



Illinois Home Performance

DOE REES- Driving Demand: Successful Marketing Strategies

July 10th, 2012

Will Baker



www.IllinoisHomePerformance.org

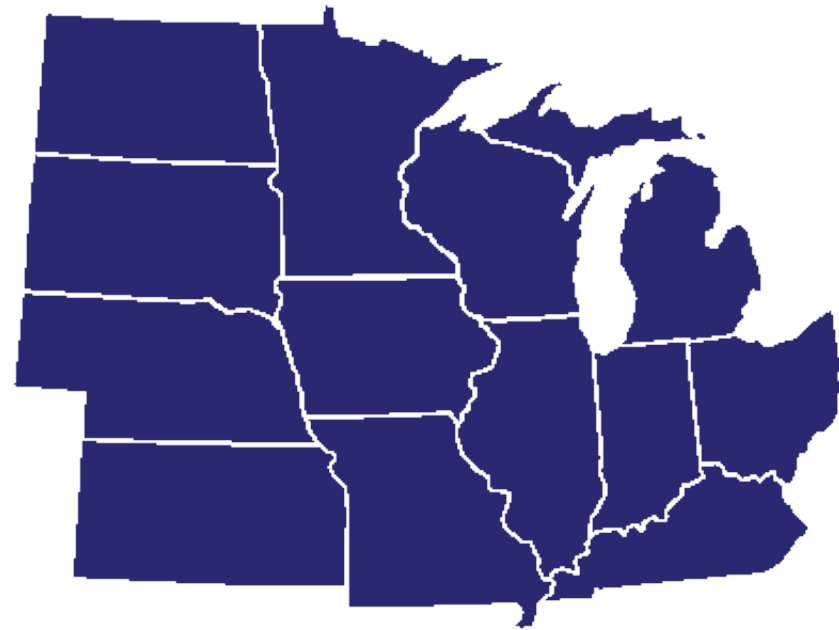
(866) 395-1032





Midwest Energy Efficiency Alliance

MEEA is a collaborative network whose purpose is to advance energy efficiency to support sustainable economic development and environmental preservation.



Statewide Approach

Shared

- Contractor Requirements (BA+E, Gen Liab, etc...)
- Audit, retrofit, and test-out process
- QA tiers
- IHP certificates issued by the state
- Retrofit data
- Homeowner messaging (reduce market confusion)
- Contractor messaging (increase participation)

Different

- Incentives (measures and magnitude)
- Models (open and closed)
- Timelines

November 2011 launch, no incentives, 8 retrofits



109,000
Direct mail pieces

18
Digital platforms in
4 weeks

~ 700
Interactions with people at
booths or presentations at
local events

5169
Unique visitors to
website (Oct. to date)

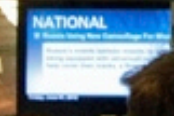
3:43s
Avg visit
duration

458
Completed home
energy profile

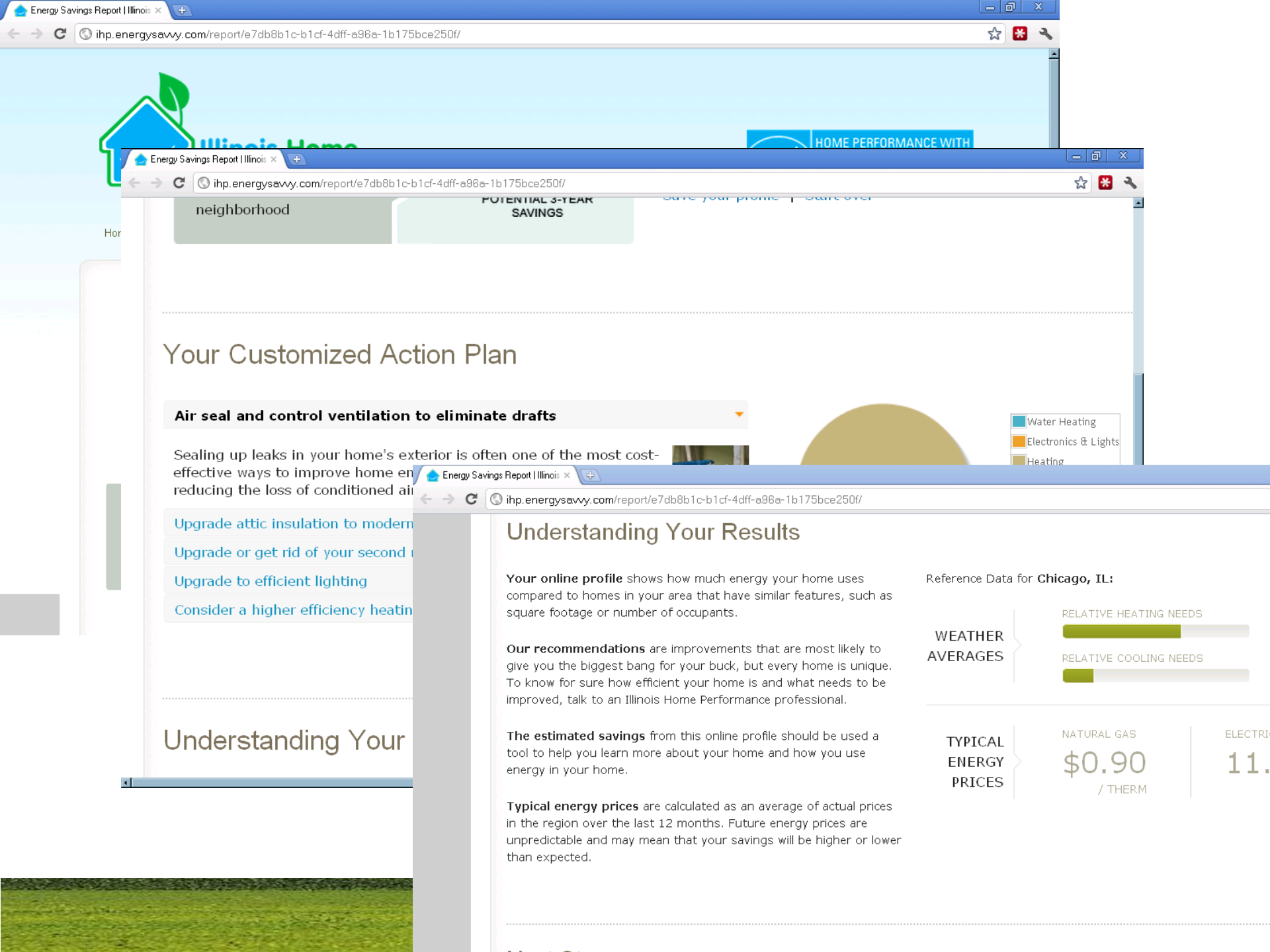
258
Calls to IHP
toll-free #

171
Start my projects

8
Retrofits to
date



"The energy improvements have made the temperature throughout our home much more stable, which is extremely important to us with our new baby, and we're already seeing lower energy bills. We're very happy to have had this work done and even more thrilled to learn that we are the first family in Berwyn to be honored for it." -Jennifer Chhatlani.



HOME PERFORMANCE WITH

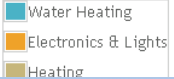
neighborhood POTENTIAL 3-YEAR SAVINGS

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 and reduce the loss of conditioned air.

- Upgrade attic insulation to modern
- Upgrade or get rid of your second
- Upgrade to efficient lighting
- Consider a higher efficiency heatin



Understanding Your

Understanding Your Results

Your online profile shows how much energy your home uses compared to homes in your area that have similar features, such as square footage or number of occupants.

Our recommendations are improvements that are most likely to give you the biggest bang for your buck, but every home is unique. To know for sure how efficient your home is and what needs to be improved, talk to an Illinois Home Performance professional.

The estimated savings from this online profile should be used a tool to help you learn more about your home and how you use energy in your home.

Typical energy prices are calculated as an average of actual prices in the region over the last 12 months. Future energy prices are unpredictable and may mean that your savings will be higher or lower than expected.

Reference Data for Chicago, IL:



TYPICAL ENERGY PRICES	NATURAL GAS	ELECTRICITY
	\$0.90 / THERM	\$11.00

Let us help you find the right contractor for your project

* All Fields Required

First name

Will

Last name

Baker

City

Cary

State

Illinois

Zip

60013

Email

wbaker@mwalliance.org

Phone

312-673-2489

Electric utility

ComEd

Gas utility

Nicor Gas

What's on your mind? (Optional)

The front bedroom is ALWAYS uncomfortable; warm in the summer, cold in the winter. Please Help!

One of our home performance experts will get in touch with you to help make your home more comfortable while saving you energy and money.

[Send Request](#)




About Our Contractors

We work hard to ensure you have a great experience with expert contractors who really understand energy efficiency.

Each Illinois Home Performance Participating Contractor meets rigorous standards and carries all necessary licensing and insurance.







Illinois Home Performance


Silver Certificate of Completion

Home address:
2441 N Comfort Lane
Energysavers, IL 61234

Work performed by:
Green Energy Improvement

Work verified by:
Energy Impact Illinois

Work completed on: 11/10/2011



Jonathan Feipel, Deputy Director
Illinois Energy Office

Home Energy Upgrade Improvements

- Air sealing performed in attic and basement reducing total air leakage rate by 26%
- R-38 insulation added to entire attic floor and installed an insulated attic hatch
- R-11+ wall cavity insulation installed in conditioned basement
- Vented existing bath fan to the outside
- Sealed exposed exterior cinder block and caulked where block meets foundation


Savings

28 %

estimated total
energy use reduction

\$442 /year


estimated energy
bill reduction



**HOME PERFORMANCE WITH
ENERGY STAR**

Certificate issued 1/4/2012 by the Midwest Energy Efficiency Alliance on behalf of the Illinois Energy Office

www.IllinoisHomePerformance.org #S-01



“With all the gloom about housing prices these days, it is great to do something inexpensive that will improve the value of my house. A buyer will pay more for a home that costs less to live in.”



“This was well worth the investment. And when I decide to sell my home, it will be listed as green on the MLS. And, from watching these home shows, more and more people are looking at buying and rehabbing green,” Janet Jaback.

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