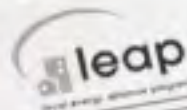


# Annual Report 2011

LEAP - 608 Ridge St. Charlottesville VA 22902 - p: 434-227-4666 - e: info@leap-va.org - www.leap-va.org



## LEAP NEWS

### LOCAL ENERGY ALLIANCE PROGRAM

October 29, 2010

The Entrepreneurial Finance Lab (EFL) won a recent competition hosted by Group of 20 (G20) for the best model worldwide for public-private partnerships that catalyze finance for small and medium enterprises (SMEs). SMEs, usually consisting of 10 to 250 employees, are the primary source of horsepower behind the economic engine driving developing nations. The Organization for Economic Co-operation and Development found that "SMEs account for more than 95 percent of manufacturing enterprises and an even higher share of many service industries in OECD countries. In most OECD

countries, in most OECD countries, SMEs generate two-thirds of private sector employment and are the principal creator of new jobs." In addition, SMEs relinquish higher returns for investors than those in mature markets. However, this seemingly win-win scenario between businesses and banks is stifled by a narrow access to capital. SMEs' inability to satisfy the traditional requirements to finance a loan, such as providing a credit history or collateral, prevents an adequate supply of capital from reaching this segment. This is a key inhibitor to accelerating sustainable growth in these developing countries. The G-20 competition was launched to identify

and scale up the most innovative solutions to this problem, with the end goal of stimulating growth within developing economies. The Entrepreneurial Finance Lab (EFL) was selected as a winner of this challenge. For planning an innovative new model that utilizes psychometric screening tools on entrepreneurs. The model works by identifying and measuring certain psychological indicators—honesty, intelligence, business acuity, and a psychological profile—that correlate with a decreased risk of default. This low-cost method requires no collateral, credit history, or web-formatted financial statements, and has been shown in pilot tests

## ***Message from LEAP's Governance Board Chair***



*2011 was a banner year for LEAP. As Board Chair, I have witnessed this organization grow from inception to a force for market transformation. The community of Charlottesville (and soon northern Virginia) has seen LEAP's dedication to move the energy efficiency market not just locally but across the Commonwealth through its leadership.*

*As we began LEAP in 2009, the nonprofit was a glimmer of opportunity with the right key ingredients of public and private sector stakeholder partners. Looking forward at the close of 2011, LEAP has become a model not only for the Commonwealth of Virginia but also for communities around the country. Interest in the alliance, nonprofit model that LEAP exemplifies has been talked about and showcased in many settings, even the White House.*

*A local or regional alliance facilitates energy efficiency within communities by making them stronger through job creation and more economically viable by saving energy costs. They become market creators by enabling energy efficiency businesses to flourish. LEAP has certainly enabled all of these in Charlottesville. As LEAP embarks on a new year of opportunity, we will see expansion in the geographic area of focus, exciting new programs that will reach a larger commercial market, and more energy efficiency investments in Virginia.*

*Ben Taube  
President, BLT Sustainable Energy, Inc.  
Chairman, LEAP Governance Board*



## **CONTENTS**

<i>Message from LEAP's Governance Board Chair .....</i>	<i>1</i>
<i>CONTENTS .....</i>	<i>2</i>
<i>2011 LEAP GOVERNANCE BOARD .....</i>	<i>3</i>
<i>MEMORANDUM.....</i>	<i>4</i>
<i>SECTION 1 - IMPACT.....</i>	<i>6</i>
<i>BY THE NUMBERS.....</i>	<i>6</i>
<i>TESTIMONIALS.....</i>	<i>6</i>
<i>SECTION 2 – RESIDENTIAL PROGRAM .....</i>	<i>10</i>
<i>SECTION 3 – COMMERCIAL PROGRAM .....</i>	<i>16</i>
<i>SECTION 4 - IN THE COMMUNITY.....</i>	<i>17</i>
<i>SECTION 5 - IN THE SPOTLIGHT .....</i>	<i>20</i>
<i>SECTION 6 – FINANCIAL INFORMATION.....</i>	<i>23</i>
<i>SECTION 7 - ON THE HORIZON .....</i>	<i>0</i>



## 2011 LEAP Governance Board

**Ben Taube**, Chair, President, BLT Sustainable Energy, Inc.

11/2009 - current

**Dave Norris**, Vice Chair, Mayor, City of Charlottesville

11/2009 – 12/2011

**Charles Carter**, Secretary, Sr. Project Development Engineer, JCFS Building Efficiency

11/2009 - current

**Bill Greenleaf**, Treasurer, Executive Director, Richmond Regional Energy Alliance

9/2010 - current

**Charlie Armstrong**, Vice President for Land Development, Southern Development Homes

10/2011 - current

**Ann Mallek**, County of Albemarle Board of Supervisors Chair

1/2010 - current

**Paxton Marshall**, Professor of UVa School of Engineering and Applied Science

11/2009 - current

**David Slutzky**, Research Associate Professor at UVa; Founder of Skeo Solutions and Fermata LLC

12/2009 - current

**Brandon Stites**, Director of Energy Conservation, Dominion Virginia Power

7/2010 - current

**Kim Tanzer**, Dean, UVa School of Architecture

2/2010 – 9/2011

**Stephen Walz**, Director of Energy Planning, Northern Virginia Regional Commission

10/2011 - current



## MEMORANDUM

Date: January, 2012

Subject: Message for Annual Report

To: LEAP Governance Board

From: Cynthia Adams, Executive Director



*It is with sincere gratitude that I write these introductory paragraphs for LEAP's inaugural Annual Report 2011. As an organization, we are grateful for the support we have had from so many members of the Charlottesville area community, from the state Department of Mines, Minerals, and Energy, the Southeast Energy Efficiency Alliance, and the Department of Energy. As Executive Director I am indebted to our hard-working staff and the guidance which has come from our Governance Board.*

*"Energy efficiency" is more than a political buzzword, and it is more than an answer to meeting utility supply-side and peak demand energy issues. Energy efficiency affects people in the most intimate of ways: through their homes and businesses, the places where we live and work. Our day-to-day living is influenced by everything from the fixed cost to operate a building, to indoor air quality, to comfort. LEAP has always had a mission of generating public good on the most individual level, and through aggregating those individuals, on a more macro scale.*

*For the individual, there is now a local, low-interest loan product for energy improvements, there are cash rebates to lower the cost for energy upgrades, and there is a program that holds contractors accountable for the quality of their work and seeks to bring them more work in the future. On a more macro scale, we have sought to grow the opportunities for energy efficiency by writing grants to fund new energy alliances, by participating in Dominion Virginia Power's resource planning meetings, and by helping found the Virginia Energy Efficiency Council – which in its first year is looking to support two policy initiatives that would further the industry by enabling more programs for residential and commercial buildings to launch and proliferate.*

*When LEAP first formed, there were a number of critical and unanswered questions around the value our nonprofit could bring to the conversation of market creation with respect to energy efficiency:*

- *Can the nonprofit alliance model work to engage the community?*
- *Can it provide property owners with the tools and support to make cost effective improvements?*
- *Can it work with local government and utilities to further mutual goals?*

*A little over a year and a half into our business, we believe the answer to the above questions is YES.*

*LEAP started 2011 in the midst of a steep learning curve, trying to understand how best to engage and work with building owners and our network of contractors. We ended 2011 having completed over 300 home energy retrofits, creating over 1.3 Gigawatt hours yearly in projected energy savings, and leveraging \$3.4M in private capital to do so. Our efforts have brought us national, as well as regional attention – evidenced by our selection for the Department of Energy’s video on the BetterBuildings program and by an invitation to speak at the Governor’s Energy Conference.*

*However, there is yet one question remaining, and it is an important one: can LEAP develop a market-based model to self-sustain? 2012 is our year to focus on long-term sustainability while continuing to build on the foundation of accomplishments laid in 2011. We are excited to engage new partners and to work in new areas as a means to this end, for our success in developing a long-term revenue model signals growth and sustainability for an energy efficiency industry in Virginia.*



## SECTION 1 - IMPACT

While quantitative results are important to our organization, qualitative results are often best captured in the words and stories of the customers we have served. In this section of LEAP's *Annual Report*, we seek to capture the outcomes of our work during the 2011 calendar year. It was a year that saw our numbers grow from averaging nine jobs per month, to over 40. It was a year in which we adjusted our program and rebates based upon contractor feedback and a need to better align our fee and incentive structure with their business models. In short, although LEAP's programs are the recipient of government and foundation grant dollars, our approach has always been market-based – if the program does not work for and in the market, it will not succeed.

### BY THE NUMBERS

- **310:** Local homeowners served by LEAP's programs in 2011
- **\$3.4 M:** Amount in private investment LEAP has leveraged
- **\$200,000+:** Cumulative yearly cost savings to building owners
- **1,390,892 kWh:** Energy generated by these savings – equal to removing 93 homes from the grid
- **17:** jobs created (measured in job hours)

### TESTIMONIALS

Quotes from Customers

#### COMFORT



"I'm grateful for having won the \$2,500, for the education and for the opportunity to go above the suggestions to make my home more energy efficient, more financially efficient and more comfortable. **The first night we had the foam insulation, the house felt better. My wife said, 'it's like someone put a blanket on our house.'** We're planning on staying in our house longer, so making this decision to invest in our house was a no-brainer."

- **Jim Duncan**  
(Winner of the 2011 PowerSaver Makeover Contest)

## KNOWLEDGEABLE CONTRACTORS



"We had lived in our home for 16 years, and the entire time the upstairs floor was extremely hot in the summertime despite having central air. Several conversations with HVAC people over the years yielded only one suggestion for relief: put in a window air conditioner. Once we had our home energy assessment, the LEAP Certified Contractor came up with a plan to make the house dual zone. The work has been completed, and for the first time EVER we are comfortable on the second floor. **Apparently it just took someone who knew how to address the problem.**"

- **Margie G.**

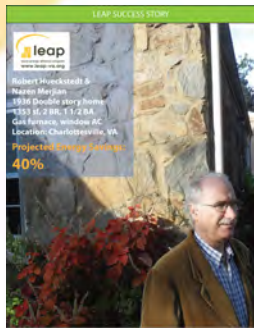
## SAVINGS



"We jumped at the opportunity to join the LEAP program based on a gut feeling that our house was not very efficient....Not only did we address all of their concerns about air sealing and insulation, but we learned a ton of building science which helps us develop better habits in our day to day lives. **Our monthly energy bills have dropped dramatically, and we expect our involvement in LEAP will help when we are ready to sell our house, especially as the world is moving more and more green.** Mostly it feels great to know we are not wasting energy. "

- **John T.**

## DOING THE WORK RIGHT THE FIRST TIME

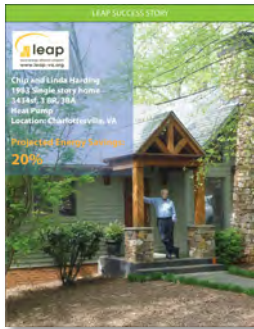


"Before participating in the LEAP Home Performance with Energy Star Program I thought my home's major insulation problem was **windows and doors**. After my LEAP home energy audit I realized no, it was the problem air leaks and lack of insulations in the crawl space, the attic and the basement. LEAP then became an invaluable partner in getting my home air sealed and insulated, both lessening my harmful effects on the environment, protecting my family, and saving me money."

- **Bob H.**



## SERVING AS A MODEL



*"LEAP turned out to be a very wise choice when the Virginia Department of Mines, Minerals and Energy invested a small amount of funds two years ago to help what it hoped would become a model regional energy alliance. LEAP leveraged that small investment into a large grant, then another and another while simultaneously developing and broadening an effective local program to create jobs and help its residents and businesses save money on energy and live more comfortably. **LEAP now has become an important model and mentor to assist other regional energy alliances in Virginia.**"*

- **Al Christopher**

*Director, Division of Energy, Virginia Department of Mines, Minerals and Energy*

## CREATING THE MARKET



*"I started my business offering home performance assessments in response to the creation of LEAP. Since LEAP went into high gear last summer, my business has grown steadily. I've already hired one person and am looking for a second. **LEAP is the engine that created and is driving the home performance industry in our area.**"*

- **Laura Fiori**

*Key Green Energy Solutions*

*"The leadership demonstrated by LEAP, the City of Charlottesville and the State of Virginia will help to develop and support the clean energy innovators of the future."*

- **Nancy Sutley**

*White House Council on Environmental Quality Chair*

## LEVERAGING PARTNERSHIPS



*"LEAP has proven to be the ideal partner, not only for raising community awareness about energy efficiency, but also in helping to make energy efficient home improvements a practical reality for families in our community. The 0% Rate Reduction program they designed to supplement our PowerSaver Loan is a great example of the resourcefulness and innovation of this outstanding organization."*

- **Alison DeTuncq**

*President/CEO, UVA Community Credit Union*

## COMMERCIAL BUILDINGS AND THE COMMUNITY



*"Like many older buildings it was time for us to overhaul our heating and cooling systems. There were literally some days we could not use portions of our building because they were either too hot or too cold. It just made a lot of common sense, and, while the immediate issue was energy savings, we not only enhanced our sustainability - we made the classrooms far more comfortable. It's a better learning environment for our kids."*

**- Dr. Mo Gaffney**

*Headmaster, Covenant Lower School*

## SUPPORT FOR MAKING THE IMPROVEMENTS



*"Our Local Energy Alliance Program offers our Chamber member enterprises opportunities to focus on, and reduce, their energy consumption. **'Efficiency' is a key business value.** LEAP offers assistance business and non-profit enterprise property owners through access to sound information, guidance on work performed, and actual cash rebates to lower the cost of energy improvements ultimately saving money on energy bills. That's a good deal any enterprise ought to pursue."*

**- Timothy Hulbert,** *President, Charlottesville Regional Chamber of Commerce*

## SECTION 2 – RESIDENTIAL PROGRAM

### WHO TO CALL. WHAT TO DO. HOW TO PAY FOR IT: LEAP IS YOUR ONE-STOP-SHOP

LEAP helped 310 Central Virginia homeowners lower their energy bills and create healthier, more comfortable homes for their families in 2011: 147 of them in our Home Performance with ENERGY STAR program (36 of which participated in the Assisted program), and 163 in our Better Basics program. We are indebted to the Southeast Energy Efficiency Alliance and the Department of Energy's BetterBuildings Neighborhood program for providing us with grant dollars to incentivize homeowner participation.

So, who did homeowners work with? How did they figure out what their homes needed? And how did they pay for it? While their stories are all unique, they all had one thing in common: they started with LEAP, the one-stop-shop for who to call, what to do, and how to pay for it when it comes to home energy efficiency.

### WHO TO CALL: LEAP as Home Energy Advocate



As the one-stop-shop for energy efficiency solutions, LEAP's staff assists clients from start to finish and offer quality assurance. More than 1,000 people came through LEAP's doors at ecoREMOD or called our hotline in 2011, taking advantage of our in-house experts and free consultations.

### The LEAP Contractor Network



The best local contractors are pre-qualified to participate in LEAP's programs. Participation in our network allows them to offer cash rebates and low interest financing to their customers, as well as the Home Performance with ENERGY STAR Certificate.



For the most updated list, please visit: <http://leap-va.org/contractors>



**At the end of 2011** the following companies comprised LEAP's network of certified contractors (including our inaugural contractor award winners):

- *Abrahamse & Company Builders\* (Ruler of the Retrofits: Best Home Performance Contractor)*
- *Albemarle Housing Improvement Program (AHIP)\**
- *APM Energy\* Albemarle Heating & Air\* (Comfort Kings: Best HVAC Contractor)*
- *Airflow Systems, Inc.*
- *Beck Cohen*
- *Clyde E. Smith, Inc.*
- *Creative Conservation\**
- *EDGE Energy\**
- *Key Green Energy Solutions (Blower Door Boss: Best Auditor; Creative Collaborators: Best Team Collaboration)*
- *Johnson Custom Windows and Doors\* (Rising Star; Creative Collaborators: Best Team Collaboration)*
- *Lithic Construction\**
- *Mack Morris Heating & AC\* Robertson Electric*
- *WeatherSeal Insulation\* (Thermal Rock Stars: Best Insulation Company; Creative Collaborators: Best Team Collaboration)*

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### **Workforce Development**

Core to LEAP's mission is creating the market for energy efficiency in Central Virginia and beyond, and workforce training is a necessary part of that to better serve and sustain the market. From trainings offered in coordination with our local community college, to mentoring on energy assessments and accompanying contractors during "test outs" on completed jobs, we seek to expand and enhance the skillsets of our contractors both for the success of their business and to meet the quality assurance standards of our program. In 2011 LEAP staff, led by our Residential Energy Services Manager, conducted more than 140 test outs, held 5 contractor meetings, offered 6 training sessions, and provided 5 in-house company-wide trainings.





### Co-Marketing

To drive demand in the local market, LEAP created free “starter marketing kits” for contractors in early 2011 that included yard signs, car magnets, doorhangers, buttons, and flyers. We also developed a “LEAP Certified Contractor” logo for them to use and secured a discount for local print advertising for ads using the LEAP logo.

## WHAT TO DO: Programs and Online Engagement

One of the most effective ways to bring people into the LEAP program is to get them thinking about energy efficiency in the context of their own homes, something that we have done successfully with two software tools. The initial home energy report platform we utilized was replaced in the summer of 2011 with a more user-friendly version developed by EnergySavvy. As of the end of 2011, more than 1,700 homeowners had completed one of the two online energy assessments.

**Your Neighbors are Saving Thousands on Energy**

**Why not you?**  
Take our easy survey and create your home energy profile.  
You'll get an energy ranking, savings estimate, and upgrade recommendations with the biggest bang for your buck.  
It takes less than five minutes and there's no sign up or personal information required.

**Your Energy Profile**  
\$4,755

**Type of home**  
☒ Single family home  
☐ Apartment, condo or townhome  
☐ Other

**Year Built**  
Enter the year that your home was built even if it's been remodeled since then.

**Occupants**  
The number of people that normally live in your home.

**Floors**  
Don't include your basement, garage or attic unless they're heated living space.

**Size in Square Feet**  
Don't include garages or patio areas unless they are finished and heated.

**Location**  
Your home's Zip Code:

### Online Home Energy Report

In August 2011 we introduced a new, 5-minute online home energy survey to start homeowners on the path to saving energy and money. The online assessment received rave reviews, and was even featured on a segment of NBC 29 news. It was also used by our AmeriCorps to jumpstart conversations with

homeowners during their neighborhood campaign. Over 300 homeowners have taken the online assessment, and over 100 filled out a lead form to have someone from LEAP contact them.

Take it today at <http://leap.energysavvy.com>.

## Home Performance with ENERGY STAR



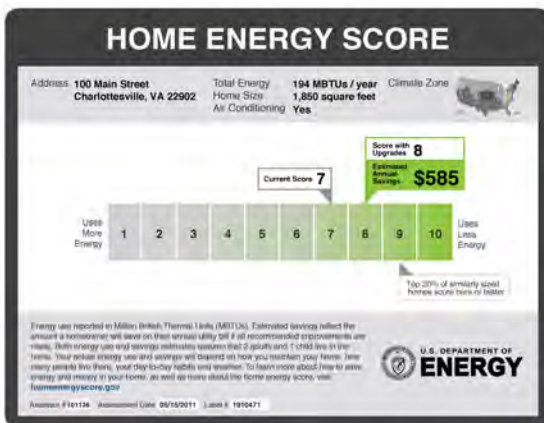
*Our signature program starts with a home energy assessment to pinpoint the problems and chart the best course for customers to get the most cost effective improvements and at least a 20% projected efficiency gain. In 2011, we completed 147 HPwES jobs and finished the year with an additional 94 customers in process (completed assessment and moving on with improvements). LEAP is the exclusive sponsor for HPwES in central Virginia and the first sponsor in the state.*

*For more than 35 homeowners at a certain income level, LEAP offered a grant-based program through Assisted Home Performance with ENERGY STAR. Funding for this grant program was provided by the City of Charlottesville, and we've partnered with another local nonprofit who specialize in housing rehabilitation, the Albemarle Housing Improvement Program (AHIP) to leverage those funds and maximize the benefits to homeowners in need.*



### Better Basics

*Some homeowners are only interested in single measure improvements. Through our Better Basics program, LEAP has a rebate to assist them in bundling additional measures to save them money. In 2011 we introduced a limited-time Better Basics program that combines either insulation or HVAC improvements with air and/or duct sealing for a \$450 cash rebate.*



### Home Energy Score

*LEAP was selected as one of just 10 communities nationwide to pilot the Department of Energy's Home Energy Score, a program that gives homeowners a rating of their home's energy performance on a scale of 1-10 and is similar to the MPG rating for cars. About 40 local homeowners along with LEAP contractors took part in the pilot; the revised Home Energy Score will roll out in early 2012.*

### House Doctor



LEAP's Residential Energy Services Manager appeared frequently on NBC29 and radio shows as the "House Doctor" in 2011, answering questions residents had on energy efficiency. LEAP customers can visit Guy Caroselli during office hours every Friday afternoon.

### ecoREM0D: The Energy House



Thanks to a unique collaboration with the University of Virginia and City of Charlottesville, a formerly neglected home in a historic neighborhood is now an innovative energy demonstration house and LEAP's offices. The grand opening was held in May and community members are invited to see the interactive displays and learn more about energy efficient homes. Visit us at ecoREM0D at 608 Ridge Street on Friday afternoons.

### Workshops: Education and Awareness



In partnership with UVA Community Credit Union, the City of Charlottesville, and Blue Ridge Homebuilders Association, LEAP held more than 15 GreenMatters workshops in 2011 to educate homeowners on home energy options.

More than **200** people attended our monthly workshops in 2011 where they heard from **23** different speakers in addition to LEAP staff. The topics included:

- Home Energy 101
- Home Energy Improvements – Financing and Remodeling Tips
- Real Estate and Energy Efficiency – Tips for Home Buyers and Sellers

- *Making Your Old House New with Energy Efficiency*
- *Home Cooling Strategies to Save You Money*
- *House, Lawn & Garden: Saving Water Inside & Out*
- *The Home Energy Assessment: Where Health, Comfort and Savings Start*
- *Renewable Energy Solutions For Your Home*
- *Healthy Homes: How Energy Efficiency Can Alleviate Asthma & Allergies*
- *Preparing Your Home for Winter Weather: Air Sealing, Insulation, Windows, Doors & More*
- *November: Five Steps to Understanding Your Home in Winter*

### Success Stories



Who are the best people to promote the health, comfort and savings benefits of home energy improvements? Happy homeowners who have completed LEAP's Home Performance with ENERGY STAR program. We produce a new case study or "success story" every month to give their experiences a voice. [leap-vb.org/neighbors](http://leap-vb.org/neighbors)

### HOW TO PAY FOR IT: Low interest loans and rebates

#### Financing

**PowerSaver  
LOANS**

Saving Energy. Saving Money. Improving Homes.

In partnership with UVA Community Credit Union, in 2011 Central Virginia homeowners gained access to low-interest PowerSaver loans for home energy improvements, including a limited-time rate reduction to 0%.

Even for homeowners who know that their energy bills are too high or sense that their families could live more comfortably, the upfront cost of home energy improvements often presents a barrier - a barrier we seek break down with instant cash rebates and low- and zero-interest financing.



*LEAP has partnered with UVA Community Credit Union on a variety of initiatives starting with a Green Sense Lending Program and scaling up to PowerSaver loans. The credit union was one of just 18 lenders nationwide selected by the Department of Housing and Urban Development to participate in this pilot loan program, and they were assisted by LEAP in their proposal.*

*To compliment PowerSaver loans and drive demand for Home Performance with ENERGY STAR, in late 2011 LEAP announced an Interest Rate Reduction Program that allows homeowners to take out PowerSaver loans at 0%. Eligible projects include the installation of insulation, air and duct sealing, replacement doors and windows, HVAC systems, skylight replacement, storm doors and windows, water heaters, roofing, and energy assessments. By the end of 2011, more than 20 More than 20 PowerSaver loans have been processed, 10 of which went through the LEAP program.*

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### **Rebates**



*Home and commercial property owners can access cash rebates (up to \$1,250 for 20% home efficiency gain) that make it an even smarter investment.*

*In 2011, LEAP issued almost \$400,000 in rebates and incentives in residential and commercial building sectors.*

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## **SECTION 3 – COMMERCIAL PROGRAM**

*The historic lower school campus of The Covenant School took advantage of LEAP's commercial energy efficiency rebates to make the classrooms more comfortable and save more than \$13,000 a year in energy costs.*

*"Saving money and making smart investments are cornerstones for success in any business. Energy efficiency improvement will not only lower overhead by cutting utility costs but will also enhance the workplace environment for increased productivity and a better customer experience." With those words we launched our Energy Improvement Rebate pilot program for commercial property owners in May 2011. We began with a pilot working with two businesses in particular: the Mudhouse coffee shop and the Lower Covenant School, a private school located in what was once a public school building. As small and medium-sized businesses respectively, they represent the majority of the building stock in our area.*

*To date we have assisted more than **\$1,000,000** in energy improvements to area buildings and allocated about **\$64,580** in cash rebates with another \$40,000 reserved for 2012. We have contacted more than 100 commercial property owners to share details of our commercial rebate*

program, given presentations to business owners and staff, and entered building data into EPA's Portfolio Manager to help building owners benchmark their energy use.

### **Low-Income Weatherization**



LEAP was awarded **\$1.9 million** in 2010 as one of 16 test sites for the DOE's Weatherization Innovation Pilot Program (WIPP). LEAP oversees efforts in Charlottesville and Hampton Roads to offer retrofits and tenant education to low-income, multifamily properties. Through WIPP we cover 50% of the funding for weatherization projects, and in 2011 we worked tirelessly to connect with landlords able and willing to cover the remaining investment cost. Leveraging those federal dollars, we are currently

working with **8 owners** to bring **800 units** into the program.

## **SECTION 4 - IN THE COMMUNITY**

Education and outreach is a critical component to LEAP's mission. Very few people understand how their home or building works as a system and that there are certain improvements which should be focused on and in a particular order. So in addition to working to make the general public aware of the programs, rebates, and low interest financing we offer, we also strive to educate them on energy efficiency and building science.

### **Makeover Contest**



The 2011 PowerSaver Home Energy Makeover Contest in partnership with UVA Community Credit Union generated **1,200+** entries, engaged contractors in a "Smackdown" competition, and awarded 6 free home energy assessments and **4 makeovers** ranging from **\$2,500 to \$10,000**.

We added some twists to our second Home Energy Makeover Contest, partnering with UVA Community Credit Union to give away free home energy assessments and more makeovers and to blend in competition among our

contractors. How did it work? Contractors were invited into the winning homes to assess the home and design a scope of work based on the price point of the makeover. A team of LEAP staff and local experts and partners then reviewed the plans and selected the winners and worked

together with the contractors and homeowners to refine the final makeover plans. In the end, three of the winners were so impressed by the potential energy savings that they spent their own money to go above and beyond the work they won. And several of the people who won free assessments in the weekly drawings moved forward in LEAP's programs even when they didn't win the makeovers.

As a part of the contest, LEAP also made \$3,000 in cash donations to the local nonprofits Computers4Kids, Habitat for Humanity and WriterHouse for winning the NonProfit Challenge for generating the most contest entries. Overall, 534 of the 1,200 entries included the names of nonprofits; 210 different nonprofits were entered.

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### Neighborhood Outreach



For seven weeks in August and September, a 12-person AmeriCorps National Civilian Conservation Corps team joined LEAP to lead a neighborhood door-to-door and community outreach campaign. They spoke to more than **6,000** homeowners at their front doors and community events, distributed more than **8,000** doorhangers, conducted **80** free home energy reviews (with an additional 80 on the waiting list), and represented LEAP at **17** different community events.

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### Did You See Us?



Staff, interns and volunteers were out and about at more than **35** community events in 2011, from the Home and Garden Show to the EcoFair and Fridays After Five to Saturday City Markets.

## Community Support and Engagement



From working with UVA students and professors to cash donations through the Nonprofit Challenge, partnering with the Charlottesville Area Association of Realtors and offering a free workshop to Louisa earthquake victims, LEAP was an active participant in the Charlottesville area community.

## The Better Business Challenge



*More than 100 local businesses are competing to be smart, sustainable and successful. As participants in the Challenge, businesses have access to a Darden student managed concierge service, networking events, and informational workshops to help them meet their sustainability goals. We hope to build capacity in our local community through our efforts.*

As part of LEAP's efforts to assist local businesses, in 2011 we teamed up with the local nonprofit Better World Betty, City of Charlottesville, Albemarle County, Greater Charlottesville Chamber of Commerce, Darden School of Business and James River Green Building Council to launch the Better Business Challenge. So far more than **100** local businesses are taking part in the friendly competition, **filling out scorecards** and racking up points in these categories: energy, water, transportation, waste, purchasing and leadership/innovation.

We hosted **9** events in 2011—from happy hour networking to lunchtime trainings—that attracted more than **200** participants. Three of the events were workshops that focused on such energy related topics as lighting and office energy use. In addition LEAP has begun leading “energy treasure hunts” at participating businesses to help them identify behavioral and baseload opportunities for saving energy and money.



## SECTION 5 - IN THE SPOTLIGHT



### Making Headlines

*If you've turned on the radio or television or opened a paper in the Charlottesville area, you've seen LEAP programs, homeowners, contractors and partners featured in the news.*

*LEAP was featured in local news stories more than 55 (approximately 45 media hits for residential and 10 for commercial) times in 2011, including: Abode, Albemarle Family Magazine, CBS19, C-VILLE Weekly, Daily Progress, NBC29, WVTF and WINA. In addition we had 15 "House Doctor" segments on NBC29, the same station that also announced weekly and grand prize winners for the Home Energy Makeover Contest.*

*In order to establish the LEAP brand in the community in our first full year, LEAP ran a series of print, radio and television advertisements. Our most prominent ad buy was a partnership among LEAP, C-VILLE Weekly's Abode and the City of Charlottesville to run monthly ads in Abode to promote our workshops and educate readers. This amounted to 18 full page ads. In addition we ran print ads in The Hook's April Green Homes edition, C-VILLE Weekly's Best of Cville edition, and spring Real Estate Weekly editions as well as two ads in the Daily Progress. We initiated ads on Charlottesville Radio Group stations (3WV, Z95.1, 106.1 The Corner and WINA) in April and May to promote our Better Basics program. We leveraged our partnership with UVA Community Credit Union for additional print, radio and television advertising around the PowerSaver Home Energy Makeover Contest and PowerSaver Loan Program. Through the Better Business Challenge we ran 3 print ads in C-VILLE Weekly and two radio ads on 106.1 The Corner and WINA.*

### Video Stars



*Our innovative approach in Central Virginia caught the eye of national leaders, and LEAP was one of four BetterBuildings grant recipients featured in a U.S. Department of Energy video (LEAP is a subrecipient under the Southeast Energy Efficiency's Alliance's award).*

### **On the Main Stage**



*From our local Chamber of Commerce's "Power Lunch" to the Virginia Governor's Energy Conference and the national "Greening the MLS" conference with the real estate community, invitations to LEAP for speaking engagements and presentations were plentiful.*

### **Major Conferences Attended and Presentations Given by LEAP Staff in 2011**

- Jan. 2011: Department of Energy BetterBuildings Conference
- Feb. 2011: Dominion Stakeholders Meeting for Integrated Resource Planning
- March 2011: American Comfort Institute National Conference
- April 2011: Chamber of Commerce Energy Luncheon
- May 2011: Planning and Coordination Committee (PACC, City-County-UVa organization)
- May 2011: UVa's President's Committee on Sustainability
- June 2011: Small Business Development Center: Seeing Green – Sustainability in Local Business
- June 2011: National Healthy Homes Conference
- July 2011: County of Albemarle Board of Supervisors meeting
- July 2011: Virginia Energy Efficiency Roundtable
- Sept. 2011: Charlottesville Area Association of Realtors
- Sept. 2011: BetterBuildings Real Estate and Energy Efficiency Roundtable
- Oct. 2011: Electric & Gas Industries Association Utility Exchange
- Oct. 2011: Governor's Energy Conference
- Nov. 2011: Virginia Energy Efficiency Council Meeting
- Dec. 2011: SEEA Associates Annual Meeting
- Dec. 2011: UVa Foundation
- Dec. 2011: Emerald Cities National Training Conference

## Conveners



*We seek every opportunity to bring key stakeholders together. In early November the White House Council on Environmental Quality contacted us to arrange a visit by the Chair, Nancy Sutley, to Charlottesville to learn more about LEAP's innovative strides related to their "Recovery through Retrofit" report. We assembled the following stakeholders for a "Market Transformation Roundtable" with Chair Sutley at ecoREMOD:*

- **WHITE HOUSE COUNCIL ON ENVIRONMENTAL QUALITY**  
Nancy Sutley, Chair;  
Lindsay Randall, Special Assistant
- **US DEPARTMENT OF ENERGY**  
Danielle Byrnett, Office of Energy Efficiency and Renewable Energy, Program Director  
Better Buildings Neighborhood Program
- **CITY OF CHARLOTTESVILLE**  
Maurice Jones, City Manager  
Kristel Riddervold, Environmental Administrator  
Nancy Quirk, Climate Protection Program Coordinator
- **ALBEMARLE COUNTY**  
Tom Foley, County Executive  
Andy Lowe, Environmental Compliance Manager
- **LEAP CONTRACTORS**  
Laura Fiori, Owner, Key Green Energy Solutions  
Ralph Sachs, General Manager, Albemarle Heating and Air  
Gary Dettra, Program Manager, Abrahamse and Company
- **REAL ESTATE**  
Greg Slater, Better Homes and Gardens III Associate Broker
- **UVA COMMUNITY CREDIT UNION**  
Rebecca Cardwell, Director of Community Relations
- **UTILITIES**  
Ralph Joyce, Energy Conservation Program Manager, Dominion Virginia Power

- **UNIVERSITY OF VIRGINIA**  
*Paxton Marshall, Professor and LEAP Board member*  
*Ben Margolis, Darden School of Business student*
- **PIEDMONT VIRGINIA COMMUNITY COLLEGE**  
*Valeria Palamountain, Dean of Workforce Services*  
*Michelle Oliva, Program Manager for Construction and Weatherization*

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## SECTION 6 – FINANCIAL INFORMATION

*In 2011 LEAP was able to secure additional grant funding from the following sources:*

- *Private foundation for Better Business Challenge \$35,000*
- *Dominion Virginia Power in support of the Better Business Challenge \$3,000*
- *Dominion Virginia Power in support of AmeriCorps, \$10,000*
- *Private foundation in support of AmeriCorps, \$25,000*
- *State Energy Office in support of NOVA State Energy Program award, \$200,000*
- *Energy Foundation in support of Virginia Energy Efficiency Council, \$28,000*
- *Department of Energy for State Energy Program Commercial grant, \$306,882*

*These funds both support current programs, as in our commercial program in Charlottesville, and provide startup capital to launch new programs, as is the case with a residential and commercial program in northern Virginia.*

*As we look forward to 2012, LEAP will finalize and begin operationalizing a revenue model that is market-based. This model will build on the core mission of our nonprofit – to implement energy efficient technologies – and work with both established and new partners. Through a combination of an Affiliate program to drive membership, lead fees to contractors, and vendor/service provider transaction fees, LEAP seeks to provide value to our stakeholders that is worthy of compensation. We will also continue to pursue requests for proposal for which we believe we are competitive, whether they be from government or a private business, such as a utility.*



## SECTION 7 - ON THE HORIZON



### ***Building a Community Power Plant Together.***

*This is the vision for LEAP in 2012. But this won't be your typical power plant. It isn't subject to a lengthy list of environmental or statutory regulations. It creates real, local jobs. It will save consumers money on their energy bills and reduce carbon emissions. And it's already under construction.*

*As evidenced by the range of positive results chronicled in this 2011 Annual Report, LEAP's rapid strides in Charlottesville have laid the foundation for a power plant that measures production in "Negawatt" hours. This is particularly relevant to Virginia, a capacity short state, which means our electrical supply generation has not kept up with our demand. As a result, utilities are tasked with building more power plants because they have to – we need to keep the lights on.*

*Numerous studies have shown that the most cost-effective and least controversial power plant is the one you never have to build – the one powered by energy efficiency. LEAP's role is to help facilitate the creation of this through leveraging private investment (over \$3 M so far) and the local workforce. We have created over \$200,000 in cost savings yearly, and generated over 1,390,892 kWh in energy. According to documented job hours, we have created 17 new jobs in our community over the last year, including LEAP staff.*

*In 2012 we're taking that success on the road. Charlottesville will continue to serve as the home base for LEAP's administrative staff and Governance Board and the testing ground for new initiatives and campaigns. As of January 2011, we are also responsible for administering residential and commercial programs in Northern Virginia and will work in the counties of Arlington, Loudoun, Fairfax, Prince William, and with cities such as Alexandria and Falls Church.*

*With the lessons learned of 2011, we bring to the new year a solid foundation built on results that has positioned LEAP as a leader in the energy efficiency field – a role we enthusiastically embrace. As we expand beyond Central Virginia, it is imperative that we collaborate with key stakeholders to help create a vibrant and growing residential and commercial energy efficiency market in our new service area and to support the same throughout the Commonwealth. Building on the partnerships we forged in 2011, we look forward to working shoulder-to-shoulder with our sister energy alliances in Virginia, other municipal programs, our utilities, the State Corporation Commission, realtors, universities, financial institutions, and most importantly the localities, residents and businesses we serve.*

***Together we will build this community power plant.***