



LOCAL ENERGY ALLIANCE PROGRAM

BetterBuildings Proforma 7/9/12



The mission of the Local Energy Alliance Program is to lead the effort to retrofit buildings with energy efficient technologies. Our overarching goals include cost savings, job creation, energy self-reliance, and local economic development.

LEAP-VA Mission



- Energy Efficiency Program Implementer
- Community Education & Outreach
- Trade Ally Management and Training
- Help create local jobs and stimulate local economy
- Promote benefits of energy efficiency at state level

LEAP-VA: What We Do

Our Partners:

- Lending Institutions
- Real Estate Community
- Nonprofits and Businesses
- Local Utilities
- Local Government
- State Energy Office (DMME)
- DOE/HPwES Support

20%
gain



Home Performance with ENERGY STAR® Summary of Energy Improvements Performed



Home Address:

John Q. Public
100 Main Street
Charlottesville, VA 22901

Work Performed by:

A PLUS Insulation Company

Work Verified by:

The Best Energy Auditor

Work Completed on:

January 31 2011

A handwritten signature in black ink, appearing to read "Cynthia Adams".

Executive Director

Home Performance Improvements:

*Accessed all kneewall areas & foamed 6" open cell foam and installed passive grates

*Main attic-foamed entire roof deck with 6" open cell foam

*Insulated basement floor to an R30 with fiberglass batts

*Installed humidistat in attic to monitor moisture

*Insulated all hot piping runs off DHW tank

*Insulated rim joist with open 3" open cell foam

Home Performance Results Achieved:

All attic areas were addressed and reconfigured spaces brought duct work into conditioned areas. Entire floor area was insulated. Stratification issues improved.

Environmental Impact of Improvements:

Fuel usage and emissions reduced by treating entire attic and floor areas.



HOME PERFORMANCE WITH
ENERGY STAR

Home Performance with ENERGY STAR® offers a comprehensive, whole-house approach to home improvement that results in better energy efficiency, greater comfort, and lower energy bills.

ENERGY STAR is a voluntary partnership sponsored by the U.S. EPA and U.S. DOE to protect the environment through superior energy efficiency.

Home Performance with ENERGY STAR

Current Residential Stats

- 618 completed homes retrofitted to date
- \$4 M in leveraged private capital \$1 M in total program spend (includes rebates – ave. \$1800 program spend / job and ave. \$700 rebate/job)
- \$371 k projected annual energy savings
 - \$600 in savings per home per year
- Over 2.5 GWh in energy savings

understanding our
marketing impact:
actuals and proforma

Program Marketing



- Home Energy Makeover Contests
- Paid Print, Radio, Utility Bill Inserts
- Earned TV and Radio Stories
- Presentations, Tabling, Neighborhood Campaigns
- Channel Partners: City Notes and eNewsletters
- Customer Workshops
- Contractor Collateral
- Online Home Energy Report

Data Collection Sources



- Master list of customers
- BB reporting excel sheets
- Residential Summary Data excel sheet (running monthly totals)
- HEMC entries
- Vertical Response lists
- Customer Satisfaction Questionnaires
- Online energy profiles and Optix (program software)
- General ledger for programmatic spend

Microsoft Excel ribbon showing tabs: Home, Insert, Page Layout, Formulas, Data, Review, View, Acrobat. The ribbon includes various tool groups such as Font, Alignment, Number, Styles, Cells, and Editing.

Formula bar: A6 =Program Marketing Actuals!A32

Program Costs												
Channel	Direct Cost	HR Costs	Overhead	Total Cost	%	# Leads	# Audits	# Jobs	Cost / lead	Cost / audit	Cost / job	
Earned Media	\$ -	\$ 7,500	\$ 5,900	\$ 13,400	1%	70	30	20	\$ 191	\$ 447	\$ 670	
TV	\$ -	\$ -	\$ -	\$ -	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Radio	\$ 9,000	\$ 3,500	\$ 5,100	\$ 17,600	2%	100	60	40	\$ 176	\$ 293	\$ 440	
Print	\$ 17,000	\$ 16,500	\$ 5,200	\$ 38,700	1%	35	15	10	\$ 1,106	\$ 2,580	\$ 3,870	
Public Workshops	\$ 1,500	\$ 6,500	\$ 5,100	\$ 13,100	7%	370	60	42	\$ 35	\$ 218	\$ 312	
Presentations	\$ 500	\$ 7,500	\$ 5,100	\$ 13,100	6%	300	25	15	\$ 44	\$ 524	\$ 873	
Tabling	\$ 1,000	\$ 4,500	\$ 5,100	\$ 10,600	4%	200	20	15	\$ 53	\$ 530	\$ 707	
Campaign	\$ 23,000	\$ 7,500	\$ 5,100	\$ 35,600	38%	2,037	240	188	\$ 17	\$ 148	\$ 189	
Bill Inserts	\$ 3,000	\$ 17,500	\$ 5,100	\$ 25,600	1%	60	20	15	\$ 427	\$ 1,280	\$ 1,707	
Referrals	\$ -	\$ 2,250	\$ 5,000	\$ 7,250	1%	50	50	35	\$ 145	\$ 145	\$ 207	
Affiliate Partners	\$ 2,000	25500	\$ 5,000	\$ 32,500	2%	120	70	57	\$ 271	\$ 464	\$ 570	
Utility Partners	\$ 2,000	\$ 5,500	\$ 5,000	\$ 12,500	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Other	\$ 10,000	\$ 17,500	\$ 5,500	\$ 33,000	30%	1,600	160	35	\$ 21	\$ 206	\$ 943	
Contractor Referral	\$ -	\$ 5,500	\$ 5,000	\$ 10,500	7%	400	250	212	\$ 26	\$ 42	\$ 50	
GRAND TOTAL	\$ 69,000	\$ 127,250	\$ 67,200	\$ 263,450		5,342	1,000	684				

Worksheet tabs: Prq. HR, Prq. Assumptions, Program Marketing Actuals, Program Marketing Costs, Program Marketing Assumptions, Program Marketing Pro Forma, Contractor Model

OPEN HOUSE

ecoREM0D:

The Energy House



Join LEAP and the City of Charlottesville for a community Open House. Check out what's been going on inside this formerly neglected home at the corner of Ridge and Elliott.

Light refreshments and tours of the house will be provided.

Thursday, May 12 from 5:00 to 7:00 PM at
608 Ridge Street, Charlottesville

Making an Old House NEW

ecoREM0D

The Ultimate Recycling Project

In a town dotted with historic landmarks, including Thomas Jefferson's own Monticello, living in an older home can be a source of pride. But it can also have drawbacks: lots of cracks and leaks for air to move through, older heating and cooling equipment, single pane windows and insulation which - if present at all - is likely substandard. In other words, uncomfortable rooms and high energy bills may also come with the historic home.

Whether you live in a house deemed "historic" in nature, a house situated in a designated "historic neighborhood," or just simply an older home, there are key energy and water efficiency upgrades that will improve the comfort and affordability of your home without compromising its unique character.



leap IS OFFERING ANOTHER FREE, PUBLIC WORKSHOP!

How to Make an Old House New with Energy Efficiency

Hear from local experts about ways to integrate energy efficiency improvements in older and historic homes.

Wednesday, May 18 from 5:30 to 7:00 PM at
ecoREM0D (608 Ridge Street, Charlottesville)

rsvp at www.leap-va.org/historicworkshop or email annie@leap-va.org

local energy alliance program (LEAP) 434.227.4666 www.leap-va.org



The Local Energy Alliance Program (LEAP) has opened its office in ecoREM0D: The Energy House and, together with the City, invites the community to an Open House on May 12 (see page left).

LEAP offers ongoing workshops at the house, including "How to Make an Old House New with Energy Efficiency" on May 18.

Learn more at www.leap-va.org/ecoREM0D



ecoREM0D Highlights

- Replaced or removed, weatherized, and reinstalled most of the windows
- Refurbished and reused doors around the house (including one as a desk)
- Added insulation where there was none and dramatically improved what was there
- Reused old trim and kept original floors
- Upgraded the heating and cooling systems with high efficiency heat pump and installed a combination dehumidifier and heat recovery ventilator
- Installed a cistern under the porch, which will harvest rainwater from the gutters to be used in landscaping
- Replaced lighting and plumbing fixtures with energy efficient and low-flow varieties
- Sourced soapstone locally for kitchen counters
- Installed two solar systems on the roof, one which produces electricity and one that provides hot water.





Workshops for Residents

Microsoft Excel ribbon showing tabs: Home, Insert, Page Layout, Formulas, Data, Review, View, Acrobat. The ribbon includes various tool groups such as Clipboard, Font, Alignment, Number, Styles, Cells, and Editing.

Formula bar: A6 =Program Marketing Actuals!A32

Program Costs											
Channel	Direct Cost	HR Costs	Overhead	Total Cost	%	# Leads	# Audits	# Jobs	Cost / lead	Cost / audit	Cost / job
Earned Media	\$ -	\$ 7,500	\$ 5,900	\$ 13,400	1%	70	30	20	\$ 191	\$ 447	\$ 670
TV	\$ -	\$ -	\$ -	\$ -	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Radio	\$ 9,000	\$ 3,500	\$ 5,100	\$ 17,600	2%	100	60	40	\$ 176	\$ 293	\$ 440
Print	\$ 18,500	\$ 23,000	\$ 10,300	\$ 51,800	7%	405	75	52	\$ 128	\$ 691	\$ 996
Presentations	\$ 500	\$ 7,500	\$ 5,100	\$ 13,100	5%	300	25	15	\$ 44	\$ 524	\$ 873
Tabling	\$ 1,000	\$ 4,500	\$ 5,100	\$ 10,600	4%	200	20	15	\$ 53	\$ 530	\$ 707
Campaign	\$ 23,000	\$ 7,500	\$ 5,100	\$ 35,600	36%	2,037	240	188	\$ 17	\$ 148	\$ 189
Bill Inserts	\$ 3,000	\$ 17,500	\$ 5,100	\$ 25,600	1%	60	20	15	\$ 427	\$ 1,280	\$ 1,707
Referrals	\$ -	\$ 2,250	\$ 5,000	\$ 7,250	1%	50	50	35	\$ 145	\$ 145	\$ 207
Affiliate Partners	\$ 2,000	25500	\$ 5,000	\$ 32,500	2%	120	70	57	\$ 271	\$ 464	\$ 570
Utility Partners	\$ 2,000	\$ 5,500	\$ 5,000	\$ 12,500	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Other	\$ 10,000	\$ 17,500	\$ 5,500	\$ 33,000	28%	1,600	160	35	\$ 21	\$ 206	\$ 943
Contractor Referral	\$ -	\$ 5,500	\$ 5,000	\$ 10,500	7%	400	250	212	\$ 26	\$ 42	\$ 50
GRAND TOTAL	\$ 70,500	\$ 133,750	\$ 72,300	\$ 276,550		5,712	1,060	726			



AmeriCorps Outreach for Our Programs

Microsoft Excel ribbon showing tabs: Home, Insert, Page Layout, Formulas, Data, Review, View, Acrobat. The ribbon includes various tool groups such as Clipboard, Font, Alignment, Number, Styles, Cells, and Editing.

Formula bar: A15 ='Program Marketing Actuals'!A113

Program Costs												
Channel	Direct Cost	HR Costs	Overhead	Total Cost	%	# Leads	# Audits	# Jobs	Cost / lead	Cost / audit	Cost / job	
Earned Media	\$ -	\$ 7,500	\$ 5,900	\$ 13,400	2%	86	30	20	\$ 156	\$ 447	\$ 670	
TV	\$ -	\$ -	\$ -	\$ -	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Radio	\$ 9,000	\$ 3,500	\$ 5,100	\$ 17,600	2%	100	60	40	\$ 176	\$ 293	\$ 440	
Print	\$ 17,000	\$ 16,500	\$ 5,200	\$ 38,700	1%	77	15	10	\$ 503	\$ 2,580	\$ 3,870	
Public Workshops	\$ 1,500	\$ 6,500	\$ 5,100	\$ 13,100	7%	370	60	42	\$ 35	\$ 218	\$ 312	
Presentations	\$ 500	\$ 7,500	\$ 5,100	\$ 13,100	5%	300	25	15	\$ 44	\$ 524	\$ 873	
Tabling	\$ 1,000	\$ 4,500	\$ 5,100	\$ 10,600	4%	200	20	15	\$ 53	\$ 530	\$ 707	
Campaign	\$ 23,000	\$ 7,500	\$ 5,100	\$ 35,600	36%	2,037	240	188	\$ 17	\$ 148	\$ 189	
Bill Inserts	\$ 3,000	\$ 17,500	\$ 5,100	\$ 25,600	1%	60	20	15	\$ 427	\$ 1,280	\$ 1,707	
Referrals	\$ -	\$ 2,250	\$ 5,000	\$ 7,250	1%	50	50	35	\$ 145	\$ 145	\$ 207	
Affiliate Partners	\$ 2,000	25500	\$ 5,000	\$ 32,500	6%	340	70	57	\$ 96	\$ 464	\$ 570	
Utility Partners	\$ 2,000	\$ 5,500	\$ 5,000	\$ 12,500	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Other	\$ 10,000	\$ 17,500	\$ 5,500	\$ 33,000	28%	1,600	160	35	\$ 21	\$ 206	\$ 943	
Contractor Referral	\$ -	\$ 5,500	\$ 5,000	\$ 10,500	7%	400	250	212	\$ 26	\$ 42	\$ 50	
GRAND TOTAL	\$ 69,000	\$ 127,250	\$ 67,200	\$ 263,450		5,620	1,000	684				

- **Home Energy Makeover Contest 2010** – 1100 entrants!
 - Dominion Virginia Power sponsored the retrofits in two homes
- **Powersaver Home Energy Makeover Contest 2011** –1250 entrants!
 - UVA Community Credit Union (LEAP's financing partner) selected for national pilot for low interest energy efficiency loans



Makeover Contests

Home Insert Page Layout Formulas Data Review View Acrobat

Cut Copy Format Painter

Calibri 11

Font

Alignment

General

Number

Conditional Formatting

Format as Table

Cell Styles

Insert Delete Format

Cells

AutoSum Fill Clear

Sort & Find Filter Select Editing

A10 ='Program Marketing Actuals'!A68

Program Costs												
Channel	Direct Cost	HR Costs	Overhead	Total Cost	%	# Leads	# Audits	# Jobs	Cost / lead	Cost / audit	Cost / job	
Earned Media	\$ -	\$ 7,500	\$ 5,900	\$ 13,400	2%	86	30	20	\$ 156	\$ 447	\$ 670	
TV	\$ -	\$ -	\$ -	\$ -	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Radio	\$ 9,000	\$ 3,500	\$ 5,100	\$ 17,600	2%	100	60	40	\$ 176	\$ 293	\$ 440	
Print	\$ 17,000	\$ 16,500	\$ 5,200	\$ 38,700	1%	77	15	10	\$ 503	\$ 2,580	\$ 3,870	
Public Workshops	\$ 1,500	\$ 6,500	\$ 5,100	\$ 13,100	7%	370	60	42	\$ 35	\$ 218	\$ 312	
Presentations	\$ 500	\$ 7,500	\$ 5,100	\$ 13,100	5%	300	25	15	\$ 44	\$ 524	\$ 873	
Tabling	\$ 1,000	\$ 4,500	\$ 5,100	\$ 10,600	4%	200	20	15	\$ 53	\$ 530	\$ 707	
Campaign	\$ 23,000	\$ 7,500	\$ 5,100	\$ 35,600	36%	2,037	240	188	\$ 17	\$ 148	\$ 189	
Bill Inserts	\$ 3,000	\$ 17,500	\$ 5,100	\$ 25,600	1%	60	20	15	\$ 427	\$ 1,280	\$ 1,707	
Referrals	\$ -	\$ 2,250	\$ 5,000	\$ 7,250	1%	50	50	35	\$ 145	\$ 145	\$ 207	
Affiliate Partners	\$ 2,000	\$ 25,500	\$ 5,000	\$ 32,500	6%	340	70	57	\$ 96	\$ 464	\$ 570	
Utility Partners	\$ 2,000	\$ 5,500	\$ 5,000	\$ 12,500	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Other	\$ 10,000	\$ 17,500	\$ 5,500	\$ 33,000	28%	1,600	160	35	\$ 21	\$ 206	\$ 943	
Contractor Referral	\$ -	\$ 5,500	\$ 5,000	\$ 10,500	7%	400	250	212	\$ 26	\$ 42	\$ 50	
GRAND TOTAL	\$ 69,000	\$ 127,250	\$ 67,200	\$ 263,450		5,620	1,000	684				

Marketing Assumptions									
Channel	Past Actuals						Projections		
	Cost / lead	Cost / audit	Cost / job	Conversion rate -	Conversion rate -	Avg job size	Jan	Feb	
Public Workshops	\$ 35	\$ 218	\$ 312	16%	70%	\$ 7,100	Cost / lead: projected \$ 35	\$ 35	\$ 35
							Cost / audit: projected \$ 80	\$ 80	\$ 80
							Cost / job: projected \$ 111	\$ 111	\$ 111
							Lead-audit conversion: projected 45%	45%	45%
							Audit-job conversion rate: projected 70%	70%	70%
							Spend \$ 2,000	\$ 2,000	\$ 2,000
							Average job size \$ 7,100	\$ 7,100	\$ 7,100
Presentations	\$ 44	\$ 524	\$ 873	8%	60%	\$ 7,100	Cost / lead: projected \$ 44	\$ 44	\$ 44
							Cost / audit: projected \$ 107	\$ 107	\$ 107
							Cost / job: projected \$ 176	\$ 176	\$ 176
							Lead-audit conversion: projected 40%	40%	40%
							Audit-job conversion rate: projected 60%	60%	60%
							Spend \$ 3,000	\$ 3,000	\$ 3,000
							Average job size \$ 7,100	\$ 7,100	\$ 7,100

Future Sustainability

- Membership model/HPwES enrollment
- Dedicated Homeowner QA and Concierge Service
- Contractor fees
- Job fees – combination of flat lead fee per job and tiered project fees billed at bid close
- Customer aggregation for % of project fee



HPwES Participating Contractors

Home Insert Page Layout Formulas Data Review View Acrobat

Cut Copy Format Painter

Calibri 11

B I U

Wrap Text Merge & Center

General

\$ % .0 .00

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

AutoSum Fill Clear

Sort & Find Filter Select Editing

A16 ='Program Marketing Actuals'!A122

Program Costs												
Channel	Direct Cost	HR Costs	Overhead	Total Cost	%	# Leads	# Audits	# Jobs	Cost / lead	Cost / audit	Cost / job	
Earned Media	\$ -	\$ 7,500	\$ 5,900	\$ 13,400	2%	86	30	20	\$ 156	\$ 447	\$ 670	
TV	\$ -	\$ -	\$ -	\$ -	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Radio	\$ 9,000	\$ 3,500	\$ 5,100	\$ 17,600	2%	100	60	40	\$ 176	\$ 293	\$ 440	
Print	\$ 17,000	\$ 16,500	\$ 5,200	\$ 38,700	1%	77	15	10	\$ 503	\$ 2,580	\$ 3,870	
Public Workshops	\$ 1,500	\$ 6,500	\$ 5,100	\$ 13,100	7%	370	60	42	\$ 35	\$ 218	\$ 312	
Presentations	\$ 500	\$ 7,500	\$ 5,100	\$ 13,100	5%	300	25	15	\$ 44	\$ 524	\$ 873	
Tabling	\$ 1,000	\$ 4,500	\$ 5,100	\$ 10,600	4%	200	20	15	\$ 53	\$ 530	\$ 707	
Campaign	\$ 23,000	\$ 7,500	\$ 5,100	\$ 35,600	36%	2,037	240	188	\$ 17	\$ 148	\$ 189	
Bill Inserts	\$ 3,000	\$ 17,500	\$ 5,100	\$ 25,600	1%	60	20	15	\$ 427	\$ 1,280	\$ 1,707	
Referrals	\$ -	\$ 2,250	\$ 5,000	\$ 7,250	1%	50	50	35	\$ 145	\$ 145	\$ 207	
Affiliate Partners	\$ 2,000	25500	\$ 5,000	\$ 32,500	6%	340	70	57	\$ 96	\$ 464	\$ 570	
Utility Partners	\$ 2,000	\$ 5,500	\$ 5,000	\$ 12,500	0%	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	
Other	\$ 10,000	\$ 17,500	\$ 5,500	\$ 33,000	28%	1,600	160	35	\$ 21	\$ 206	\$ 943	
Contractor Referral	\$ -	\$ 5,500	\$ 5,000	\$ 10,500	7%	400	250	212	\$ 26	\$ 42	\$ 50	
GRAND TOTAL	\$ 69,000	\$ 127,250	\$ 67,200	\$ 263,450		5,620	1,000	684				

HPwES Staged Retrofit



- Works w/ prescriptive or performance approach
- Every energy improvement counts – all jobs HPwES
- Markedly increases size of customer market
- Supports different contractor business models
- Allows for aggregation of customers
- Uses Contractor Referrals to generate future revenue

Affiliate Program Elements

- Who participates?
Local government, utilities (co-ops), universities, large businesses, other nonprofits
- Leverages credible, 3rd party nonprofit status
- Provides a good value proposition
- Online assessment becomes way for customer to enroll
- Scale needed – lots of enrollees!

ONLINE ENERGY ASSESSMENT



Free, Accurate, and Easy

Your Home Energy Report

Take LEAP's confidential survey and create your home energy profile. You'll get an energy ranking, savings estimate, and unbiased, cost-effective upgrade advice.

It really only takes five minutes, and it's fun!



Type of home

- Single family home
- Apartment, condo or townhome
- Other

Year Built

Enter the year that your home was built even if it's been remodeled since then.

Occupants

The number of people that normally live in your home.

Floors

Don't include your basement, garage or attic unless they're heated living space.

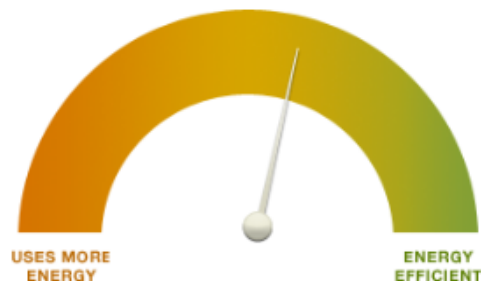
Size in Square Feet

Don't include garages or patio areas unless they are finished and heated.

Location

Your home's Zip Code.

Continue →



Your house in Crozet, VA (area) is one of the least efficient in your neighborhood

\$4,164

POTENTIAL 3-YEAR SAVINGS

Your Energy Profile

You look like a great candidate for LEAP's Home Performance with ENERGY STAR program.

With an energy retrofit, you should be able to save a significant amount on your utility bills.

The next step: meet with one of our LEAP-Certified home energy performance experts to verify your potential and save thousands with bundled cash rebates for energy improvements to your home. Special 0% financing offers available.

Get Started Now! ➔

[Save your profile](#) | [Start over](#)

Your Customized Action Plan

Air seal and control ventilation to eliminate drafts

Sealing up leaks in your home's exterior is often one of the most cost-effective ways to improve home energy efficiency by significantly reducing the loss of conditioned air.

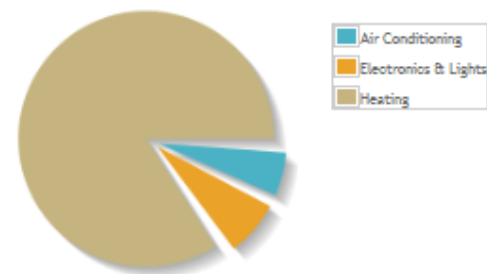


Upgrade attic insulation to modern standards

Air seal and insulate your ducts

Consider a higher efficiency heating system

Upgrade to a modern high efficiency refrigerator



Potential 3 year savings: \$4,164

01/01/2012 - 06/30/2012

Change Time Period

Overview

Conversion

Demographics

Export

Traffic Conversion Overview

Over time, using 7-day rolling average. [why?](#)

2782 visitors, 1648 audits, and 735 Homeowners Enrolled in this time period.

Visitors

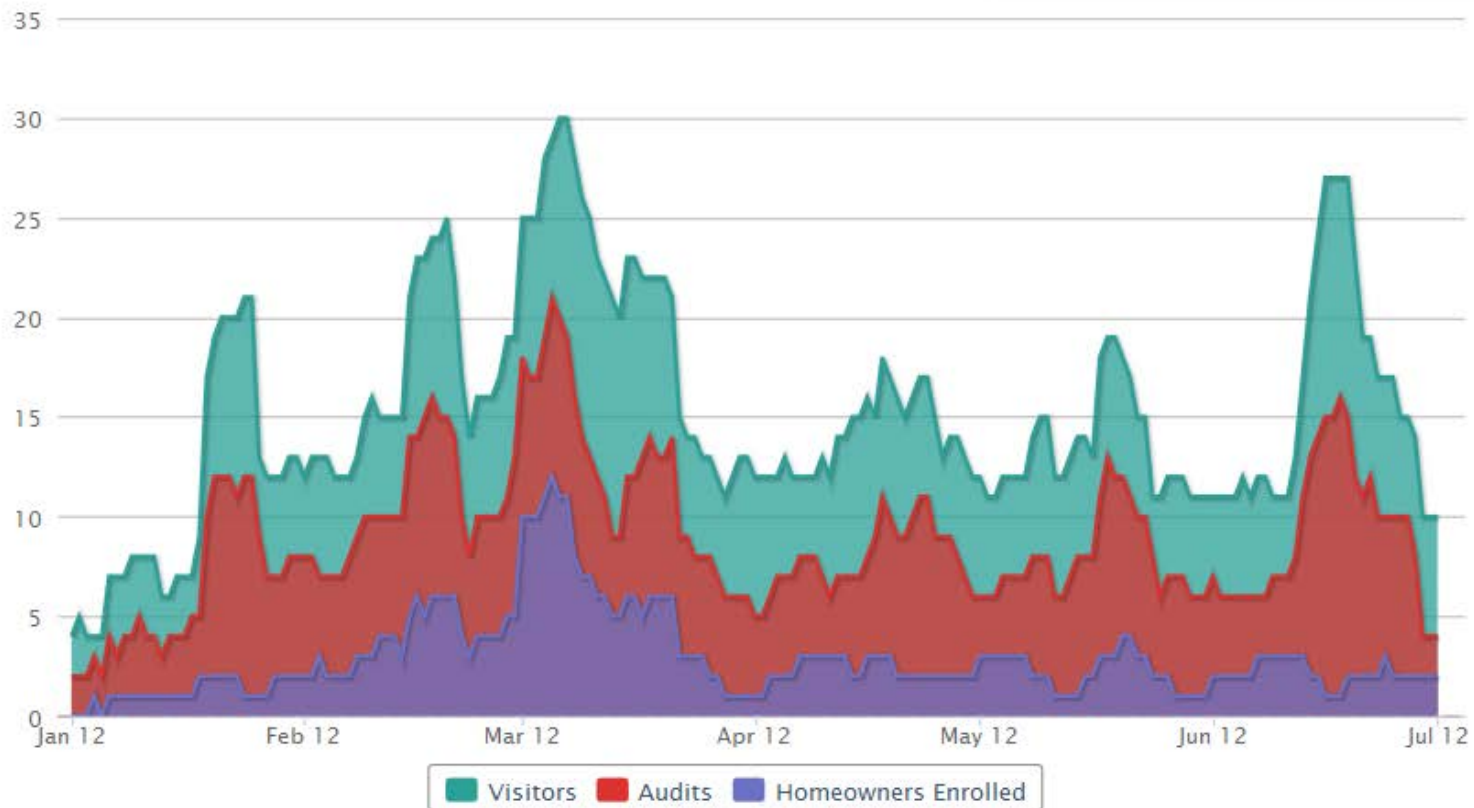
107
per week



Homeowners
Enrolled

26%

28
per week



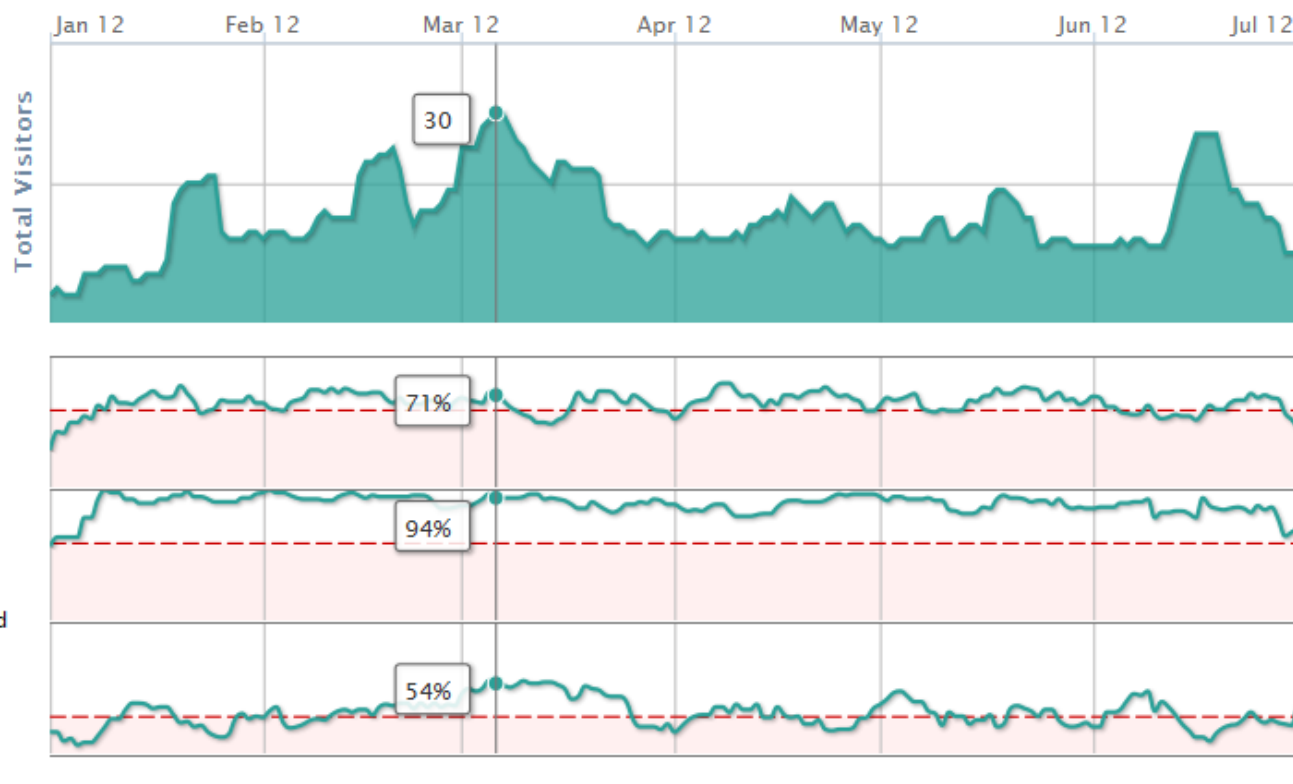
01/01/2012 - 06/30/2012

Change Time Period

- Overview
- Conversion
- Demographics
- Export

Conversion Detail Report

This report breaks down each step a visitor goes through, showing where visitors fall out.



Visitors
64%

Audits Started
91%

Audits Completed
33%

Homeowners Enrolled

Refine by...

Clear

Type

- Estimate Only 1015
- Email Captured 973
- Homeowners Enrolled 654

Savings Potential



0% - 100%

Savings



\$0 - \$10000

Answers

Search answers



All Air Draftiness Types

- Very drafty
- Somewhat drafty
- Not drafty at all
- Unsure about draftiness



All Attic Insulations

Clear

2642 Participants

Sorted by Estimate Date



Download: Participants

1 2 3 ... 265

	3600 sq ft., Built in 2010, Schenectady, NY (12345)	July 8, 2012, 3:58 p.m.	42% Savings Potential	\$3,294 Amount	View Detail »	View Report »
	burke.catherine.m@gmail.com 1190 sq ft., Built in 1930, Arlington, VA (area) (22202)	July 8, 2012, 8:49 a.m.	40% Savings Potential	\$2,139 Amount	View Detail »	View Report »
	1500 sq ft., Built in 1946, Arlington, VA (area) (22204)	July 7, 2012, 7:38 p.m.	55% Savings Potential	\$4,203 Amount	View Detail »	View Report »
	2100 sq ft., Built in 1935, Arlington, VA (area) (22202)	July 7, 2012, 2:25 p.m.	42% Savings Potential	\$2,901 Amount	View Detail »	View Report »
	puppyraptor@gmail.com 1484 sq ft., Built in 1989, Dumfries, VA (22025)	July 7, 2012, 10:02 a.m.	15% Savings Potential	\$774 Amount	View Detail »	View Report »
	2700 sq ft., Built in 2006, Alexandria, VA (22304)	July 7, 2012, 9 a.m.	3% Savings Potential	\$345 Amount	View Detail »	View Report »
	3200 sq ft., Built in 1999, Charlottesville, VA (22911)	July 7, 2012, 7:53 a.m.	17% Savings Potential	\$1,350 Amount		

Overview

Homeowner Sources

Campaigns

Marketing

Operations

Results

Homeowners

Partners

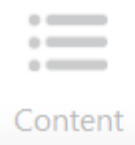
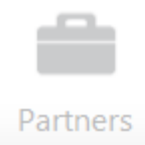
Incentives

Custom

Campaigns

Filter by: All (51) ▼

Referral	219	73%	+
The Home Energy Detective, Inc.	50	29%	+
Web search	46	4%	+
Print ad	40	13%	+
Direct mail	40	27%	+
EDGE Energy	30	N/A	+
Television	13	N/A	+
Radio	9	50%	+
Energize!250	6	N/A	+
Door hanger	5	100%	+
Mack Morris	3	100%	+
CroppMetcalfe	2	N/A	+
Weatherseal Insulation Co.	2	N/A	+



01/01/2012 - 06/30/2012

Change

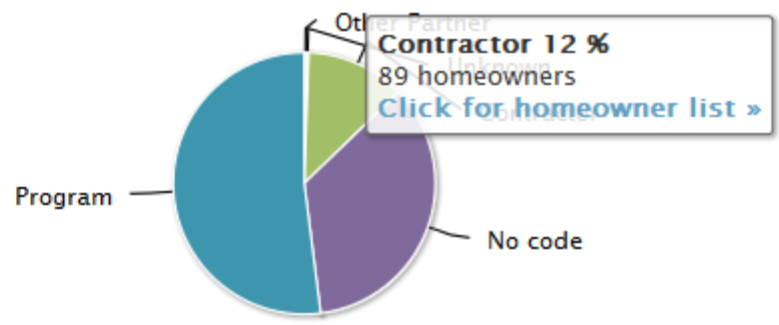
- Overview
- Marketing
- Operations
- Results
- Homeowners
- Partners
- Incentives
- Custom

Homeowner Sources Campaigns

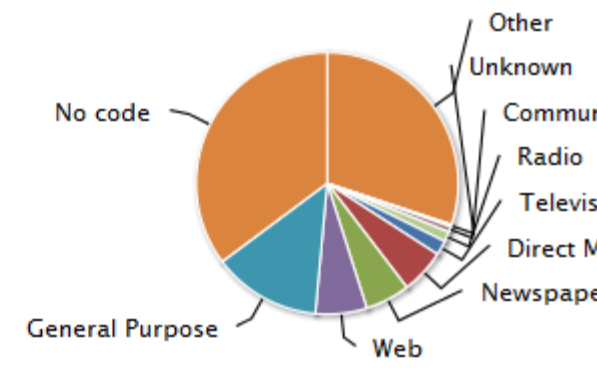
Homeowner Sources

For homeowners who applied to the program during this time period

Categories



Channel

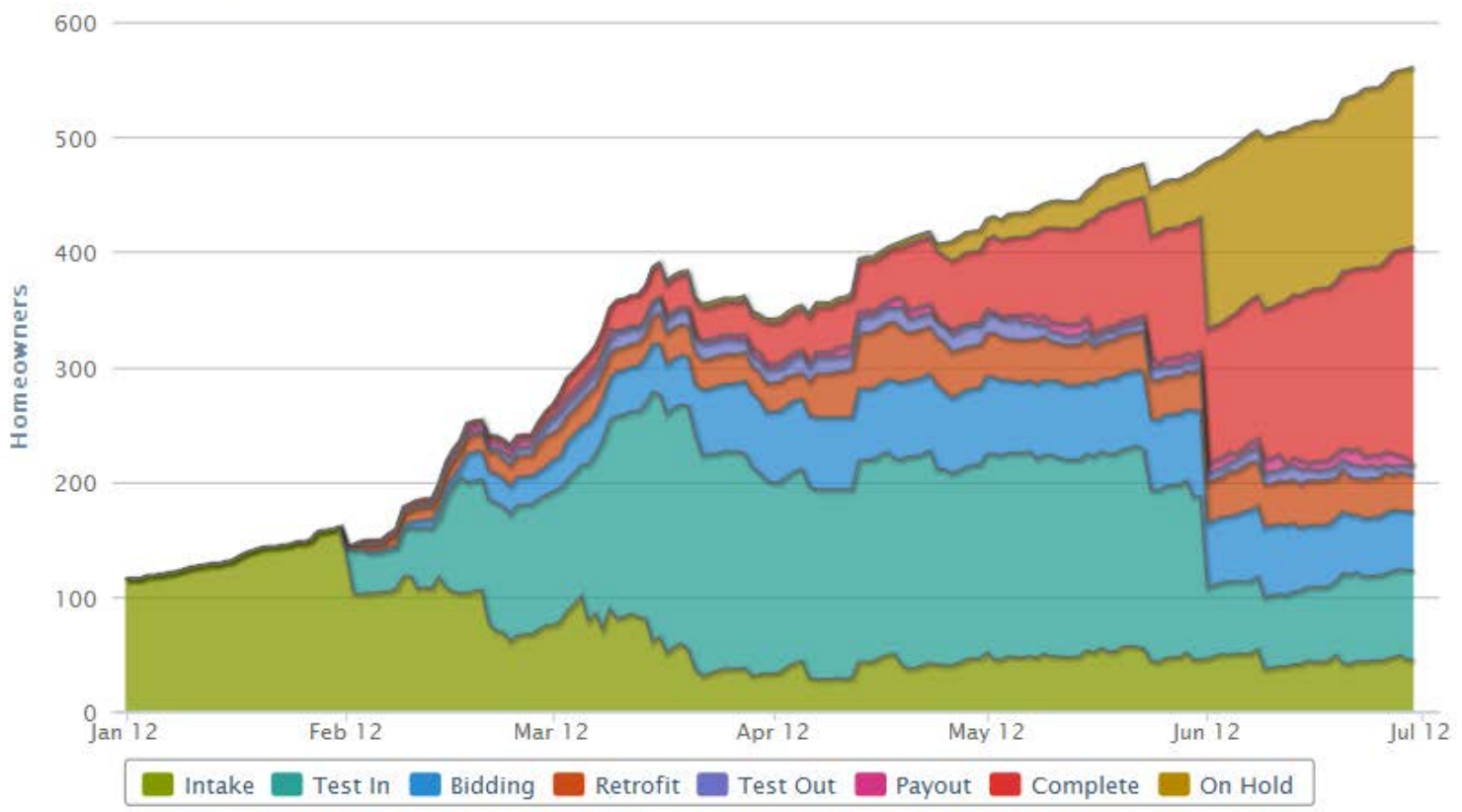


01/01/2012 - 06/30/2012

Change Time Period

- Overview
- Marketing
- Operations
- Results
- Homeowners
- Partners
- Incentives
- Custom

Program Pipeline



05/01/2012 - 06/30/2012 Change Time Period

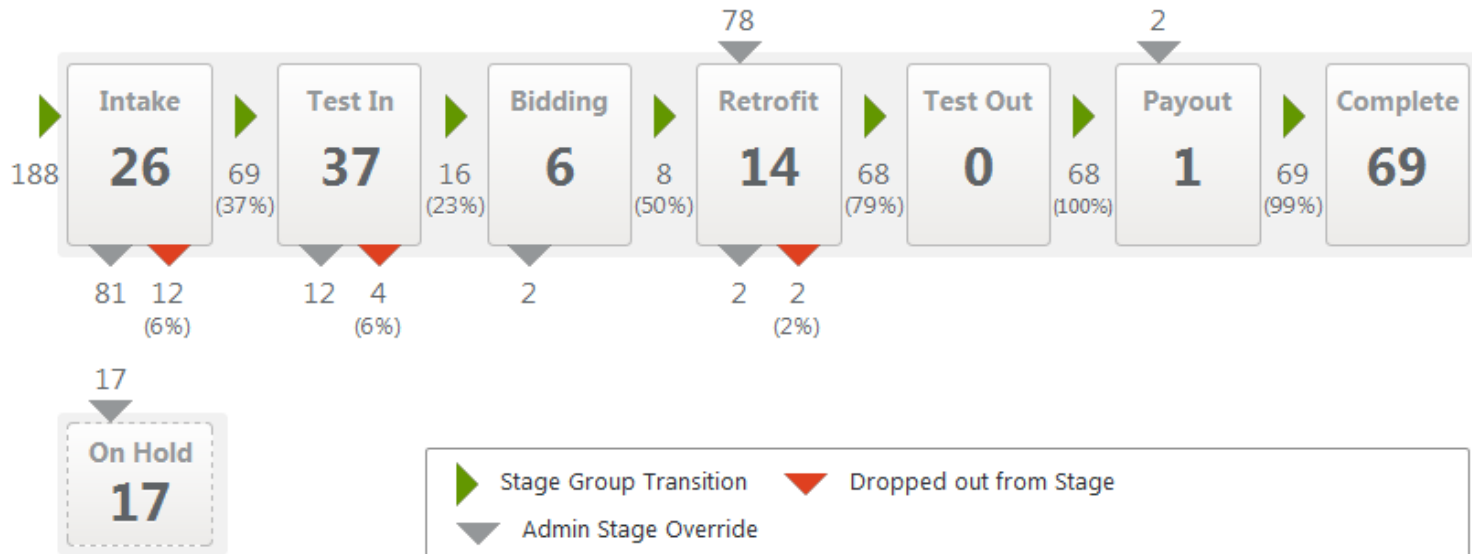
- Overview
- Marketing
- Operations
- Results
- Homeowners
- Partners
- Incentives
- Custom

Program Conversion Funnel | Average Time In Stages | Task SLA Results | Dropout Reasons

Program Conversion Funnel

For homeowners who applied to the program during this time period

45.5%
Conversion Rate





local energy alliance program

cynthia@leap-va.org