

Michigan Saves:

Financing Energy Improvements for Homeowners and
Businesses

March 4, 2013

State Energy Forum

Delta College

Sally Talberg, Manager Program Design



Energy efficiency: A “win win win”

“Energy efficiency

is the **best** example of a

no-regrets policy”

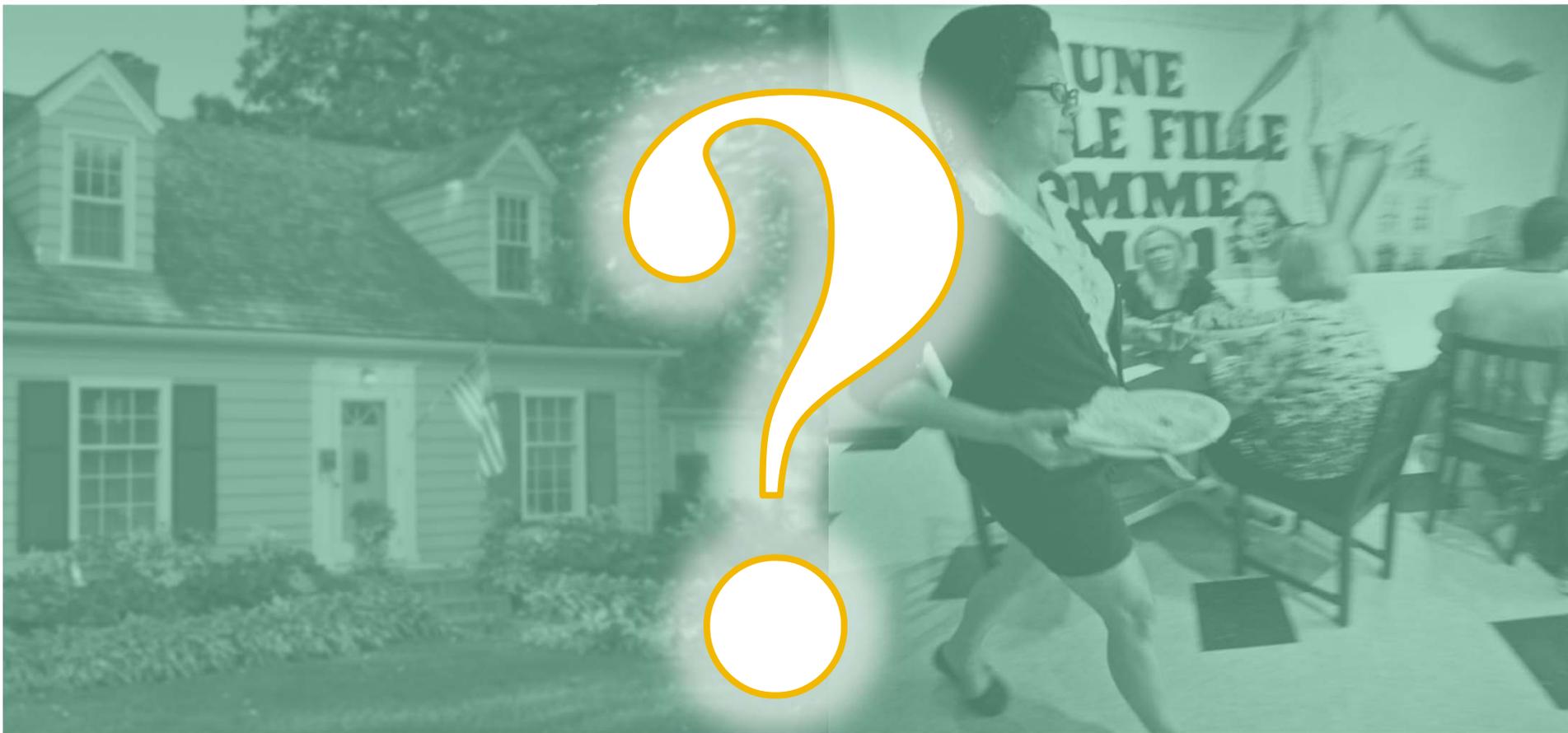
Michigan can have

—Gov. Rick Snyder

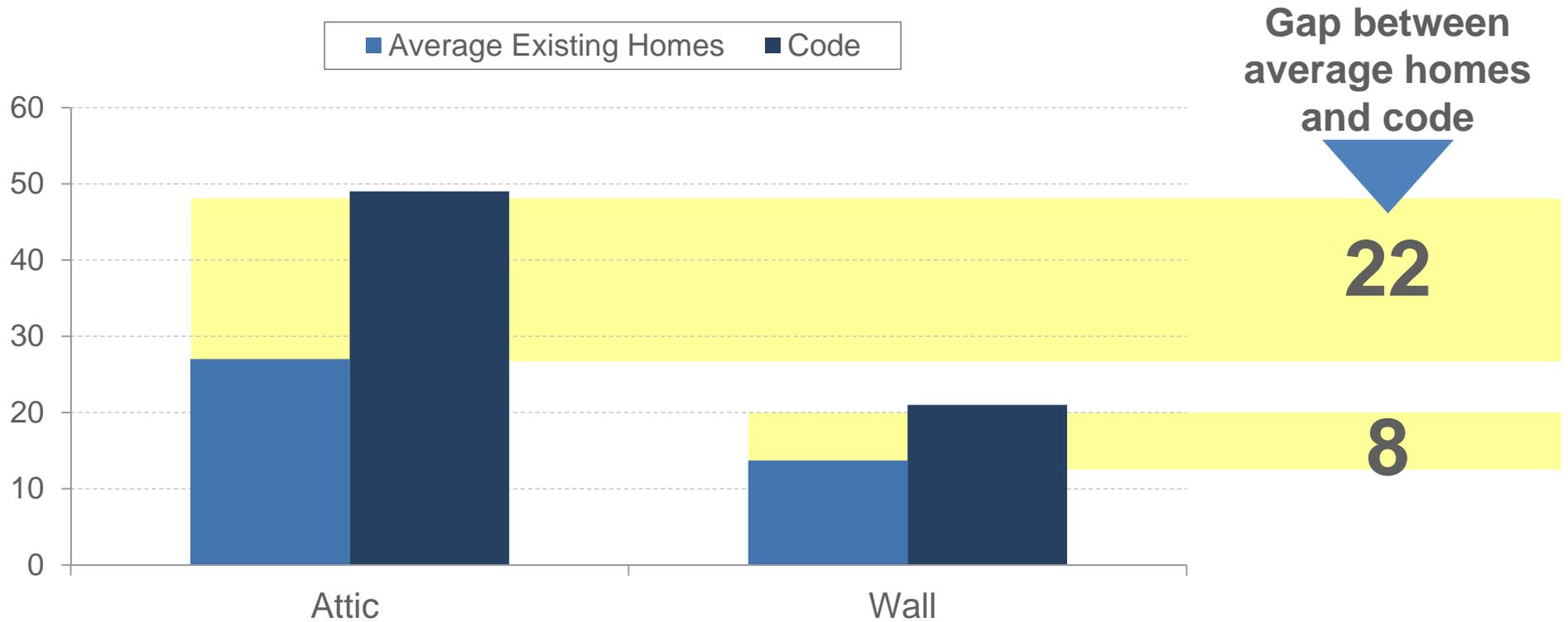


www.michigansaves.org

What Is Efficiency Potential?



Baseline Studies: Insulation R-Values



SOURCE: PSC, using data from Michigan Baseline Study 2011: Residential Baseline Report (The Cadmus Group, 2011).



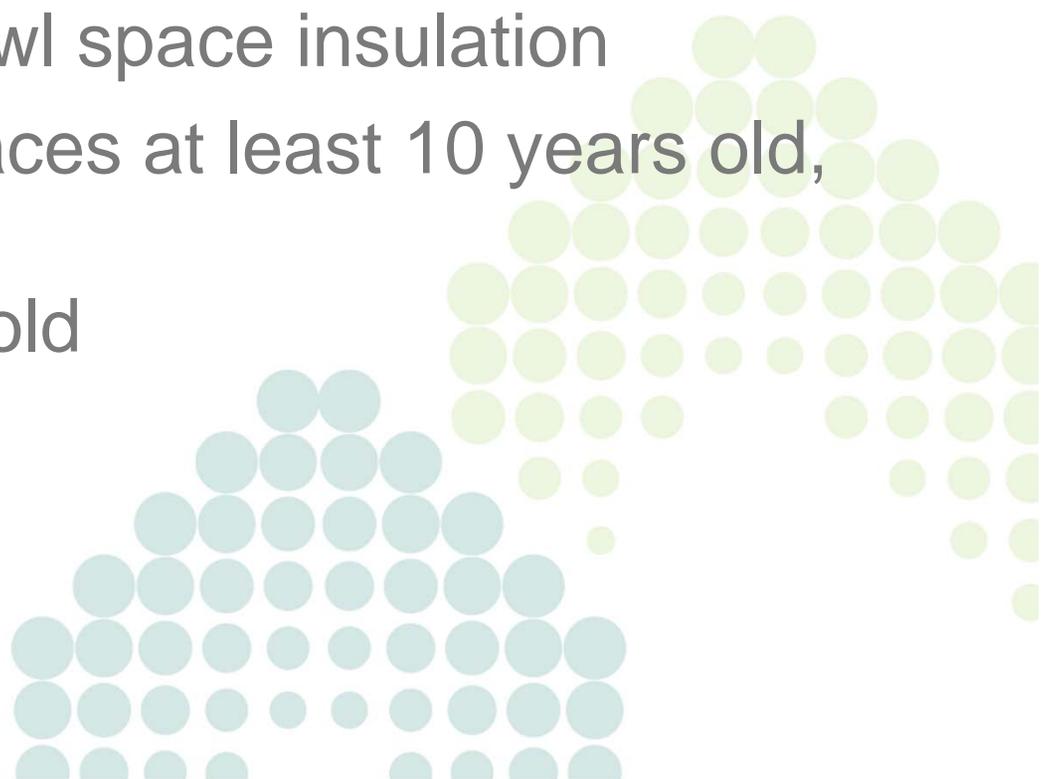
Baseline Studies: **Insulation**

- Of homes sampled:
 - 28% have NO rim joist insulation
 - 70% have NO crawl space insulation
 - About half of furnaces at least 10 years old,
with
~ 20% 20+ years old

SOURCE: PSC, using data from Michigan Baseline Study 2011: Residential Baseline Report (The Cadmus Group, 2011).



www.michigansaves.org



Baseline Studies: **Attitudes (Residential)**

- 63% said saving energy “very important”; only 7% said it was not important
- But customers are apathetic
 - 68% **don’t feel responsible** for conserving energy because contribution so small
 - 62% said “**no use worrying**” because cannot do anything about energy supplies anyway
 - 59% said **government responsibility**, not individuals, to make sure we have enough energy resources

Making Energy Improvements Easy and Affordable



Programs



Home Energy Loan Program

- Affordable, hassle-free loans
 - Easier than home equity – unsecured loan
 - \$1,000 to \$20,000
 - Affordable rates and terms for low monthly payment
 - Easy, quick approval over the phone or online
- Energy efficiency, solar, and geothermal
- Find Michigan Saves authorized contractors – www.MichiganSaves.org



Business Energy Financing

- Supported by US DOE competitive State Energy Program grant through Michigan Energy Office
- Statewide commercial financing (\$2,000–\$150,000) for energy efficiency improvements through local lender, Ervin Leasing
- Available to all types of businesses with focus on food industry
- Fast, easy process
- Below-market rates with flexible terms up to 5 years



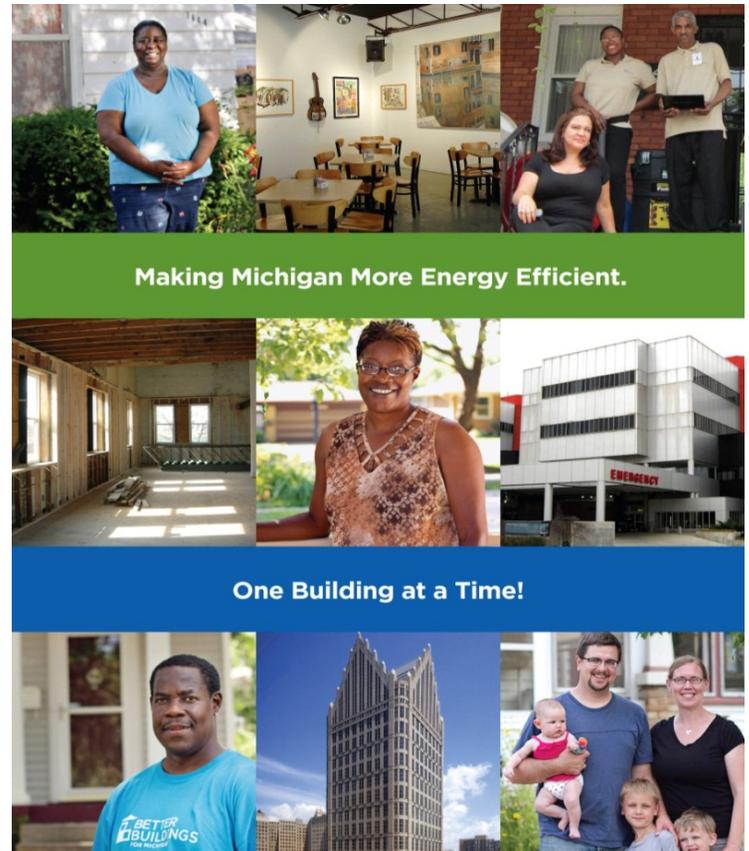
www.michigansaves.org



BetterBuildings for Michigan

US DOE funded program to support statewide residential and commercial energy efficiency improvements

- ~9,180 homes
- ~13.5M square feet – commercial
- Determine how to drive demand for energy efficiency



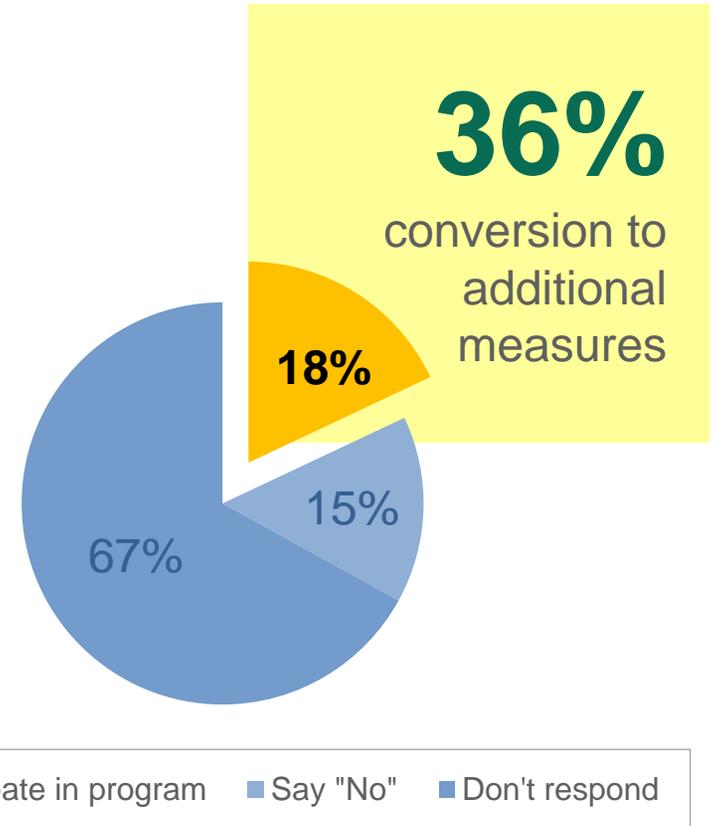
www.michigansaves.org



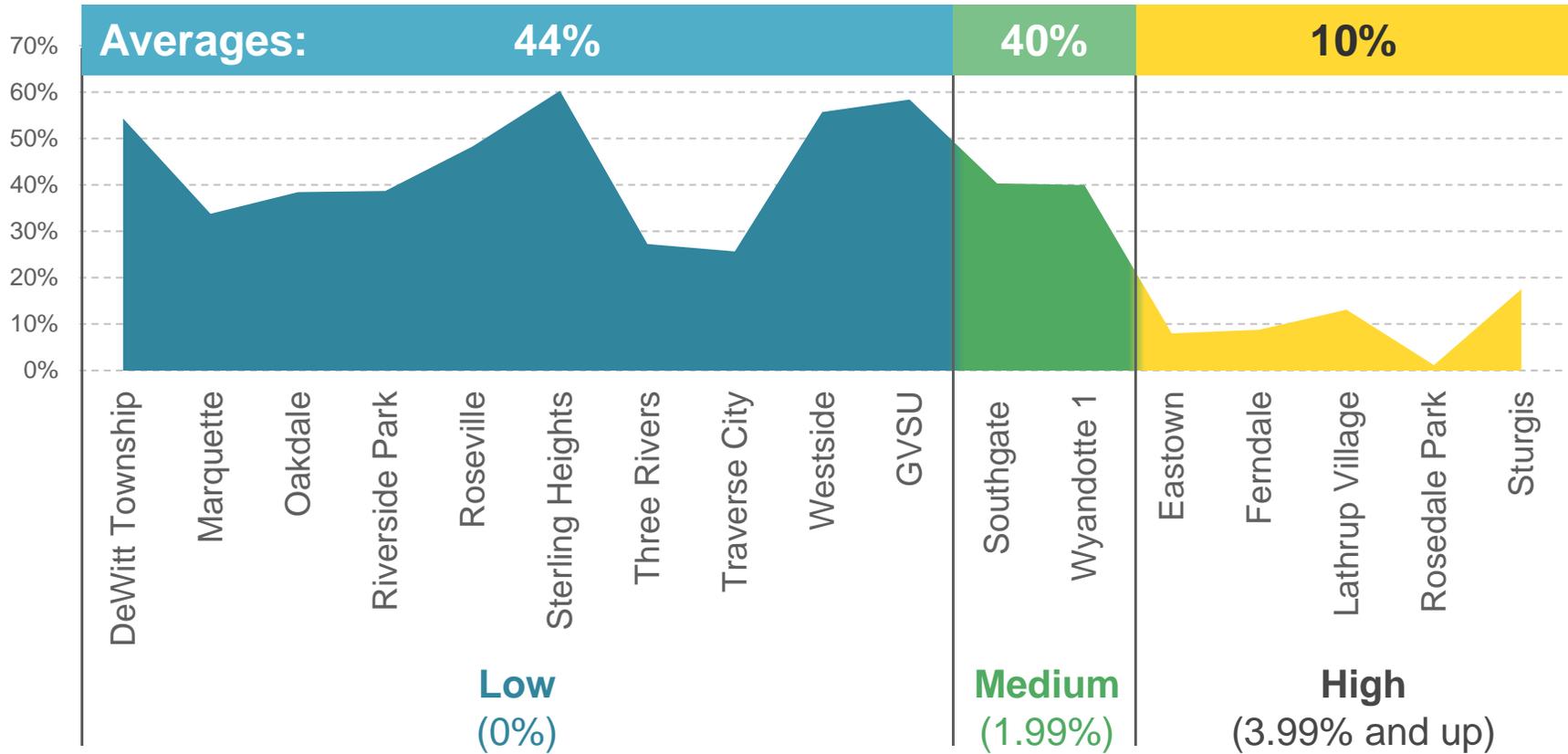
Residential Sweeps: **Test and Learn**



Preliminary Finding: Driving Demand



Preliminary Finding: Interest Rates



www.michigansaves.org



Final Thoughts

- Energy efficiency is win-win
- Michigan has good framework and tools but persistent barriers remain
- Going forward, Michigan needs:
 - Better understanding of potential
 - Increased awareness
 - Innovative programs to transform market



Resources and Contacts

Sally Talberg, stalberg@michigansaves.org

Phone: (734) 494-2190

Websites: www.michigansaves.org
www.betterbuildingsformichigan.org

Email: info@michigansaves.org



www.michigansaves.org

