



# Low-income Energy Efficiency Program<sup>plus</sup> (LEEP<sup>plus</sup>)

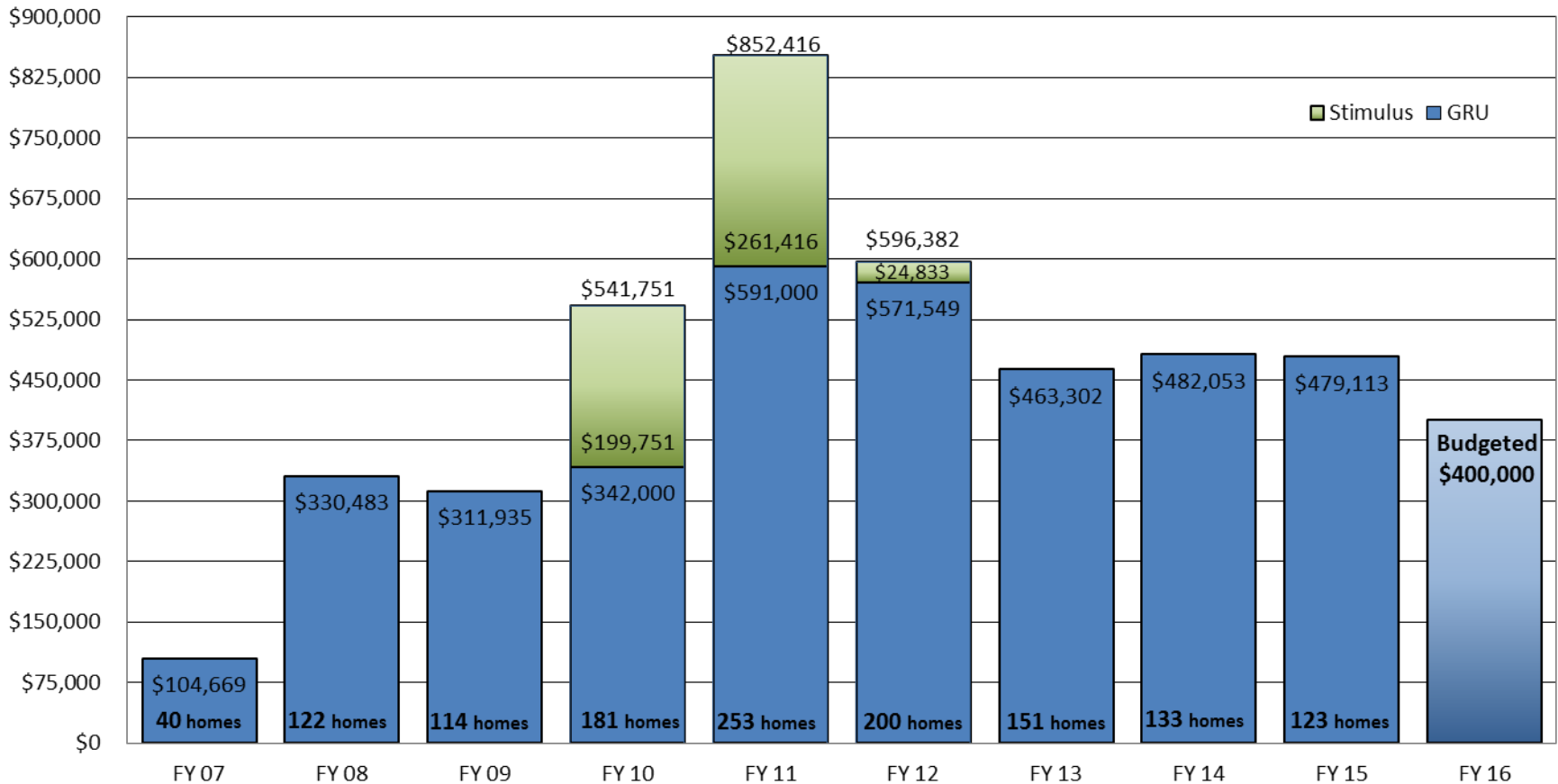
Item #160153

July 27, 2016

# Program Description

- Assists low-income customers with home improvements targeted at lowering electric bills, managing energy use, providing education and improving comfort
- Current average is about \$4,000 per home
- HVAC, Insulation, Water Heating, Building Envelope, Lighting, etc.

## LEEP<sup>plus</sup> Dollars Spent



# Overall Program Results

- Since 2007, LEEP<sup>plus</sup> has helped 1,388 customers
- Customer see on average a 145 kWh monthly reduction or 14% savings (which is around \$250 yearly)

# LEEP<sup>plus</sup> Communications

# FY15 Communications Results

## Facebook ads

- Reached: 58,303

## Google ads

- Impressions: 24,293

## Guardian newsletter ad

- Impressions: 17,500

## Magic 101.3 radio ads

## Web banners on gru.com

## RTS online and interior bus ads

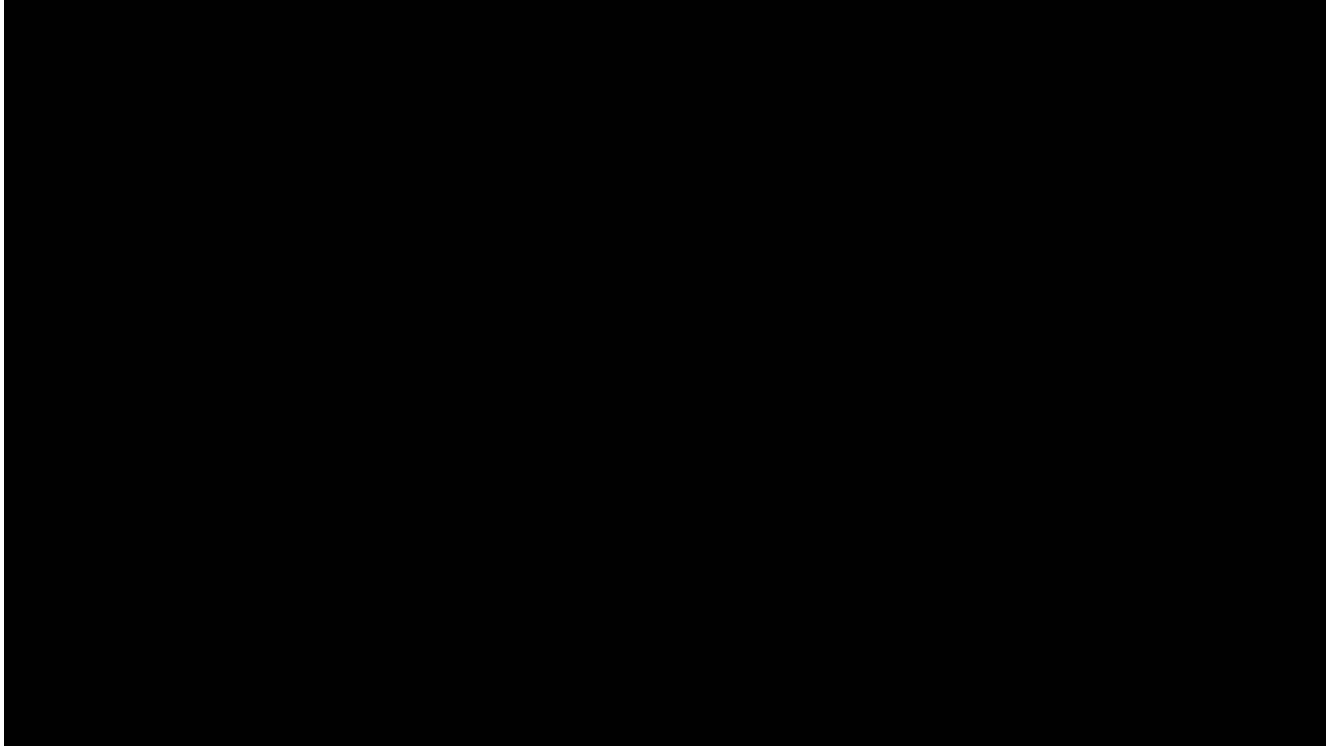
### Source of Traffic

- 45% from direct searches
- 35% from Facebook
- 12% from organic Google searches
- ~5% from Google Adwords

# FY16 Program Communications

- Customer, employee, and inter-agency referrals (#1 source)
- Postcard mailing campaign to 3,300 low-income customers
- Application mailing campaign to 3,300 low-income customers
- Tabling at local community events, Speakers' Bureau and GRU in the Neighborhood
- Facebook, RTS.com and RTS interior bus ads
- Online web banner campaigns on high-traffic websites
- WTMG-FM live endorsements (#1 Local Urban Station)
- LEEP customer testimonial will be featured on Channel 12, YouTube, Facebook and other external channels

# Customer Testimonial Video





# Community Weatherization Coalition (CWC)

# Background

- Recognized a need to bring real changes in energy efficiency to those who needed it most (low income customers)
- Did not have adequate resources to implement a community-wide weatherization program
- Churches, government agencies & civic organizations were asking to help bring relief to these customers

# Background

## (continued)

- A workshop was held with over 15 community organizations
- CWC was formed & it's Mission Statement reads:  
“Improve home weatherization and assist local households to conserve resources through education, volunteer work projects, and community-building”
- Since 2008, CWC has collaborated with GRU to train volunteer energy auditors
- Volunteers have conducted audits throughout Alachua County

# American Public Power Association (APPA) DEED Grant

- \$85,193 awarded to GRU
- Pass-thru to CWC
- Two year project term (5/1/16 – 5/1/18)

# Coop Service Agreement

- Allocated \$25,000 of GRU budget
  - Compensate up to \$250 per home
- Perform basic saving repairs that exceed the scope of basic energy surveys
- Agreement concludes 9/30/16

# Questions?