

Together We Save - Milwaukee Pilot Program Summary to Date May 1, 2009 - November 1, 2009

Goal:

Utilizing the social networking opportunities that a targeted community effort affords, test various partnerships, marketing methods/ vehicles/messages and building science concepts to help achieve deep impact home energy savings.

Opportunity:

The Milwaukee neighborhood efficiency project, Together We Save, is a pilot that aims to leverage a community-based approach for the purpose of increasing energy efficiency investments by homeowners in two neighborhoods in the City of Milwaukee. A priority of this pilot is to get deep energy savings in at least 100 homes in the target neighborhoods.

Homeowners who participate in the pilot will be eligible for sizable incentives on products and services (such as insulation, air sealing and mechanical equipment) that will increase the efficiency and comfort of their homes. In addition to financial incentives, the homeowner will receive support throughout the process from a program representative (an energy advocate) who will offer such services as walking the homeowner through the application and energy assessment process, selecting and scheduling of service contractors, setting home electronics and control equipment to optimal energy efficiency settings and educating the homeowner on sustainable energy practices/behaviors.

The Project will capitalize on the community-based design structure by testing different communication, delivery and implementation practices and learning from the group dynamic. Working together with the community leaders and neighborhood members, Together We Save will help make participants' homes more comfortable, durable, safe and energy efficient.

Objectives:

- Utilize the community by forming partnerships with neighborhood leaders, neighborhood groups and city/utility/government agencies
- Test various outreach/marketing and ongoing communication techniques to assure broad reach and pilot clarity, maximum participation and well-informed homeowners
- Deliver optimal building science practices/products (based on experience with weatherization and home performance programs) to assure energy efficiency standards are met
- Guide/redirect home energy efficiency attitudes/behaviors toward sustainability

Target Neighborhoods:

Two Milwaukee neighborhoods will be targeted for the pilot:

- *South side:* Lincoln Ave. (south) to Pierce St. (north); 43rd & 38th Sts. (west) to Layton Blvd (east)
- *North side:* Capitol Dr. (south) to Villard Ave. (north); 84th St. (west) to 60th St. (east)

Each neighborhood is comprised of older housing stock, with the south side homes being older, on average 50+ years, predominantly cape cods. The north side homes aren't quite as old, on average 30-50 years, with a greater mix of styles including bungalow, Cape Cod and ranch.

Marketing and Outreach:

The community setting of this pilot affords the ability to test various marketing methods, vehicles and messages. Some marketing strategies to employ include:

Strategies:

- Let the physical proximity advantages work to our favor, using signage that homeowners will see when driving/walking through the neighborhood and/or visiting local establishments
- Count on “buzz” created by homeowners through their daily interactions (backyard, school or church conversations) based on information that was provided
- Depend on events and communications from neighborhood leaders (block watch captains and association heads)
- Arm Energy Advocates with proper training and information to help make lasting impression on homeowners, thereby creating sustainable impacts
- Make information sharing and awareness building as seamless and easy as possible, recognizing the time constraints that most homeowners have

Roles/Responsibilities:

Pilot Administrator: Focus on Energy

- design, implement and manage pilot
- overall oversight

Energy Advocates: Trained Community Members

- assist/educate homeowner with/on “basic” energy efficiency practices
- educate homeowner to help create lasting energy efficient behavior/decision making
- Remove participation hassles/barriers for the homeowner by assisting with paperwork, Contractor selection, understanding financing options and general participation questions/concerns
- Address any language barriers

Energy Assessors: Building Science Experts (selected by competitive bidding process)

- Perform all energy assessments – pre and post
- Prepare written report and work order, explaining work to homeowner

Energy Contractors: Local Contractors (selected by competitive bidding process)

- Perform all energy efficiency improvements as outlined on each work order, meeting pilot standards

Quality Assurance Agent: Focus on Energy

- Conducts quality control inspection on at least 5% of the homes participating in the pilot

Process and payment summary

Process Overview

Stage 1: Generate Homeowner Interest/Sign Up

- Introduce targeted neighborhoods to program through community kick-off meetings and newsletters, marketing materials (door hangers, yard signs, posters and word of mouth).

Stage 2: Energy Advocate Audit

- Schedule audits
- Energy advocates conduct a audit, gathering information on appliances, electronics, HVAC equipment, lighting and the building shell
- Educate homeowners on energy efficiency, equipment settings/use and discuss utility bill.
- Explain upcoming stages

Stage 3: Consultant Assessment

- Professional consultant conducts building science testing for home safety, ventilation and energy efficiency
- Consultant provides summary report which advocate reviews with homeowner in separate meeting

Stage 4: Work Installation

- Upon receipt of homeowner payment, consultant contacts the contractor(s) to begin work

Stage 5: Completion

- Consultant performs post assessment
- Advocate conducts final visit and present homeowner with certificate of completion, discusses final tips and recommendations

Process Results to Date

Stage	Result
Sign Ups	157 (plus 7 on wait list)
Active Participants (of those that originally signed up, some did not qualify, some dropped out and some didn't respond)	121
Audits Completed	121
Assessments Completed	93+
Summary Reports	65
Work Installation	11
Completed Homes	10

Payment

The homeowner's portion of payment for the pilot was based on household income. Following the income guidelines set forth in the state's weatherization program, the following table was used to determine the homeowner's portion of payment:

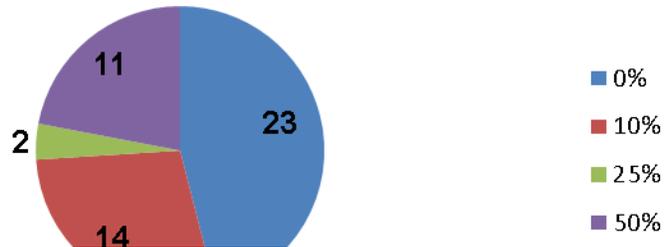
# in Household	Household Income less than: (Wx Eligible)	Household Income of: (Targeted Eligible)	Household Income of:*	Household Income Equal to or Greater Than:*
1	\$23,434	\$23,435-31,245	\$31,246-35,151	\$35,152
2	\$30,645	\$30,646-40,859	\$40,860-45,967	\$45,968
3	\$37,855	\$37,856-50,474	\$50,475-56,783	\$56,784
4	\$45,066	\$45,067-60,088	\$60,089-67,599	\$67,600
5	\$52,277	\$52,278-69,702	\$69,703-78,415	\$78,416
6	\$59,487	\$59,488-79,316	\$79,317-89,231	\$89,232
7	\$60,839	\$60,840-81,119	\$81,120-91,259	\$91,260
8	\$62,191	\$62,192-82,922	\$82,923-93,287	\$93,288
9	\$63,543	\$63,544-84,724	\$84,725-95,315	\$95,316
10	\$64,895	\$64,896-86,527	\$86,528-97,343	\$97,344
	Program pays 100% of cost	Program pays 90% of cost	Program pays 75% of cost	Program pays 50% of cost

**Homes in this income range are normally only qualified for home performance with ENERGY STAR where incentives run from 15% to 25% of project cost depending on installed measures.*

Homeowner costs

Of the jobs assessed to date, the average cost for renovations is \$6,787. The highest job cost totaled \$19,350. This particular project was a duplex in which contactors installed two boilers, two water heaters and over \$4,000 in exterior sidewall insulation. The lower job cost was \$950 and included improved attic insulation and proper exhaust ventilation.

Number of Homeowners Paying at Each Rate



Financing

1. Payment in full by the homeowner.
2. Prepayment: Monthly payments made by the homeowner to the Administrator – interest free – with full payment received within 6 months of entering into the program. Once 75% of the homeowner’s cost is pre - paid, work will commence. The remainder of the cost will be due by the time work is completed.
3. Fannie Mae Loan: with an interest rate buy down to 10%
4. Independent Loan: homeowner secures loan on their own

Financing	Participants
Payment in full by homeowner	18
Prepayment plan	3
Fannie Mae Loan	0
Independent loan	unknown

Health and Safety

To date there have been two emergency water heater replacement via the program due to dangerous levels of CO2 back drafting discovered at the time of assessment. It has also been found that a majority of the homes participating in the pilot have ventilation issues that must be addressed through the program. Other health and safety issues that have come up include one home with vermiculite in the attic and one home with electrical service at 60 amps. Although there was concern about running into homes with knob and tube wiring, there have been none to date.

Together We Save Process Flow Chart

