

Community Energy Services:

Successful Program Strategies Used in Minneapolis MN



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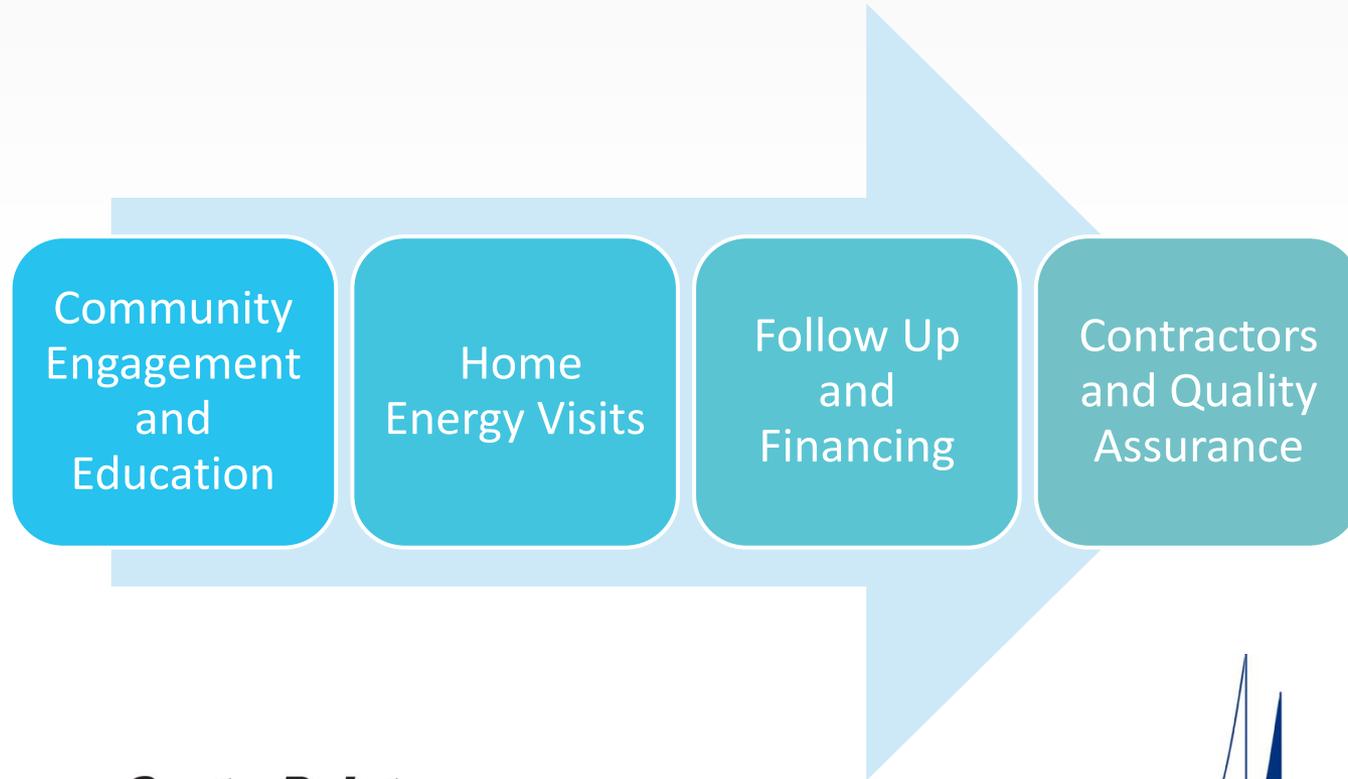
State & Local Energy Efficiency Action Network

*Forum on Enhancing the Delivery of Energy Efficiency
to Middle Income Households*

Baltimore MD

March 26, 2012

Community Energy Services



Community Engagement and Education



Community-based social marketing

Neighborhood-specific outreach combined with traditional marketing

Mandatory workshops

The Recipe for an Energy Smart Home



Good Habits



Good Products



Good Investments

❖ Home Energy Visits



\$30 co-pay

1½ - 2 hour visit

2 energy experts

Direct installation of materials

Blower door test and insulation checks

Instant results and prioritization



• Follow-Up and Financing



Email quarterly energy usage reports

Help line and outbound calls

Assistance with utility rebates (\$350 for insulation)

Provide financing

❖ Contractors and Quality Assurance

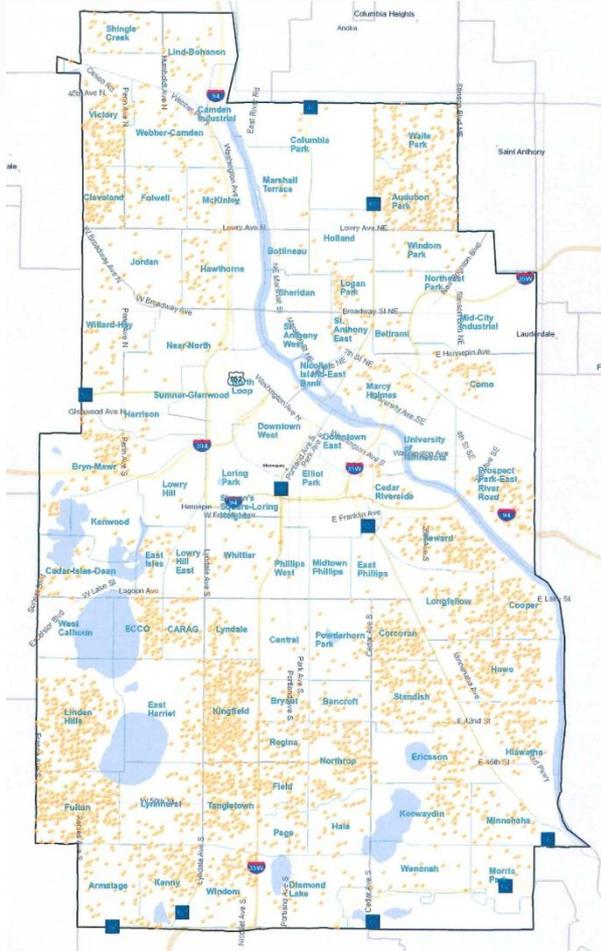
Qualified contractor list – participants get competitive prices

Require air sealing and insulation training and certification
(BPI installer certification)

Quality control checks on 10% of installs



• Preliminary Results (Sept 2009 – March 10, 2012)



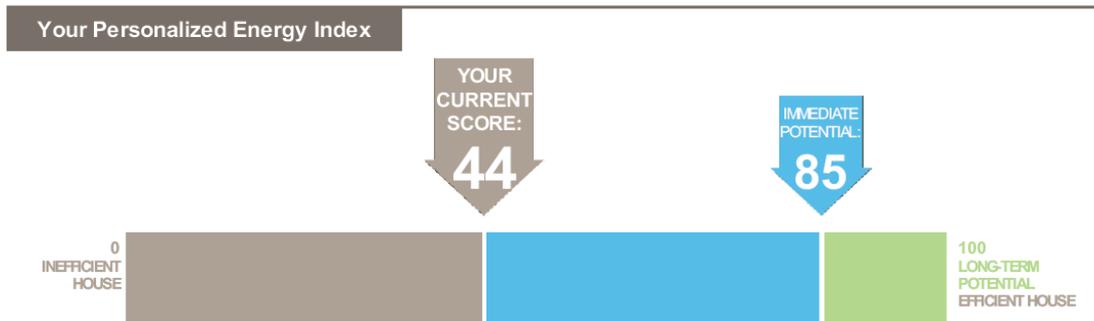
4,878
homes

*28% of homes with a
recommendation
completed an upgrade*

❖ Three successful strategies

1. Create a simple pathway for participants
2. Start with easy actions
3. Create a sense of urgency

• Create a simple pathway for participants, reduce complexity



WALL INSULATION	27 POINTS	23	You have insufficient insulation in your walls; insulation is recommended.
HEATING SYSTEM	26 POINTS	15	Upon replacement, choose a 95% AFUE/91% AFUE model.
AIR SEALING	20 POINTS	11	Air sealing is recommended.
ATTIC INSULATION	17 POINTS	7	Your attic insulation is insufficient; insulation is recommended.
WINDOWS	10 POINTS		No upgrade recommended.

Items in blue represent cost-effective opportunities.

Keep recommendations simple

Give clear and easy next steps

Do not overwhelm with details

Take care of the details, but do it behind the scenes

Start with easy actions, build to larger ones



❖ Create a sense of urgency for upgrades

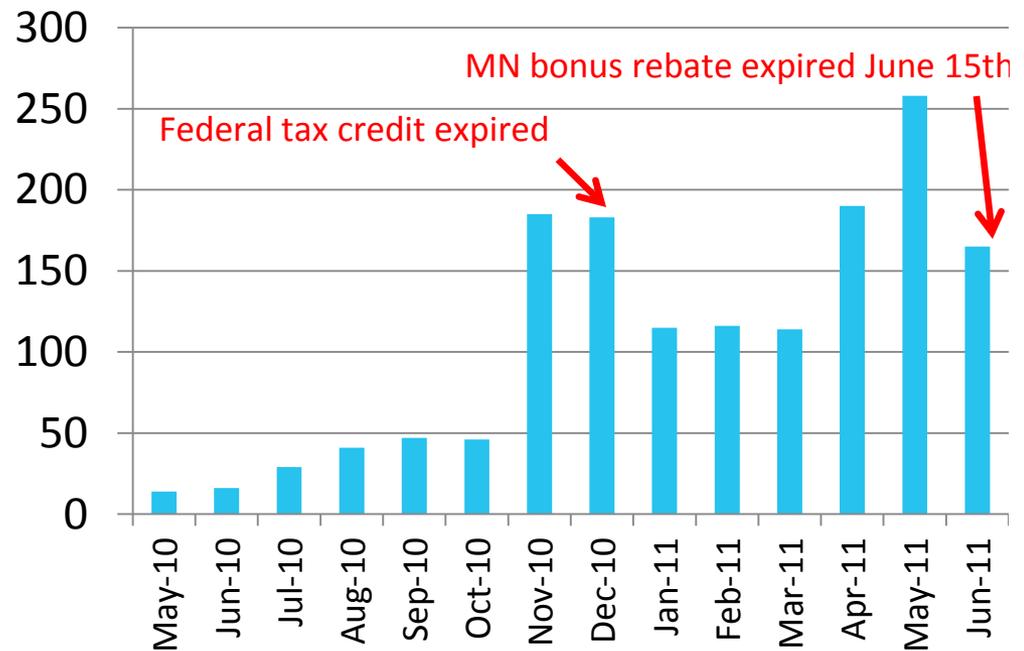
WHY: Enthusiasm wanes post-audit, easy to put off

HOW: Time-limited rebates and financing offers

0%*
HOME ENERGY IMPROVEMENT LOAN PROGRAM AVAILABLE NOW

For more information contact: (612) 335-5884
loaninfo@mncee.org or visit ceeloans.org

cee
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Completed wall insulation jobs by month

❖ Questions?

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More info in our report:

