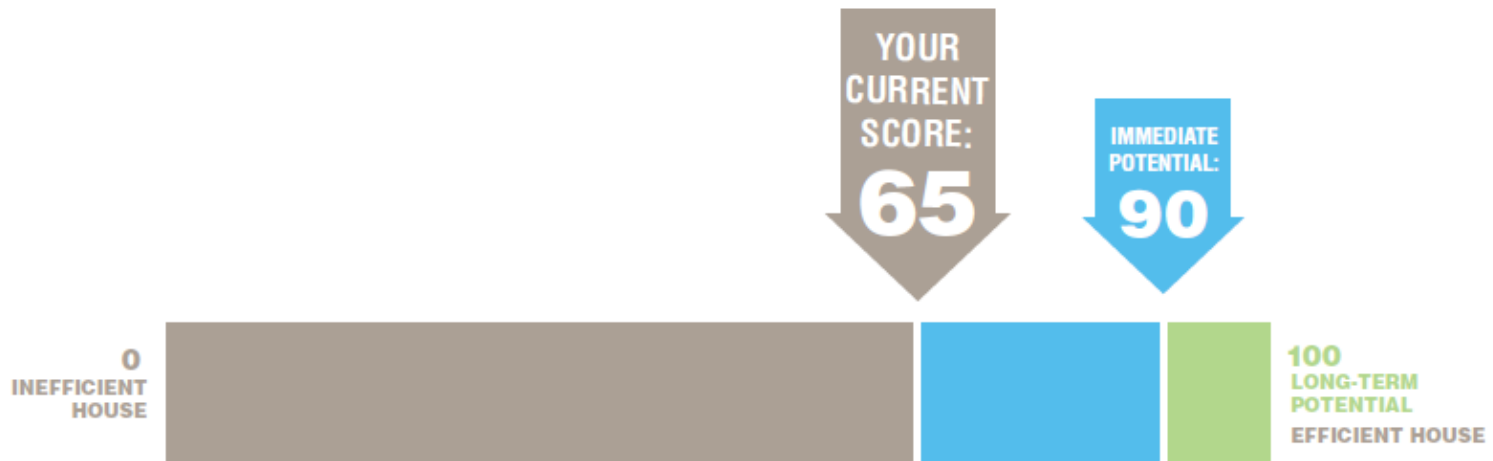


Minnesota's Energy Index: Where all the Homes are Above Average

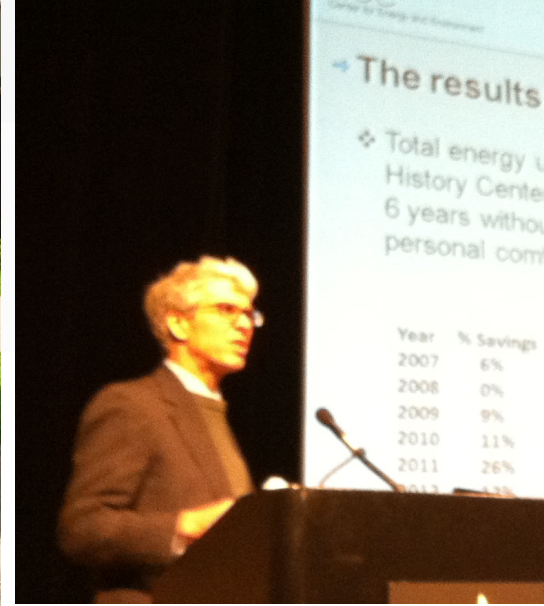
**Jenny Edwards
Center for Energy and Environment
Minneapolis, MN**

HOME ENERGY IMPROVEMENT INDEX



OUR DIAGNOSIS:

HEATING SYSTEM	30 POINTS		Replace current 85% efficient furnace with 95% AFUE w/ ECM motor
WALL INSULATION	25 POINTS		Existing R-11 insulation, no upgrade
AIR SEALING	20 POINTS		Existing air leakage ratio 1.5, reduce to 1.0
ATTIC INSULATION	15 POINTS		Existing average R-10 attic insulation; increase to R-50
WINDOWS	10 POINTS		Existing single pane with storm, no upgrade recommended



Who is CEE?



Home Energy Scores in 30 Seconds or less



But this was causing problems....

Crappy Home

Shiny New
Eco-Home



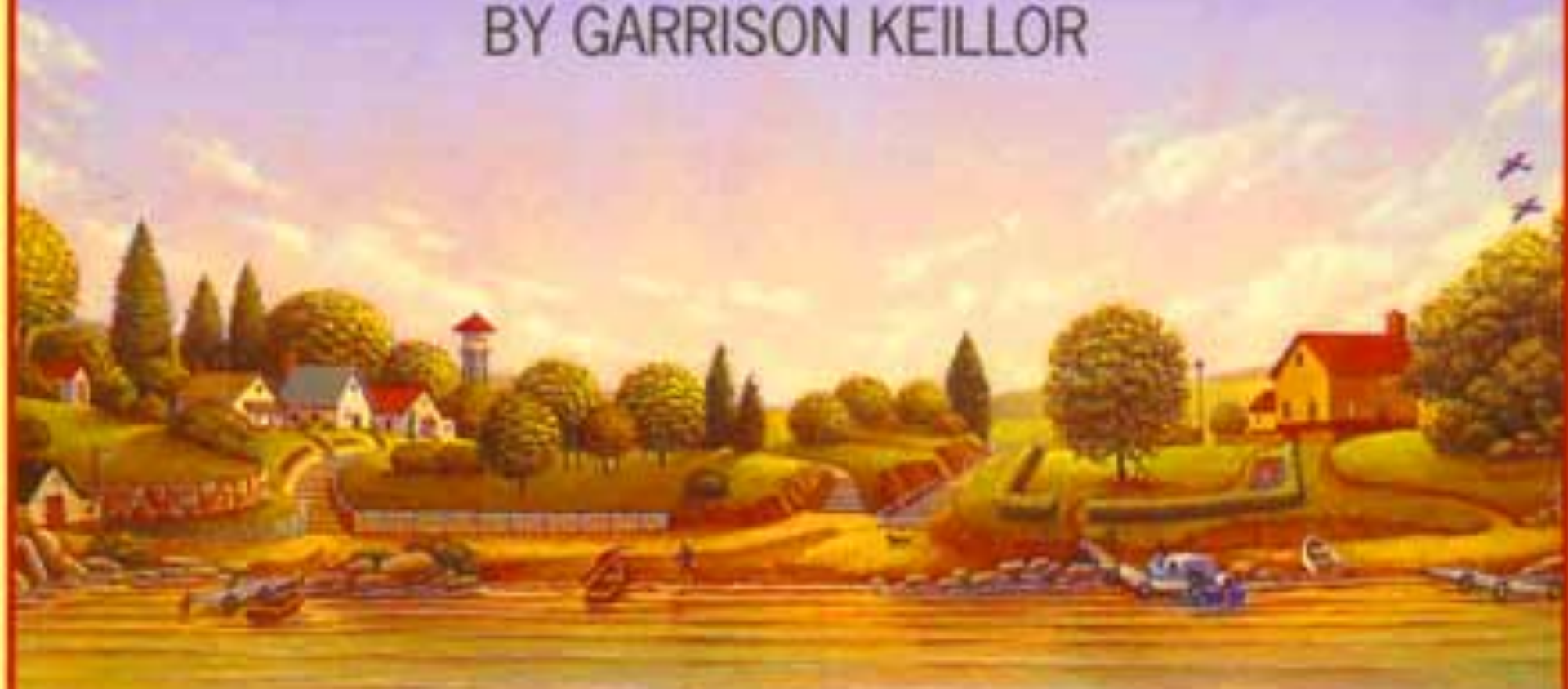
You



You
minus
\$4,000

NEWS FROM
LAKE WOBEGON

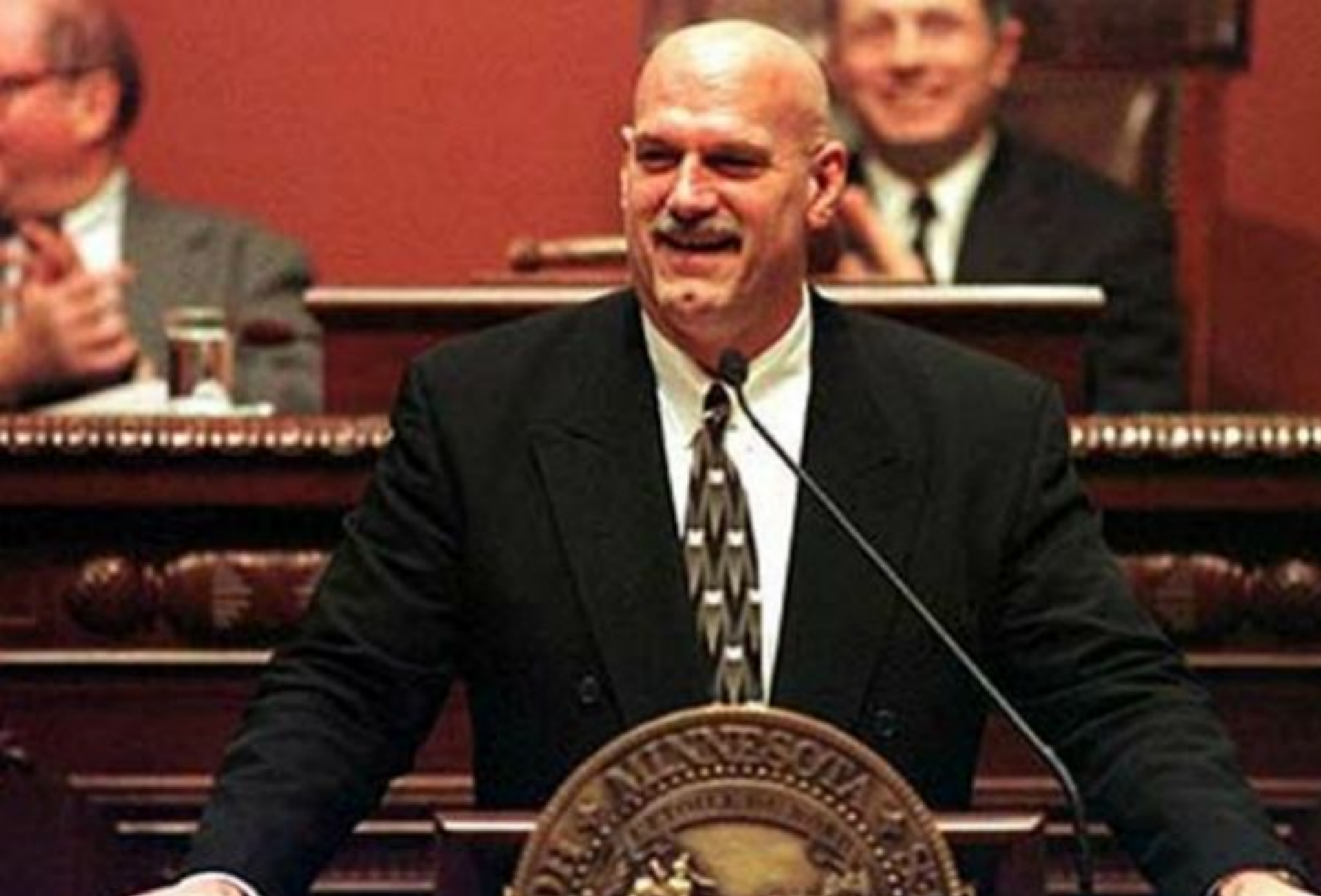
BY GARRISON KEILLOR



PRESERVING A TRADITION

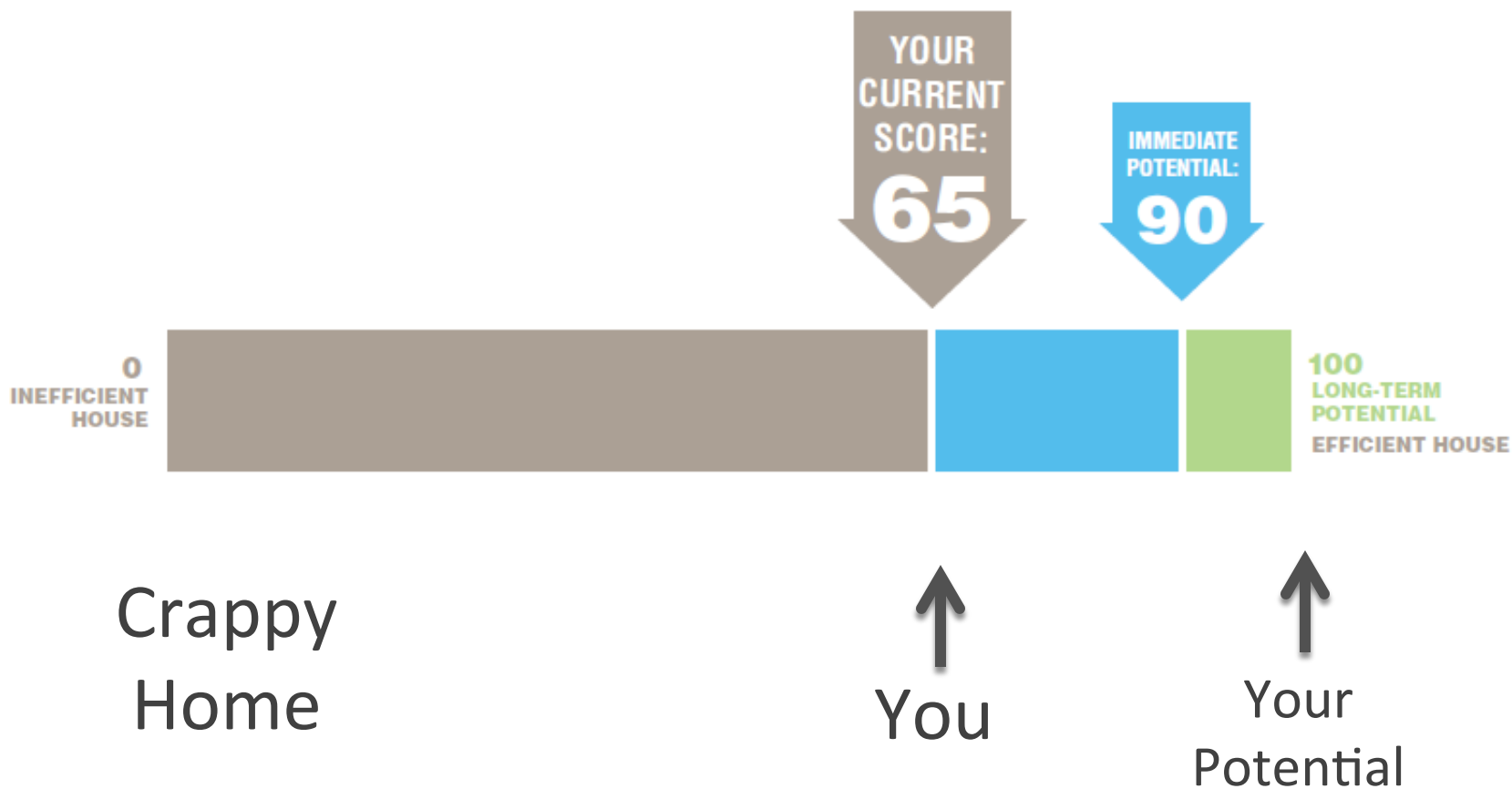


Traditions are Strong in Minnesota

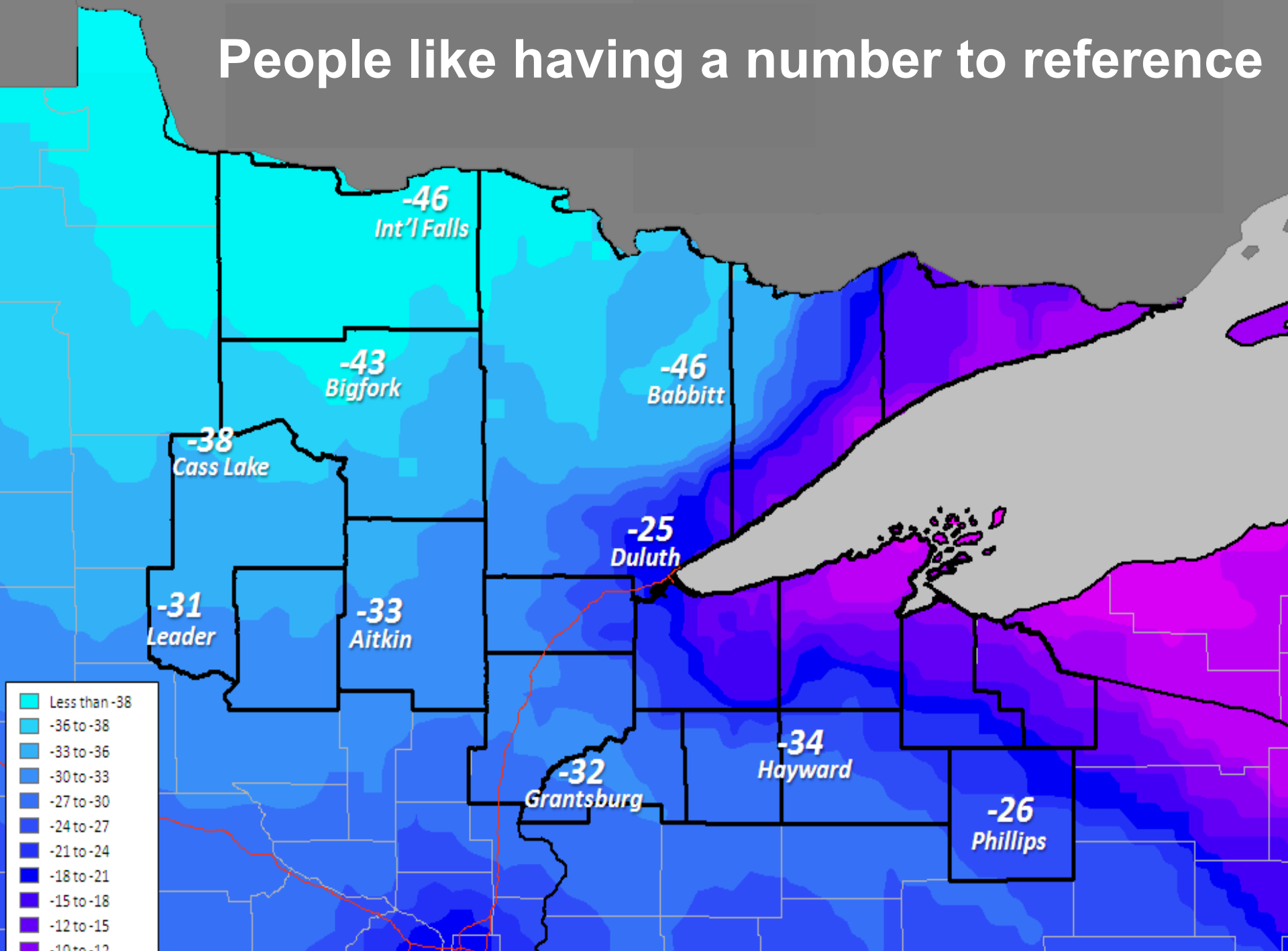


Minnesotans Have an Independent Streak....

HOME ENERGY IMPROVEMENT INDEX



People like having a number to reference



❖ A Simple Message goes a Long Way



Minnesotans Appreciate Persistence





But, scores aren't always a selling point



**Minnesotans are Private People
(and don't like to brag)**

Overachievement Runs Strong



Bike-Friendly City

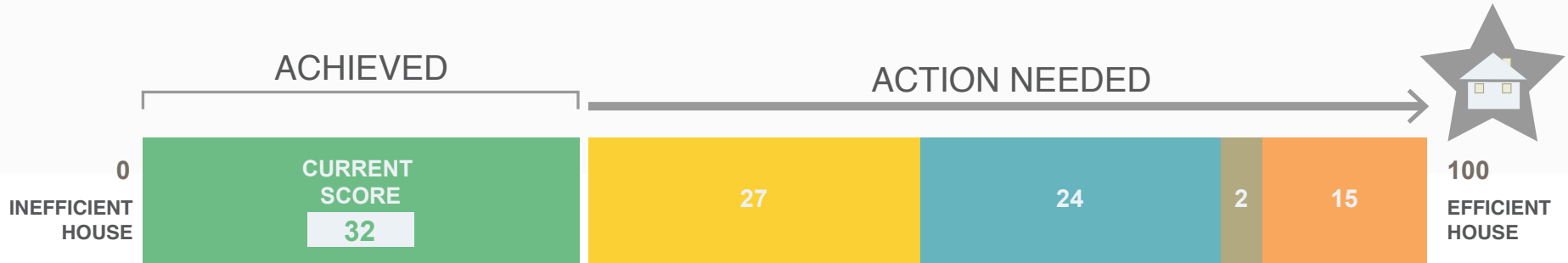
#1 Bike City: Minneapolis

The unforgiving and frigid city of Minneapolis is the country's top spot to be an urban cyclist. Now we just have to figure out why.

So, take home messages?

- ❖ Score was an excellent tool for selling upgrades, but is not a program marketing tool.
- ❖ Not silver bullet – was not everything to all people
- ❖ Scores make recommendations stick, and maintain motivation as people deliberate on investments
- ❖ Emphasis on cost-effectiveness was not a sell – many people wanted to do more

The artist formerly known as...





**Thanks to the CEE Development Team:
Dave Bohac, Carl Nelson, Lester Shen, Isaac Smith**

**More info at:
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jedwards@mncee.org**