Mary Templeton

BETTER BUILDINGS FOR MICHIGAN

PURE MICHIGAN
Your trip begins at michigan.org

michigan saves SM
• RPS/PA295
• Virtually No Utility Energy Efficiency Programs Since 1995
Getting Beyond Early Adopters
27 Sweeps

10,000 Homeowners

(#) = 100 Homes
WHERE ARE WE NOW?
16 Sweeps
20 Running
3,500 Homeowners
( تعالى = 100 Homes)
What We Tried

- Venue Changes
- Incentives
- Rebates
- Interest Rates
- Content
- Messages
- Marketing Messengers
Varied Results

10-55% of Neighborhood Participation Rates

>20% Average Participation

0-80% Move from Assessment to Investment
Big Changes Start with Simple Conversations

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