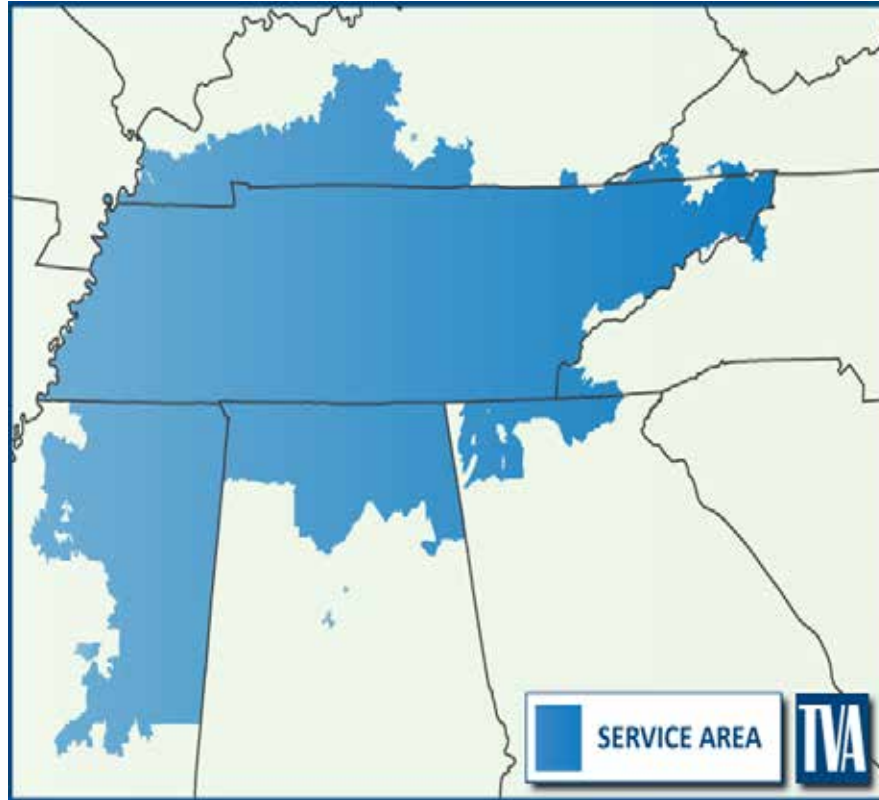




Partnering for Success: How TVA's Extreme Energy Makeovers Initiative Transformed the Lives of Limited-Income Residents in Rural Areas through Energy Efficiency

NEAUC Annual Conference
June 2018

About TVA



Nation's largest
public utility

Powers 9 million
people and
businesses through
154 local power
companies

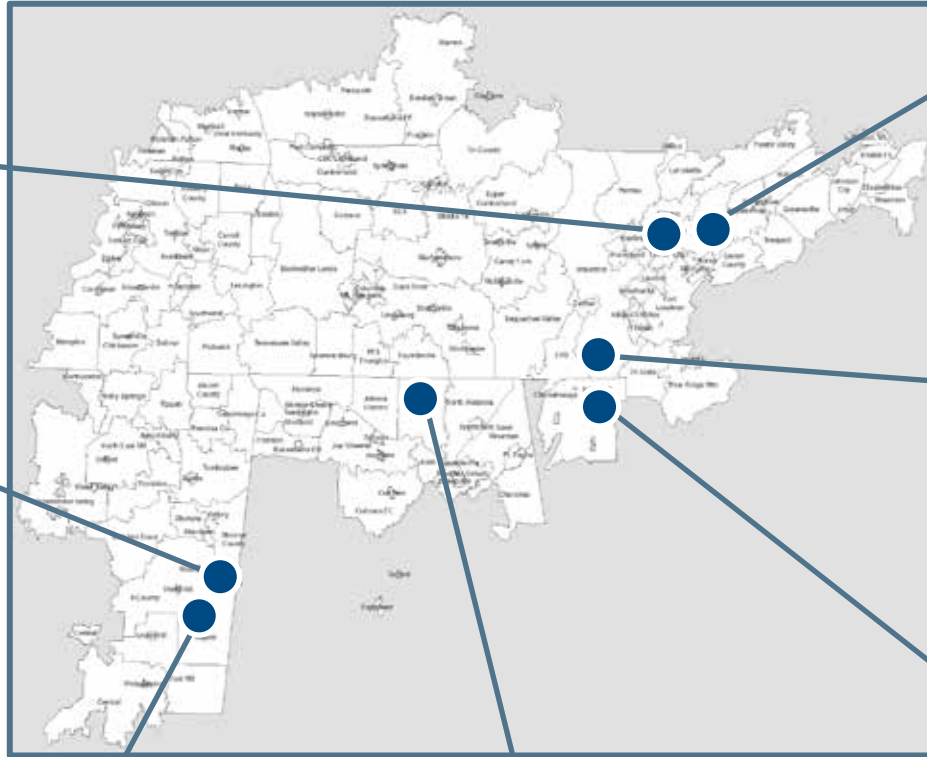
80,000 square miles
covering 7 states

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 \geq 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 CLEVELAND
EXTREME ENERGY MAKEOVERS



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



IMPACT CLEVELAND
**EXTREME
ENERGY
MAKEOVERS**



CLEAResult®



United Way of the
Ocoee Region



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



