

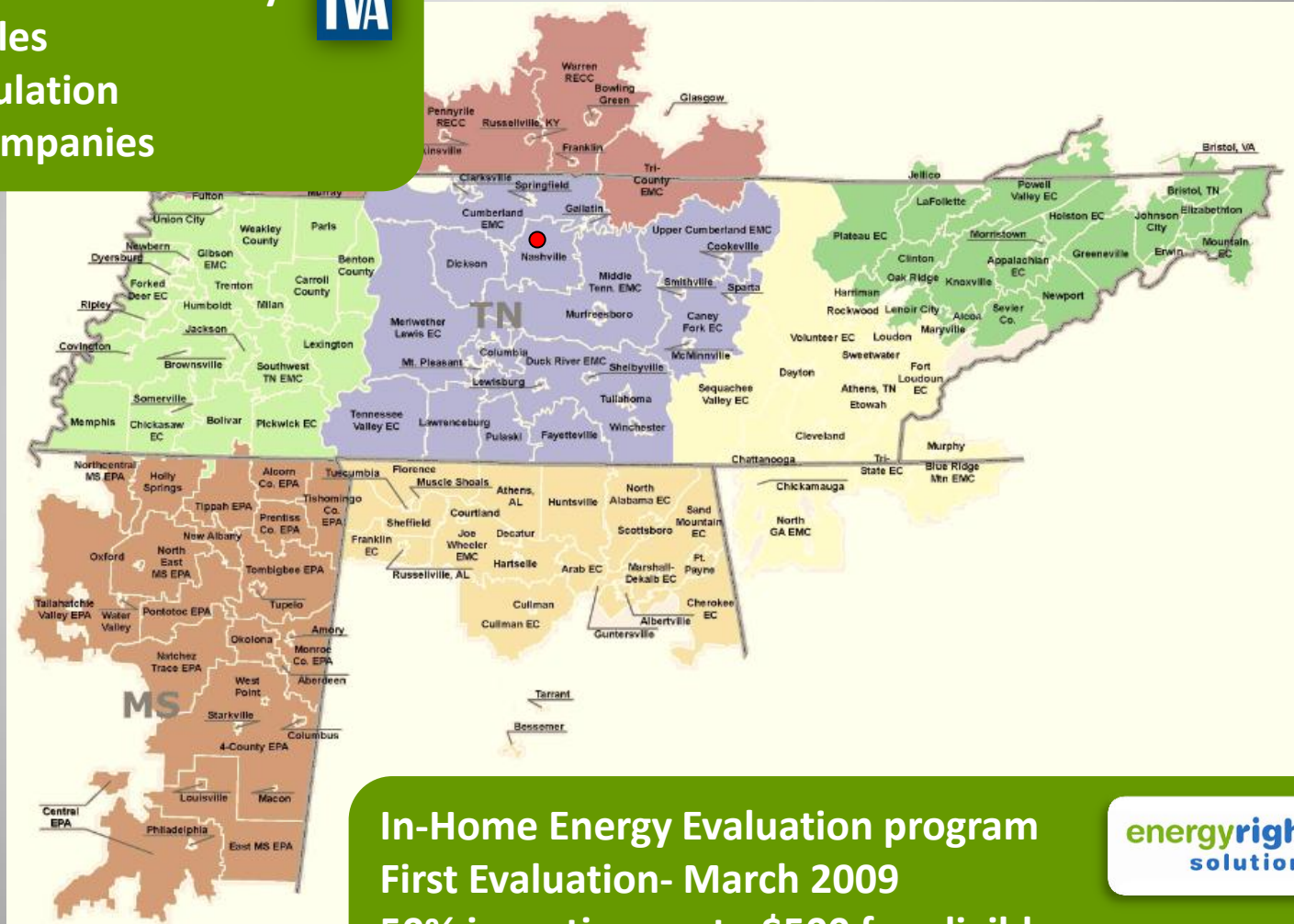
# **In Home Energy Evaluation: From 0 to 50,000 in 4 years**

***Dan Ridings - CSG  
Frank Rapley - TVA***



# Context

Nation's Largest Public Utility  
80,000 Sq. Miles  
9 Million Population  
155 Power Companies



In-Home Energy Evaluation program

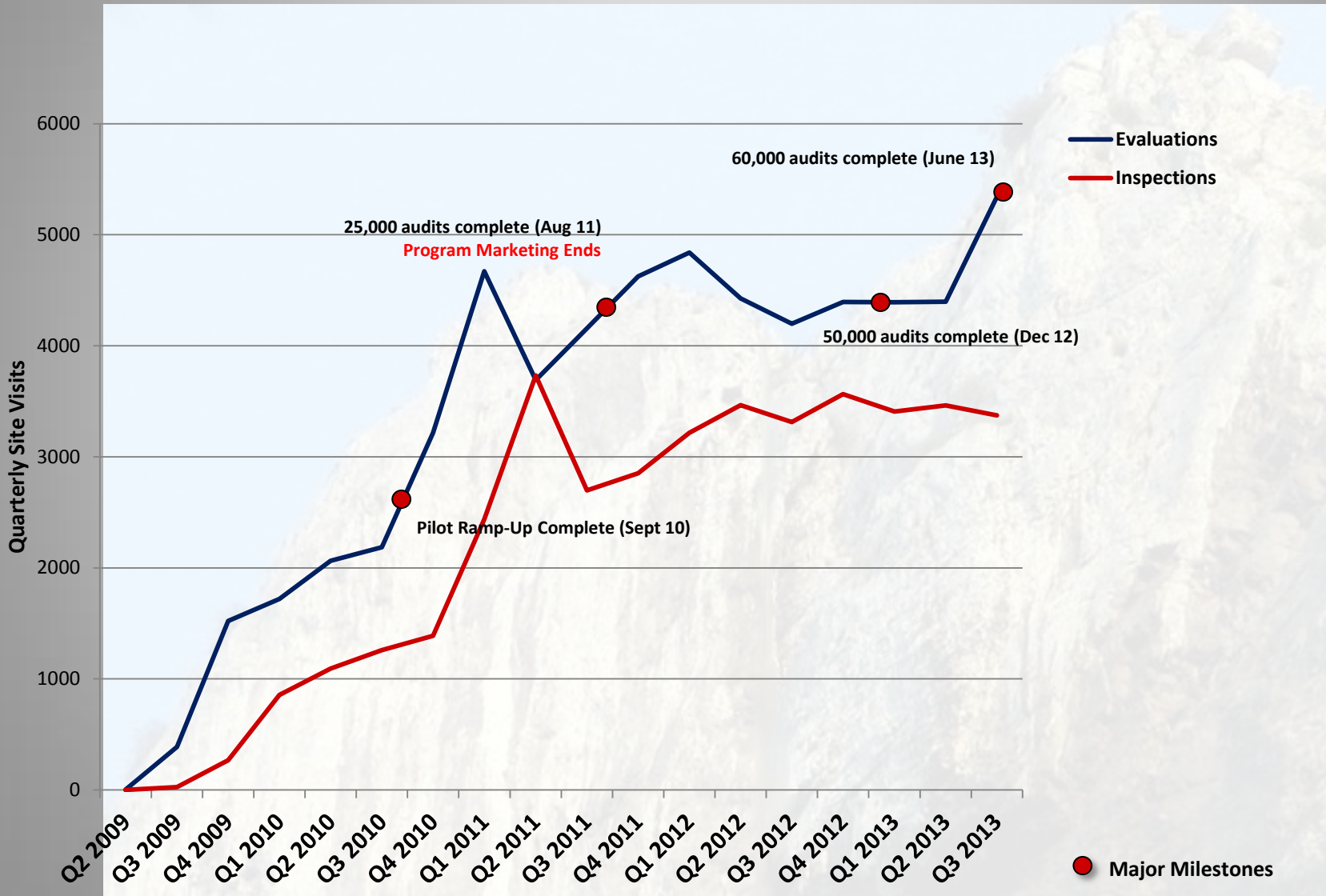
First Evaluation- March 2009

50% incentive, up to \$500 for eligible energy upgrades

Low-interest on-bill financing available

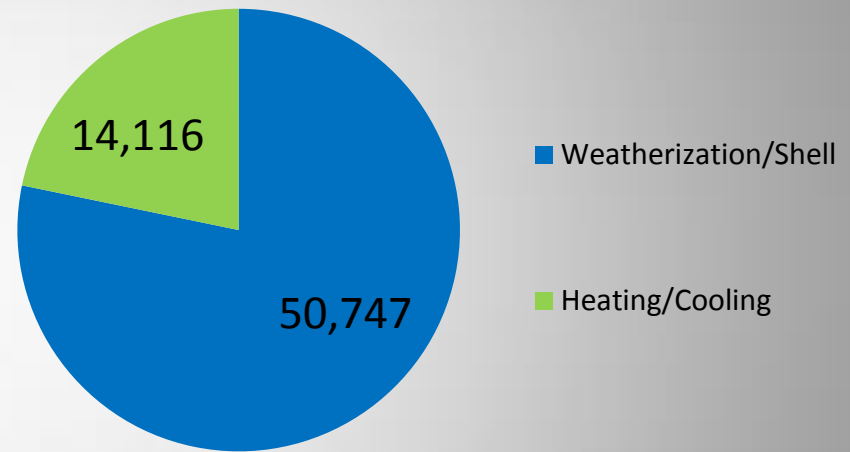
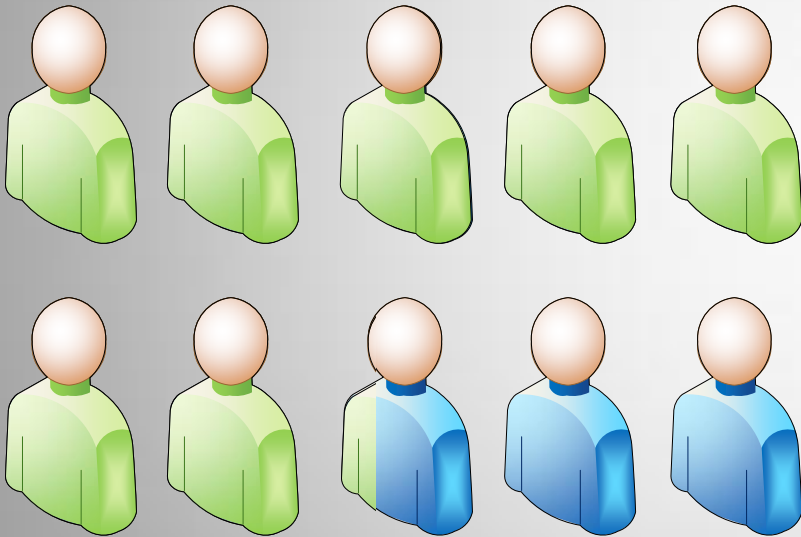


# Quick Climb



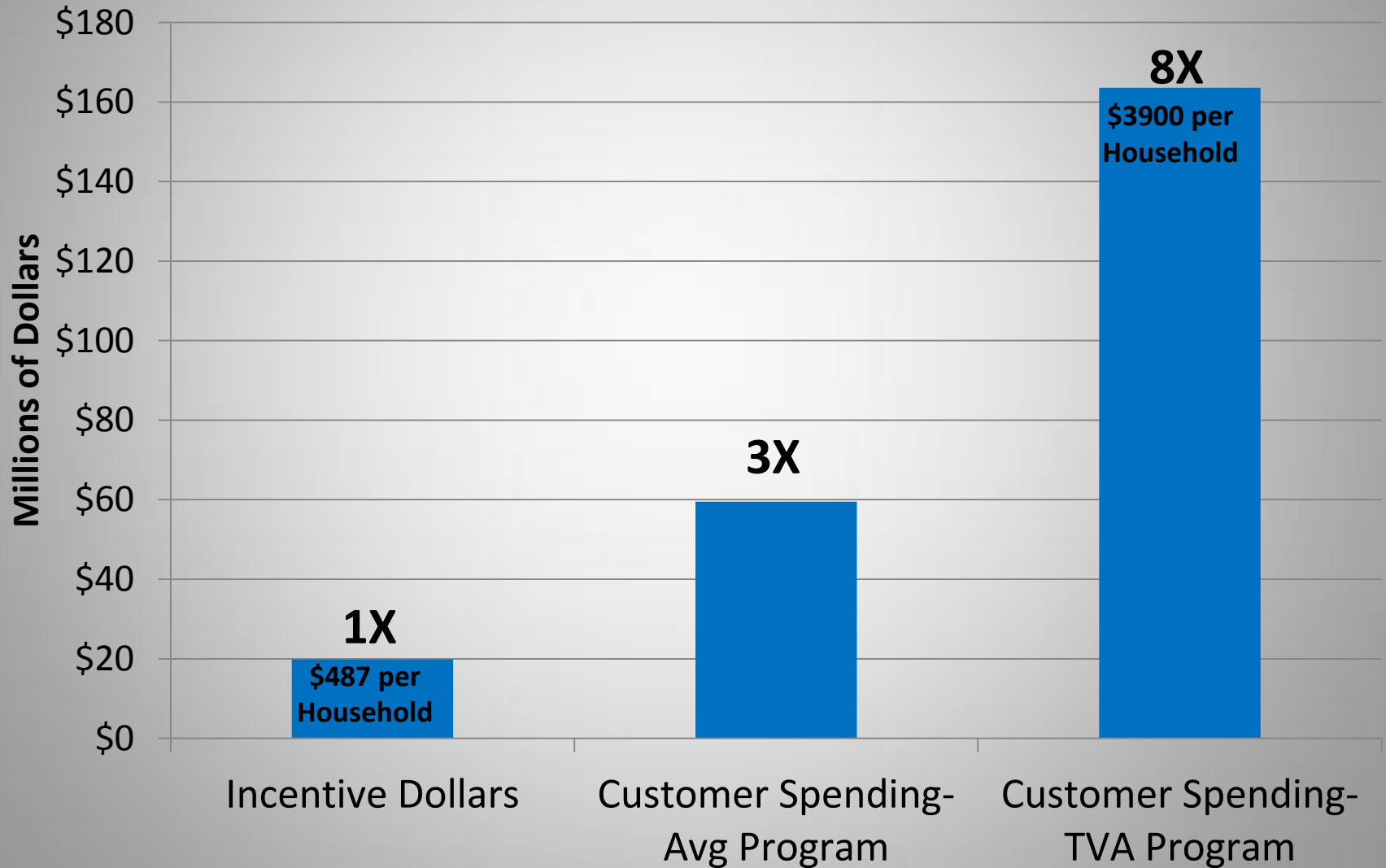
# Advice to Action

Average Residential Retrofit Program:  
+74% Implementation Rate



*Each household typically  
installs 1.6 Energy Upgrades*

# More with Less



# Business Keys to Success

- TVA Legacy in Energy Efficiency
- Local Power Companies Partner
- Leveraging existing contractor network
- Conservation Services Group

# Program Keys to Success

- 90-day implementation window
- Reimbursable fee
- Inspection
- Deliberate Design Process

# Change Your Thinking





# TVA's Challenge is analogous to US

## Retail



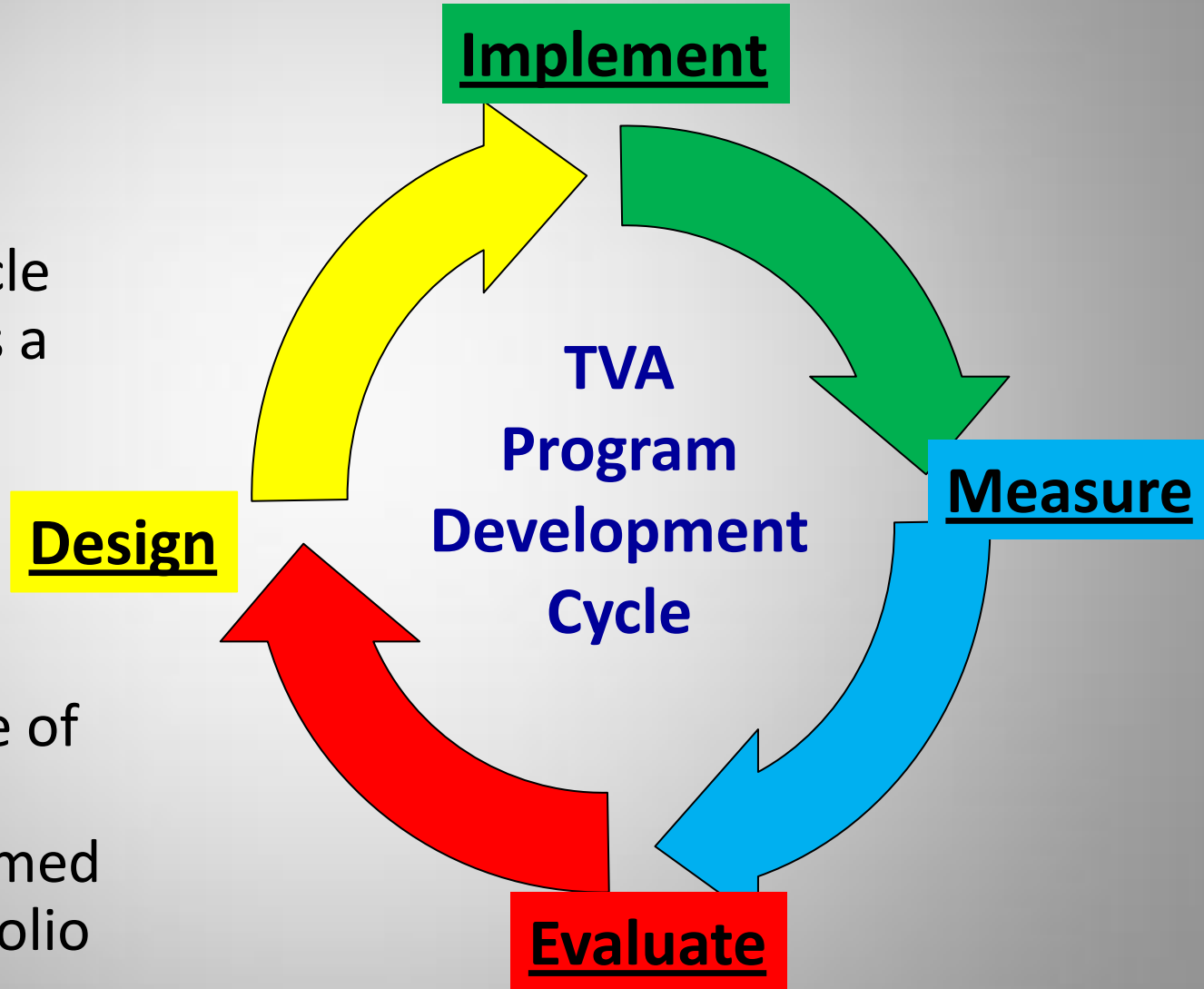
Consumers  
& Businesses



Residential  
• Consumers  
• Builders  
Commercial  
• Healthcare  
• Education  
• Government  
• Com R Estate  
• Warehouses

# TVA Program Development Process

- **The cycle is a process:** TVA's program development cycle can be viewed as a series of process steps.
- **Informed by strategy:** The number and type of products TVA develops is informed by its EEDR Portfolio Strategy.



# A Different Way of Thinking

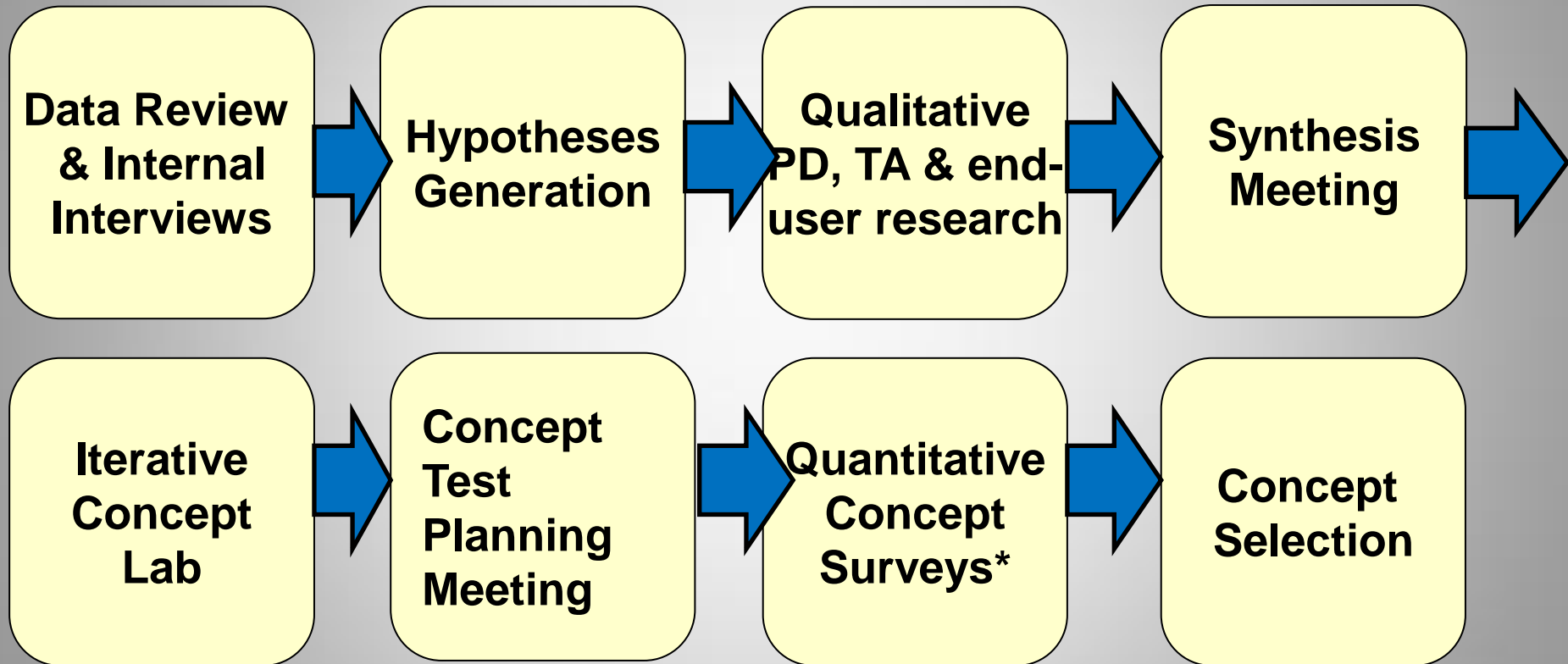
Based in Consumer Product Development, disciplined and fact-based. We use analysis and research to discover the most promising levers to move our clients' businesses.



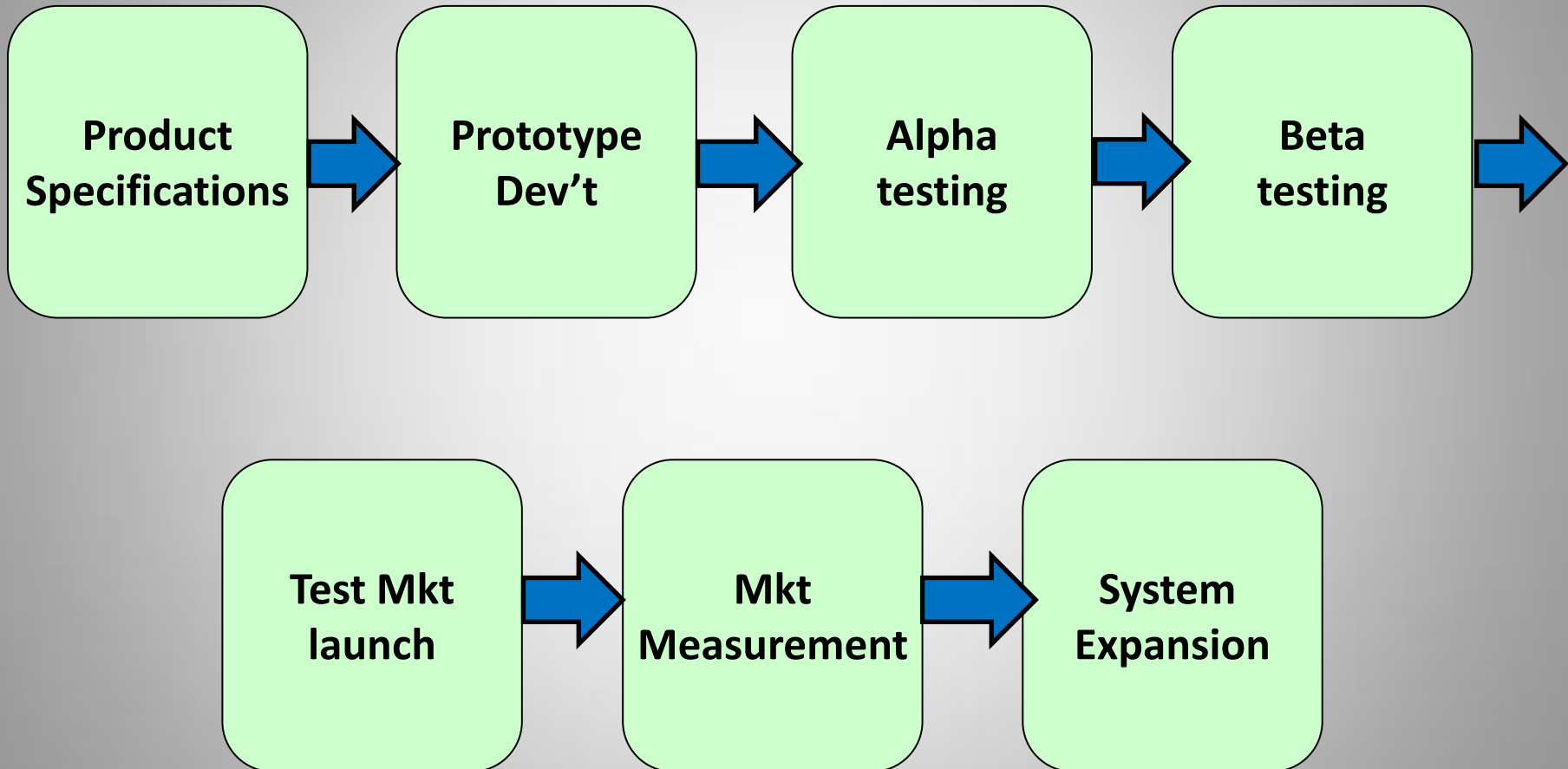
# Partners in the Process



# Concept Development



# Program Development



# What We Learned

- Particular Audience
- Participant Investment
- Value of the Inspection to Customer and Contractor
- Trusted 3<sup>rd</sup> Party Advisor

# Human Interaction

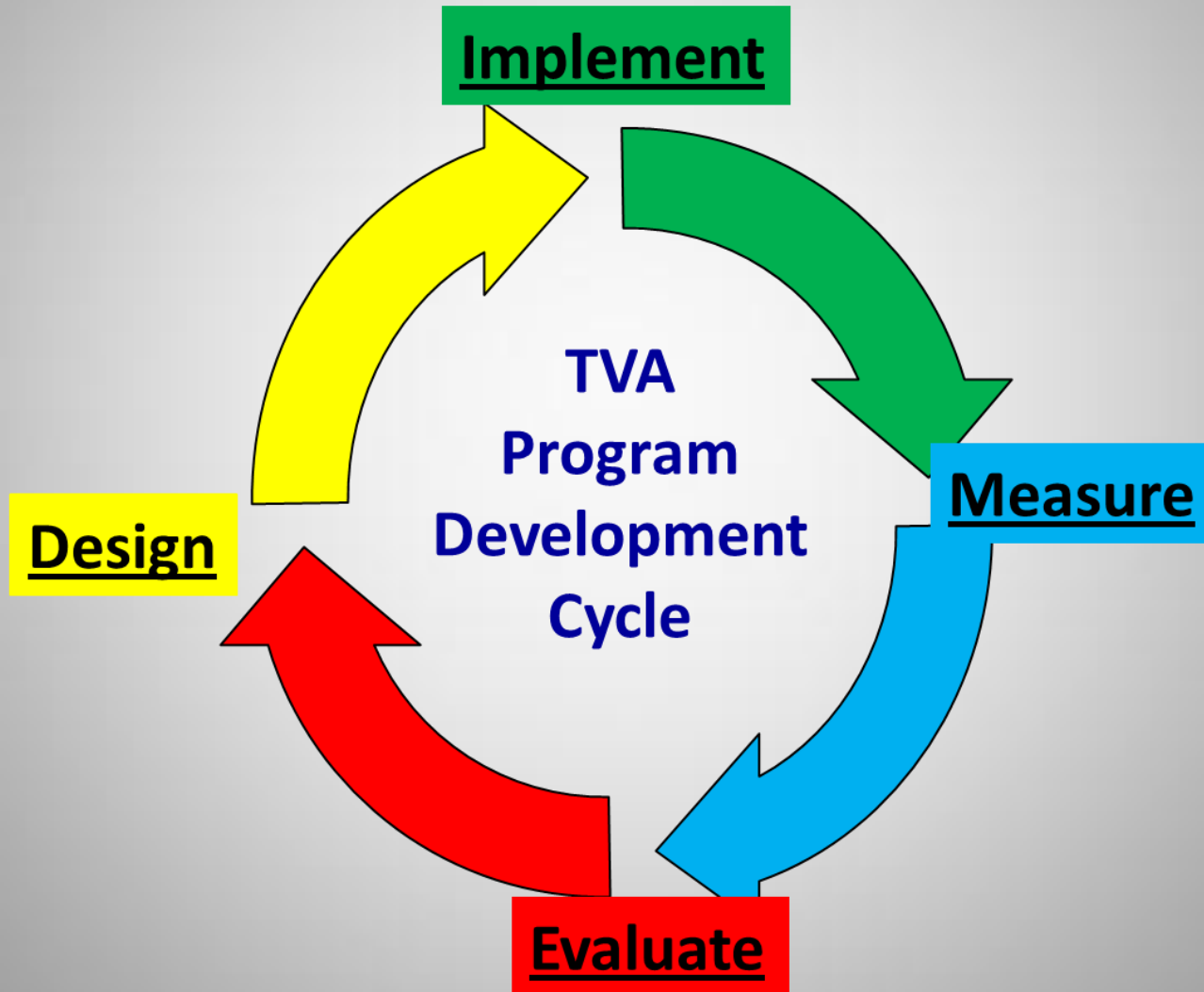




# Challenges

- Current program is at capacity and budget limits
- There are only 2 expense categories: incentive expense and operating expense.
- **How do you continue to grow when budget and resources are finite?**

# Same Development Process



**Stay Tuned...**



# Thank you!



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