

2011 FMEA-FMPA Annual Conference

Assisting Low-Income Customers So
Their Consumption and Bills Actually
Decline

Thursday, July 21, 2011



JEA NEIGHBORHOOD ENERGY EFFICIENCY PROGRAM

Background and Progress:

- ▶ **2008 – Six Sigma study showed five areas of concern**
 - Lack of attic insulation
 - Poor performing HVAC systems
 - Duct leakage
 - No programmable thermostat
 - Need for customer energy education

A neighborhood door-to-door campaign was designed and eventually an insulation component added.

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- ▶ NEE has provided door-to-door installation of electric and water conservation products and energy education interview.
- ▶ Targeted areas based on census data and density of disproportionately high winter peak monthly energy consumption.
- ▶ By 2011, 2859 residents in five neighborhoods have been served.

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- ▶ Existing insulation levels and HVAC condition recorded.
- ▶ High number of homes with no insulation resulted in pilot to insulate 106 homes resulting in average 19% reduction in winter peak monthly energy consumption.
- ▶ JEA Conservation Funds & Community funding is providing eligible NEE customers with attic insulation.
- ▶ 285 additional homes received attic insulation.

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Participation Neighborhoods	Number of eligible homes	Number of Participants	Rate of Participation	Total Expenditures	Summer KW Savings	Winter KW Savings	Annual MWh Savings
Royal Terrace/Moncrief	796	346	43%	\$ 134,193	124.214	124.214	283
Grand Park	1277	530	42%	\$ 205,555	190.27	190.27	433
Sherwood Forest	1494	673	45%	\$ 261,016	241.607	241.607	550
Durkeeville	3000	1147	38%	\$ 444,852	411.773	411.773	937
Springfield/Eastside – in progress	1038	163	16%	\$ 63,218	58.517	58.517	133
Total NEE Blitz		2859		\$ 1,108,835	1026.4	1026.4	2,335.8
NEE Kits	1596	1596	100%	\$ 49,500	573.0	573.0	1,303.9
Low Income Insulation		391		\$ 346,000	750.7	75.1	605.1
Total NEE Program		4846		\$ 1,504,335	2350.1	1674.4	4,244.9

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Issues to consider:

- ▶ **Funding (Now & Future) – Right Thing to Do = Conservation fee to all customers with equal return in programs.**
 - Limited income customers most impacted by increased rates and least likely to be able to participate in programs.

- ▶ **Customer Satisfaction: Programs show community mindedness. Something for everyone. There is no cost to other customers.**

- ▶ **Perception of Limited Income Group: JEA is doing something for this group and actual savings realized.**

- ▶ **“Biggest Bang for the Buck” and justification of expenditures: designed to Six Sigma study and results shown in meaningful energy savings.**

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Barriers and Victories:

- ▶ Building trust = a significant issue.
- ▶ Installation crew with great customer skills = a significant asset.
- ▶ Lack of customer knowledge = a significant issue.
- ▶ Spending time with customers = a significant asset. Education is a key to success!
- ▶ Poor housing conditions = a definite barrier.
- ▶ Leveraging funding = a definite victory.