
NEAUC Annual Conference
June 2018
About TVA

Nation’s largest public utility

Powers 9 million people and businesses through 154 local power companies

80,000 square miles covering 7 states
About EEM

- TVA-funded initiative to address energy affordability needs of limited-income families in 7 communities
- Targeted 25% electric energy savings at no cost to participants
- Homes ≥ 20 years old
- Maximum spend of $10.00 per square foot
- Community and participant education and outreach played a central role
EEM Project Locations
Impact Across the Valley

$34.9 million in direct investment to local contractors and vendors

3,476 retrofits achieving 17.1 GWh in energy savings

24,590 measures installed
EEM By the Numbers

- **4.276M**: Conditioned square feet improved through EEM retrofits
- **36%**: Estimated deemed energy savings per household
- **$492**: Average yearly estimated per-household electricity savings
- **$9.50**: All-in cost per square foot
- **58**: Average age of EEM home
- **12,000**: Estimated number of people touched through community education and outreach efforts
Highlighted EEM Projects

Location: Eastern Mississippi (primarily Clay, Lowndes, Oktibbeha and Noxubee counties)
Combined Population: ~139,600
Average Median Household Income: $26,681

Location: Columbus, Mississippi
Population: ~23,000
Median Household Income: $27,393

Location: Cleveland, Tennessee
Population: ~41,200
Median Household Income: $30,098
4-County EEM Partners
Columbus EEM Partners

CLEAResult®
Cleveland EEM Partners
Outcomes

- 265 upgrades completed
- 47% average annual energy savings per home
- $3M direct economic impact to local community

- 139 upgrades completed
- 39% average annual energy savings per home
- $1.4M direct economic impact to local community

- 413 upgrades completed
- 36% average annual energy savings per home
- $4M direct economic impact to local community
Best Practices

- Local leaders were project champions
- “DIY” participant workshops on low cost measures
- One-on-one calling, home visits and a requirement checklist helped streamline recruitment

- Grassroots approach to recruitment with community center and church events
- Strategic contractor management
- Hands-on in-home participant training

- Incentivized educational workshops on low cost measures
- Door to door canvassing/word-of-mouth marketing
- Strategic contractor management
- Hands-on in-home participant training
Challenges

- Difficult to scale due to limited partners and property density
- Prevalence of gas or propane heated homes
- Exclusion of manufactured homes from participant pool
- Outreach to prospective participants

- Many homes in need of health and safety repairs to protect installed measures
- Prevalence of gas heated homes

- Age of homes led to difficulties with outdated wiring and electric panels
- Prevalence of gas heated homes
- Health and safety issues that made home evaluation and approval challenging
Next Steps for TVA

Mobilize resources from diverse partners to launch 5 Home Uplift pilots

Support local initiatives to address energy affordability in the Tennessee Valley

Quantify the energy and non-energy benefits of weatherization
Our Takeaways

• Find partners early and leverage their strengths
• Get stakeholder input from the onset and continue exploring ways to engage them
• Be clear on partner roles and responsibilities
• Lead by setting the vision and direction (and then get out of the way) - inspire innovative program design with minimal requirements