

AlabamaWISE

Worthwhile Investments Save Energy

Elizabeth M. Grimes
Energy Division
ADECA

February 6, 2014
NASEO 2014 Energy Policy Outlook Conference



Background

- ⦿ No mandated efficiency program requirements
- ⦿ Only a few localized rebate programs by Tennessee Valley Authority (TVA) distributors
- ⦿ AlabamaWISE first major residential efficiency program
 - > Goal of transforming residential retrofit market
 - > Pilot program targeted in Birmingham and Huntsville

What is AlabamaWISE?

- ⦿ Community-based residential energy efficiency program
- ⦿ Regional Energy Alliance model
 - > Program administration by local non-profit, Nexus Energy Center, with assistance from the Southeast Energy Efficiency Alliance (SEEA)
- ⦿ Focus on whole home performance
 - > Comprehensive energy assessment and EPS
 - > Low rebates and attractive financing designed for consumer action
 - > Quality assurance inspections
 - > Moisture management, health/safety and allergy, comfort
 - > AlabamaWISE Contractor network

Additional Program Features

- ⦿ Market-based and contractor-centric
- ⦿ Home Performance with ENERGY STAR
- ⦿ Community-based marketing
 - Local events, faith-based organizations, local non-profit partnerships, homeowner associations, large established employers, etc.
- ⦿ Detailed training for contractors and other market actors
 - REALTORS, appraisers, lenders

AlabamaWISE Results (2011 – 2013)

- ◎ > 2,000 energy assessments (720 from Alabama SEP)
- ◎ > 1,500 retrofits (624 from Alabama SEP)
- ◎ 20% energy savings per retrofit
- ◎ \$8.5 million homeowner investment
- ◎ \$200K loaned in first 6 months of financing program with no defaults
- ◎ Over 200 REALTORS and appraisers trained