



## PROGRAM OVERVIEW (BACKGROUND, BENEFITS, SUPPORT, RESOURCES & LAUNCH)

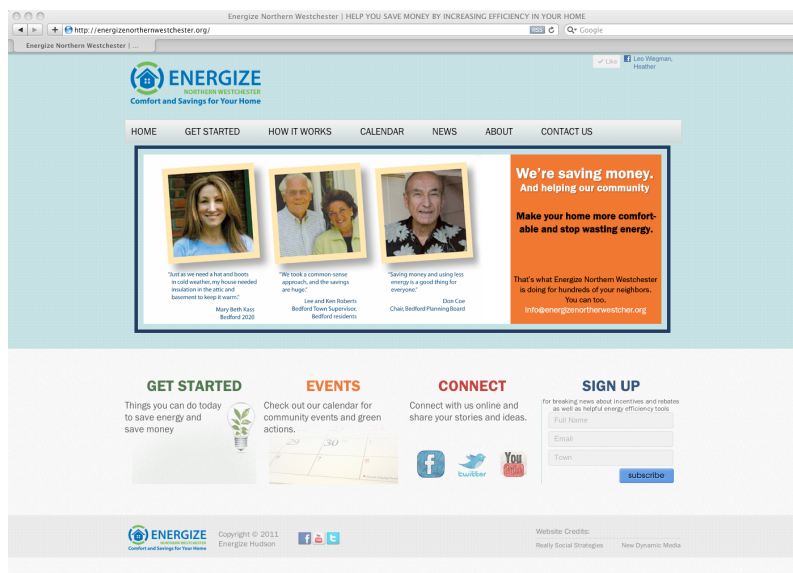
For Villages of Ossining & Croton-on-Hudson's  
Boards of Trustees, 11 October 2011

Please note: Part 1 contains background for your information (slides 1-16).  
In work session, we will focus on Part 2, "Program Support," (see slides 18-28).

[www.energizenorthernwestchester.org](http://www.energizenorthernwestchester.org)

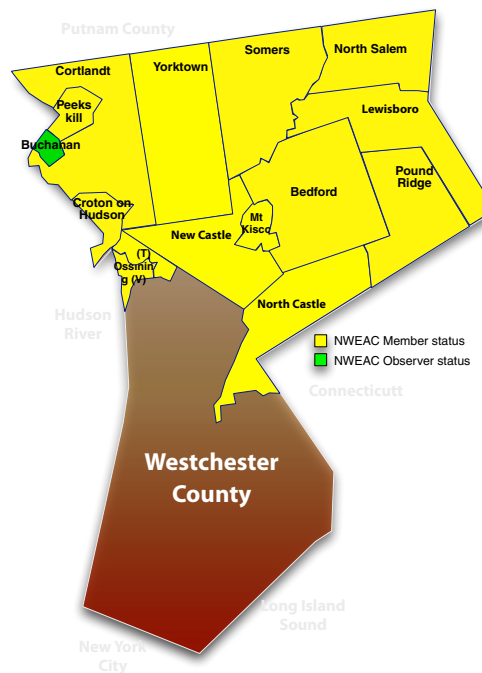


Interim site: [www.energizenorthernwestchester.org](http://www.energizenorthernwestchester.org)



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- NWEAC municipalities have full Energize Program access under grant (rfp10).
- Others have Energize Starter Toolkit access (coming in early 2012) under new grant (rfp2228).



## Part 1: PROGRAM BACKGROUND & BENEFITS

## Consortium Wide Goals

**...to dramatically increase home energy efficiency upgrades** by overcoming known barriers with ...

- ✓ innovative community-based marketing
- ✓ local trusted source/muni partnerships
- ✓ innovative financing techniques

**...to energize 1500+ homes** in northern Westchester by 2013\*

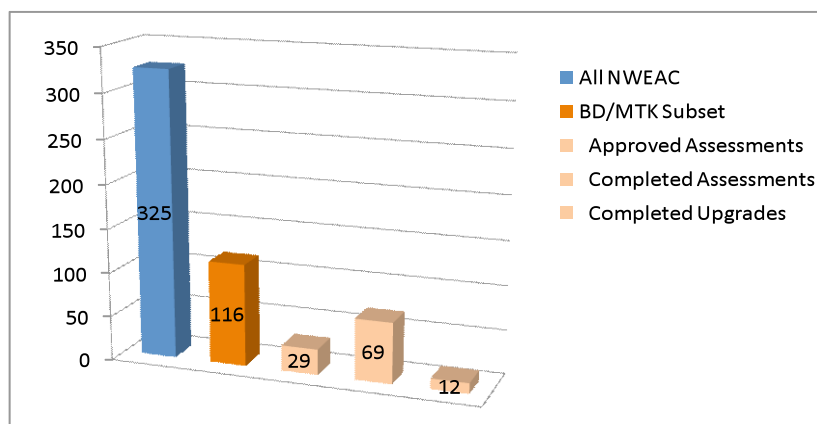
**...to save money for residents and municipalities**

\* 900 homes upgraded in all of Westchester since 2002

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## Quantitative Impact to Home Performance (10/15/10 to 8/31/11)



Bedford/MTK geographic subset ...

- 11% of NWEAC population
- 36% of NWEAC wide Home Performance program activity

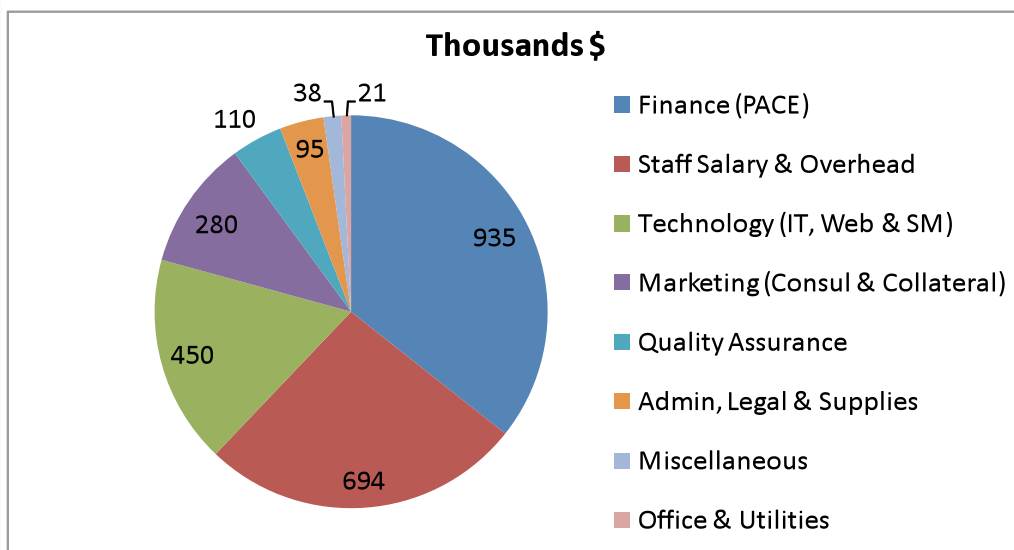
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## Current Energize Program Budget

- Finance (LLR)
- Staff
- Technology
- Marketing
- Quality Assurance
- Admin / Overhead / Misc / Utilities

## Program Budget - \$2.62M (2010-13)



## What is Energize?

- Energize is an NWEAC home energy efficiency upgrade program that provides online tools, outreach & marketing, professional staff support, building science education & access to innovative financing to help homeowners:
  - Save money on home energy bills
  - Waste less energy by heating & cooling their homes more efficiently
  - Increase the comfort of their homes
  - Improve the health & safety of their homes

## What is Comprehensive Home Performance Assessment?

- Assessment provides a road map to home energy efficiency
  - First step in getting home upgraded
  - Energy modeling & diagnostic tools
  - Easy to understand report with suggested measures
  - Includes finance options

## What exactly are energy efficiency upgrades?

- EE Upgrades are like a “Home Tune-up”
  - Air sealing (sill plate, rim joists, vents, ducts & more)
  - Insulation (attic, basement, walls)
  - Weather stripping & caulking (doors, windows & more)
  - HVAC (cleaning, tune-ups & other upgrades)

## How does the homeowner benefit?

### ENERGY SAVINGS - Reduced energy waste

- Upgrades can lower home energy use by 30% or more
- Access to simple low interest financing
- Potential for positive monthly cash flow (energy savings > monthly finance costs)

### INCREASED COMFORT

- Upgrades can help eliminate drafts, cold floors and other sources of discomfort

### BETTER HEALTH & SAFETY

## Energize overcomes known barriers to homeowner participation

- ✓ Community-based marketing & outreach
- ✓ Program sponsorship by local trusted sources
- ✓ Close coordination with municipal partners
- ✓ Professional staff support
- ✓ Web tools & online social media
- ✓ Innovative financing
- ✓ **Energize Home branding**

## Energize helps homeowners choose a contractor they can TRUST

- To help homeowners make the right choice, Energize provides the following tools:
  - Ten (10) questions to ask
  - Contractor survey (local trusted source)
  - Ask a neighbor who's already completed a home upgrade:
  - **Contractor Ratings Index (coming soon)**

## Energize includes a robust marketing program to educate & encourage participation

### - Outreach activities

- Presentation at Town Board meeting or other venue
- Energize website for each municipality
- Integrated social media (e.g. Facebook, Twitter) sites
- Homeowner testimonials & case studies (actual results)
- Support for local Energize launch & other community events
- Marketing collateral & flyers
- Email templates & campaigns

## Process for the Homeowner

**SIGN UP for Energize at [www.EnergizeYourTown.org](http://www.EnergizeYourTown.org)**

### **APPLY for a free/subsidized comprehensive home assessment**

- Submit application with past years energy bills or a best guess estimate
- Receive a "reservation number" within 3-5 business days
- Use the Energize "Select a Contractor" tools to pick a certified home energy contractor
- Schedule a comprehensive home energy assessment (typically takes 2-3 hours)

### **ASSESSMENT completed / review report with contractor**

- Use the Energize Energy Coach for a FREE consultation to help evaluate which measures make the most sense for homeowner
- Select measures and decide if you would like to utilize the LOW COST financing options

### **UPGRADE work (typically takes 2-5 days)**

- Complete the simple ten (10) Energize post-upgrade contractor survey
- Optional (FREE) 3<sup>rd</sup> party Quality Assurance visit (4-6 weeks after upgrade)

### **SAVINGS and COMFORT for years to come**

## Draft Homeowner Case Studies\*

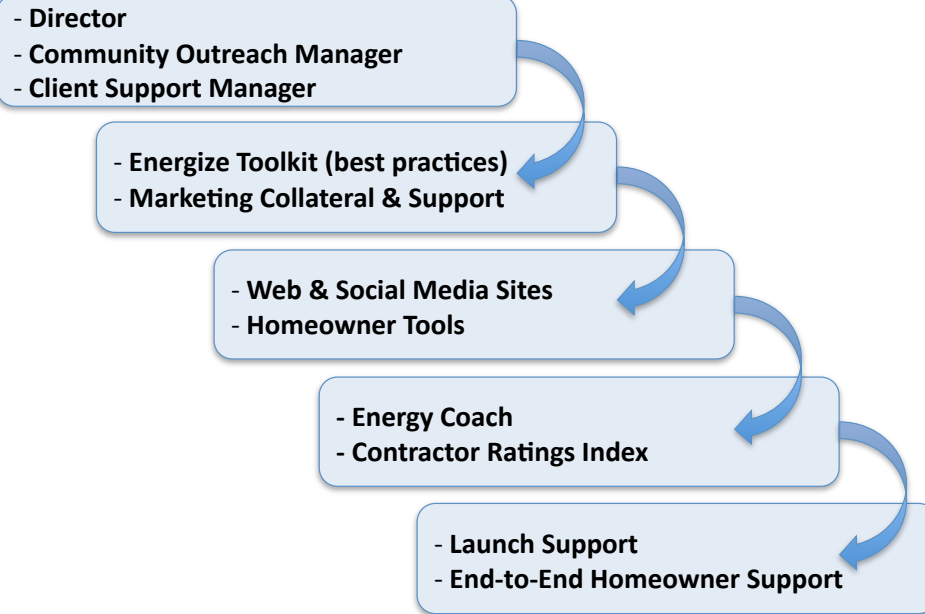
|                    | Year Built | Home Size (SF) | Year Work Done | Upgrade Cost | Energy Savings (%) | Annual Savings | Mth Finance (10 yr) | Avg Mth Svgs | Mth Finance (15 yr) | Avg Mth Svgs |
|--------------------|------------|----------------|----------------|--------------|--------------------|----------------|---------------------|--------------|---------------------|--------------|
| New Rochelle       | 1952       | 2232           | 2008           | \$8,795      | 38%                | \$1,128        | \$87                | \$7          | \$63                | \$31         |
| Rye Brook          | 1941       | 1520           | 2009           | \$6,528      | 40%                | \$1,500        | \$65                | \$60         | \$47                | \$78         |
| Hastings-on-Hudson | 1964       | 2509           | 2009           | \$15,980     | 48%                | \$2,971        | \$158               | \$90         | \$114               | \$133        |

**POSTIVE CASH FLOW!!!**

\* Larger project planned for NWEAC homeowners (style, age, size, fuel, location)

## Part 2: PROGRAM SUPPORT, RESOURCES & LAUNCH

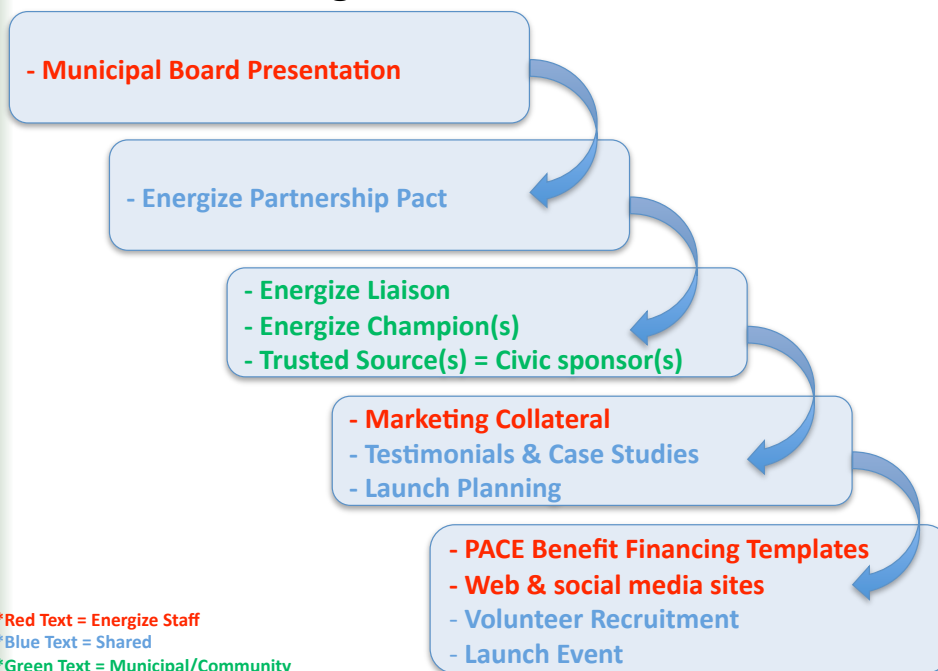
## Energize Program Support to Muni



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## Energize Pre-Launch Process\*



\*Red Text = Energize Staff

\*Blue Text = Shared

\*Green Text = Municipal/Community

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## Program Presentation

**- Municipal Board Presentation**

**Program description, budget, case studies, best practices, launch plans, tools & level of support**

## Energize Partnership Pact

**- Energize Partnership Pact**

**Energize Northern Westchester will work with MUNICIPALITY to identify the key community resources (e.g. Liaison, Champion, Trusted Source) that support the overall success and goals of the Energize program**

## Community Resources

- Energize Liaison
- Energize Champion(s)
- Trusted Source(s) & Civic sponsor(s)



**- Energize Liaison**  
Designated municipal POC (by mayor or supervisor) for the Energize Program. Energize staff communicates program info & administrative requests to and through EL.

## Community Resources (con't)

- Energize Liaison
- **Energize Champion(s)**
- Trusted Source(s) & Civic sponsor(s)



**-Energize Champion(s)**  
Most engaged volunteer community member(s). Passion for the program. Champion(s) is/are homeowner(s) who will devote time & effort to supporting the program. Should have had house assessed & upgraded or be in process.

## Community Resources (con't)

- Energize Liaison
- Energize Champion(s)
- **Trusted Source(s) = Civic sponsor**

- **Trusted Source = Civic Sponsor**  
Community group(s) like the Lions Club, PTO, Energy Panel, improvement society who are the key sponsor(s) of the program in each muni. Co-branding of program and organization on collateral, websites and other materials used to promote Energize and educate local residents.

## Launch Preparation

- **Marketing Collateral**
- Testimonials
- Launch Planning

- **ID Early Adopters (Testimonials)**  
Using the HPwES database find homeowner(s) for local stories of completed upgrade(s). Energize staff and contractors will produce the testimonial using a pre-developed template.

## Launch Preparation (con't)

- PACE Benefit Financing Templates
- Web & social media sites
- Volunteer Recruitment
- Launch Event

- Develop Launch Plan  
Plan launch event with Energize staff. Local resources help ID time, place and scale of launch plus help to bring additional community resources to bear. Energize staff will develop marketing collateral & other muni specific items to launch program in community.

[http://  
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**QUESTIONS?**

