Helping Neighbors Program

Single Family Empowering Households Building Communities

Bob Roh

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About Helping Neighbors

- The programs serves income-qualified households at or below 200% of the federal poverty level (FPL)

- Several delivery channels are employed to achieve the program savings goals

- The scope of provided customer services includes energy waste reduction installations, in home audits, and energy saving education that are offered at no cost to participants

- The program utilizes a broader market strategy of embedding program outreach efforts into the local Non-profit and Public assistance networks to further promote energy efficiency programs

- Independent evaluation efforts by the Cadmus Group, note the program has consistently achieved an overall customer satisfaction rating of 9.5 using a 10-point grading scale since 2014

Program Features

- Positive program branding to reduce the traditional stigma associated with typical assistance programs
- Dedicated community outreach staff
- Online self-scheduling system
- Emphasis on high customer satisfaction
- In-home measure installation paired with a personalized energy education report with recommendations and suggestions for further energy savings
- First step in the Customer Journey of Energy Waste Reduction

Customer Benefits

- No cost to participate

- Available for renters or home owners

- Reduces energy usage, lowers monthly utility bills and improves home comfort

- Access to energy education materials and resources

- Collaboration with billing assistance options such as the CARE Program allows for improved management of customer arrears

2016 Program Goals & Objectives

- MWh
  - Goal – 2,859 MWh;   Achieved – 4,416 MWh

- MCF
  - Goal - 57,698;   Achieved – 70,152 MCF

- Overall customer satisfaction score
  - Goal – 9.0;   Achieved – 9.5

- Unique customer participation
  - Goal – 7,500;   Achieved ~ 7,600

- Drive Agency participation
  - 26 participating agencies

2016 Customer Satisfaction Results

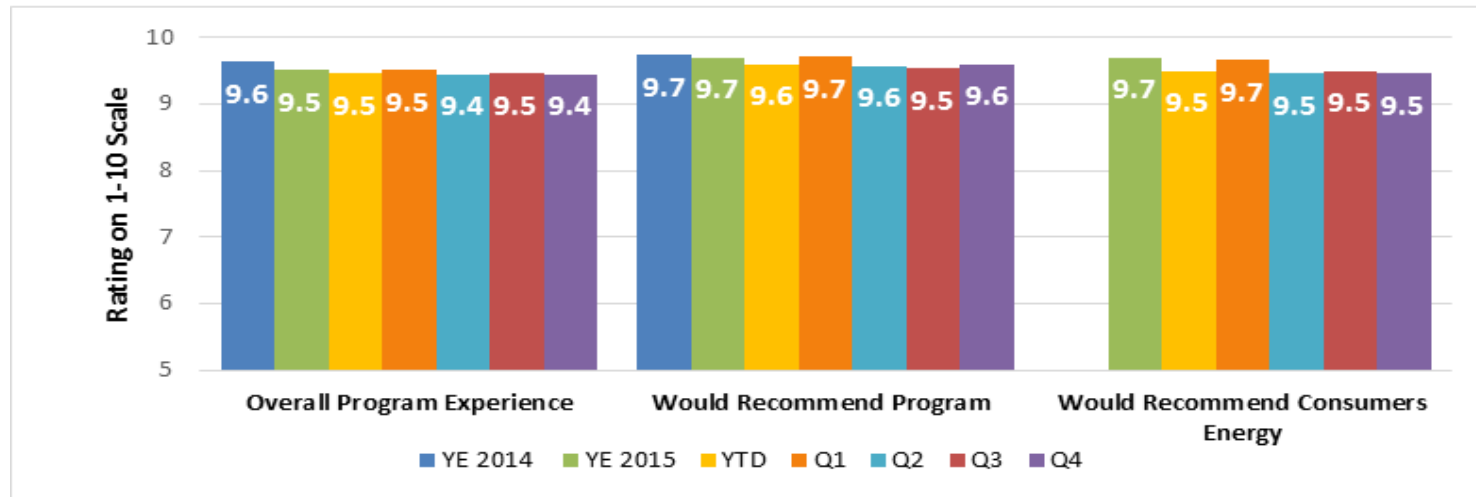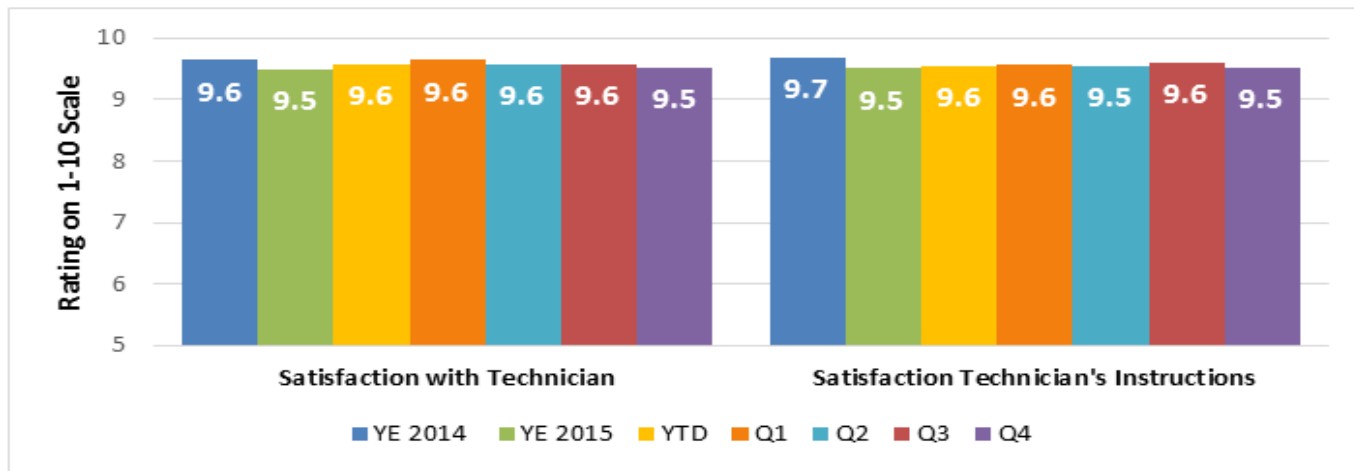## Figure 1. Overall Experience and Likelihood to Recommend*

Figure 6. Satisfaction Ratings of IQ Program Technician and Technician Instructions*

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Highlights from 2016

- Agency Rewards Program
  - 11 enrolled

- Launched Manufactured Housing Initiative
  - 592 homes served (1,200 YTD 2017)

- Replaced 414 furnaces

- Installed over 800 programmable thermostats

- Installed over 800K sq. ft. of insulation

- Over 4 ½ miles of pipe wrap

- Installed over 80K LED's
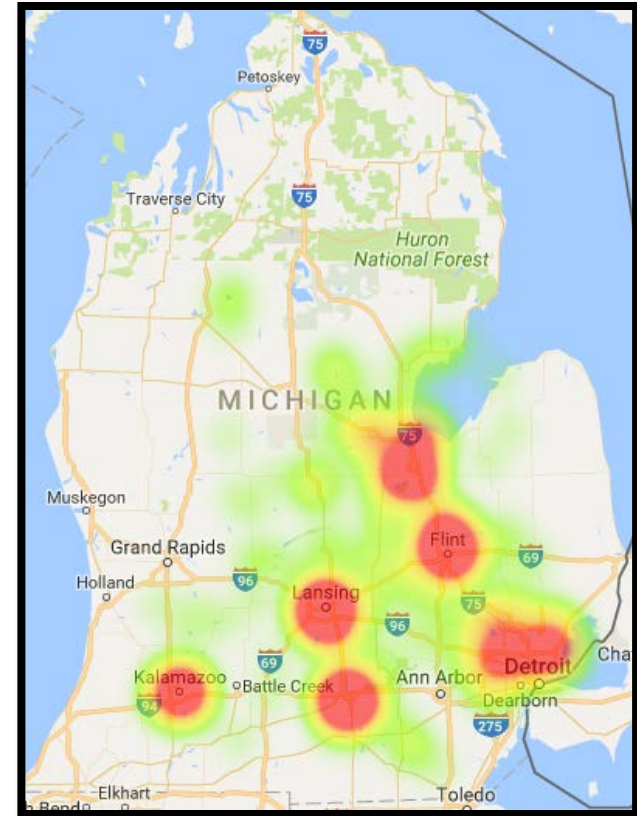
2017 Initiatives for Helping Neighbors

- House of Worship Rewards Program

- Continue to Drive Participation in the Manufactured Housing Market

- Focus on Relationships with Agencies (Agency Reward Program)

- Develop Relationships with Housing Commissions

- Provide 300 – 500 Refrigerator Replacements

- Reach out to Furnace Tune Ups Performed from 2013 forward

- Continue to target C.A.R.E. customers

Thank You

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Multifamily Program

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Presentation Topics

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2016 Program Overview

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Special Initiatives

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Program Results

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Income Qualified Detail

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Customer Satisfaction

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2017 Initiatives Launched

Multifamily Program Overview

Program Element	Investment for Property Owners	Upgrade Scope Examples
In-Unit Direct Install	Free; small to medium time commitment	LED lighting, showerheads, bath & kitchen faucet aerators and pipe wrap.
Common Area Direct Install	Free; small time commitment	LED lighting, showerheads, bath & kitchen faucet aerators and pipe wrap.
Prescriptive	Small to medium investment; small to medium energy savings	Incentives for HVAC, Lighting, and Building Envelope.
Custom	Typically larger investment for creative and/or comprehensive projects; higher energy savings	Custom incentives developed for non-prescriptive upgrades not found in the MEMD
Multiple Measure	Greatest investment; potential for deep energy savings; increased incentives to attract investment.	Whole building upgrades, in-unit plus common area investment.

Energy Savings Potential

One-Stop-Shop Design

- The Multifamily Program relies on direct, personal outreach to initially engage customers and inform them of the program as well as assist them through the stages of participation

MULTIPLE MEASURE IMPROVEMENTS

PROPERTY OWNER/MANAGER INVESTMENT

COMMON AREA MEASURE INSTALLATION

IN UNIT DIRECT INSTALL MEASURES
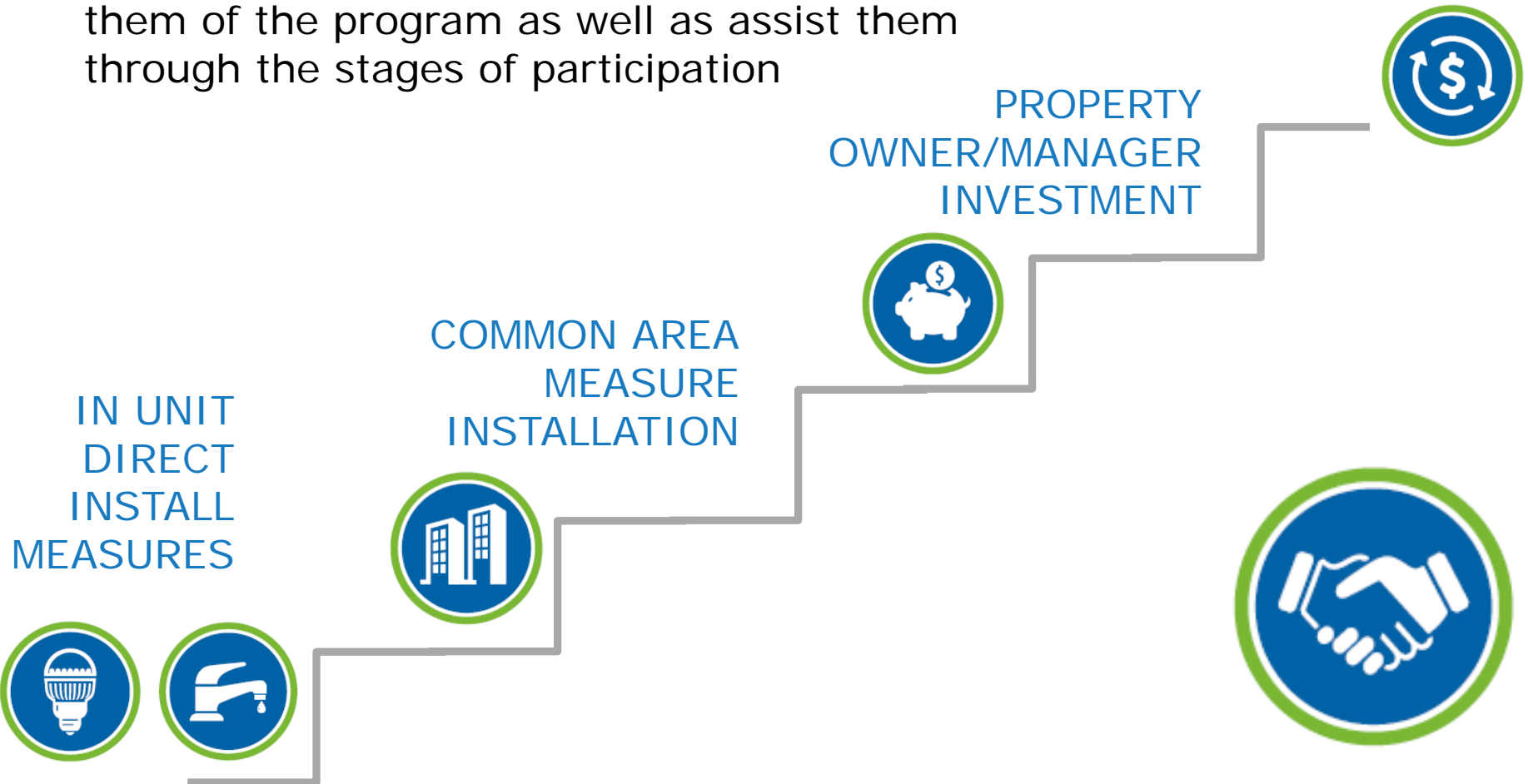
2016 Program Goals & Objectives

- Savings Goals:
  - 6,595 MWh
  - 178,103 MCF
- Objectives
  - Serve a wide variety of multifamily housing including apartments, dorms, assisted living and income qualified housing stock
  - Provide increased incentives to income qualified segment
  - Partner with industry stakeholders to offer robust program offering

2016 Income Qualified Initiatives

- Increased incentives
  - Income qualified properties were eligible to receive incentives at a rate of 150% of market incentives for gas and electric measures
  - Incremental cost covered on average is 50% higher on electric incentives and 19% higher on gas incentives
- Special Assessments/Offerings
  - ENERGY STAR® Refrigerators
  - Hot Water Heaters
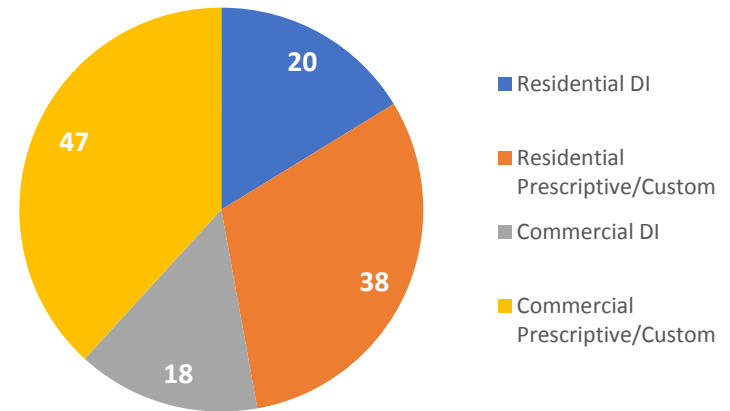 - Programmable Thermostats
- Education Sessions w/ Kits

2016 Program Results

- # 111,546 tenant units served in 2016
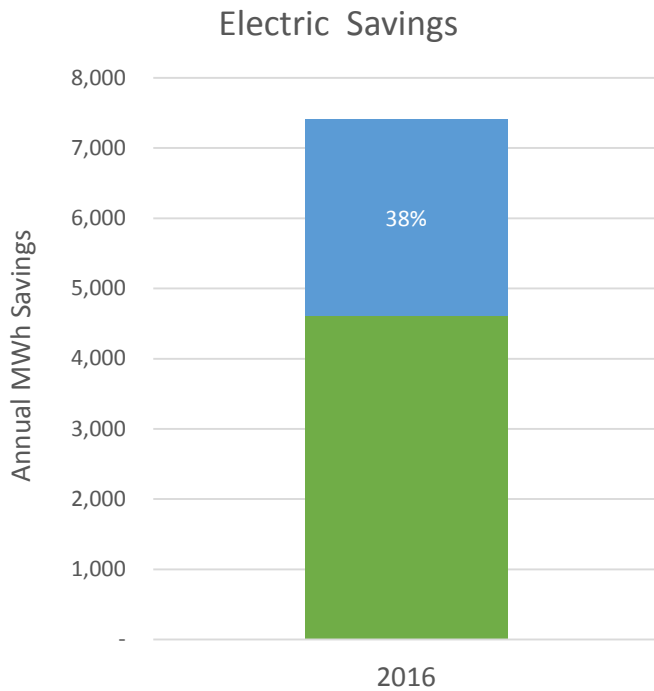 - ## Over 9% served in collaboration with DTE Energy

Tenants Served in 2016
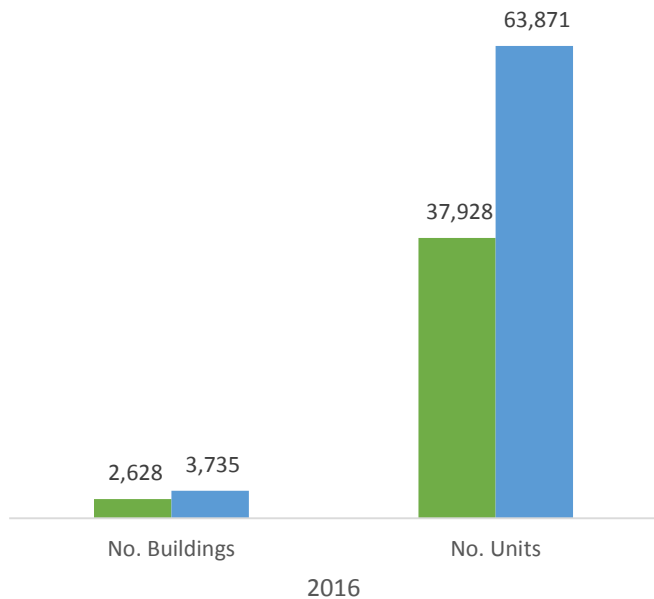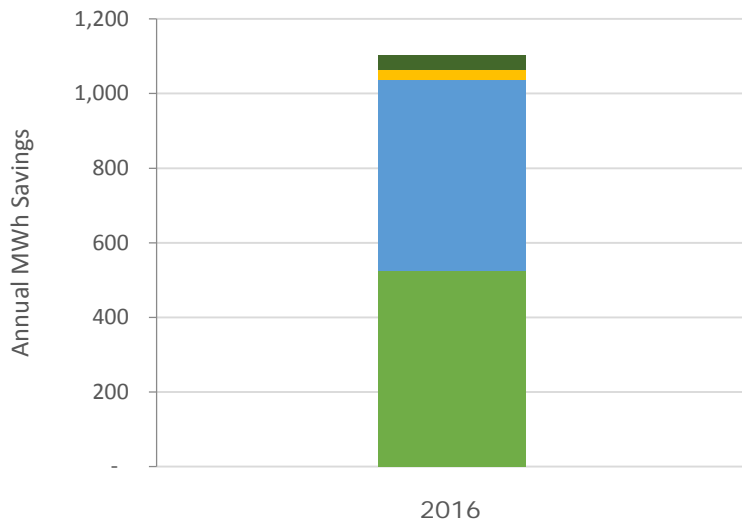
Number of Measures

2016 Program Results

- 7,402 MWh's and 166,675 MCF saved in 2016

Electric Savings — Annual MWh Savings: Commercial (38%), Residential. 2016.

Natural Gas Savings — Annual MCF Savings: Commercial (17%), Residential. 2016.

Legend: Commercial, Residential
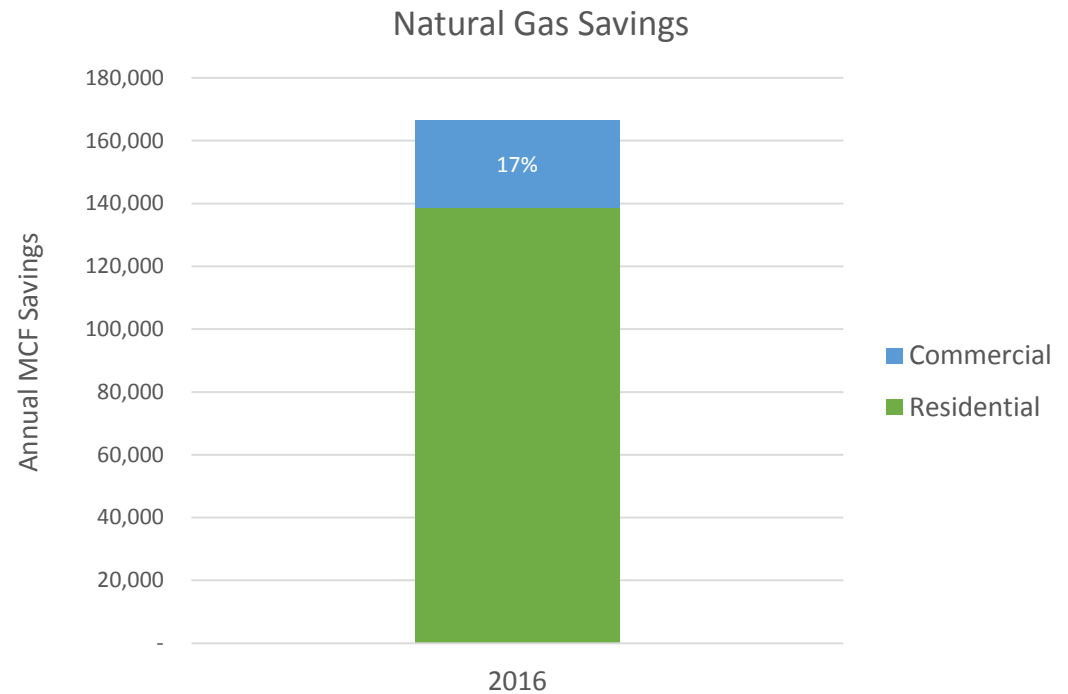
2016 MF IQ Program Results

- Income Qualified projects represent a significant portion of the portfolio each year

IQ Electric Savings

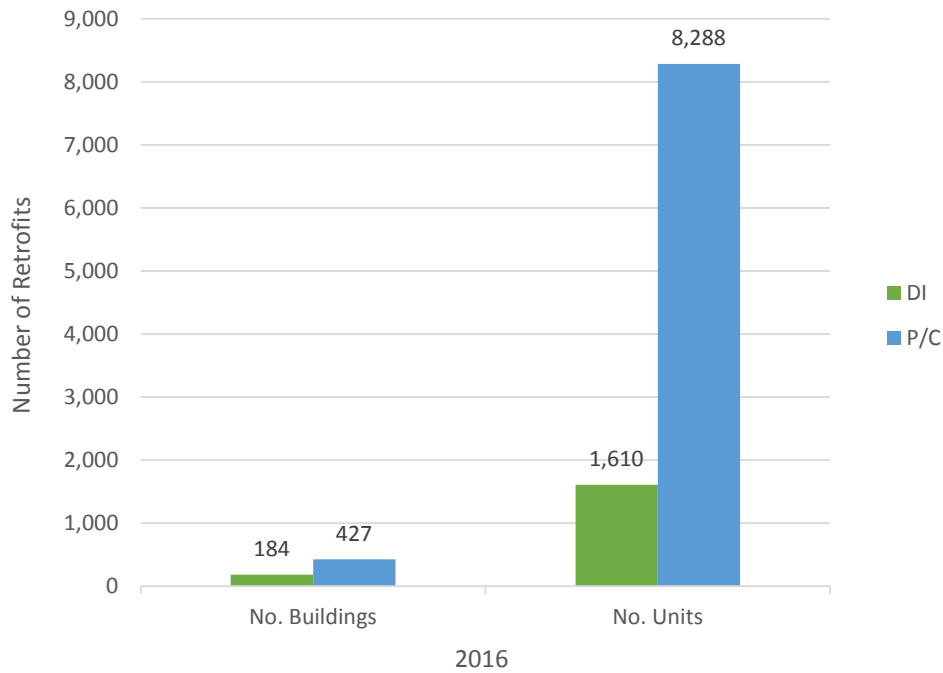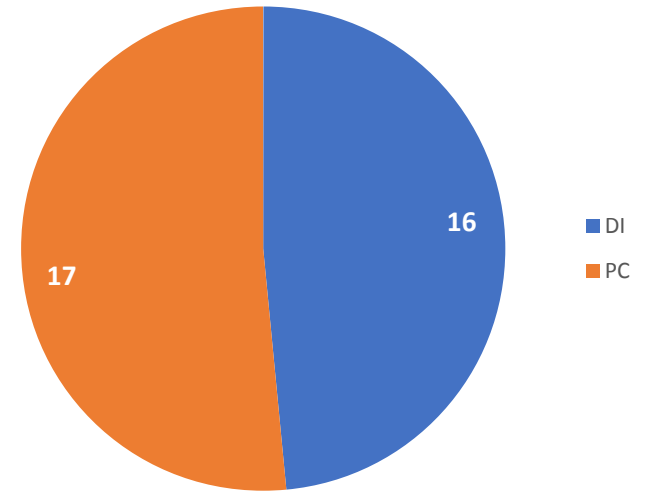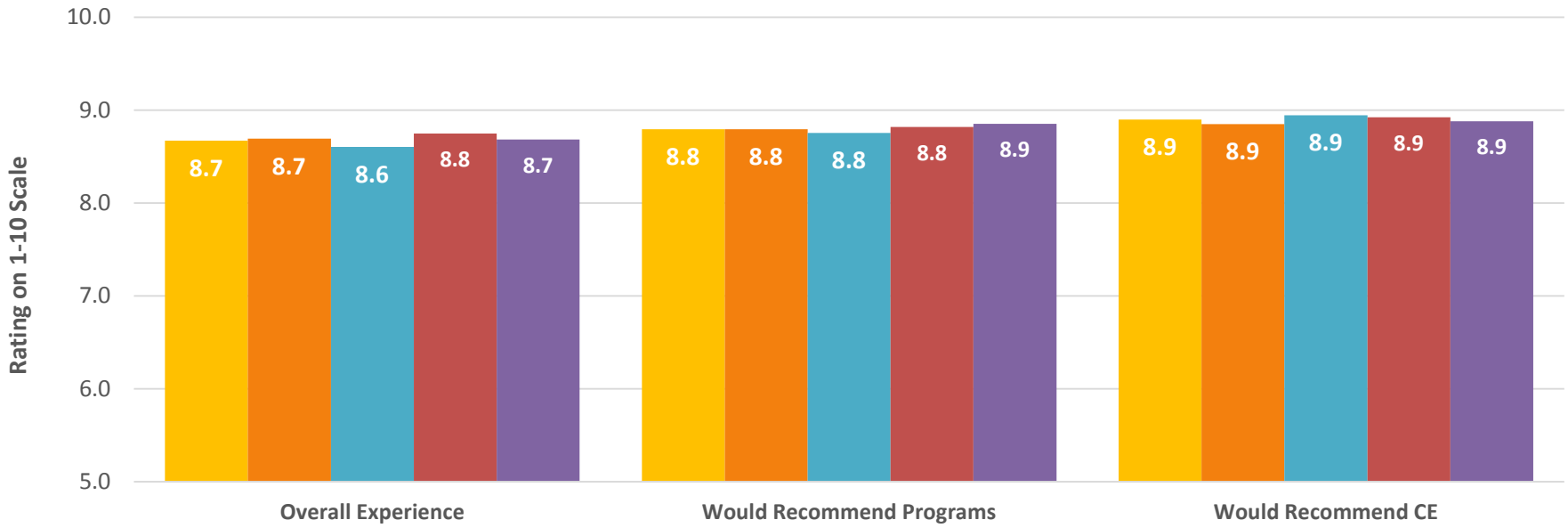IQ Natural Gas Savings

Legend:
- Commercial Prescriptive
- Commercial DI
- Residential Prescriptive
- Residential DI
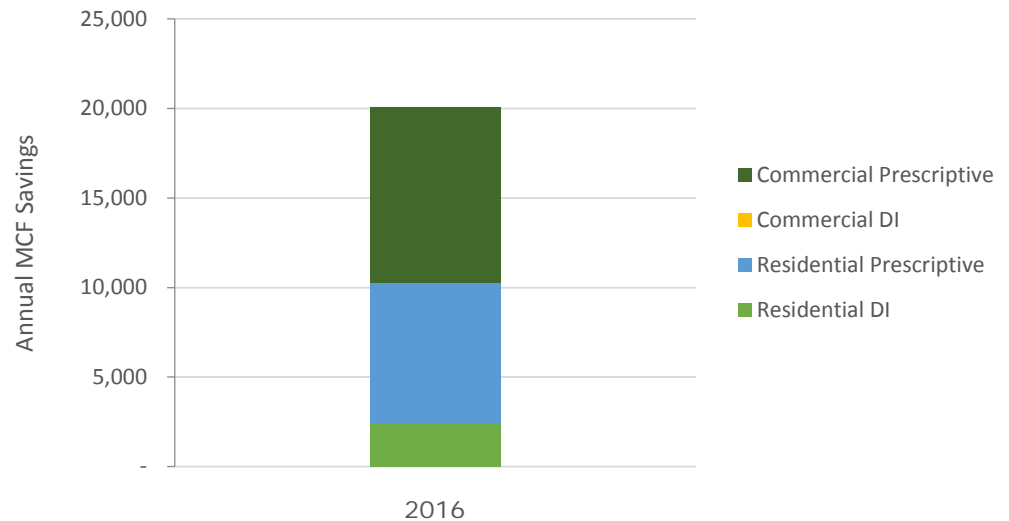
2016 MF IQ Program Results

Tenants Served in 2016

Number of Retrofits

- DI
- P/C

2016	DI	P/C
No. Buildings	184	427
No. Units	1,610	8,288

2016

Number of Measures

- DI: 16
- PC: 17

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2016 Customer Satisfaction Results

2017 Initiatives for Income Qualified

- Clipboard
  - Comprehensive savings opportunity report

- Increased focus – blitz's
  - Appliances
  - Safety Lighting

- Focus on IQ TA's

- Tenant Education Sessions

Thank You

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