

Utility Solutions: Marketing and Consulting



NC SUSTAINABLE
ENERGY ASSOCIATION

NC Sustainable Energy Association offers strategic marketing and consulting services to help your utility reach the best-candidate customers and maximize desired outcomes.

EXAMPLES OF MARKETING MATERIALS

Why Air Leaks Cost You Money



Do you feel drafts in your home? Are your heating and cooling bills higher than they should be? Do you experience uneven temperatures between rooms? If you answered yes to any of these questions, you likely have air leaks!

Often times, air leakage occurs in areas of your home you may not notice. The most significant air leaks are hidden in the attic and basement. In cold weather, warm air rises in your house, just like a chimney. This conditioned air is wasted as it escapes through leaks around windows, doors, and cracks in your basement. These leaks not only allow air to infiltrate your home, but they allow other unwanted disturbances such as dust, moisture, bugs, and rodents. Addressing air leaks in your home may result in lower heating and cooling bills and an overall more comfortable household.

Upgrade to \$ave


What it Does: Our Upgrade to \$ave program reduces your air leakage.

How it Works: After you sign up for the program, the co-op arranges for an auditor to identify any issues with your home. If your home qualifies, you will receive energy efficiency upgrades at little to no upfront cost and then you pay back for the improvements on your utility bill using your energy savings.



Created for Roanoke Electric Cooperative

Tom Morrow
100 Quachita St
Camden, AR 71701
Property: 100 Quachita St



Dear Tom Morrow,

We are reaching out to offer assistance that could greatly reduce your bills.

According to our records, you paid **\$4,321** on electric bills over a 12-month period - your home has among the highest bills of all our member-owners. The chart below shows how much energy your home uses monthly in comparison to others of the same size.

Home Type	Monthly Energy Use (kWh)	Monthly Cost (\$)
Energy Efficient Home	405	\$405
Average Home	2,012	\$2,012
Your Home	4,321	\$4,321

Quachita Electric's **HELP PAYS** program provides home improvements, allowing you to immediately lower your bills. Sign-up today to receive a **FREE HELP PAYS** assessment that will identify improvements to make your home more energy-efficient. If your home can benefit from energy efficiency improvements (such as a new heating and air conditioning unit, lighting upgrades, or attic insulation), Quachita Electric will pay most or all of the upfront costs of the improvements. You repay Quachita Electric with a monthly charge placed on your electric bill; your estimated energy cost savings will be more than the monthly charge, so you will still save money on your electric bill!

Benefits of HELP PAYS


- Lower utility bills - save money!
- More comfortable living area
- Improved health - reduce allergens
- No personal debt - this is not a loan
- Reduce noise in home

If only takes a few minutes to sign-up for a free **HELP PAYS** assessment. Learn more:

- Visit www.cecc.com/help
- Call (877) 252-4538


Every new member who signs up for the **HELP PAYS** program by April 2019 will be entered into a drawing to win a new Apple iPad! The drawing will be held the first week of May.

We are here to **HELP!**



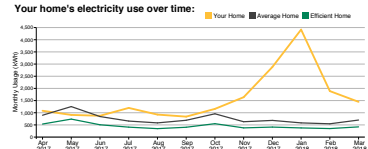
Created for Quachita Electric Cooperative Corporation

Home Electricity Report
123 Robins View Road, Your Town NC



You have spent about **\$2,311** on electricity in the past year. To help lower your high bills, Roanoke Electric Cooperative has identified your home as a good candidate for the **Upgrade to \$ave** program.

Your home's electricity use over time:



Month	Your Home (kWh)	Average Home (kWh)	Efficient Home (kWh)
Apr 2017	~1,000	~1,000	~1,000
May 2017	~1,000	~1,000	~1,000
Jun 2017	~1,000	~1,000	~1,000
Jul 2017	~1,000	~1,000	~1,000
Aug 2017	~1,000	~1,000	~1,000
Sep 2017	~1,000	~1,000	~1,000
Oct 2017	~1,000	~1,000	~1,000
Nov 2017	~1,000	~1,000	~1,000
Dec 2017	~1,000	~1,000	~1,000
Jan 2018	~1,000	~1,000	~1,000
Feb 2018	~1,000	~1,000	~1,000
Mar 2018	~1,000	~1,000	~1,000

Over the past year:

Home Type	Annual Cost (\$)
Your Home	\$2,311
Average Home	\$1,083
Efficient Home	\$651

UPGRADE TO \$AVE

Our Upgrade to \$ave program can provide you with home improvements at little to no upfront cost, allowing you to immediately lower your bills.

Start Now

You have spent \$1,228 more on electricity than average homes and \$1,660 more than efficient homes in your area over the past year.

Call 252-209-2236 for a free home assessment or submit a request at RoanokeElectric.com/UpgradetoSave

In collaboration with Empira

NCSEA UTILITY SOLUTIONS SERVICES

- Identify top program candidates to maximize peak load reduction
- Analyze residential energy intensity (energy use per square foot)
- Evaluate and design programs
- Design materials for direct mailings such as customized home energy reports, educational pieces, etc.
- Manage printing, mailing, and robo-call processes
- Provide digital media strategies such as production of marketing videos
- Track program enrollment metrics
- Consulting for service providers and utilities as requested

For more information on NCSEA's Market Innovation Solutions, please visit:
energync.org/market-innovation.

"Working with NCSEA to promote our **Upgrade to \$ave** energy efficiency program greatly helped with boosting our program participant numbers. NCSEA *knows* how to identify best-fit candidates for the program and design *highly-effective* marketing strategies."

Curtis Wynn
President/CEO,
Roanoke Electric Cooperative

In Fall 2018, NCSEA's program promotion strategies increased enrollment in Upgrade to \$ave by nearly

195%

compared to previous months.