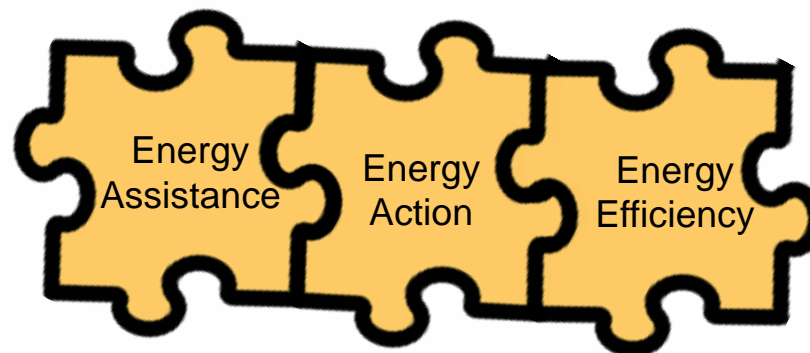


- “Dedicated to helping Coloradans afford home energy.”
 - Advocacy
 - Energy Bill Payment Assistance
 - Energy Efficiency Programs
 - Nonprofits
 - Multi-Family Housing
 - Energy Conservation & Education (Behavior Change)



GOAL

Xcel Energy Program

GOAL:

- Engage participants in energy saving actions
- Reduce energy consumption/costs
- Promote access to other vital energy programs



Population

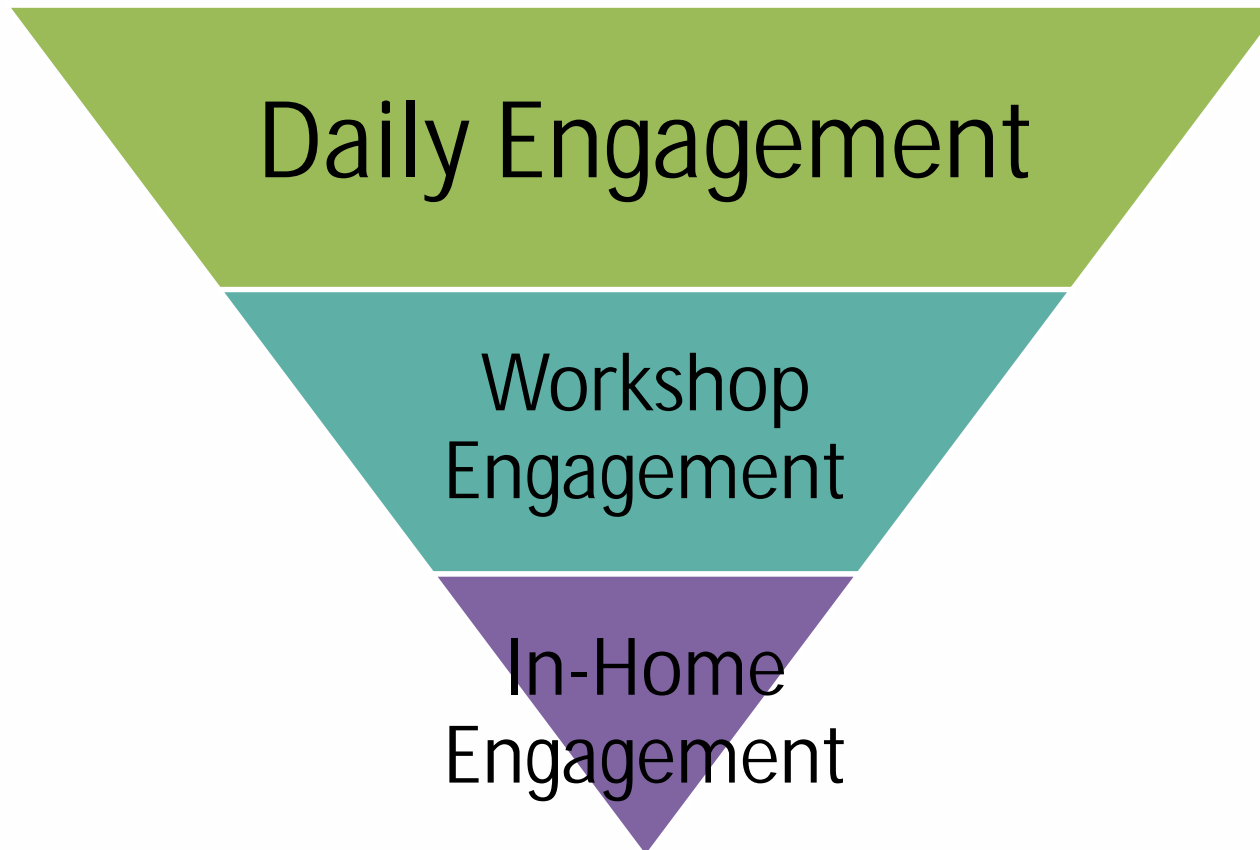
Responsible for Electric and/or Gas bill

In need of assistance or LIHEAP (LEAP) qualified

Opt-in for In-Home Coaching

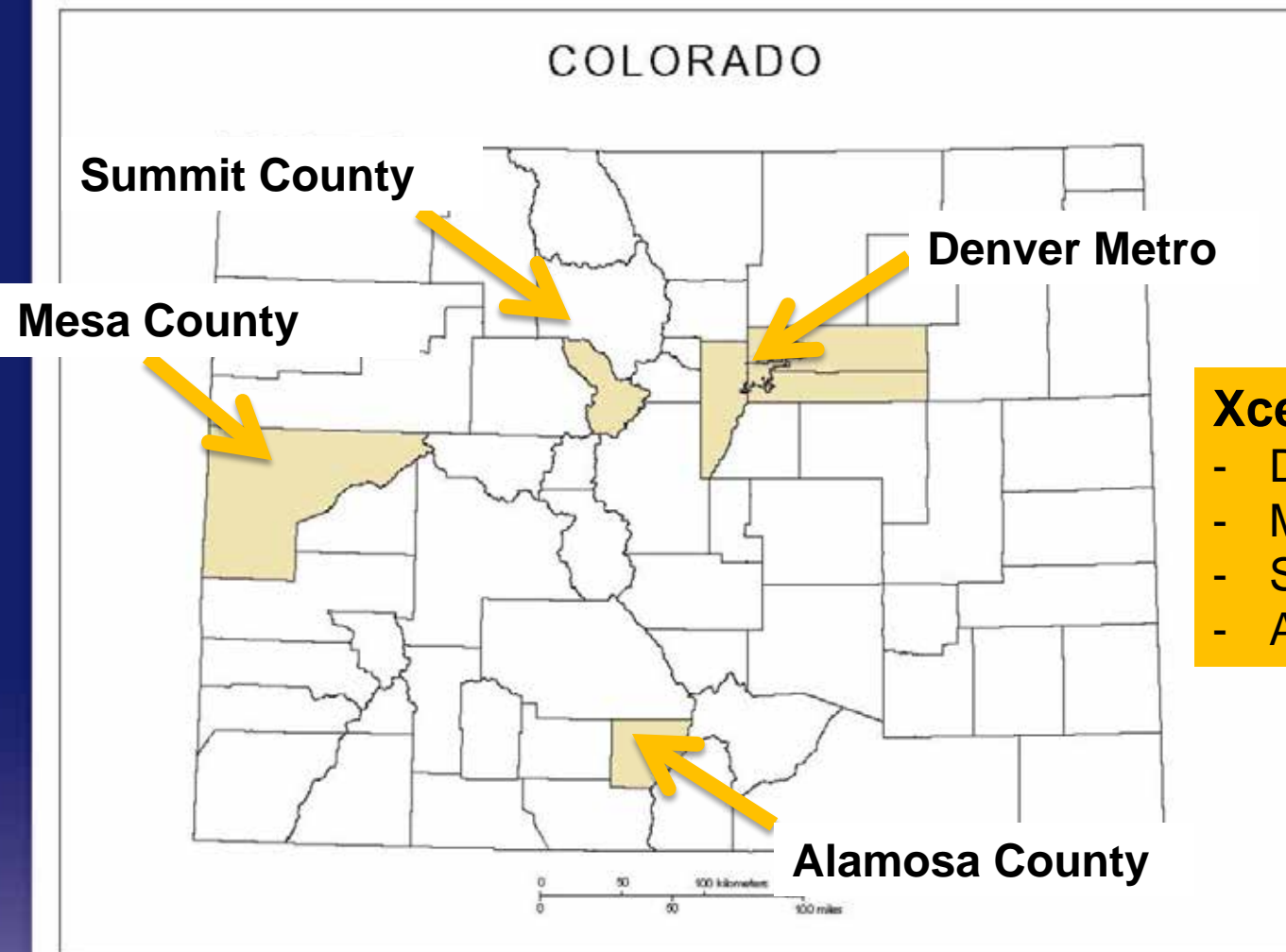
- **Utility Outcomes**
 - Maximize energy demand reduction by promoting energy efficiency programs
- **EOC Outcomes**
 - Decrease energy use per family in return decreasing energy assistance needs and stretching fundraised dollars further
- **Client Outcomes**
 - Empowerment to control home energy use

Do increased levels of engagement increase the overall energy savings in the home?



Program Area Focus

Goal: Address barriers that exist in rural vs. urban Colorado areas



- Xcel Energy Territory:**
- Denver Metro
 - Mesa County
 - Summit County
 - Alamosa County

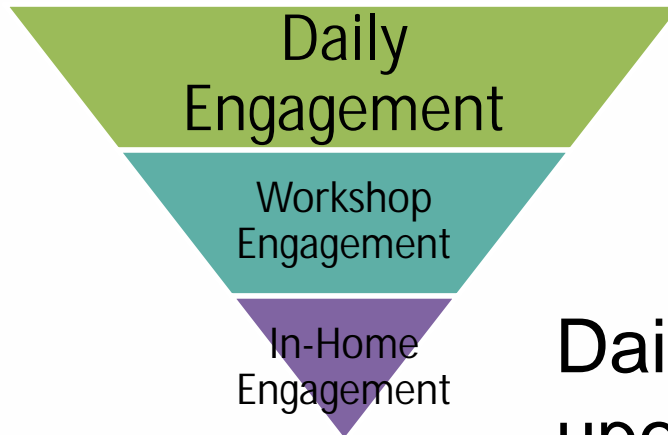
Program Area Focus



Territory Descriptions

- Denver Metro
 - Urban area, densely populated
- Mesa County
 - Western slope, less populated but still a major city
- Summit County
 - Rural, Mountain/resort town
- Alamosa County
 - Valley, very rural

Program focus ended up being solely in **Denver Metro and Mesa County** due to lack of energy assistance agency participation in **Summit & Alamosa** counties.

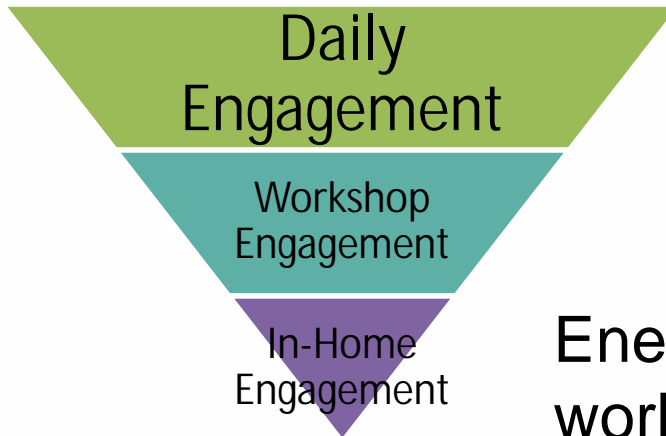


Tier 1 – Daily Engagement

Daily energy education provided upon receipt of energy assistance

- EOC provides training & materials during energy assistance grant training
- Agency signs up participants for on-site workshops (when applicable)

- **GOAL: 5,000 Clients**

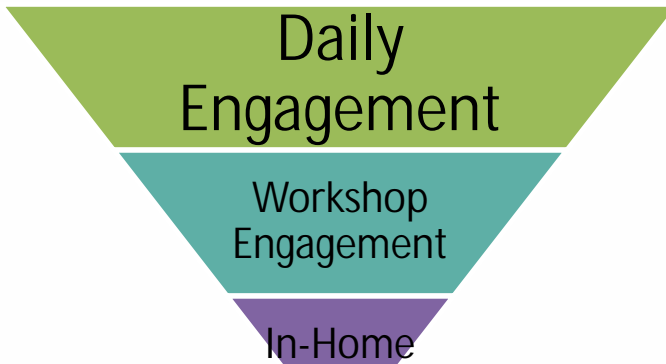


Tier 2 – Workshop Engagement

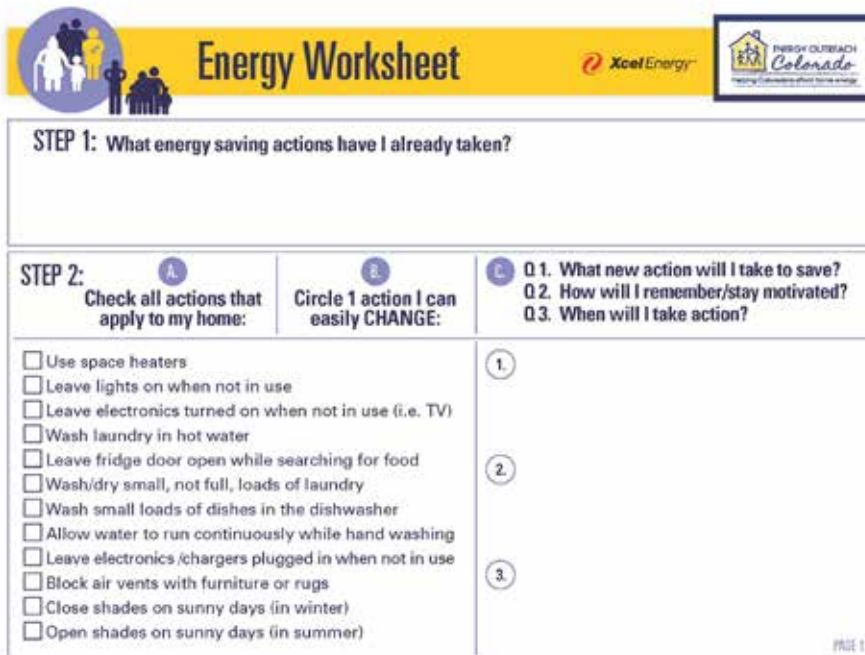
Energy Assistance Participants attend workshop facilitated by agency staff

- EOC provides training to agency staff
- Agency staff facilitate on-site energy workshop
 - Workshops include energy bill overview, no-cost energy saving tips, customized energy plan
 - Gift card or LED bulb given for attendance
- **GOAL: 500 Clients**

Program Design – MATERIALS



Tier 2 – Workshop Engagement



Energy Worksheet

STEP 1: What energy saving actions have I already taken?

STEP 2:

<p>A. Check all actions that apply to my home:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use space heaters <input type="checkbox"/> Leave lights on when not in use <input type="checkbox"/> Leave electronics turned on when not in use (i.e. TV) <input type="checkbox"/> Wash laundry in hot water <input type="checkbox"/> Leave fridge door open while searching for food <input type="checkbox"/> Wash/dry small, not full, loads of laundry <input type="checkbox"/> Wash small loads of dishes in the dishwasher <input type="checkbox"/> Allow water to run continuously while hand washing <input type="checkbox"/> Leave electronics /chargers plugged in when not in use <input type="checkbox"/> Block air vents with furniture or rugs <input type="checkbox"/> Close shades on sunny days (in winter) <input type="checkbox"/> Open shades on sunny days (in summer) 	<p>B. Circle 1 action I can easily CHANGE:</p>	<p>C. Q1. What new action will I take to save? Q2. How will I remember/stay motivated? Q3. When will I take action?</p>
		<p>1. _____</p> <p>2. _____</p> <p>3. _____</p>

ENERGY OUTREACH Colorado

PAGE 1

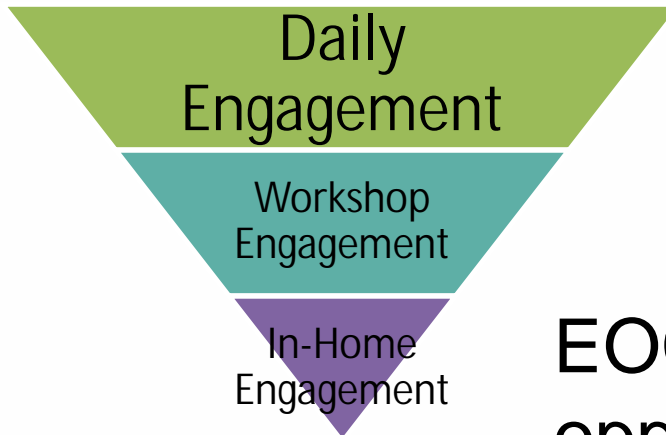


Your Home's Energy Action Plan:

1. _____

2. _____

ENERGY OUTREACH Colorado



Tier 3 – In-Home Engagement

EOC staff address no/low cost opportunities in the home

- Direct installations of low-cost measures (CFLs/LEDs, showerheads/aerators)
- Received gift card for participation
- Customize energy saving opportunities
 - Display energy saving goal in the home
- **GOAL: 75 Clients**

Program Design – Materials



Daily Engagement

Workshop Engagement


In-Home Engagement


Tier 3 – In-Home Engagement

Your Home's Energy Action Plan:

1. _____

2. _____



Xcel Energy*  Helping Coloradans afford home energy

Your Opportunities to Save!


Actions you already take to save	Actions you have not taken, but want to try

What are the two easiest actions you/your family can take to save energy?

1. _____

2. _____

* Write these actions on the back side of this sheet, next to the checkboxes.

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I pledge to take action on these 2 energy saving initiatives:

Signature

Date

Program – RESULTS



GOAL VS. PARTICIPATION

Tier	Goal	Outcome
1	5,000	>5,000
2	500	1,030
3	75	54

INSTALLATION RATES in 54 HOMES

In-Home - Installation Quantities

CFL	86
LED	106
Low-Flow Fixture - Bathroom	17
Low-Flow Fixture – Kitchen	16
Low-Flow Fixture - Showerhead	11

Survey Results – Pre & Post Analysis

Self-reported changes were collected by issuing a survey pre-workshop and mailing a survey 3 months post-analysis

Survey Results

- 32% increase understanding of energy bill
- Increase frequency in energy saving actions (turning off lights, decreasing space heater usage, turning off electronics)

**Surveys revealed that 68% of low-income participants have someone occupying the home >16 hours per day.*

Successes

- Met 'Tier 1' & 'Tier 2' participation goals
- Increased level of education/engagement with energy assistance clients
- Increased number of trained staff/engaged agency staff
- Customized energy saving plans developed by energy assistance clients
- Additional program referrals to weatherization



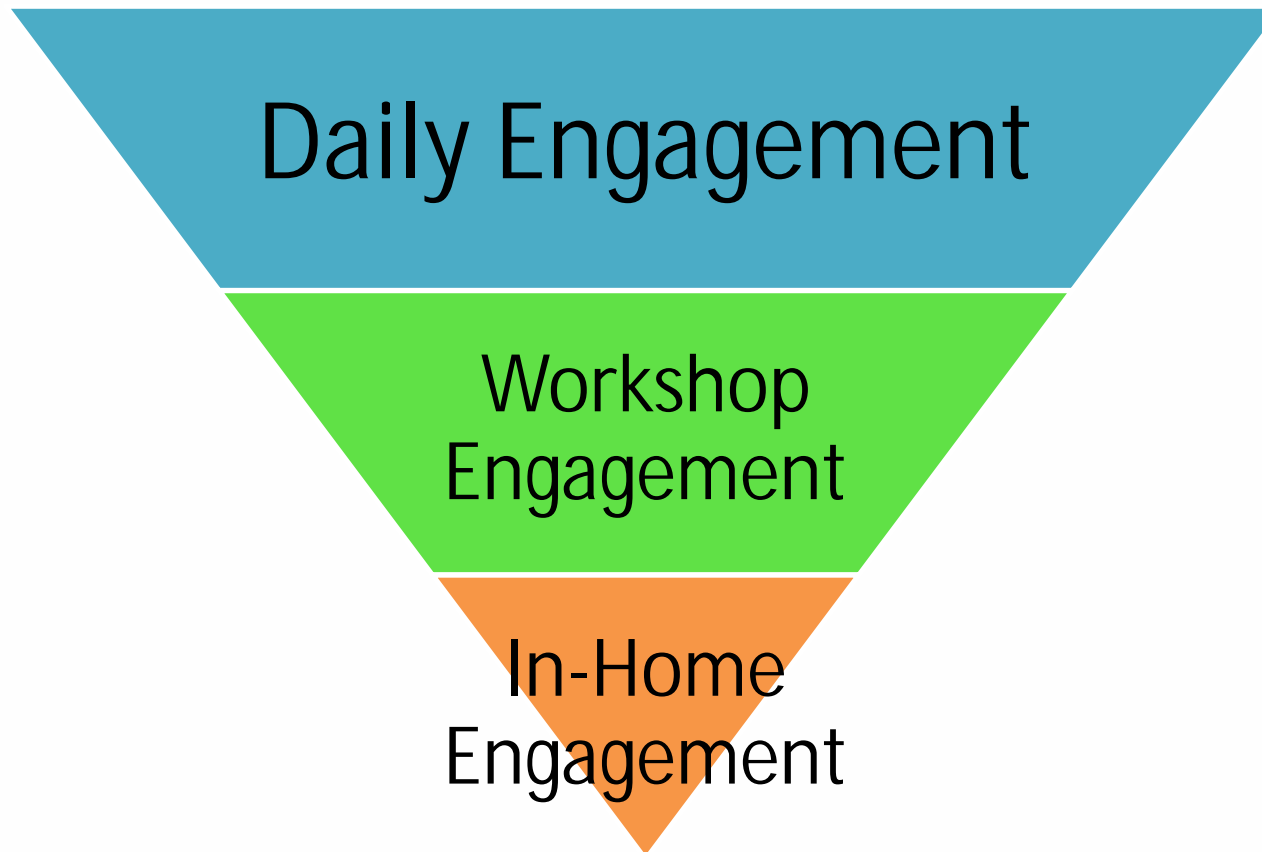
Challenges

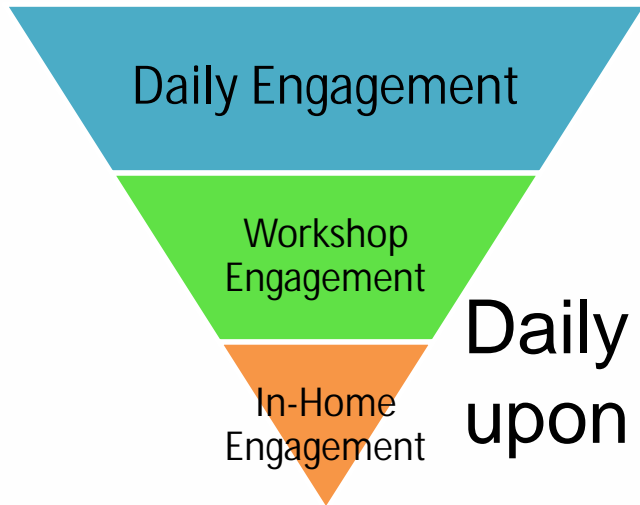
- Agency staff turnover was challenging to keep up with relationships built and training
- Lack of agency time affected the number of organizations able to participate
- Scheduling in-home appointments for EOC staff was very difficult. Lots of interest (195 homes signed up) but very little follow-through from home occupant
- Reaching home occupant, EOC resources/available time for follow-up, client 'no-shows' for appointments led to failure of meeting 'Tier 3' goals
- Lack of weatherization applications actually submitted

Program Design - 2017



In order to address challenges, the exact same structure will be implemented in 2017 with new and improved tier-level components





Tier 1 – Daily Engagement

Daily energy education provided upon receipt of energy assistance

- EOC simplified energy saving resource guide and provided in-detail training to agency staff.
- Simplified and condensed resource guide allows for easier printing and more direct energy saving tips
- **GOAL stays the same: 5,000 Clients à 5,000 Clients**

Program Design – 2017 Materials



See your savings add up! Track monthly bills here:

ENERGY COSTS

Month	Cost	Cost	Cost	Cost
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

I AM ENERGY SMART!

1 What I already do to save:

2 I commit to take action by:

3 Do you pledge to track your utility costs?

Yes No



Tier 1 – Daily Engagement

Condensed Savings Guide with Question Prompts

Energy Savings Guide

This guide will show you some easy ways to save!



Thermostat

Set Your Thermostat

Program or set your thermostat to efficient settings and save. Either you, decrease winter and increase summer settings while you're away or overnight to maximize savings.

Summer: 78°-82°F Winter: 68°-70°F
Savings = \$23 or more per year* Savings = \$60 or more per year*



Dishwasher

Run Full Loads & Air Dry

Fill it up completely before you run & turn off heated dry cycle. Air-drying takes a bit more time, but will save.

Savings = \$22 per year*



Laundry

Wash in Cold Water

You will use less hot water, which means your bill will be smaller.

Savings = \$42 per year*



Lighting

Turn Lights Off

This is an easy habit that will save. Not to mention, your light bulbs will last even longer!

Savings = \$8 per year* for each light turned off for additional hours a day



Refrigerator

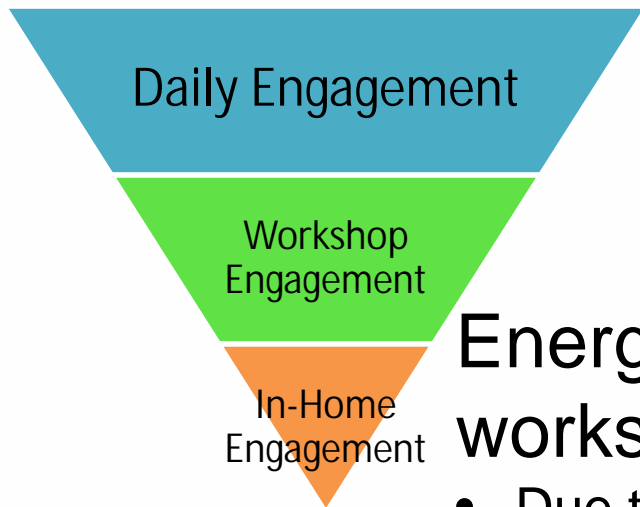
Set Your Temperature

38°-40° F are the most efficient temperatures for fridges, and these will keep perishables like meats and dairy from spoiling.

Savings = \$14 per year*

*All savings are estimates and can vary based on household size and usage.





Tier 2 – Workshop Engagement

Energy Assistance Participants attend workshop facilitated by agency staff

- Due to agency feedback, EOC revised energy workshop materials including the PowerPoint template, workshop worksheet, and energy saving prompts
- Also partnering with Office of Financial Empowerment to increase energy reduction in the financial literacy conversation
- **GOAL increases from 500 Clients to 5,000 Clients due to increase in agency participants**

Program Design – 2017 Materials



ENERGY WORKSHEET

Choose the Best Ways to Save!



Turn off unused lights.



REDUCE

This is an easy habit that will save quite a bit. Light bulbs will last longer too!

Savings: \$8 per year for each light bulb turned off for 4 hours a day. That is **\$80 each year** for 10 light bulbs!

This could save ...

\$80 per year!*



Choose the best settings.



ADJUST

Adjusting temperatures overnight and/or while away could save a lot!

Winter: Set back 5-10°
Summer: Turn up by 5-10°

Efficient occupied settings:
Winter: 68° - 72° F
Summer: 74° - 78° F

This could save ...

\$80 per year!*



Turn off electronics.



POWER DOWN

Phantom energy (electronics turned off but not in use) raise bills by 3% each year!

Whenever possible, unplug small appliances.

This could save ...

\$30 per year!*

Total Savings = \$190 each year!

*Estimated savings based off of the average household.

Tier 2 – Workshop Engagement

Revised worksheet and energy magnet

I Pledge to Save

I Plan to Take Action By:

- 1.
- 2.

By taking action and saving, this allows more money for (circle one):



Groceries



Transportation



Fun/Family Time

Additional Energy Savings Options:

Kitchen

- Run Full Loads of Dishes.
- Turn off Dishwasher Heated Dry Cycle.
- Air Dry Dishes.
- Fill Up Sink When Washing Dishes.
- Set Fridge to 36-40 Degrees F.
- Use the Microwave Oven Over the Traditional Oven.

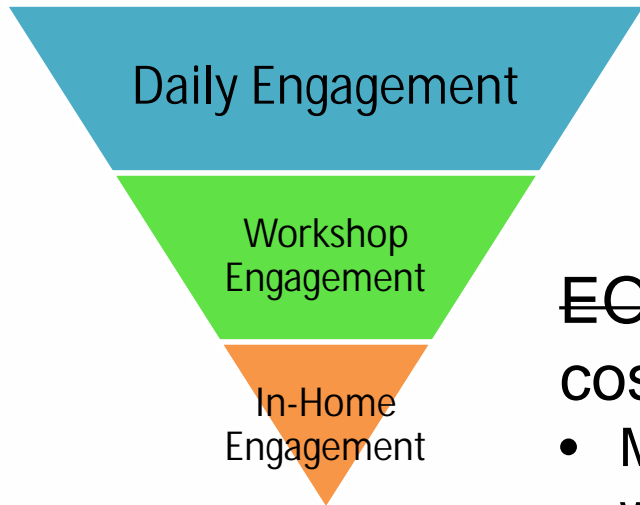
Laundry

- Wash Laundry in Cold Water.
- Run Full Loads of Laundry
- Hang Clothes to Dry.
- Clean Lint Filter.

Other

- Eliminate Extra Fridges and Freezers. *These are the appliances in homes that use the most energy each month.
- Close Curtains to Keep the Heat Out in the Summer.
- Set Computers to Sleep Mode.
- Eliminate Space Heaters.





Tier 3 – In-Home Engagement

~~EOC staff~~ EOC Partners address no/low cost opportunities in the home

- Mile High Youth Corps – organization already with crew/outreach availability, conduct in-home client engagement
- Direct installations of low-cost measures (CFLs/LEDs, showerheads/aerators) PLUS Advanced Power Strips provided to qualified candidate
- **GOAL increased from 75 Clients to 300 clients with ~100 installed Advanced Powerstrips**

Conclusions



- Continue to utilize partnerships and their relationships to “meet clients where they’re at”
- Many clients want this information but may be in crisis mode while processing. Give them additional opportunities to engage
- Make energy saving fun and allow clients to customize energy saving actions to their own lifestyle/home type
- Use engagement opportunities to “plant the seed” for existing weatherization and similar programs
- Keep learning from challenges and implement program improvements



ENERGY OUTREACH
Colorado

Helping Coloradans afford home energy

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