

# Help Families *Fast* With **Easy \$avings**

*“Clients were amazed at how much energy they could save...everybody saw a difference in their energy bills.”*

*- Annie Burton, Greenwood SLEAMNS Human Resources Commission, South Carolina*

## **Easy Savings In a Nutshell**

Easy Savings is a customizable Program developed as a quick solution to help families help themselves by providing energy saving solutions in their homes. The Easy Savings Program can act as a stepping stone to those in need, and those waiting for complete weatherization services.

## **Why is Easy Savings Important?**

To a utility, Easy Savings can mean lower arrearages, less money spent on collections, and fewer shutoffs. To state and community action agencies, it is an effective complement to weatherization programs and LIHEAP assistance.



## How It Works

You select the delivery channels and custom content that's best for your clients and region. We help fine-tune any desired incentives and follow-up activities. Comprehensive training and support sets the stage for Program roll out. Families set their savings goals and receive customized Kits and education on how to reduce their energy use and utility bills. We provide ongoing support and Program management to help your Program run smoothly. When the Program's complete, our tracking and reporting tools give you comprehensive results summaries with specific savings estimates.

## Client-Driven Education is Effective

Through client-driven education participants are able to choose their desired measures and actions which leads to increased installation rates and higher retention.

Based on feedback from participating households in Iowa and New Mexico, utility bill savings are projected to range from \$100 to \$500 a year.

## The Finer Points

- Immediate utility bill savings for your clients.
- Ability to rapidly help thousands of families.
- Custom content.
- Flexible delivery options to meet your needs.
- Staff training.
- Built-in tracking and reporting mechanisms.
- Identifies households most likely to seek additional opportunities.
- Creates relationships with participants.

## Satisfies Regulatory Requirements

- Comprehensive reporting is built in.
- Measure installations are cost effective.
- Perfectly suited for additional EM&V.



## Program Elements

### Identify Targets

Can be Geographic, LIHEAP, Wx Waitlist, Crisis, etc.

### Define Your Desired Outcomes

Kilowatt Hour Savings, Cost-Effectiveness, Reducing Energy Burden, etc.

### Select Desired Measures & Actions

Climate (Heating vs. Cooling), Hot Water Fuel Mix, Target Participants, etc.

### Customize Content

For Example: Regional Usage and Cost Data, Target Participant Demographics, Cross Promote Programs, etc.

### Choose Delivery Method

In-Home One-on-One, Agency Delivered One-on-One, Workshop, Direct Mail, etc.

### Design Incentives Where Needed

### Track Outcomes

Results Collection and Evaluation is Built in — Both Qualitative and Quantitative.

***We have been amazed at the opportunities these Kits have provided ... The Kits are well-designed, with great instructions, easy to explain, easy to demonstrate, as well as educate about energy usage. The Kits have opened doors for our families and have been a bridge to other agencies...***

*- Dale Dowling, Executive Director  
Faith Community Service Fund,  
Greeley, CO 80633*

***The enthusiasm from the people who receive these Kits has been high. They understand the benefits of long-term energy efficiency measures; however they lack the funds to invest in these solutions. Something as simple as purchasing a Compact Fluorescent Lamp is not a priority for people who are barely making it month-to-month.***

*- Kate Powers  
La Puente Homeless Prevention &  
Community Outreach Services*