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

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Presented at the ACEEE Behavior, Energy, and Climate Change Conference
November 19, 2013 • Sacramento, CA
HOME ENERGY IMPROVEMENT INDEX

YOUR CURRENT SCORE: 65

IMMEDIATE POTENTIAL: 90

100 LONG-TERM POTENTIAL EFFICIENT HOUSE

0 INEFFICIENT HOUSE

OUR DIAGNOSIS:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Score</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEATING SYSTEM</td>
<td>30</td>
<td>10</td>
<td>Replace current 85% efficient furnace with 95% AFUE w/ ECM motor</td>
</tr>
<tr>
<td>WALL INSULATION</td>
<td>25</td>
<td></td>
<td>Existing R-11 insulation, no upgrade</td>
</tr>
<tr>
<td>AIR SEALING</td>
<td>20</td>
<td>10</td>
<td>Existing air leakage ratio 1.5, reduce to 1.0</td>
</tr>
<tr>
<td>ATTIC INSULATION</td>
<td>15</td>
<td>15</td>
<td>Existing average R-10 attic insulation; increase to R-50</td>
</tr>
<tr>
<td>WINDOWS</td>
<td>10</td>
<td></td>
<td>Existing single pane with storm, no upgrade recommended</td>
</tr>
</tbody>
</table>
Home Energy Scores in 30 Seconds or less

95
But this was causing problems….

Crappy Home

Shiny New Eco-Home

You
You
minus
$4,000
Traditions are Strong in Minnesota
Minnesotans Have an Independent Streak....
HOME ENERGY IMPROVEMENT INDEX

Your Current Score: 65
Immediate Potential: 90

Crappy Home
You
Your Potential
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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