

Reinvigorating Manufactured Home Retrofit Programs

ACEEE Energy Efficiency as A Resource

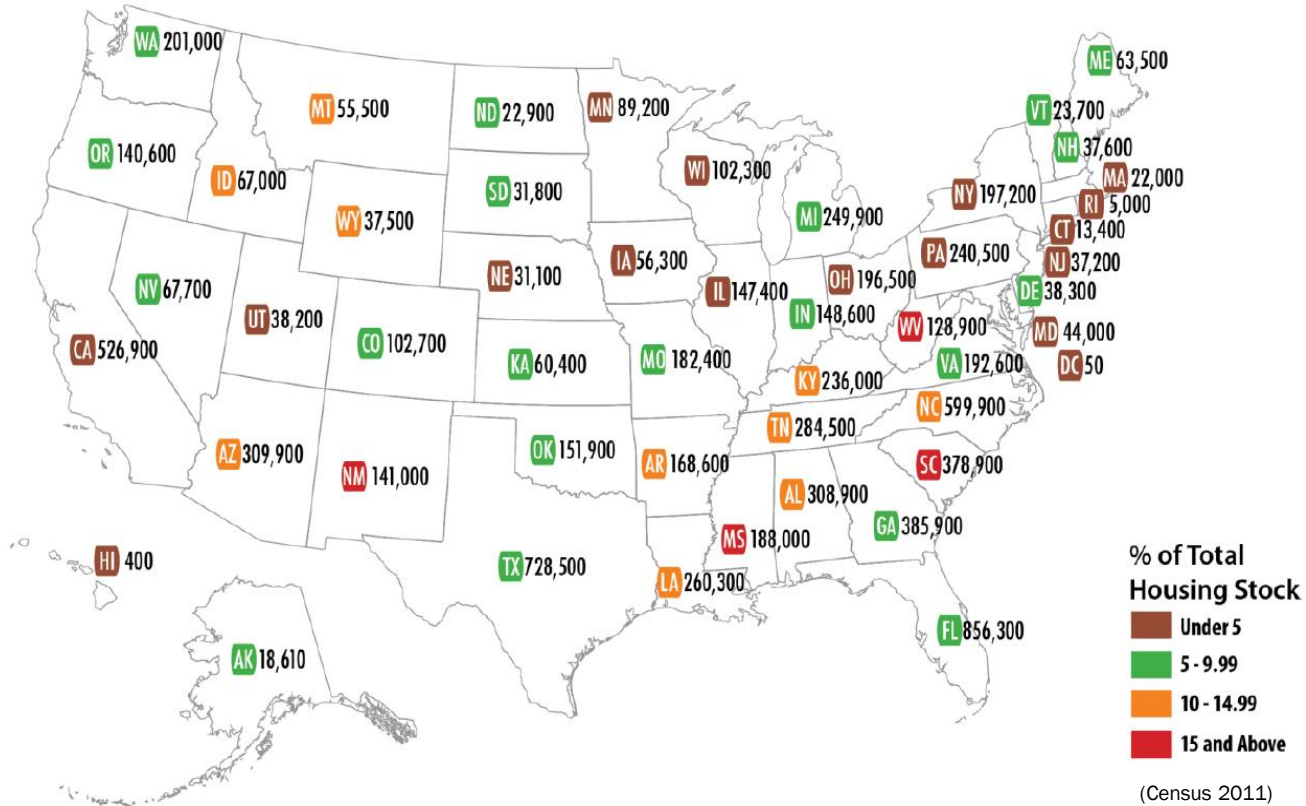
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**WECC CHAMPIONS INNOVATIVE ENERGY INITIATIVES THAT DELIVER
SHORT- AND LONG-TERM ECONOMIC AND ENVIRONMENTAL
BENEFITS TO CONSUMERS, BUSINESSES, AND POLICY MAKERS.**

Why target manufactured homes?



Distribution of Manufactured Homes by State



Source: Moody's Economy.com

Size of Opportunity: TVA

	Total MH Homes	% of TVA Total MH	Average Age	Median MH Home Value	Average MH owner income	Average MH renter income
Tennessee	275,000	72%	1982	\$44,250	\$44,559	\$22,235
Mississippi	60,000	16%	1981	\$27,100	\$43,086	\$27,100
Kentucky	33,000	9%	1979	\$34,125	\$45,080	\$21,409
Alabama	4,750	1%	1979	\$32,975	\$47,391	\$22,282
Virginia	6,784	2%	1978	\$38,400	\$47,235	\$24,516
TVA-wide	379,534	--	1981	\$38,400	\$44,841	\$23,030

Source: US Census Bureau American Community Survey State and Local Areas-Estimated * not including N. Carolina

*TVA has about 380,000 MH customers (about 10% of the total TVA residential customers) who use about 10% of total residential usage.

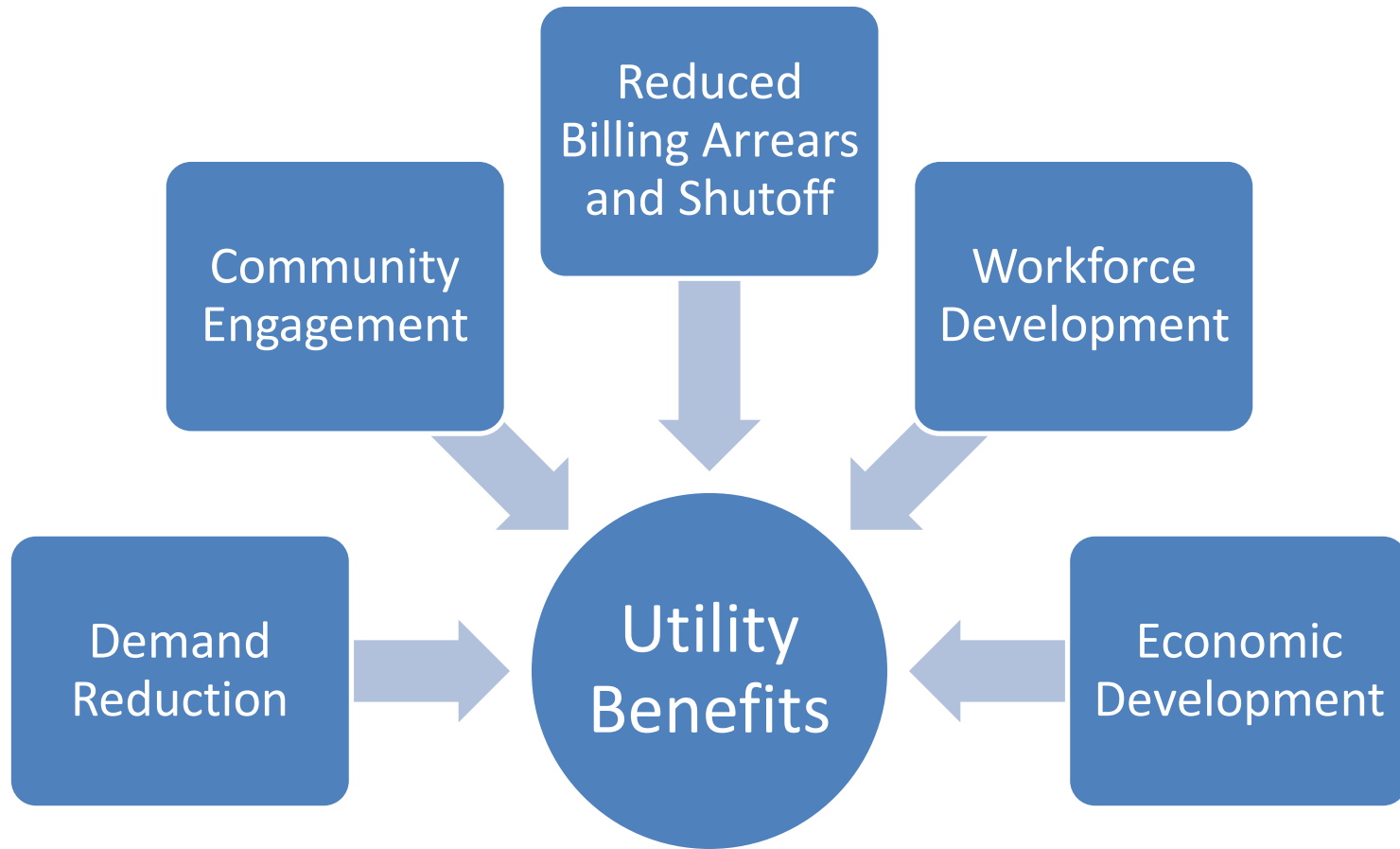
Energy Savings Potential

ACEEE research¹ shows cost effective energy efficiency improvements can save 40% of total electricity consumption and 33% of total natural gas consumption

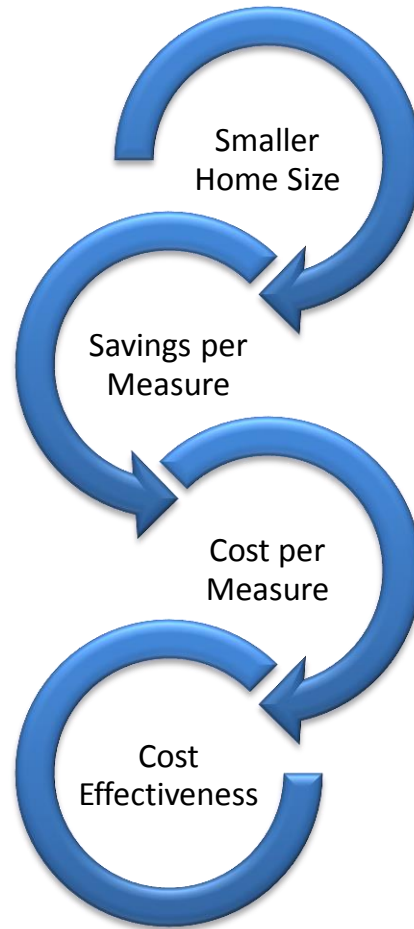
- Upgrades to building shell (insulation, air sealing, duct sealing)
- High efficiency HVAC and water-heating equipment
- Lighting and plug load savings
- ENERGY STAR[®] qualified new construction

¹ACEEE Report #A124

Additional Value



Unique Design Considerations



Manufactured Homes Utility Program Design

Core Program Elements

- Measure Installation
- Community Partnerships
- Trade Ally Development

Program Approaches

- Direct Install
- Retrofit
- Replacement
- Distributor
Refurbishment

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