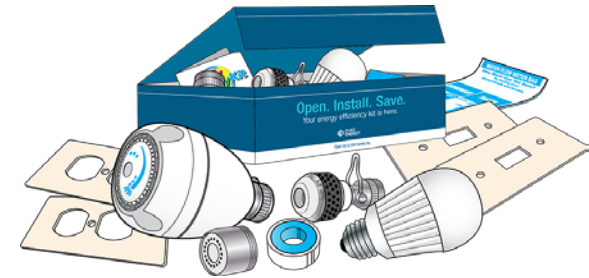


BREAK ME OFF A PIECE OF THAT KIT PROGRAM

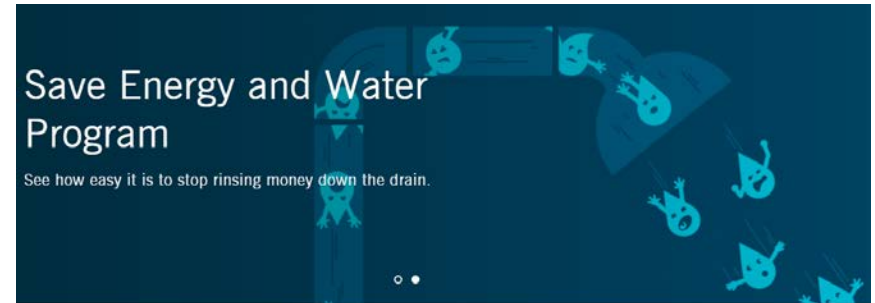
A Comparison of Two Kit Program Delivery Models

Jordan Folks, Opinion Dynamics
Presented at the 2019 ACEEE Hot Water Forum



A Tale of Two Kit Programs

[Energy Efficiency Education Program]



What's in the box???

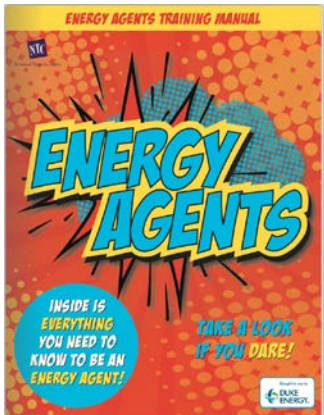
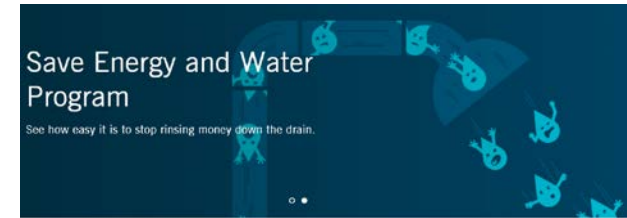
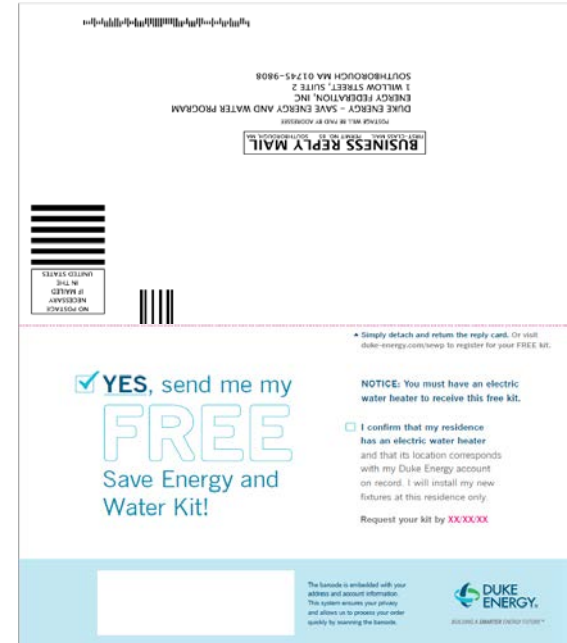


	Education Program	Water Kit Program
LED Bulbs	✓	
LED Night Light	✓	
Energy-Efficient Showerhead	✓	✓
Kitchen Faucet Aerator	✓	✓
Bathroom Faucet Aerator	✓	✓
Insulation Tape for Water Heater Pipes		✓
Water Flow Meter Bag	✓	
Switch and Outlet Insulators	✓	
Teflon Tape	✓	✓
Hot Water Gauge Card	✓	
D.O.E. Energy Savers Booklet	✓	
Glow Ring Toy	✓	
Product Information/Instruction Sheet	✓	✓
Rubber Easy-Grip Cloth		✓

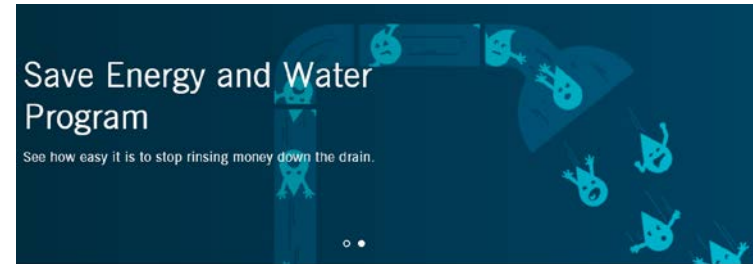


Program Delivery Models

[Energy Efficiency Education Program]

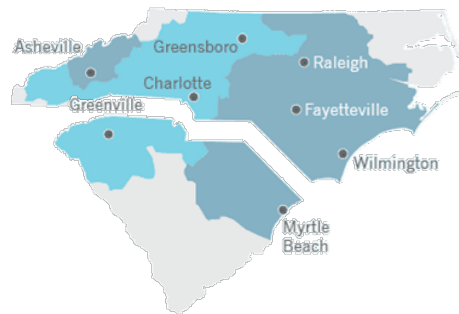



Benefits, by Program



Installation Rates, by Measure

	Education Program (Progress: 2017-2018)	Water Kit Program (Progress: 2016)
Installed at least one item	93%	76%
LED Bulbs	77%	
LED Night Light	75%	
Showerhead	50%	45%
Kitchen Faucet Aerator	40%	39%
Bathroom Faucet Aerator	34%	24%
Insulation Tape for Water Heater Pipes		31%
Switch and Outlet Insulators	17%	
Hot Water Gauge Card	13%	
Overall installation rate	44%	35%
Average number of item types installed	3	2



Uninstallations are uncommon, but higher in water kit program

	Education Program (Progress: 2017-2018)	Water Kit Program (Progress: 2016)
Uninstalled at least one item	2%	12%
LED Bulbs	1%	
LED Night Light	1%	
Showerhead	0%	8%
Kitchen Faucet Aerator	0%	10%
Bathroom Faucet Aerator	2%	4%
Insulation Tape for Water Heater Pipes		0%
Switch and Outlet Insulators	0%	

And the winner is...

	Education Program (Progress: 2017-2018)	Water Kit Program (Progress: 2016)
Number of participants	9,025	28,154
Kit ex-ante savings (kWh)	277	432
Installation rate	44%	35%
Realization rate	124%	38%
Kit ex-post savings (kWh)	342	164
Program ex-post savings (kWh)	3,088,123	4,627,942
NTG	0.92	1.01
Program net savings (kWh)	2,860,504	4,686,044
Cost effectiveness (TRC)	2.24	27.29

Recommended next steps



Water kits: shift to online invitation/redemption



Cross promotion opportunities? (hint hint...HPWH rebates)



Thank you

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Opinion **Dynamics**