



The Personal Touch to EE Program Delivery
Adds Value: Proven, Scalable and Affordable

5-2-2013

Session Objectives:

1. Measureable Impacts
2. Program Structure
3. Program Deployment
4. Lessons Learned
5. Detailed cost / benefit analysis

The *Small Town Energy Program*

A 3-year grant from the U.S. Department of Energy to the Town of University Park, Maryland (UP), August, 2010 through July, 2013.



“To create a model residential energy transformation program that serves as a roadmap for other small towns.”



University Park, Maryland (UP)

- 2,500 residents
- 897 single-family households
- Typical small town:
 - volunteer Council
 - small staff & budget
 - no energy expertise
 - middle income



Measurable Impacts

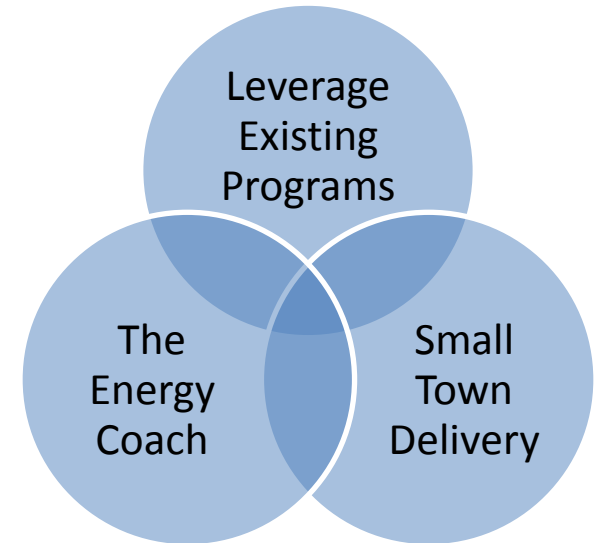
- **32%** of owner-occupied homes in town have signed up for STEP (275)
- **25%** of owner-occupied homes in town have had a HPwES audit (215)
- **15%** of homes in town have been retrofit to 15% savings (130)
- **60%** audit-to retrofit conversion rate
- **10%** program penetration to date in 3 new communities (launched last July)



Program Structure

Leverage Existing Programs

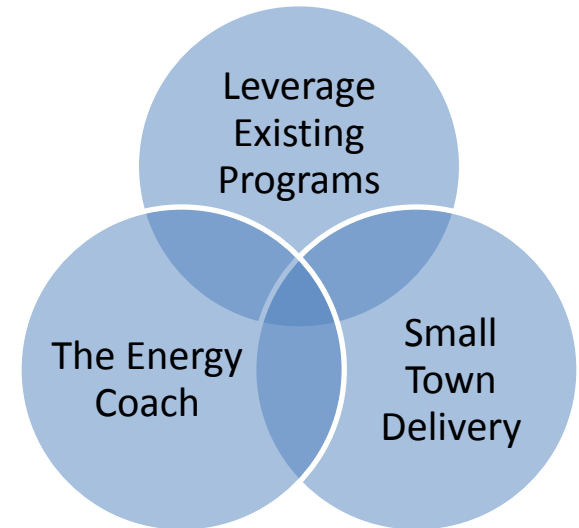
- STEP functions like an “app”, sitting atop existing utility and State residential efficiency programs and leveraging:
 - Contractor qualifications and pools
 - Data and reporting
 - Home Performance with ENERGY STAR (HPwES)
- Rebates: 50% of the cost of each retrofit job



Program Deployment

The Energy Coach

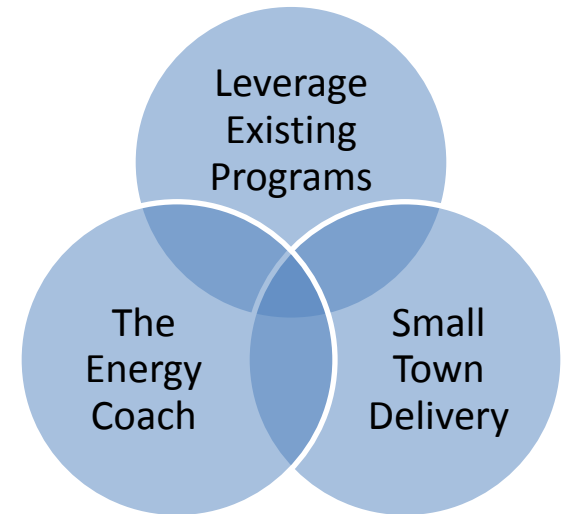
- *Transaction Barriers*: the audit, contracting and rebate process is confusing and inconvenient.
 - application, waiver, contractor selection, review audit report, review retrofit proposals, rebates
- The Coach makes it simple, transparent and trustworthy – working independently with clients at each and every step.



Program Deployment

Small Town Delivery

- STEP *targets* communities that best fit the program demographic;
- STEP leverages existing, trusted community channels for program outreach. Less than 5% of program is marketing costs;



Program Deployment

Community channels...

- Councils, wards, HOAs
- Town list serve, events and newsletter
- “house parties”
- Civic association
- clubs, churches
- school and PTA

...and the killer green sign



Lessons Learned

- Client surveys consistently identify the Coach as the most valuable part of the program, with a 97% approval rating.
- Neighbors become the program ambassadors, leveraging a key *small town* dynamic;
- STEP is scalable and replicable:
 - already active in 4 communities supported by a single Energy Coach (Salesforce CRM)
 - STEP is building a “tool kit” with all program collateral customizable to make program propagation fast, easy and inexpensive



Cost / Benefit

Metrics	STEP Values (12/31/12)	% of our IOU's Entire HPwES Program*
Potential Market (homes)	5,000	1%
Audits	318	9%
Retrofits	155	13%
Audit to Retrofit Conversion Rates	40%-64%	24%-30%
2012 Hard Marketing Costs	<\$10,000	\$323,717

* Potomac Electric Power Company 2012 EmPOWER Maryland Semi-Annual Report, January 31st, 2013



THANK YOU

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www.smalltownenergy.org

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