

Presented at the 2015 ACEEE National Conference on Energy Efficiency as a Resource

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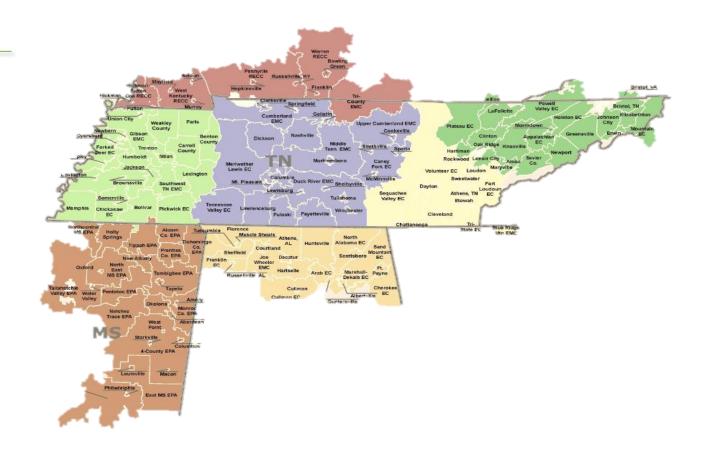




Nation's largest public utility

Covers **80,000 square miles** and **9** million people

155 local power companies





In Home Energy Evaluation program

energyright solutions



Residential retrofit program

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

Low-interest on-bill financing available









In Home Energy Evaluation program





Customer demand exceeded budget



Administrative costs were high



Constrained by **internal program management** systems



Key Issues

Reduce paperwork

Eliminate pre-evaluation barrier

Improve value proposition for trade allies

Simplify reporting

Engage residents past 'one and done'





Team

energyright[®] M

CLEAResult







Result

Customer Centric Designed to enhance and support customer experience over the time it takes to get a 10

Technology Enhanced eScore is delivered using tablet/Smart Phone technology that integrates data faster and more efficiently.



Contractor Driven

Quality assured marketing and implementation channel allows for more measures per home.

Cost Effective

Streamlined processes reduce cost and support growing homeowner demand.



eScore is a Win / Win / Win

Utility Companies



Lower the cost of saved energy

Improved customer satisfaction

Easy



actors	More leads					
	More sales					
	Rewards					
	Easy					



Homeowners



Easy

Highly **personalized** plan

Key Issues

Reduce paperwork

Eliminate pre-evaluation barrier

Improve value proposition for trade allies

Simplify reporting

Move residents past 'one and done'





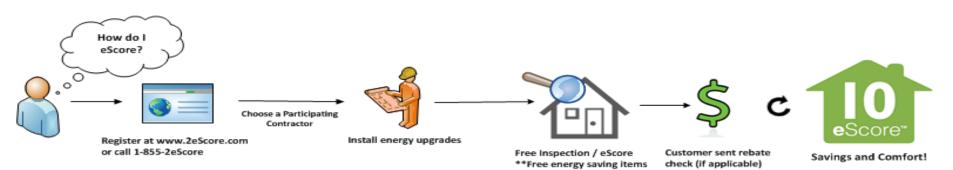






Two Paths to eScore

Contractor Path



**Up to 12 CFLs, and 2 low-flow showerheads

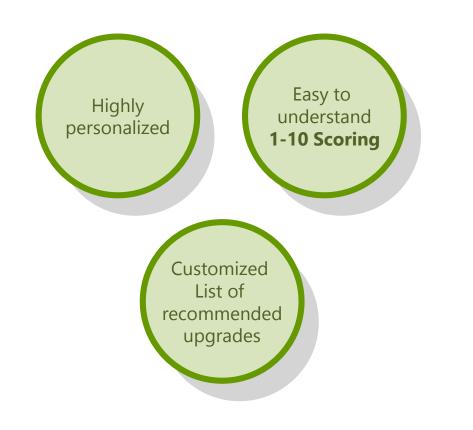
Pre-evaluation Path



* fee **Up to 12 CFLs, and 2 low-flow showerheads



Homeowner experience



YOUR PATH TO A 熢	Nieli etcas	METRICIT MEMORY	
Air Sealing: Say cool in summer and warm in winter by doing the places where air leals in or out	4	0	
Attic lesalation: Yang warm or cost air from excuping through your roof by adding more attic insulation	5	0	eScoret
Duct System: Close the pas in your ducts to get the most for your energy dolars	3	0	Complete these first 3 upgrades and you can raise your score to a 7.
Clighting: Replace your old incardiscont bulls with energy saving CFL or LED bulls	4		
Heating / Cooling Systems: When your old system useds replacing bay equipment that meets the ENERCY STAR® standard	6	0	
 Appliances / Electronics: Faplace old appliances and electronics with ENERGY STAR[®] cartified optipment 	5		
Water Heating: Lower your water heating costs by installing a super-efficient. ENERGY STAR [®] curvilled unit.	7	0	
Refrigerator: Replace your old refrigerator with an ENERGY STAR® curstled model and save up to 30%	8		
Windows & Doors: Look for the ENERGY STAR® label when replacing your doors or windows	4	0	HOMEOWNER Notes Reidens S17 Notes for Mit Paretis: N 103
GREAT JOB - FINISHED PROJECTS	ADVISOR Laud Rove Congany Laud Alam		
Wall Insulation: When remodeling your home, add insulation to your wals for more confert and higher energy savings	10		Chy. Inex. Zipcole

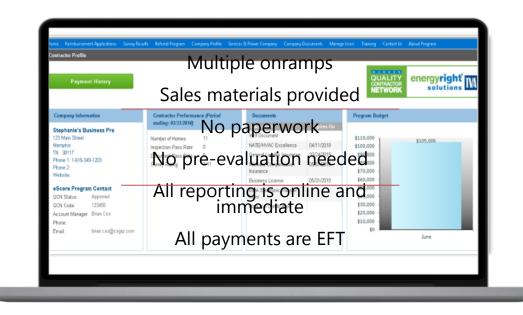
Multiple onramps No paperwork No pre-evaluation needed Clear path to future upgrades



Contractor Experience



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		e Sc		e	🔳 🏛 e 📕	eScore ⁻	2		Field Guide
V		Heati			1	Air Sealing			
Storage tank ≥		Install all equipme	u	Seal largest le	Install to R31	Ŭ	Res		
All installations		Equipment meets		end caps, and	Seal major o: 🗖	Seal major ceiling penetrations	- 27		
	_	Complete Manua		Seal areas of		Seal major basement/crawlspace penetrations	1	and the second	
An appropriate	-	Meet minimum a				Seal attached garage			
		Air seal recessed				Seal walls/windows/doors			
	-	Meet minimum in				Air seal recessed can lights		Program Description	
		Meet balance poi				Seal all pipe, electric and plumbing penetrations	s	Quality Contractor Network	
	<u> </u>	Seal ducts where		Seal supply b	Knop and to 🛛	CO Monitor Installed		Installation Standards	
	Ц.	Seal new ducts w						Collateral	
		New ducts are R- Outdoor unit is r		UL-181 spp	CO Monitor			Constants	energyright IV
See TVA Stands		See TVA Standord		See TVS Stat	See TVA Stat	See TVA Standards for complete reimbursement requi	uin		iteliana Liite





Utility Experience





Lower Cost of Saved Energy



Energy Advisor Experience



	SIMPSON 365 Blah Way	
eview eScores		
MEASURE	SCORE	PROJECTED
Attic Insulation	6	9
Duct System	7	9
Lighting	9	9
HVAC Equipment	3	9
Appliances/Electronics	10	
Water Heating	10	9
Refrigerator	10	9
Wall Involution	6	
Windows & Doors	6	10
eScore	7	
VIEW SCORE CAR	D	COMPLETE

Air Sealing

C

Keep your home comfortable and improve its efficiency by sealing the areas where air escapes or enters your home. Sealing your outer walls, ceiling, windows, doors, and floor is one of the least expensive ways to improve your home's efficiency and comfort level. Some air leaks and drafts are easy to find because they are easy to feel — like those around windows and doors. Holes around plumbing and wiring penetrations are small and may go unnoticed, but combine them all together and they make up a large part of the energy waste in your home.

Learn more about air sealing at www.energystar.gov and click on "Energy Savings for the Home".



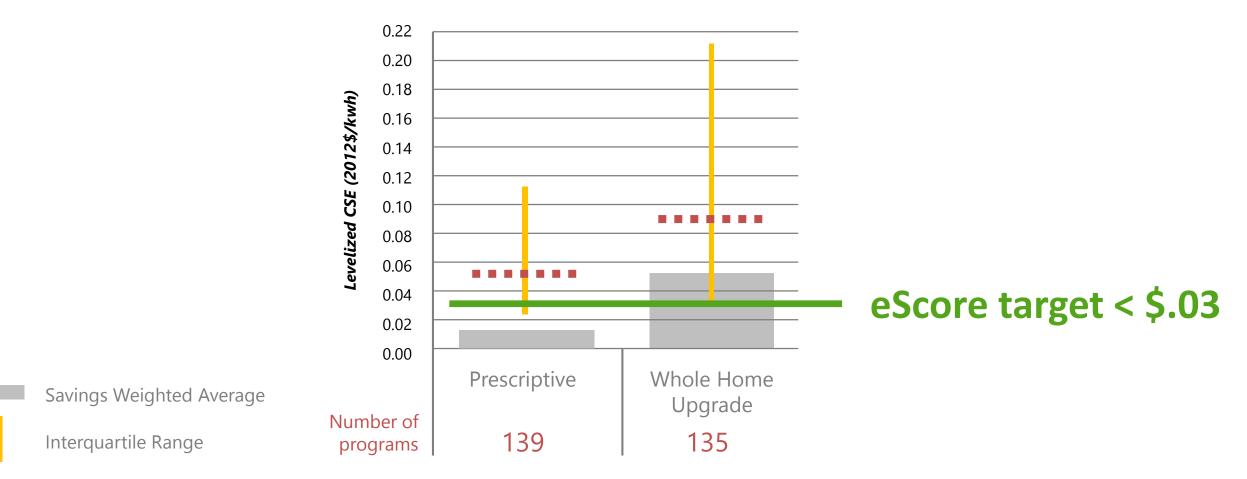


Energy Saving Tips:

Check thresholds and weatherstripping for proper seal when your doors are closed
 Check the condition of sealants (caulk, foam, etc) on the exterior of your home annually

eScore™ 10

eScore **lowers cost** of saved energy



Median

Ernest Orlando Lawrence Berkley National Laboratory Report – The Program Administrator Cost of Saved Energy for Utility Customer-Funded Energy Efficiency Programs



Integrated eScore self-audit – automatically registers homeowner into eScore, provides immediate access to contactors/incentives

Retail eScore Partners – big box in-store presence, switches for lighting and appliance promotions

Off-Bill Financing – paperless, fast, convenient

Over 14,000 eScores since December 1 – over 15,000 installations, volume increasing

High Customer Satisfaction – evaluators 4.98/5, contractors 4.58/5



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