

TVA

Change Perceptions, Change Lives: Successfully Reaching Lower-Income Residents

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Behavior, Energy and Climate Change
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TVA

TVA Service Area

Energy Environment Economic Development

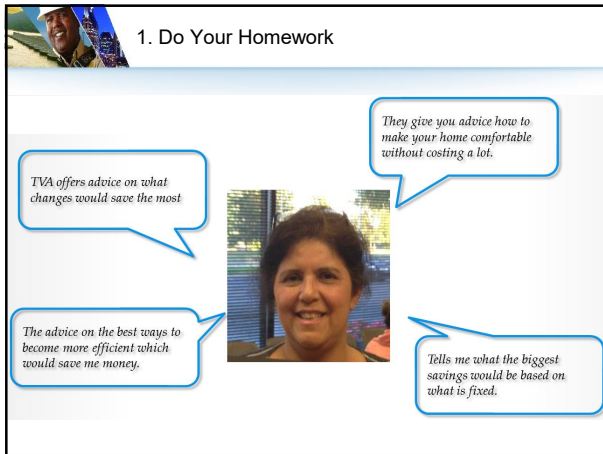


Need is Valley Wide – Need for Increased Equity

[PUBLIC] + [UTILITY]
for the people to be useful



The Need: Aging Housing Infrastructure



1. Do Your Homework

SAVINGS IN THE HOUSE
Quick tips to cut down your utility bills.

Do you worry about paying your utility bill each month? Does your air conditioner or heat run all the time, but your bills never seem to change? If so, your home may be wasting energy - and wasted energy means wasted money. Start following these easy tips so you can save goodie-to-energy waste and clean the door for savings!

Starting TODAY, you can cut down your utility bill without a lot of work or money on your part, and without your landlord or an expensive hired professional. Each time you check something off this list, you'll save some cash. The more you do, the more the savings will add up.

Here's How

Take Control of Your Home's Biggest Energy

Here's what uses the most energy in your home.

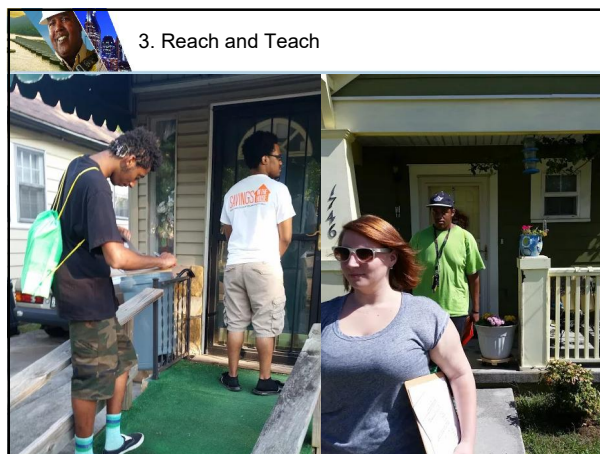
- 44%** Heating and air conditioning
- 38%** Appliances, electronics and lighting

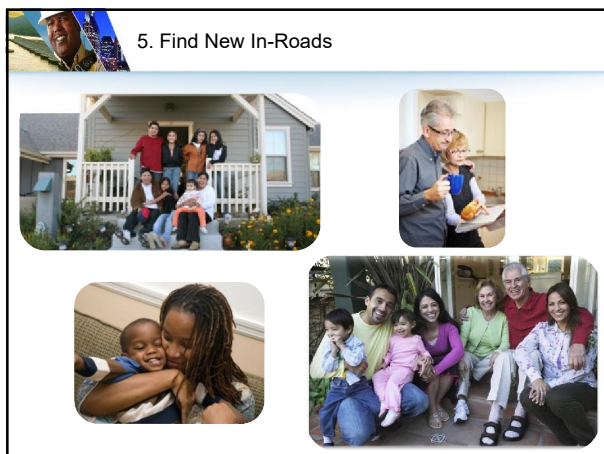
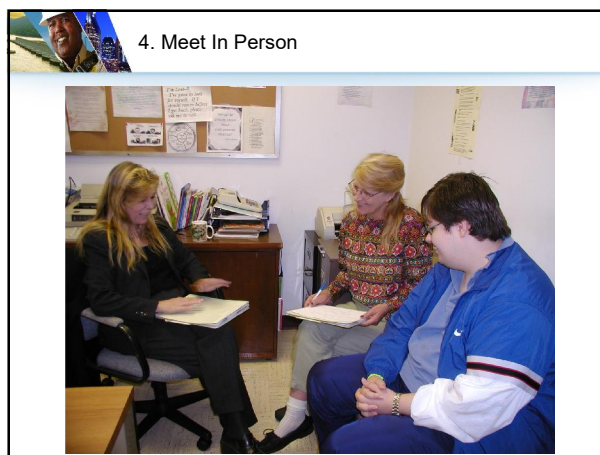
Start here: No-cost actions

- 1. Turn off the lights when you leave a room**
When it comes to energy use, the little things you do around the house are a big deal - they add up! Tap a note by the doorway to help you remember.
- 2. Wash your clothes in cold water**
It's not how you were taught to do laundry, but cold water really will get your clothes just as clean, without draining your wallet. Save money and time by combining all colors of clothes to do fewer loads. Dirty wash diapers still need to wash in hot water, though.
- 3. Keep your thermostat as high in summer and as low in winter as you comfortably can**
Every degree you raise the temperature in summer or lower it in winter will save you money! Aim for 78 degrees in summer or 68 degrees in winter to make the biggest change in your bill. By adjusting it one degree a day so you don't feel as big a difference, if your heating or cooling system runs at the time, this tip is extra important.
- 4. Check your air vents**
Be sure to move any furniture that blocks the vents (or the return) in rooms you regularly use. Close the doors to rooms you don't use.



2. Find Your Partners

Logos of partner organizations include: CAC (Knoxville-Knox County Community Action Committee), City of Knoxville, energyright solutions IVA, KUB, Alliance to Save Energy, United Way of Greater Knoxville, TDEC (Tennessee Department of Environment and Natural Resources), Knoxville Chamber, Knoxville Area Urban League, Pellissippi State Community College, and Oak Ridge National Laboratory.





Thank You!



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