Roanoke EMC’s Upgrade to $ave Program
funded by USDA / RUS’ Energy Efficiency Conservation Loan Program
## Strategy Map 2014 - 2018

**Roanoke Electric Cooperative**

Enhancing the Quality of Life in the Diverse Communities We Serve

### Cooperative Difference

<table>
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<tr>
<th>High Reliability</th>
<th>Competitive Rates</th>
<th>Engaged and Active</th>
<th>ACSI Score of 90</th>
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### Goal of Low Cost

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<th>Reduce Controllable Costs</th>
<th>Subsidiaries 100% Self-Sustained</th>
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### Improve Reliability

- Outage Duration < 120 Minutes
- Outage Frequency < 1.5 per member

### Leverage Technology

- Cross Functional Competency
- Abandoned Call Rate < 3%

### Build Member Value

- Deliver High Impact Services
- Effectively Communicate

### Engaged Workforce

- Empowered and On-Track
- 100% REAP / ACRE Participation
- Health Assessments up 25%
- Top Tier Safety Performance

### Core Values

- Cutting Edge
- Teamwork
- Competent
- Trustworthy
- Safety and Wellness
- Adaptable
- Friendly
- Members First

#thecall2018  @Roanoke_EC
How the tariff-based approach works

– REC, through its affiliate non-profit program operator, takes control of and finances the energy efficiency work from start to finish

– THIS IS A VOLUNTARY PROGRAM

– REC is repaid via a bill tariff charged to the member residing at the location of the EE measures

– Charge cannot exceed 75% of savings

– Estimated charge is determined before measures are done

– Obligation to pay for measures stays at location
Why a ‘tariff-based’ EE Program?

- Demographics of our region
- Drastic needs of our members
- Utility bill has become an increasing percentage of overall budgets
- Previous failed attempts to implement OBF programs
Getting Members to “Yes”

• Previous offers have not worked because of market barriers – reasons to say “No”
  – All targeted measures are cost effective for the highest-using Members
  – That hasn’t been enough to get Members to “Yes”

• All barriers must be removed to get our members to say ‘Yes’ to program offers

• REC treats EE measures like other system improvements
An Offer That Works

• Member pays nothing upfront
• Immediate improvement in cash flow
• If they move or measures fail and are not repaired, their payment obligation ends – as long as they have fulfilled their responsibilities
• Members incur no debt and have no liens, no loan
• Renters don’t need to ask landlords to pay for measures that benefit the renter
Targeted Measures

- Targeting measures most likely to produce savings and more comfort in Members’ homes, but any cost effective measure may be proposed

- **Measure Assessors** will identify measure packages for Members
  - 2014 most efficient Energy Star heat pumps
  - Air and duct sealing
  - Capping attic insulation with proper ventilation
  - Floor insulation
  - LEDs (3 hrs. / 38 watts) and showerheads (8 min/day)

- **Copayments or “Copays”**
More Members Saying “Yes” means...

• More opportunities for contractors

• Increased economic activity in Roanoke’s service territory

• Satisfied members with lower bills and more comfortable homes

• A successful program that fulfills our commitment to our members
Roanoke EC Benefits

• Lower demand cost

• Displace Renewable Portfolio Standards (REPs) requirements

• Increased member satisfaction
Questions