

It Takes a Village: Energy Efficiency as a Resource for Low-Income Customers

ACEEE Energy Efficiency as a Resource Conference
2017

Beth Parsons

EnergyRight[®] Solutions
Tennessee Valley Authority



Smart Communities – Extreme Energy Makeovers



Formed out of an **agreement** between TVA and U.S. Environmental Protection Agency to fund energy efficiency projects across TVA's footprint



Extreme Energy Makeovers (EEM) was one of two Smart Communities projects with the goal of providing **energy education and outreach** and **whole-home retrofits** to 3,300+ income-qualified residents



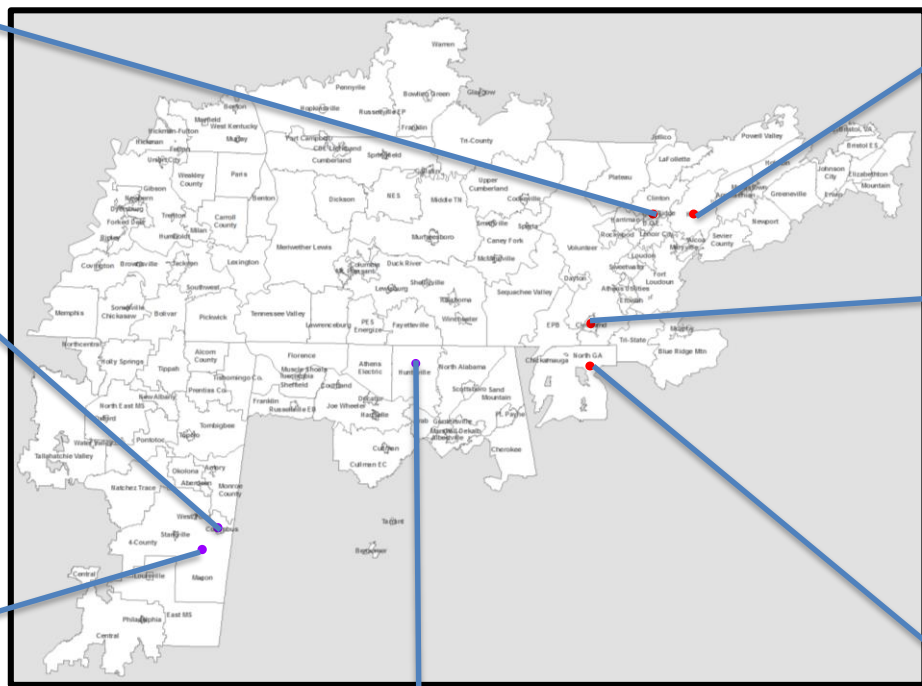
Through EEM, TVA deployed **\$42.7 million** in funding across **seven communities** in four states – all in a span of **two years**

EEM Projects Spanned the Tennessee Valley

MORE²
Make Oak Ridge Energy Efficient

Columbus Light & Water

4 COUNTY ELECTRIC
POWER ASSOCIATION



KEEMI
KNOXVILLE EXTREME ENERGY MAKEOVER



IMPACT CLEVELAND
EXTREME ENERGY MAKEOVERS



EEM Objectives & Requirements

Participants must be **income-qualified**

Homes must be at least **20 years old**

Pre-audit with blower door diagnostics must target **25% projected electric energy savings**

Total project cost of **\$10 per square foot** – allowing for 15% variance



Role of Partnerships



TVA set the direction and provided the funding

Local power company and community partners leveraged each other's strengths to successfully implement their projects, serving thousands of low-income customers along the way



These partnerships enabled TVA to meet project goals and objectives

EEM Outcomes

Nearly **30 partnerships** across seven communities:

- Community action agencies
- Local governments
- Non-profit organizations
- Energy efficiency program implementers

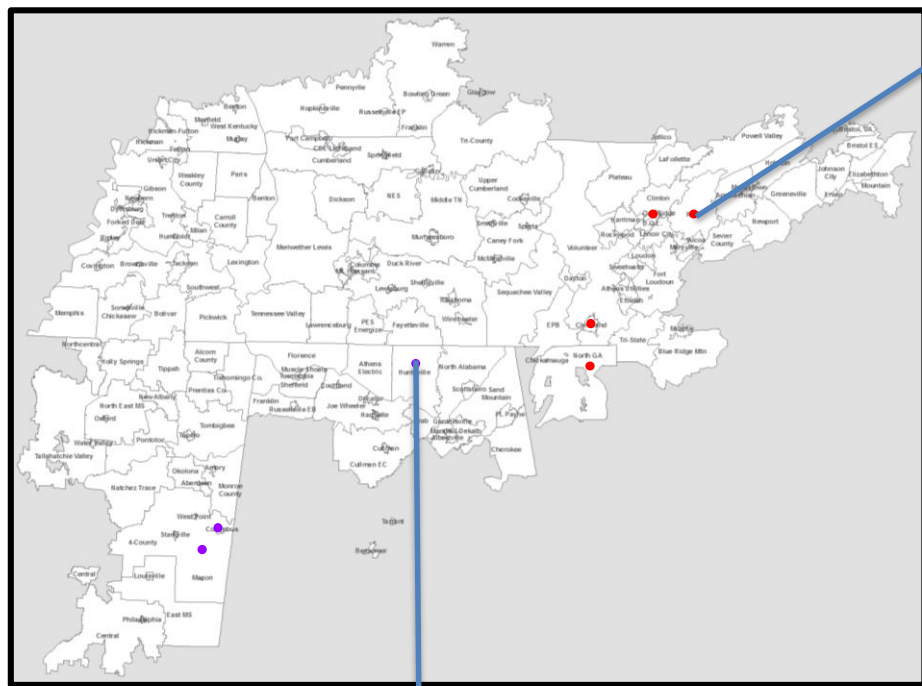
Completed approximately **3,400 home retrofits**

Generated roughly **\$500 per-household** electricity savings annually

Successfully invested **\$42.7 million** in about **two years**



Case Studies



Knoxville Extreme Energy Makeover (KEEM)

Strong partners
Clear roles



CAC

Knoxville-Knox County
Community Action Committee

Helping People. Changing Lives.



CITY OF KNOXVILLE



Using less. Doing more.

Completed 1,278 retrofits representing a \$12.2 million economic investment in the Knoxville community, saving participants an average of 4,754 kWh in annual electricity consumption

Huntsville Extreme Energy Makeovers (HEEM)

1. Leveraged **internal partnerships** with City of Huntsville and Huntsville Housing Authority to scale project as additional funding became available



2. Partnered with **existing contractors** to accelerate implementation of retrofit projects



3. Led partnerships with **community organizations** to generate awareness and maintain a healthy pipeline of participants throughout the project



Completed 1,138 retrofits representing an \$11.7 million economic investment in the Huntsville community, saving participants an average of 4,056 kWh in annual electricity consumption

Video

It Took a Village...

Our success was only possible because of the relationships we built with our local power companies and community partners throughout the Valley. These relationships were built on the public power model and a joint mission to serve our customers.



Contact

Beth Parsons

Program Manager,
EnergyRight[®] Solutions for the Home

elparsons@tva.gov

615-232-6753