

My Home EQ

Driving Demand



**What's Working in Residential Energy Efficiency Upgrade Programs
Promising Approaches and Lessons Learned
May 20, 2011 | Washington, DC
Anne Evens, CNT Energy**



Agenda

➤ **Who We Are**

➤ **Driving Demand for Retrofits**

➤ **Operational (MHEQ) vs Asset (HES)**

➤ **Transforming the Market: Getting Results**

➤ **Participation Rates**



Who We Are



Non-profit Think-and-Do Tank

- **Combines rigorous research with effective solutions**
- **Concentrates on helping consumers and communities**
 - **Dynamic electricity pricing**
 - **Building Performance**
 - **Regional energy planning**



Economic Development Firm

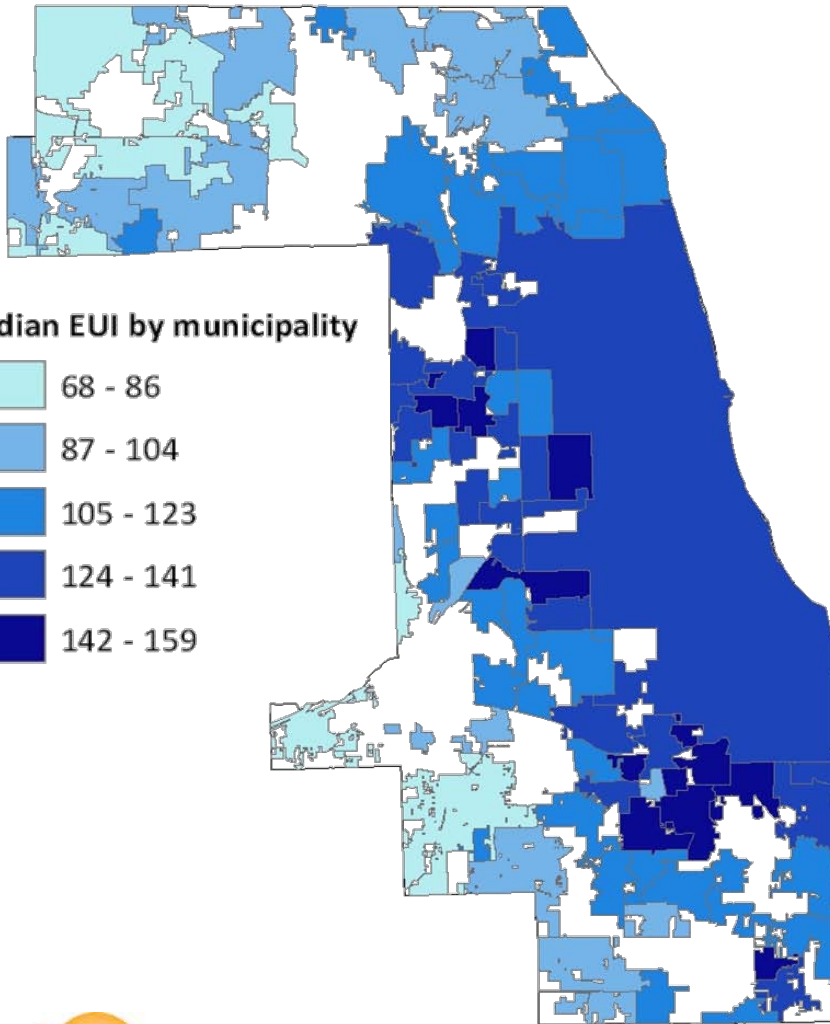
- **Specializes in market-based development with deep expertise in real estate markets**
- **Develops innovative information resources, tools and businesses to enable emergence and expansion of markets**

With Support of the Doris Duke Charitable Trust



The Chicago Metro Regional Market

➤ 2 Million Single Family Homes, Mostly Older



Bungalow



Colonial



Frame Cottage



Georgian



Newer Luxury



Raised Ranch



Ranch



Split level



Townhome



Tudor



Victorian



Driving Demand For Retrofits

RETROFIT DEMAND

OF RETROFITS



Home Energy Audit Form

6. Are walls/ceilings light enough in color to reflect light?
(...) yes (...) no
Recommendation: _____

7. Does the sun enter the home through windows or glass doors in the summer?
(...) yes (...) no
Recommendation: _____

8. If there is a fireplace, does it have a damper and glass doors?
(...) yes (...) no
Recommendation: _____

9. Is the damper closed when the fireplace is not being used?
(...) yes (...) no
Recommendation: _____

10. Is the central heating turned off when the fireplace is in use?
(...) yes (...) no
Recommendation: _____

11. Does the draft detector move when placed along edges of doors and windows?
(...) yes (...) no
Recommendation: _____

12. On windy days does the draft detector show air currents through or around switches placed on outside walls?
(...) yes (...) no
Recommendation: _____

13. Check all openings for drafts, and make a list of drafty openings, plumbing pipes in walls, exhaust fans in kitchen and bathroom which extend thru walls or ceilings.
Recommendation: _____

14. Are hot/old water faucets and toilets free from drips?
(...) yes (...) no
Recommendation: _____

15. Have flow restrictors been placed in pipes connected to showers?
(...) yes (...) no

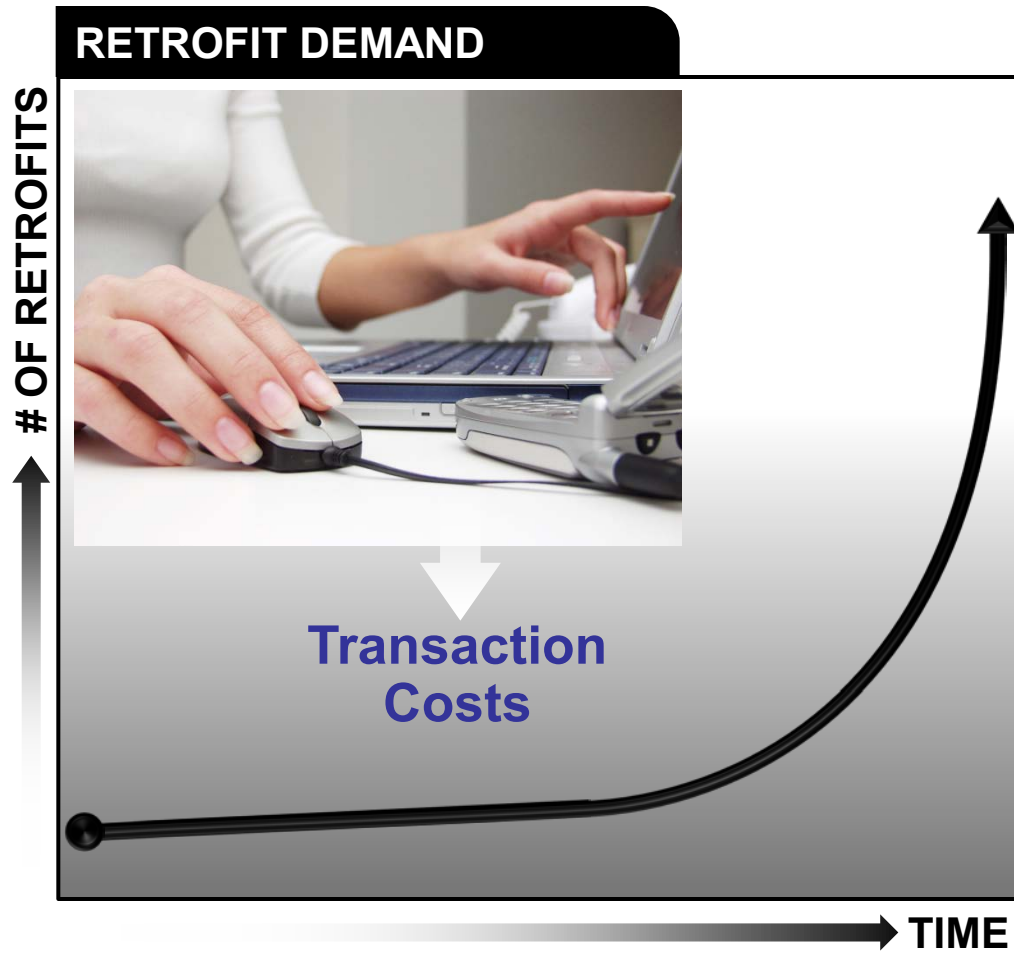
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TIME



Driving Demand For Retrofits



- Customized Recommendations
- Links to Contractors






Driving Demand For Retrofits

MARKET VALUATION

HOME VALUE



	SUBJECT PROPERTY	COMP#1 adjustment	COMP#2 adjustment
			
Address:	6501 West 182 nd Tinley Park, Illinois	17029 S. Oketo Avenue Tinley Park, Illinois	16333 S. 64 th Court Tinley Park, Illinois
MLS #:	07776697	077730695	07779238
Status:	Active	ACTV	ACTV
List Price:	\$199,000	\$199,900	\$199,900
# Bedrooms:	3	3	3
# Full Baths:	2		
Approx Sq. Ft:	1050	1115 (1115)	1044 (1044)
Remarks:	New Stainless Appliances	Updated Kitchen	Brand New
Air Conditioning:	Central Air	Central Air	Central Air
Heat / Fuel:	Gas, Forced Air	Gas, Forced Air	Gas, Forced Air
Approx Year Built:	1979	1972	1968
	<input type="button" value="Add More Adjustments"/>	<input type="button" value="Calculate Totals"/>	
Total Adjustments:		\$ 0	\$ 0

Approx Sq. Ft:	1050	1115 (1115)
Remarks:	New Stainless Appliances	Updated Kitchen
Air Conditioning:	Central Air	Central Air \$

RETROFIT ACTIVITY



How MyHomeEQ Works





Improving the Value, Comfort and Energy Savings of Your Home

Home

Home Energy Usage Calculator

How much energy does my home *really* use?



START HERE **Search**

example: 123 Main St Riverside IL

Stuck? [Click here](#) to let us know.

Save money and live more comfortably by lowering your energy usage



The Home Energy Savings Program, offered by the Nicor Gas Energy Efficiency Program and ComEd's Smart IdeasSM, begins July 1, 2011, and can save you money while making your home comfortable and efficient. We are taking reservations now.

Understanding your actual energy usage is the first step in making your home more comfortable, efficient, and valuable. We'll recommend home improvements that have both immediate and long lasting impact and then we'll help you with the details of making the change. That's why we're here.

How This Works

1. Find Your Home Energy Usage
2. Select Home Improvements that are Right For You
3. Apply for the Nicor Incentive Program
4. Choose a Contractor and Let Us Contact Them for You

Potential Energy Savings/Year	Your Home EQ Score	Rebates and Tax Credits
-------------------------------	--------------------	-------------------------

Verify this is your home by entering your Nicor Gas account number.

Nicor Gas Account #

By entering your account number, you are granting MyHomeEQ the use of your actual natural gas and electricity consumption data to prepare your HomeEQ report.

Submit

Your Home

Home Details



15363020630000 10/31/2009

106 Lawton Rd
Riverside, IL 60546

Size (Sq Ft): 1887
Year Built: 1933
Occupants: 4



EDIT HOME DETAILS

Just as MPG tells you how much fuel your car uses per mile, the Energy Quotient (EQ) tells you how much energy your home uses per sq foot. A lower score means a more efficient home. The average Riverside EQ = 116.

Comparison Charts

Annual Savings

Improvement	Annual Savings
At Your Thermostat Based on Outside Temperatures	\$111
Unplug and Turn Off Power Strips	\$14
Upgrade to Energy Efficient Lighting	\$42
Air Seal around Windows, Doors, and Other Penetrations	\$272
Air Seal and Insulate the Basement	\$302
Air Seal and Insulate Above Ground Yards	\$327
Replace Your Furnace	\$170
Air Seal and Insulate Your Attic	\$82

Structure Details

Roof and Attic

Roof Slope: Steep
Roof Color: Medium Dark

Systems

Heating

Type: Central Gas Furnace
Age of system: 10-15

Comfort and Lifestyle

Comfort Level: Drafty and Uncomfortable

Your Home EQ and Energy Usage Profile

By matching publicly available home information with your actual energy usage, we calculate your home's Energy Quotient, providing a current snapshot of your energy efficiency, and come up with a set of improvements tailored specifically for you.

On this page you can review your energy usage, see how it compares to other homes near you, and review the home details that went into our model. Then go to the next page to review your recommendations. After that, we'll help you apply for the Nicor program or contact a contractor. To update your home details simply click the "Edit Home Details" button below.

Home Details



15363020630000 10/31/2006

106 Lawton Rd
Riverside, IL 60546

On the Map



[EDIT HOME DETAILS](#)

Your EQ Score



Just as MPG tells you how much fuel your car uses per mile, the Energy Quotient (EQ) tells you how much energy your home uses per sq foot. A lower score means a more efficient home. The

Comparison Charts

Potential Savings

Improvement	Annual Savings
Adjust Your Thermostat Based on Outside Temperatures	\$111
Use and Turn Off Power Strips	\$84
Upgrade to Energy Efficient Lighting	\$42
Air-Seal around Windows, Doors, and other penetrations	\$272
Air Seal and Insulate the Basement	\$92
Air-Seal and Insulate Above Ground Walls	\$221
Replace Your Furnace	\$179
Air Seal and Insulate Your Attic	\$83



Choose Improvements that are right for You.

There are many home improvements that can help you reduce the energy usage of your home. The recommendations below were chosen because they are both effective at lowering your usage and have quick payback. You can select improvements based upon our order, or choose ones that that work better for you. It's up to you.

Improvements with the Nicor logo are eligible for Nicor incentive programs and will save you money up front while lowering your energy bills for the long term.

Improve Your Result

Even with as much information as we have, it's your home and you know more about it than we do. Refine our profile for more accurate recommendations.

Looking for things that you can do quickly and at a low cost? [LEARN MORE](#)

Find a Contractor

Stuck? [Click here](#) to let us know.

The first set of improvements are large changes that you can make to your home. We've selected the ones with the greatest impact and will help you contact contractors to get them done.

Efficiency Home Improvements	Payback	Savings	Cost	
<input type="checkbox"/> Air-Seal around Windows, Doors, and other penetrations	5 - 6 years	\$272	\$650 - \$850	More info
<input checked="" type="checkbox"/> Air Seal and Insulate the Basement	11 - 22 years	\$92	\$500 - \$1000	More info
<input checked="" type="checkbox"/> Air-Seal and Insulate Above Ground Walls	16 - 20 years	\$221	\$1750 - \$2250	More info
<input type="checkbox"/> Replace Your Furnace	22 - 28 years	\$179	\$3750 - \$4750	More info
<input checked="" type="checkbox"/> Air Seal and Insulate Your Attic	22 - 29 years	\$83	\$900 - \$1200	More info

The changes below are low cost and have high impacts, but they require a bit of time on your part. Take a look and select the ones that you think you can do. Read the more info text for ways in which we can help.

Efficient Lifestyle Improvements	Payback	Savings	Cost	
<input type="checkbox"/> Replace Old Appliances with ENERGY STAR Models	0 - 0 years	Varies		More info



How would you like to be contacted?

First Name*	Last Name*
<input type="text"/>	<input type="text"/>

Email Address*	Verify Email*
<input type="text"/>	<input type="text"/>

Phone Number: I'd prefer to be contacted by phone

Notes: Any additional comments you would like to submit to the contractors.

How did you hear about MyHomeEQ?

Submit



MyHomeEQ Summary

Thank you for using MyHomeEQ.

In the next few days, you will be contacted by the contractors that you have selected. Please print this page to discuss your home details and usage with them.

Print Summary

Stuck? Click here to let us know

Efficient Lifestyle Improvements

Looking for things that you can do quickly and at a low cost? You can make efficient lifestyle improvements on your own.

[LEARN MORE HERE](#)

Owner Information

John Blaser
jblaser@criticenergy.org
106 Lawton Rd
Riverside, IL

Homeowner comments

Your EQ Score



Home Details



1500300000000 10616006
Type: 385836
of Stories: 2
Sq. Feet: 1887
Basement: Conditioned
Year Built: 1933

Structure Details

Roof and Attic
Roof Slope: Steep
Roof Color: Medium Dark
Attic Type: Conditioned
Roof Insulation: No
R value:
Walls
Wall Framing:
Insulation R value: R11
Basement
Basement Type: Conditioned
R value:

Systems

Heating
Type: Central Gas Furnace
Age of system: 10-19
Efficiency: Low
AC
Type: Central
Installation Date: 2-4 years
Water Heater
Type:
Installation Date:

Comfort and Lifestyle

Comfort Level: Crafty and Uncomfortable
Estimate *

Recommendations Wanted

- Air Seal and Insulate the Basement
- Air-Seal and Insulate Above Ground Walls
- Air Seal and Insulate Your Attic

Other Recommendations Presented

- Air-Seal around Windows, Doors, and other penetrations
- Replace Your Furnace

Efficient Lifestyle Improvements

Replace Old Appliances with ENERGY STAR Models

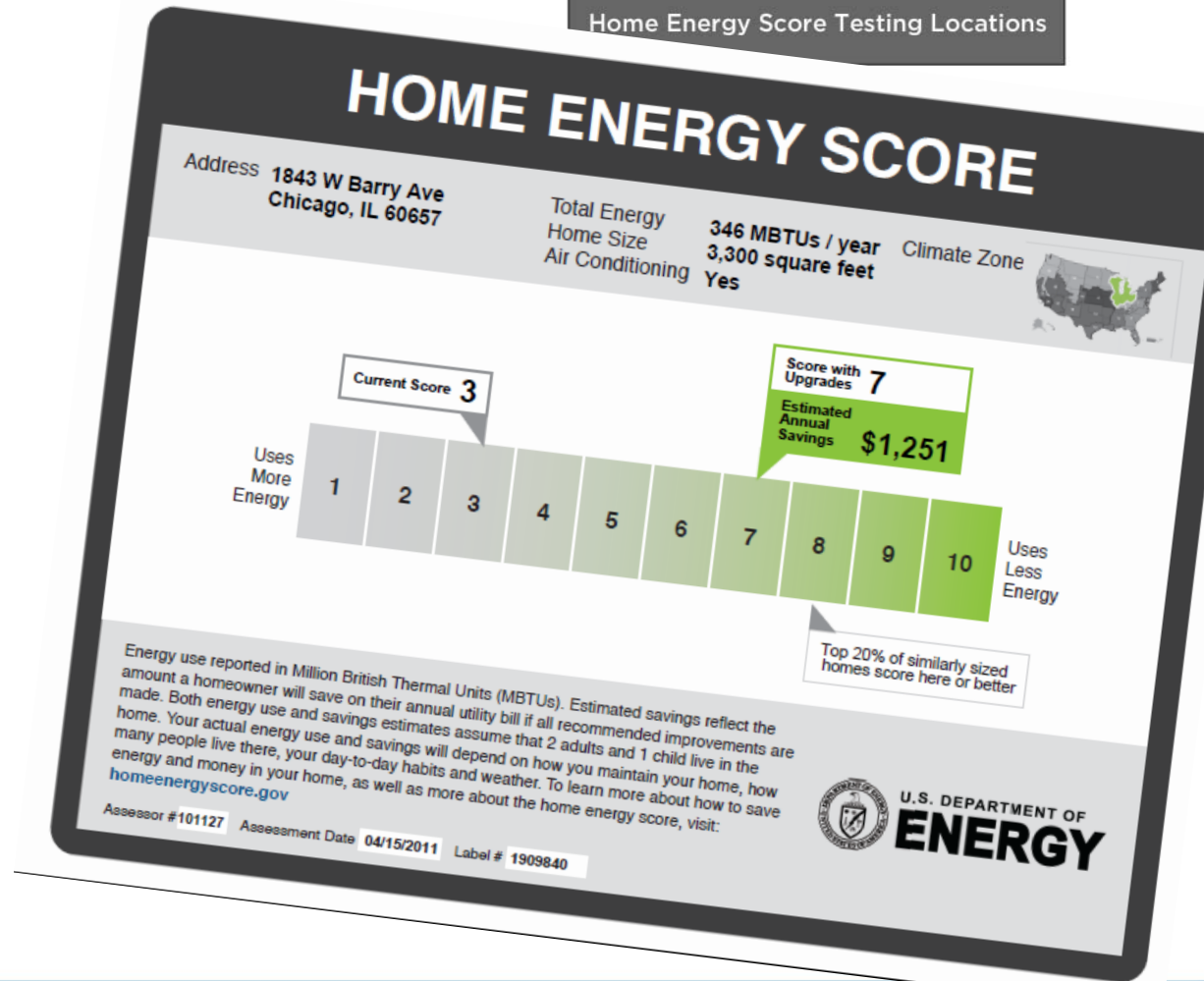
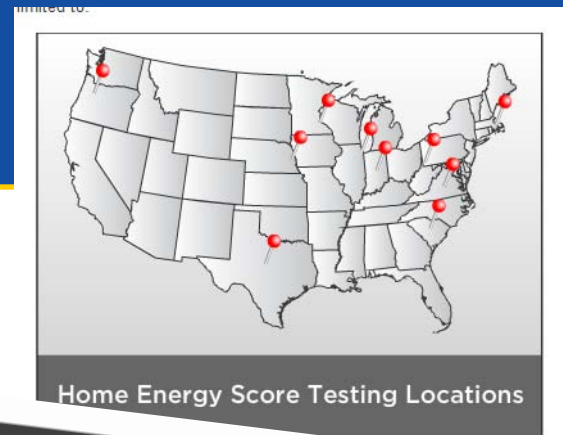
Getting new appliances generally doesn't save you money in the short run. However, if you're looking into replacing appliances, the



Working with US DOE's Home Energy Score Pilot

Goal: Help DOE provide accurate and reliable information for this region.

- Do the decile score distributions reflect the energy use for this region's housing stock?
- Compare HES to actual energy use.
- What is difference in scores from audit vs. imputed characteristics? Potential to reduce transaction cost further?



Participation Rates

RIVERSIDE PILOT (45 DAYS)



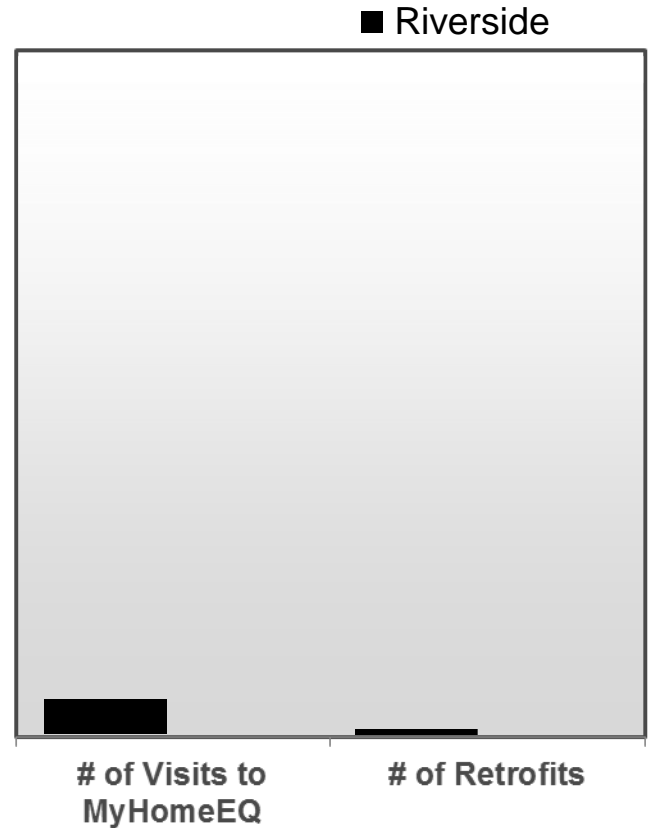
10% of homeowners went to website

1 in 214 homeowners started the retrofit process



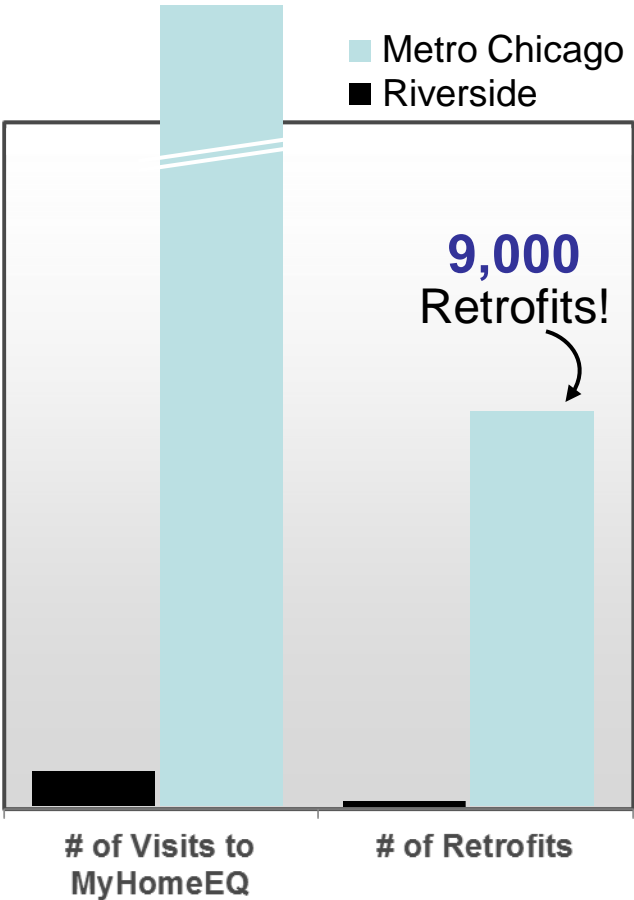
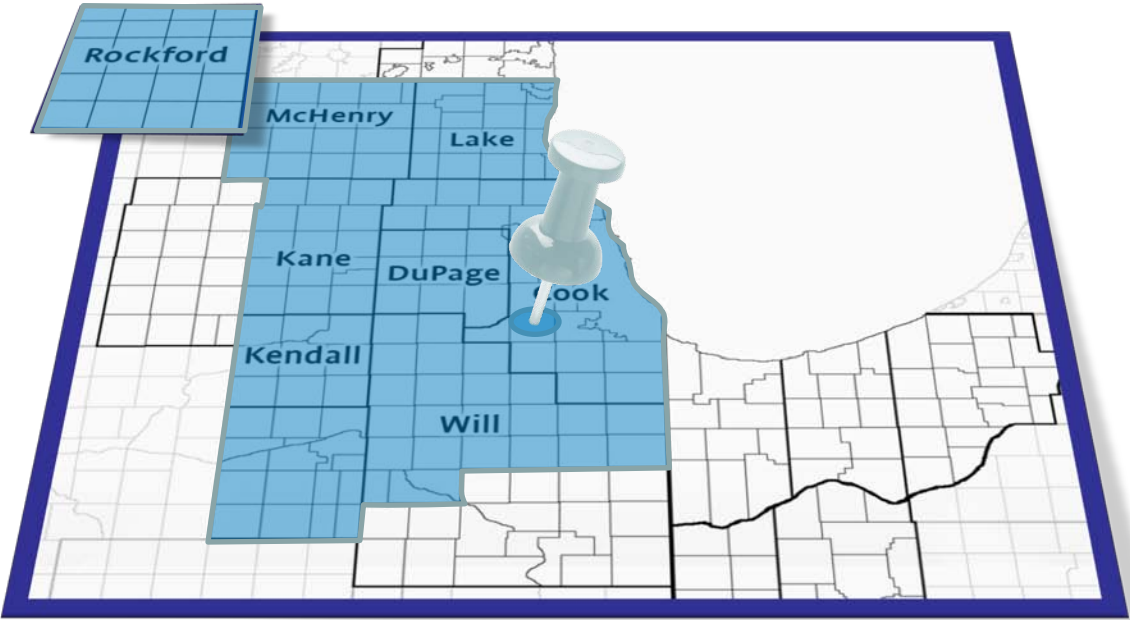
Participation Rates

RIVERSIDE PILOT (45 DAYS)



Participation Rates

APPLICATION TO CHICAGO REGION



Transforming the Market: Getting Results



how much energy does my house use?

...government energy rebates 2011

Home energy Saver tips for my zip code

are tax credits for energy being renewed?

...energy quotient

House energy efficient calculator

...role of government in energy efficiency



Transforming the Market: Getting Results

RIVERSIDE · BROOKFIELD LANDMARK
Tuesday, March 22, 2011

Riverside picked for energy pilot program

Nicor, CNT Energy team up to provide energy audits, rebates

By **BOB UPHUES**
Editor

Tuesday, March 22, 2011

Riverside single-family homeowners interested in saving money and becoming energy-efficient, may be interested in a new program being rolled out by Nicor.

Through April 30, the owners of single-family homes in Riverside (www.MyHomeEQ.com) which can provide information about the program. In addition, the site provides opportunities for homeowners to receive energy audits and rebates.

We're moving forward with the potential at Riverside. (javascript: loginPop());

mysuburbanlife.com
BROOKFIELD SUBURBAN LIFE

Riverside rolls out energy conservation program

By Staff reports
Brookfield Suburban Life
Posted Mar 24, 2011 @ 05:05 PM

Recommend Be the first of your friends to recommend this.

Brookfield, IL – The Riverside Public Library, 1 Burlington Road, is the first municipality in the county to participate in improving home efficiency from 7 to 8 p.m. March 31.

Riverside is reportedly the first municipality in the county to participate in the **MyHomeEQ**. The website allows homeowners to access energy audits, rebates and other incentives.

For more information, contact Gail Philbin at (773) 269-1111.

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Top 15 U.S. Startups... Keywords - Google... Making efficiency tr...

efficiency-trendy-hom... Readability MyHome

Dig Right In Landscaping, Inc.
Thursday, March 31, 7 p.m. - 8 p.m. @ Riverside Library, 1 Burling Road, Riverside, IL for Riverside Residents.

- Learn how MyHomeEQ can help Riverside homeowners save money and improve the value and comfort of their homes.
- Bring your Nicor Gas bill to get your customized home energy efficiency rating and improvement recommendations.

Energy Savings Calculator | Home Energy Saving Tips | Home Energy Use | Chicago Area | MyHomeEQ
myhomeeq.com

Find out your EXACT home energy consumption in just 15 seconds. Then see what you can do to reduce your costs and get connected with the contractors that can get it done!

March 25 at 8:25am · Share

2 people like this.

Dig Right In Landscaping, Inc.
Do you plan to participate?

facebook

Search

Michael Aieta
Lives in Chicago, Illinois · Married

Wall

Michael Aieta
www.MyHomeEQ.com - Pilot in Riverside apparently. Neat site, they've got some links to Nicor incentives for high efficiency rebates, low audit/inspection fee, etc.

Energy Savings Calculator | Home Energy Saving Tips | Home Energy Use | Chicago Area | MyHomeEQ
www.MyHomeEQ.com

Find out your EXACT home energy consumption in just 15 seconds. Then see what you can do to reduce your costs and get connected with the contractors that can get it done!

Wednesday at 10:22pm · Unlike · Comment · Share





You like this.

Write a comment...

Friends (307)



Creating Market Impact

Edit Listing - 4		SUBJECT PROPERTY	COMP#1 adjustment	COMP#2 adjustment
General Ext. Fe				
Preview This Listing				
Parcel ID Number		Address: 6501 West 182 nd	17029 S. Oketo Avenue	16333 S. 64 th Court
Fields	List Price:	\$210,000	\$199,900	
	Approx Sq. Ft:	1050	1044 (<input type="text" value="1044"/>)	
	Energy Rating:			
	# Bedrooms:	3	3	3
	# Full Baths:	2		
	Air Conditioning:	Central Air	Central Air	Central Air
	Heat / Fuel:	Gas, Forced Air	Gas, Forced Air	Gas, Forced Air
	Approx Year Built:	1979	1972	1968
		<input type="button" value="Add More Adjustments"/>		<input type="button" value="Calculate Totals"/>
		Total Adjustments:	\$ <input type="text" value="\$0"/>	\$ <input type="text" value="\$0"/>
		Adjusted Price:	<input type="text" value="\$199,900"/>	<input type="text" value="\$199,900"/>



Thank You!

Anne Evens, Executive Director

CNT Energy

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