

June 23, 2015



**DTE Energy<sup>®</sup>**

**Empowering Detroit Through Energy  
Efficiency, One Neighborhood at a Time**

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# Detroit's Comeback



# Week of Warmth - Overview



**WEEK OF WARMTH**  
Presented by  
**DTE Energy and THAW**

The Week of Warmth encompasses a series of events designed to raise and distribute more than \$1 Million in energy assistance to customers in need

Started in 2010 as the Week of Giving, the Week of Warmth has raised and distributed over \$4 Million in energy assistance.



Gerry Anderson, DTE's CEO, has served as Chairman since its inception

# Week of Warmth - Events Summary



Event	Date/ Time
Neighborhood Energy Efficiency Day Registration	Sep 28 11am – 2pm
WDIV Event Day	Nov 8 tbd
Neighborhood Energy Efficiency Day & Press Kick-off	Nov 9 8am – 5pm
Hallelujah for Heat	Nov 9 6pm – 10pm
Warmth with Wings	Nov 9 7pm
Night of Warm Hearts	Nov 14 6pm – 10pm
Customer Assistance Day	Nov 19 9am – 4pm



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# Collaboration of Partners



Event Lead: Energy Optimization (EO),  
Low Income Self-Sufficiency Plan (LSP),  
and Public Affairs



Event Co-Host and Fuel Assistance



EAA Program Participation  
and Weatherization Services



EAA Home Performance, Test  
and Tune Up and Refrigerator  
Replacement Programs  
Management



Home Energy Consultation  
Program Management



United Way  
for Southeastern Michigan

Low Income  
Eligibility Intake

# NEED Day Offerings



**Water-saving  
Faucet Aerator**



**Compact Fluorescent  
Light Bulbs**



**Water Heater  
Pipe Wrap**



**Roof Replacement**



**Water-saving  
Showerheads**



**Refrigerator  
Replacement**



**Furnace or Boiler  
Tune-up**



**Home Insulation**

1.

## Distribution Program



2.

## Rebate Programs



3.

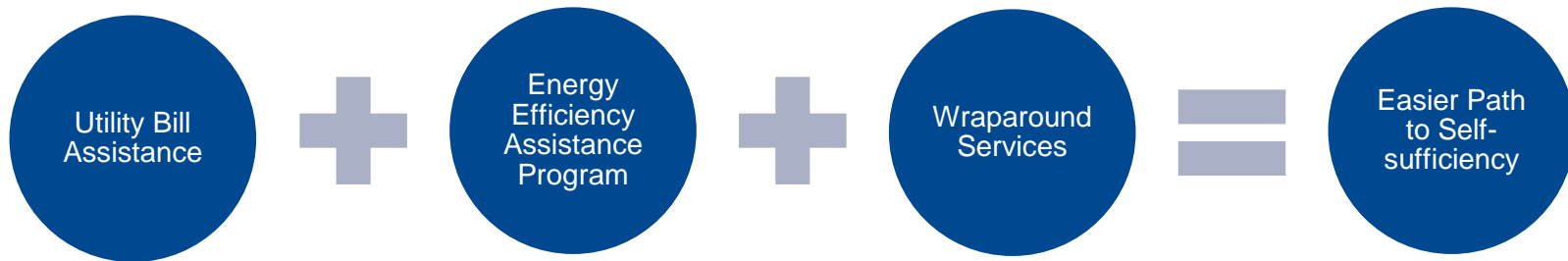
## Direct Delivery





# Customer Engagement Process

Linking and leveraging multiple utility and community programs...



...To create lasting results long after the event

# Media Coverage



# Week of Warmth Outcomes

## NEED Day Outcomes

- 125+ people receive Home Energy Consultation
- 20+ people have furnace tune-up or replacement
- 10+ people received ENERGY STAR certified refrigerator
- Site demonstrations of home weatherization
- Hundreds of others receive energy efficiency services after the event

## Other Week of Warmth Outcomes

- Raised a million dollars for fuel assistance
- Strong media coverage
- Tremendous goodwill heading into the heating season
- Blighted home demolition
- Hundreds receive financial assistance

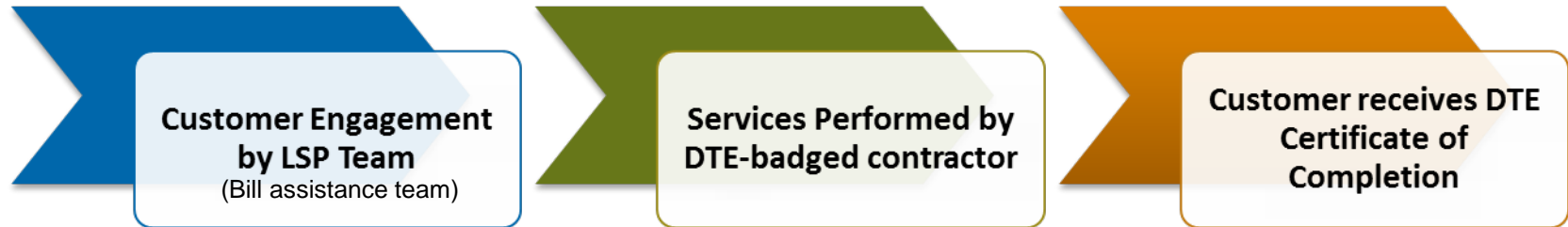
# Neighborhood Blitz Tips

- Build shared ownership of the outcomes
- Under promise, over deliver
- Plant an extra row – you may need it
- Plan and rehearse before “the cameras are rolling”

# What's Next: New Channel for Home Energy Improvements



- Supporting Energy Efficiency in Detroit (SEED) Homes program launched in 2014



- Improved engagement, education and attribution of limited-income customers
- Rapidly identify qualified customers and schedule service for neighborhood blitz event
- Pilot new measures and program delivery concepts

## Whole House Retrofits

Air sealing  
Attic Insulation  
Floor Insulation  
Rim Joist Insulation  
Knee Wall Insulation  
Refrigerator  
Furnace with ECM  
Programmable Thermostat

