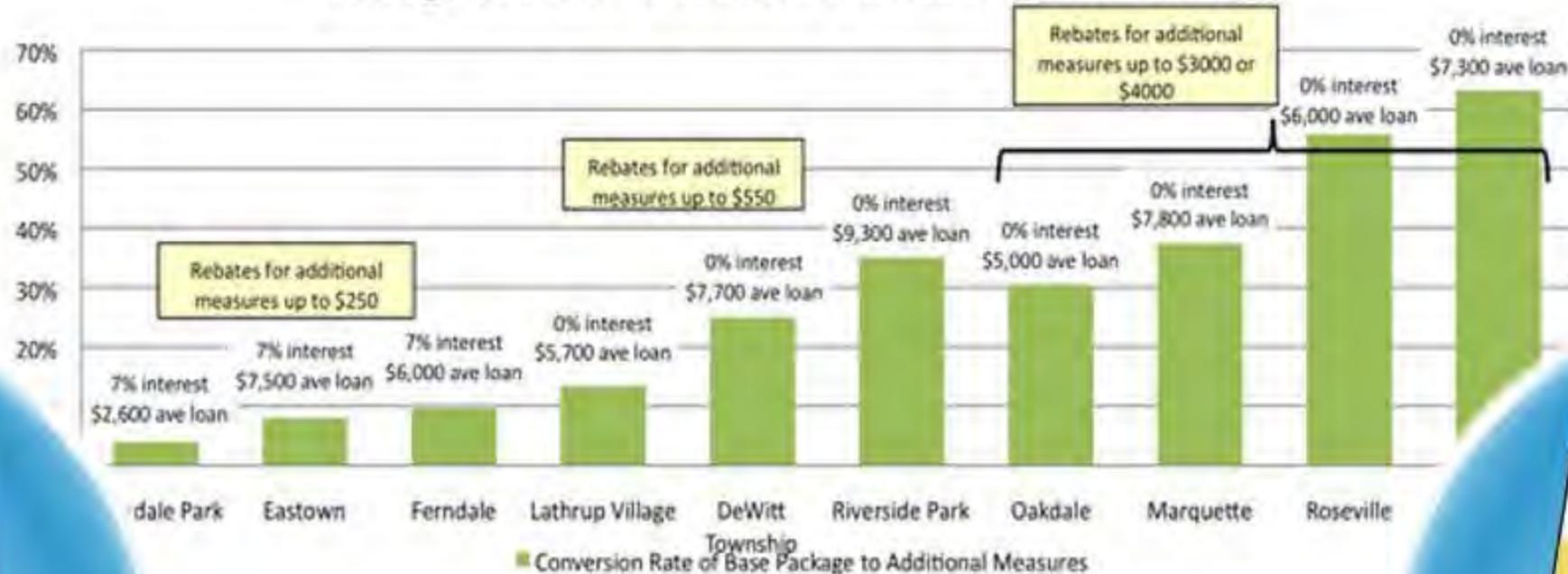
Increased Cost + Reduced Incentives = ?



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)



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?

Measure, Monitor, Adapt!



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!

