

Mary Templeton



PURE *M* ICHIGAN
Your trip begins at michigan.org



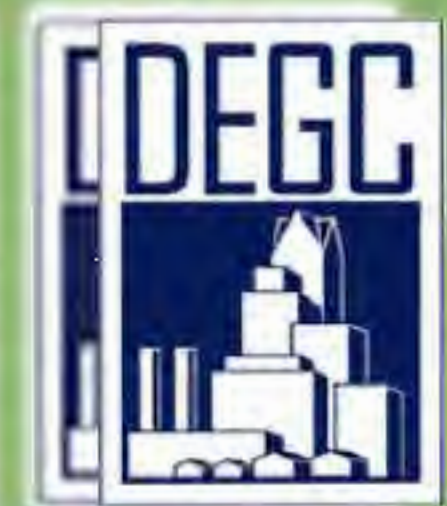
- RPS/PA295
- Virtually No Utility Energy Efficiency Programs Since 1995



Getting Beyond Early Adopters



southeast michigan regional
energy office



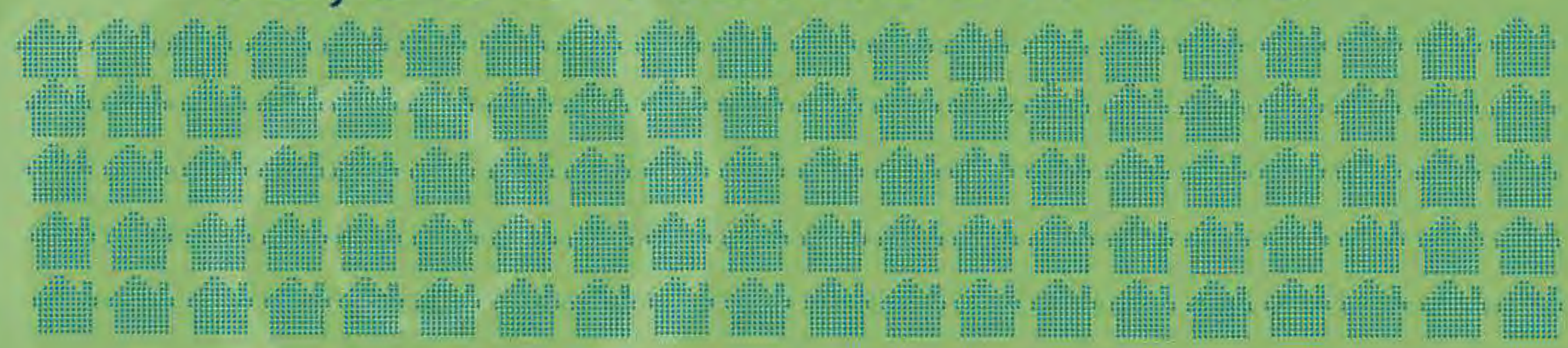
Consumers Energy

DTE Energy®





10,000 Homeowners



( = 100 Homes)

A magnifying glass with a silver frame and a black handle is positioned over a light green background. Inside the lens of the magnifying glass, the text "WHERE ARE WE NOW?" is written in a blue, serif font. The text is arranged in four lines: "WHERE", "ARE", "WE NOW", and a large question mark. The magnifying glass is tilted slightly to the right.

WHERE
ARE
WE NOW
?



16 Sweeps



20 Running

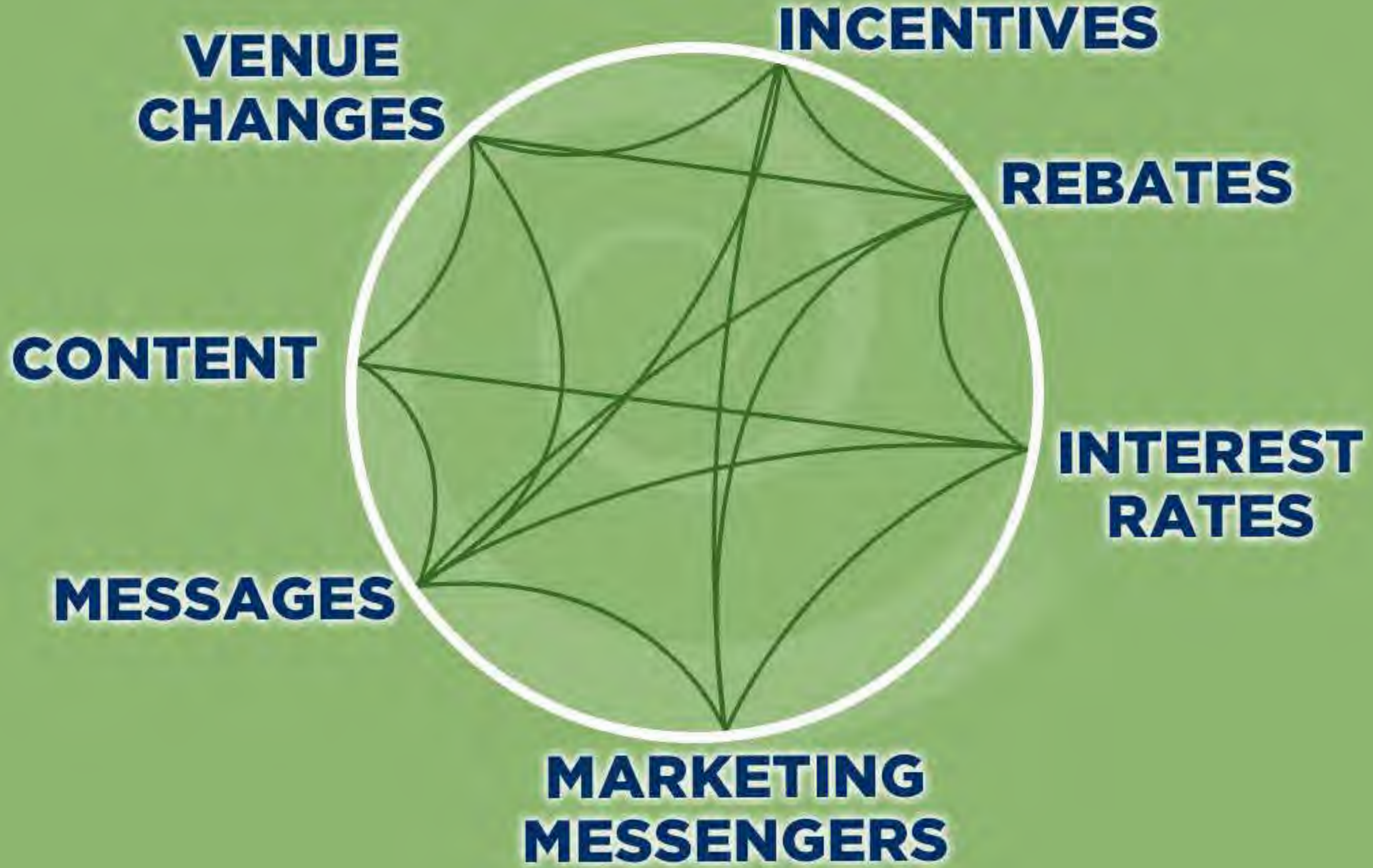


3,500 Homeowners

( = 100 Homes)



What We Tried



Varied Results



10-55% of Neighborhood Participation Rates



>20% Average Participation



0-80% Move from Assessment to Investment

Big Changes Start with Simple Conversations

