



Annual Report 2012

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Message from LEAP Governance Board Chair



Through LEAP's 2012 programs, residents and business owners were able to take advantage of over a half million dollars in rebates and interest rate buy downs to make the implementation of energy improvements more affordable. The projected annual energy savings accumulated from LEAP's ongoing work is close to \$1 million. Leveraged private investment in energy efficiency through LEAP's programs totals over \$6 million, and job hours equate to roughly 20 new jobs in the Central Virginia community alone. As evidenced by these numbers, the business case for energy efficiency remains strong.

In this past year, LEAP was excited to begin working with utilities such as Old Dominion Electric Cooperative, Rappahannock Electric Cooperative, and Dominion Virginia Power to promote energy efficiency improvements for the betterment of citizens and the Commonwealth. These electric utilities have new programs and incentives that integrate well with our residential Home Performance with ENERGY STAR program. We commend them for their willingness to bring more resources to property owners through their efforts. We also hope to promote energy improvements for the commercial building sector in cooperation with them in 2013.

In sum, 2012 was a good year for LEAP, one during which we grew our networks, expanded our services to other areas of the state, and developed new partnerships to bring energy efficiency opportunities to residents and businesses. As we look forward to 2013, we see the continued growth of energy efficiency through the efforts the Virginia Energy Efficiency Council, the State Department of Mines, Minerals, and Energy, and individual localities with strong commitments to conservation, affordable housing, and economic growth. LEAP is proud to be an active nonprofit partner with government and other NGOs to expand education and outreach on the benefits of energy efficiency.

We expect continued growth of LEAP's programs, service territory, and staff capacity in 2013 and look forward to pursuing and reporting on those advancements.

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



Memorandum

Date: February 2013

To: LEAP Governance Board

From: Cynthia Adams, Executive Director

Subject: Message for Annual Report

Partnerships are LEAP's foundation - we have invested heavily in a variety of strategic collaborations, and in 2012 we saw many of those efforts pay dividends even as we developed new relationships. This past year, LEAP:

- Expanded beyond Central Virginia to bring our programs and services to Northern Virginia with the help of Arlington County and Alexandria local governments, and the Northern Virginia Regional Commission.
- Worked with the City of Charlottesville on an Energize!250 campaign corresponding with the City's 250th birthday to provide low-cost Home Energy Reviews to 200 City homeowners.
- Trained local real estate agents in central and northern Virginia, and worked together with the Charlottesville Area Association of Realtors (CAAR) to get the Home Performance with ENERGY STAR Certificate listed on the local MLS to help buyers and sellers identify energy efficient homes.
- Continued our robust partnership with UVA Community Credit Union, offering low-interest PowerSaver loans, and formed new relationships with Arlington and Commonwealth One Credit Unions.
- Established a pilot energy efficiency program with Old Dominion Electric Cooperative (ODEC) and Rappahannock Electric Cooperative (REC).
- Ramped up our BetterBuildings Neighborhood Program results to put us on the path to achieving 1000 retrofits during the performance period of this grant – over 300 more than were required by our grant contract.

New alliance partnerships were cultivated as the day-to-day work intensified. In 2012 the number of jobs our network contractors completed nearly doubled, LEAP added staff capacity, and we welcomed new Directors to our Governance Board. LEAP also worked on developing an integrated revenue model to generate program income and began testing assumptions. Lastly, we engaged at the local, state and national level to further energy efficiency through public testimony, presentations, committee work, and the publication of a peer reviewed paper. I was personally honored to serve on the Steering Committee which helped found of the Virginia Energy Efficiency Council (VAEEC), an industry organization created to further energy efficiency statewide.

LEAP's course continues in many ways to be shaped by the world around us, and in 2012 we proved that we are strategic and nimble enough to adjust our tactics and services accordingly. The relatively slow recovery of our nation's economy continued to impact

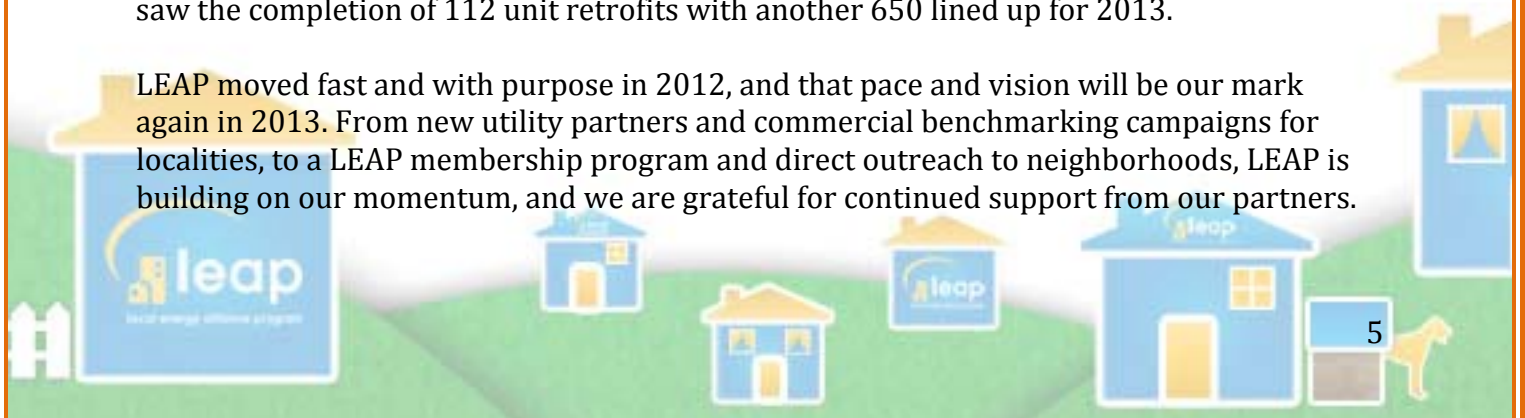
clients' propensity to make energy improvements to their homes and businesses. Yet the extreme weather events of 2012 also renewed a national dialogue on climate change – for which energy efficiency is recommended as the first step toward mitigation. The key to energy efficiency is scale, but the following also holds true: if the deep energy retrofit's cost puts it out of reach for many, then a broad but large scale incremental approach can still have a significant impact. Simply put, any energy improvement is a good energy improvement, and if it's done through our program then LEAP has an opportunity for continued dialogue with property owners and education on what should be their next step. We call it a “staged retrofit,” and it will become a central tenant in our Home Performance with ENERGY STAR program in 2013.

LEAP is building on our increased understanding of the emotional and behavioral drivers for why people make – or don't make -- energy improvements, and we are developing services that will markedly expand participation in our programs through lowering barriers for our average property owner. For example, with the conclusion in 2012 of our Comprehensive Assessment Rebate of \$250, we piloted a less expensive walk-through energy review for Charlottesville residents and Rappahannock Electric Cooperative members. The assessment's value was set at \$100, and the rebates available through our partners for them made them easily affordable for almost everyone. The response and interest in these home energy reviews has led us to develop them further as a major tactic for engaging homeowners in our program.

Another example of how we adjusted based on the market: the success of our Better Buildings Better Basics Rebate (cash rebates on HVAC and insulation upgrades) underscored that homeowners and contractors are interested in a simpler workscope as part of a staged retrofit approach. Thus, we met with the Department of Energy (DOE) to craft a 2013 program that allows for multiple improvements done over time as a way to qualify residents for a Home Performance with ENERGY STAR program Certificate. Other conversations with the DOE in 2012 brought the approval of a HPwES yard sign, which provides recognition for homeowners of the work performed.

As is evident, much of 2012 had a residential building stock focus – but not all. Our Better Business Challenge concluded in June 2012 with 107 participating businesses which competed in several sustainability categories. We also began to engage the stakeholder business community in northern Virginia during a series of meetings. Through our 2011 State Energy Program grant, we continued outreach on PACE (Property Assessed Clean Energy) for commercial buildings, and worked on the development of benchmarking campaigns to engage the commercial sector. Lastly, our low income multifamily program saw the completion of 112 unit retrofits with another 650 lined up for 2013.

LEAP moved fast and with purpose in 2012, and that pace and vision will be our mark again in 2013. From new utility partners and commercial benchmarking campaigns for localities, to a LEAP membership program and direct outreach to neighborhoods, LEAP is building on our momentum, and we are grateful for continued support from our partners.



Governance Board

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

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Professor of Engineering, University of Virginia

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Vice President for Land Development, Southern Development Homes

Satyendra Huja
Mayor, City of Charlottesville

Dave Norris
City of Charlottesville Councilor

Catherine Powers
Vice President of Forecasting & Members Services, Old Dominion Electric Cooperative

David Slutzky
Research Associate, University of Virginia

Duane Snow
Albemarle County Supervisor

Brandon Stites
Director of Energy Conservation and AMI at Dominion Virginia Power

Stephen Walz
Director of Energy Planning, Northern Virginia Regional Commission



By the Numbers

As a result of work performed in LEAP's programs, the following outcomes show the real dollar benefits that come to property owners and communities through energy efficiency. What they don't show is the coincident non-energy benefits we hear about from our clients but are difficult to quantify - such as improved worker productivity from increased comfort and lower health care costs due to healthier indoor air. Nonetheless, LEAP saw a 50% increase in homes enrolled in our flagship residential program in central Virginia in 2012.

600: Homeowners completing work in LEAP's programs in 2012

\$6,000,000: Cumulative amount of private investment leveraged for energy efficiency improvements

Over \$550,000: Cumulative energy cost savings building owners are enjoying annually

8 Gigawatt hours: Cumulative energy savings from our program through 2012 (equivalent to removing 290 homes from the grid)

20: jobs created (measured in job hours - not including LEAP staff)

In addition to the above benefits, through our efforts, LEAP secured over \$500,000 in new funding for energy efficiency from grants and contractually based sources to provide education and outreach, as well as incentives for owners to get energy assessments and make improvements. We are especially grateful to the Southeast Energy Efficiency Alliance for their additional BetterBuildings funding, to our state energy office for their support with respect to our two State Energy Program grants, to the Dominion Foundation with respect to our NOVA Home Energy Makeover Contest, and to the Energy Foundation for funding for the Virginia Energy Efficiency Council.

Testimonials



In the energy efficiency business, word of mouth referrals are very important to engaging new clients. The reason for this is that the energy efficiency retrofit process can often be complicated and intimidating to property owners, thus, an endorsement from a trusted source can mean everything. In this section of LEAP's *Annual Report*, we present the "don't take our word for it, take theirs" testimony that really underscores the value programs such as ours provide to the community.

Happy Homeowners

"We went through with pretty much everything that was recommended, and it made a big difference in the house. Our bills are way down, plus the house feels more comfortable. The funny thing is, I was surprised when I got a rebate check in the mail! To be completely honest, we were doing this because we felt it was the right thing to do for the environment and did not even realize we would receive a check back, let alone a sizeable check. So I really do not understand how anybody would not want to go through this process."

Michael Atchison (homeowner, CEVA)

"I was pleased with every step of the process. One thing that stood out was the building expert who visited my home was surprisingly honest and objective. They clearly explained which recommendations would save me the most money and which were less important. So I felt confident making decisions on which upgrades to choose. Overall, the whole LEAP program was handled very, very nicely."

Joanne Murray (homeowner, CEVA)

"I didn't know what to expect. My house is only 9 years old, so we assumed our home was pretty energy efficient. But the home energy review revealed a number of areas where our home wasn't as energy efficient as we presumed, and provided us with several great recommendations on how to improve the efficiency, save money on fuel costs, and make our home more comfortable. We would highly recommend it."

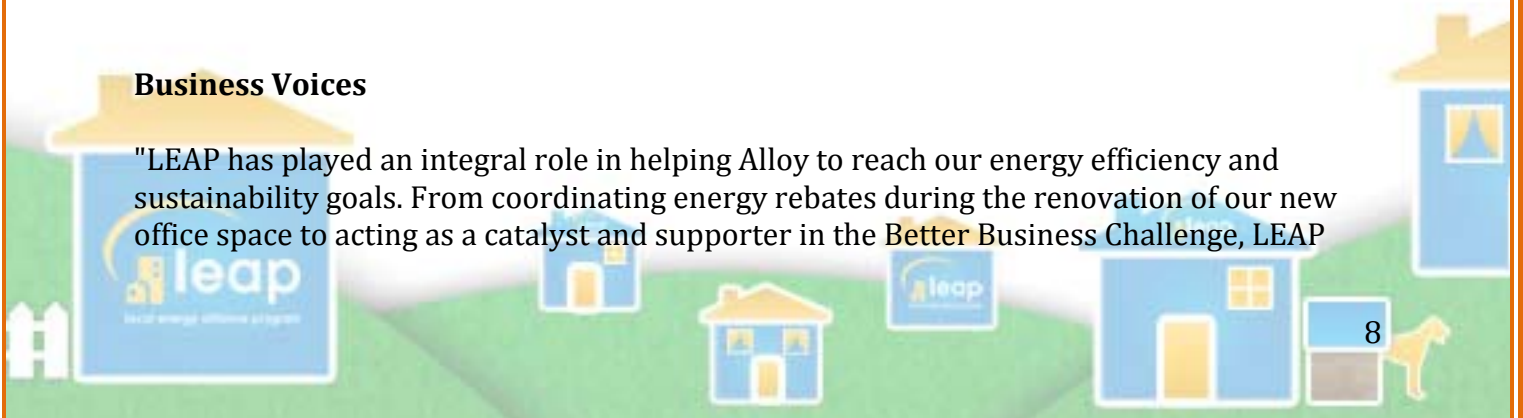
Joseph Wascalus (homeowner, Rappahannock Electric Cooperative member)

"LEAP answered all of our questions along the way, and our contractor was efficient and able to complete other small items related to the energy improvements. In addition to other improvements, our contractor reconfigured our furnace to make it more efficient, installed a tankless water heater to replace an unsafe water heater and installed our new washer and dryer in the space made available by the tankless water heater. Our house is warmer upstairs, our kitchen has more space and our attic is now a livable space. A huge improvement in our tiny home!"

Christine Simpson (homeowner, NOVA)

Business Voices

"LEAP has played an integral role in helping Alloy to reach our energy efficiency and sustainability goals. From coordinating energy rebates during the renovation of our new office space to acting as a catalyst and supporter in the Better Business Challenge, LEAP



helped us to save energy and reduce costs, an outcome that's good for business and the environment!" ***Alloy Workshop***

"In late 2011, the Main Street Arena was fortunate to receive a large Renewable Energy Rebate Grant from the State of Virginia. However, it came with a daunting deadline -the entire 68 Kilowatt per hour, \$300,000 project had to be installed, online and paid for no later than April 30, 2012. With the help of a low-interest loan from the City of Charlottesville, the folks at LEAP flew into action and found a way to administer this new loan program, evaluate the space and create all the necessary paperwork and due diligence protocols in record time. Our solar, electrical generating system is the lynchpin of a five step program to be undertaken at the Main Street Arena over the next 36 months which should, in the end, enable us to reduce our energy costs by over 70%. Thank you LEAP for your partnership in making it a sustainable business for decades to come."

Roger L. Voisinet MSc., Main Street Arena Investor

Contractor Network

"The wary consumer is often skeptical of a contractor's recommendation regardless of how unbiased and accurate it may be. Having LEAP as an ally has increased our creditably, leading to a higher closure rate on proposed work with a more comprehensive scope of services. Also, the consistent standards of performance promoted by LEAP with measured goals and achievements have made us a better company and will ultimately improve the home performance industry. Having been in the insulation business in Central Virginia for over 35 years, we can see without a doubt the positive impact LEAP has made on the market's awareness of the value of energy efficiency."

Gina Sullenberger, Owner, Weatherseal Insulation

New Markets

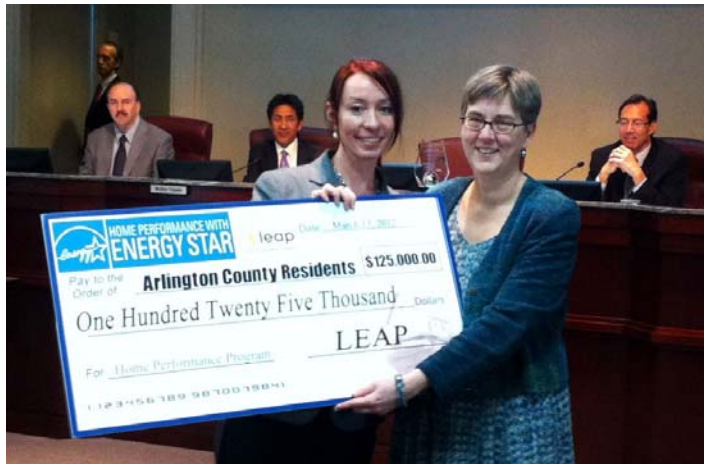
"We are extremely pleased to be working in partnership with LEAP to provide energy efficiency services to homeowners and business owners in Northern Virginia. We have partnered with LEAP based on their expertise in offering proven, on-the-ground energy efficiency services. We look forward to continuing our partnership to deliver energy efficiency to more and more families and businesses in the Northern Virginia region."

Steve Walz, Northern Virginia Regional Commission

Elected Leaders

"As a member of the Board of Supervisors, you find yourself on numerous boards and commissions. When I was asked to serve on the LEAP Board, I agreed but I wasn't sure what to expect. I knew that they were advocates for energy efficient homes, but I wasn't converted. I decided to go through the process to understand the value of LEAP to the community. After experiencing first hand the whole process from beginning to end, I felt like a six week old kitten. My eyes were opened! I discovered LEAP can save home owners

and the business community several thousand dollars over a short period of time; provide work for our local contractors and jobs for our citizens; and help to conserve energy both to businesses and homes. The whole process was well-organized and efficient. I would strongly recommend calling LEAP to learn more about this exciting energy alliance.” **Duane Snow, Albemarle County Board of Supervisors, LEAP Governance Board and LEAP homeowner**



“Arlington County is deeply committed to improving energy efficiency in the community. Our partnership with the Local Energy Alliance Program will help remove the financial barriers to making energy saving home improvements, while showing people how easy it can be to create a warm, welcoming, and energy efficient living space.” **Mary Hynes, Chair of the Arlington County Board**

“Through the Community Energy Plan, Arlington is working to transform the way we manage energy in the future. LEAP fits in with that by offering residents incentives to improve energy efficiency – one home at a time.” **Jay Fisette, Arlington County Board Member**

Innovative Campaigns

“Energize!250 was a great opportunity for the City to partner with LEAP to celebrate our 250th Anniversary. The Home Energy Reviews served as an important example of the impressive programs offered by LEAP’s very capable staff.” **Maurice Jones, City of Charlottesville Manager**

Productive Partnerships

“Rappahannock Electric Cooperative welcomed the opportunity to partner with LEAP. It’s a smart decision for us as a business. More importantly, however, this partnership brings some exciting programs to our members and helps them save energy and money.” **Butch Williamson, Director of Key Accounts and Energy Services, Rappahannock Electric Cooperative**

“LEAP has done an extraordinary job of raising awareness about the importance of conserving energy. Their recent Home Energy Makeover in Northern Virginia was a great success - reaching individual residential customers, the non-profit sector and the business community. Dominion was very pleased to sponsor the contest and provide incentives for taking steps to reduce energy usage and lower ones carbon footprint. The

recommendations provided by LEAP were useful, realistic, and had positive outcomes. Dominion's customers want that kind of advice to help them use energy wisely today, so that we will have a brighter, cleaner and healthier future."

Carolyn Moss, Managing Director of Mid-Atlantic Regional State and Local Affairs, Dominion Virginia Power

"Working closely with builders in this market, I've seen firsthand the impact of energy efficiency on our housing market and the growing demand among consumers. When introduced to LEAP in 2010, I knew right away LEAP would become a valuable partner to local Realtors. This past year LEAP did a terrific job raising awareness among Realtors and serving as a resource to their clients. Their educational efforts culminated in the first offering of S.T.A.R. training for our local agents. Bringing more Realtors and appraisers to the conversation, LEAP hopes to help bridge the gap between home energy improvements and market value." ***Greg Slater, Associate Broker Nest Realty, CAAR Home Energy Performance Project Team Chair***

"The Local Energy Alliance Program is one of the most innovative and dynamic energy efficiency programs in the country. Within a few years, the program has gained national recognition for enthusiastically taking on the challenges of the industry and finding creative solutions for resolving them. Over the next few years, we expect that LEAP will help lead the home performance industry to new heights." ***Robin LeBaron, Managing Director of the National Home Performance Council***

"Once again, LEAP has proven to be an ideal partner for the Credit Union. We both share the fundamental goal of helping people save money and believe the best path to achieving this goal is through education and providing helpful tools to overcome barriers to take energy efficiency measures. I'm proud our collaboration has successfully raised our community's awareness through fun and innovative educational outreach programs. The 0% Rate Reduction Program LEAP and the City designed to supplement our PowerSaver Loan Program is also helping hundreds of our community members make energy efficient retrofits to lower their energy use, save money and improve their homes, and ultimately our community." ***Alison DeTuncq, President/CEO, UVA Community Credit Union***

Funding Partners

"LEAP supports the continued growth and vitality of the communities they serve, one home energy retrofit at a time. The Commonwealth of Virginia has a great friend and partner in LEAP – a homegrown force for positive, sustainable change." ***Michael Mills, President, Southeast Energy Efficiency Alliance***

"Partners in the Better Buildings Neighborhood Program are leading by example, showing firsthand how energy efficiency improvements can save money by saving energy. The investments they've made through this program are helping to cut energy waste while saving American businesses millions in energy costs, creating jobs nationwide and helping to position the United States to lead in the global economy." ***Danielle Sass Byrnett, Department of Energy Better Buildings Neighborhood Program Director***

Residential Program



LEAP's Executive Director, Cynthia Adams, is joined at a press event by Congressman Jim Moran and an Arlington County homeowner who was very pleased to have earned his Home Performance with ENERGY STAR program Certificate.

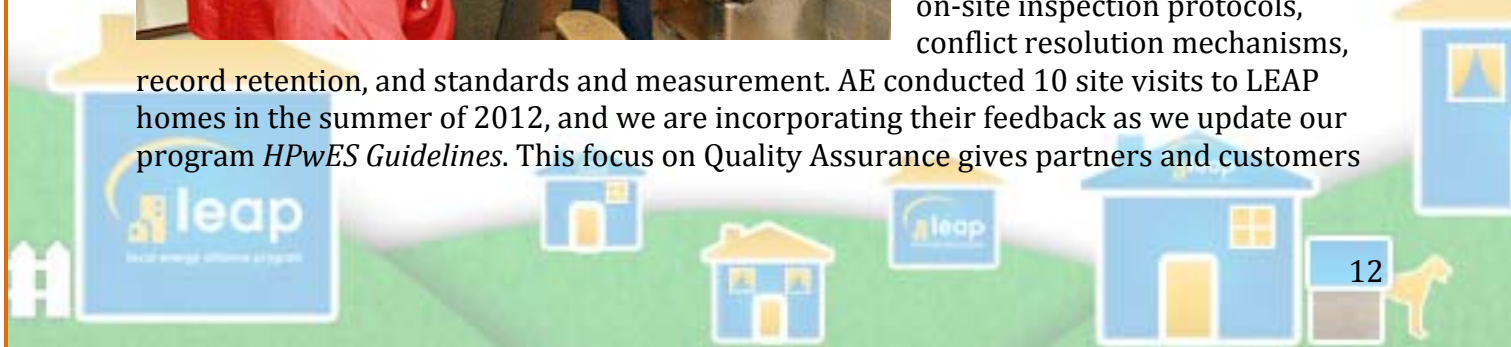
LEAP launched its programs in Charlottesville-Albemarle area in 2010, but in 2012 we expanded significantly beyond our original borders. In the spring of 2012 we took the reigns of the Home Performance with ENERGY STAR program in Northern Virginia with plans to establish a commercial energy efficiency program in that region in 2013. This brought the counties of Loudon, Prince William, Fairfax, Arlington and the independent cities within them, such Alexandria, into our contractor service area. Through our pilot with Old Dominion Electric Cooperative (ODEC) and Rappahannock Electric Cooperative (REC), we also began to serve their members in Madison, Culpeper and Orange counties in Central Virginia.

Quality Assurance



The main ingredient of LEAP's success has been our satisfied clients, at the heart of which is our commitment to customer service and Quality Assurance. In 2012 LEAP formalized our Quality Assurance Plan with the help of Advanced Energy (AE) and the Southeast Energy Efficiency Alliance. The plan addresses the reporting process, job reviewing, customer feedback mechanisms, on-site inspection protocols, conflict resolution mechanisms,

record retention, and standards and measurement. AE conducted 10 site visits to LEAP homes in the summer of 2012, and we are incorporating their feedback as we update our program *HPwES Guidelines*. This focus on Quality Assurance gives partners and customers



alike confidence that LEAP's policies and procedures go through their own QA by outside entities and the work itself will be top notch.

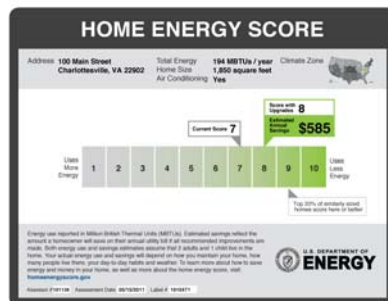
Workforce Development

As LEAP continues to drive demand in even more markets across the Commonwealth, we accept a responsibility to support the development of a trained workforce that will ultimately make or break the residential and commercial energy efficiency industry. For example, in 2012 we organized a statewide training program – “Success with Home Energy Upgrades” – presented by Advanced Energy with Virginia’s Weatherization Training Association and hosted by Creative Conservation that drew more than two dozen participants.

More ways in which we fostered the energy efficiency workforce development in 2012:

- 180+ test-outs
- 120+ quality assurance visits
- 8 contractor meetings
- 4 Technical Advisory Committee meetings
- 2 Efficiency First meetings hosted by LEAP
- 10+ Company trainings and presentations
- 15 University of Virginia students trained to conduct Home Energy Reviews

Home Energy Reviews and Home Energy Score



LEAP's signature residential program remains Home Performance with ENERGY STAR, a Department of Energy program that helps homeowners realize a 20% or greater energy savings and includes a program Certificate in acknowledgement of their work. But in 2012 LEAP diversified the ways in which homeowners can take advantage of our contractors, rebates, financing, expert advice and quality assurance.

After serving as one of 10 pilot communities in 2011, LEAP was among the first in the country to offer the DOE's Home Energy Score, which is comparable to the MPG rating on your car. It rates the home on a scale of 1-10, based on how efficient the home uses energy. This allows a homeowner to compare her or his home's relative efficiency to

another home like theirs. So similar to how you might go car shopping, and compare the MPG rating on a Camry versus a Hummer—now you can do the same with homes that have been scored.

LEAP also piloted the \$100 Home Energy Review, a scaled back version of the full home energy assessment whose market rate is \$300 - \$400. In addition to breaking down the often cited cost barrier, Home Energy Reviews are less time consuming so that homeowners can more easily schedule and participate in the reviews. Home Energy Reviews have also helped us programmatically by screening homeowners for their interests and matching them with the best contactor, and they serve as training opportunities for new Building Analysts.

Expanding Partnerships with Local Utilities

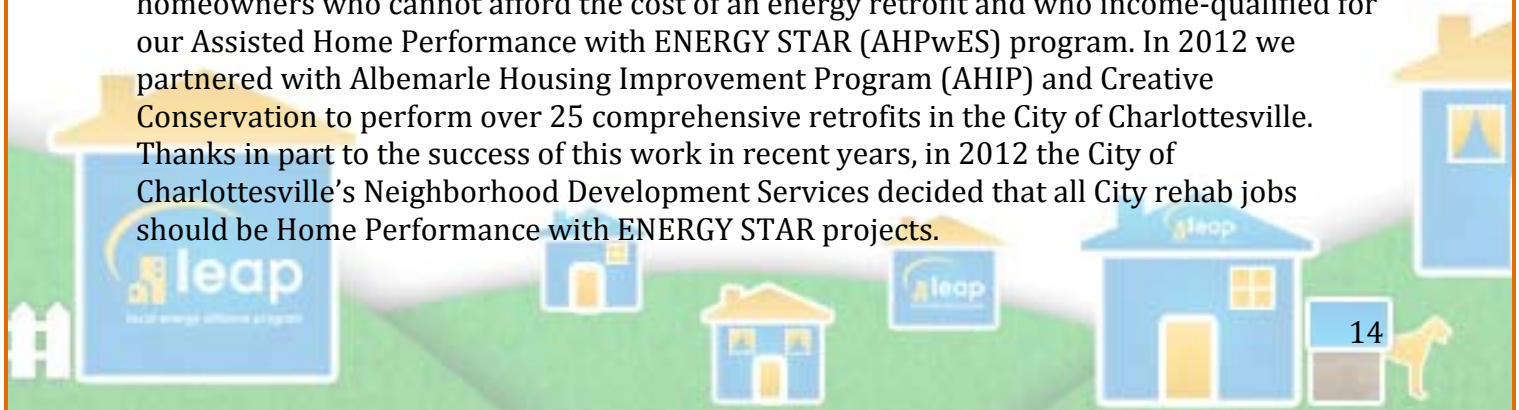
Where do people get most of the information about their energy use and costs? Their utility companies – through their bills and incentive programs. Building on our work with utilities like Dominion Virginia Power and Charlottesville Gas, in 2012 we expanded our utility partnerships to the local electric co-operative. LEAP signed a Master Services Agreement with Old Dominion Electric Cooperative (ODEC) and launched a pilot with their member co-op, Rappahannock Electric Cooperative (REC), to offer an energy efficiency program for REC members in Albemarle, Louisa, Greene, Madison, Culpeper, and Orange counties. REC offered free Home Energy Reviews to their members, which included a Home Energy Score and checklist of cost effective improvements. REC members were also eligible for incentives to lower the cost of making applicable improvements through LEAP's Home Performance with ENERGY STAR program – such as discounts on heat pump tune ups, duct sealing, air sealing and insulation.

LEAP trained REC's Energy Advisors to do Home Energy Reviews and Home Energy Scores. In 2012 this program completed 90 Home Energy Reviews and 30 home energy improvement projects were completed or underway.

We also consulted with Danville Utilities to create a suite of creative marketing materials – including print and radio ads, posters and fact sheets – based on our extensive experience on this front.

Assistance to Homeowners in Need

Utilizing grant funds from the City of Charlottesville, LEAP provides assistance to homeowners who cannot afford the cost of an energy retrofit and who income-qualified for our Assisted Home Performance with ENERGY STAR (AHPwES) program. In 2012 we partnered with Albemarle Housing Improvement Program (AHIP) and Creative Conservation to perform over 25 comprehensive retrofits in the City of Charlottesville. Thanks in part to the success of this work in recent years, in 2012 the City of Charlottesville's Neighborhood Development Services decided that all City rehab jobs should be Home Performance with ENERGY STAR projects.



The LEAP Contractor Network

LEAP was proud to work with the following contractors in 2012:

Northern Virginia

Commonwealth Sustainability Works
CroppMetcalf
EcoBeco
EDGE Energy
Home Energy Medics
Home Energy Savings Solutions
Home Performance Solutions
Lensis Builders
McCrea Heating & Air
Southland Insulation
The Home Energy Detective

Central Virginia

Abrahamse & Company Builders
Airflow Systems
Albemarle Heating & Air
Albemarle Housing Improvement Program (AHIP)
Atlantic Solar Solutions
APM Energy
Beck Cohen
Clyde E. Smith
Comfort Source
Commonwealth Sustainability Works
Creative Conservation
Davenport Insulation
EDGE Energy
Johnson Custom Windows and Doors
Key Green Energy Solutions
Lithic Construction
Mack Morris Heating & AC
McCrea Heating & Air
Peter Johnson Builder
Piedmont Radiant
Robertson Electric
Weatherseal Insulation



Commercial Program

The Better Business Challenge



The first ever Charlottesville Area Better Business Challenge successfully engaged more than 100 businesses with a combined 4,000 employees in a friendly competition aimed at increasing their efficiency and sustainability in their day-to-day operations. The contest yielded over 1,000 actions completed in energy, water, waste, purchasing and transportation.

The Challenge was the result of a strong partnership with central VA nonprofit BetterWorldBetty, local government, and the Chamber of Commerce – to name just a few partners. It was generously funded through a local foundation and the Southeast Energy Efficiency Alliance via our BetterBuildings grant. Betty and LEAP provided businesses with a strong support platform that included education, training, networking, media coverage, recognition as well as one-one-one consulting through assigned business “concierges.”

Local businesses were honored for initiatives including: ENERGY STAR ratings for their buildings (State Farm); installing programmable thermostats (GreenBlue); using energy-saving window tinting (Carpet Plus); installing energy efficient lights (The Paramount Theater); pledging to reduce energy use by 50% (VMDO Architects); utilizing solar tubes and skylights instead of lights during the day (Alloy Workshop); and installing a higher efficiency HVAC system (Jefferson Madison Regional Library).

Winners and businesses’ sustainability accomplishments at can be found at: www.cvillebetterbiz.org.

Cash Rebates to Businesses



jean theory:



In 2012 LEAP’s BetterBuildings commercial program allocated \$38,000 in rebates to Charlottesville area businesses to support \$253,000 in energy improvements to 5 properties resulting in \$17,000 in combined energy savings each year. Habitat for Humanity’s new headquarters replaced windows, roof materials and HVAC systems. Jean Theory switched to LED lights, and the McCallum and Kudravetz law firm proactively

replaced old and inefficient HVAC units. Alloy Workshop utilized the rebate to increase their efficiency investment while updating their offices. Cedars Court is a large office complex that utilized the rebate to replace an inefficient rooftop unit.

Multifamily Properties

LEAP continues to administer the Department of Energy's Weatherization Innovation Pilot Program (WIPP), which offers retrofits and tenant education to low-income multifamily properties. In 2012 weatherization was completed on more than 100 units, leveraging over \$900,000 in private investment and providing \$100,000 in cash rebates. Another 750 units are already lined up for 2013. These project also include a tenant education piece to help renters maximize their savings from the upgrades.

New DOE Grant for State Buildings

LEAP participated in the Department of Mines, Minerals and Energy's (DMME) proposal to secure a third State Energy Program (SEP) competitive grant to support ongoing efforts to make the Commonwealth's public facilities more energy efficient. We are poised to assist with marketing and outreach to move this "Make Energy Conservation Self-Sustaining" initiative in the latter half of 2013.

Green Energy for Green Companies

LEAP's primary focus has been and will continue to be energy efficiency. But facilitating the application of clean, renewable energy to residential and commercial properties is also part of our long-term vision. Home and business owners often seek out our advice and support for small-scale solar projects, especially after they have laid the groundwork for the most efficient use of the energy source – and in 2012 LEAP was there to help.

Main Street Arena: Harvesting the Sun to Make Ice



LEAP worked with the Main Street Arena to finance one of the largest privately-owned solar power installations in Virginia. The 68 kW array is expected to save the popular ice skating and special event facility as much as two months off its yearly energy bill every year (or offset the energy use of 6 American homes). The \$280,000 project is the first born of a Renewable Energy Loan Fund grant awarded to LEAP by the City of Charlottesville.

Solar and Geothermal Workshop

More than 50 people attended a workshop, hosted by LEAP, for commercial property owners to explore the opportunities related to solar and geothermal technology. The City of Charlottesville has led the way in central Virginia with its LEED buildings that utilize deep geothermal wells and solar installations. Workshops like these funded through the Renewable Energy Loan Fund help educate commercial property owners on how they can achieve the same benefits.



In the Community

Fun with PowerSaver Loans and Radio Disney



LEAP and our partner UVA Community Credit Union continued to raise Central Virginia's energy efficiency awareness through innovative and fun ways in 2012. In partnership with Radio Disney®, our team continued to bring the *"Radio Disney Team Green Game Show, PowerSaver Edition"* to large community events, reaching thousands, specifically at the:

- Blue Ridge Home Builders Association Home & Garden Festival, on April 21, 2012, at the John Paul Jones Arena
- City of Charlottesville's Safe Halloween Event, on October 27, 2012, on the Charlottesville Downtown Mall
- First Night Virginia, New Year's Eve celebration, on December 31, 2012, on the Charlottesville Downtown Mall

Families competed to win prizes while learning about energy-saving home improvements and PowerSaver Loans. Homeowners could also register to win a home energy assessment at these events.

With LEAP's expansion in Northern Virginia we have also been collaborating with the Arlington Community Federal Credit Union on efforts to cross-promote our Home Performance with ENERGY STAR program and their financing options for home energy improvements. This included teaming up on a number of community events and presentations in the region.

Engaging the Real Estate Community



One of the most robust and productive central Virginia partnerships for LEAP in 2012 was with the real estate community – namely the Charlottesville Area Association of Realtors (CAAR). We kicked off the year with a standing room only luncheon, attended by more than 50 realtors, to present the Home Energy Score. In the summer we offered the "S.T.A.R." training program, or Sustainability Training for Accredited Real Estate

Professionals, which CAAR hosted. About 30 realtors took advantage of this certification course preparing them to market and sell an energy efficient home or retrofit. This training was provided for free through LEAP's State Energy Program grant from the Department of Mines, Minerals, and Energy. We also succeeded in getting the Home Performance with ENERGY STAR program Certificate added as a searchable field to the local MLS to help buyers and their agents identify energy efficient homes.

NOVA Home Energy Makeover Contest



With two successful Home Energy Makeover Contests under our belt in Central Virginia, LEAP took the popular contest on the road to Northern Virginia and met with 1,500 entrants. This contest acts a vehicle for promoting energy awareness to homeowners by educating residents on how their home utilizes energy. Plus, three lucky homeowners won makeovers valued at \$10,000, \$5,000 and \$3,000.

Contest partners and sponsors included: Arlington County, The City of Alexandria, Arlington Community Federal Credit Union, Commonwealth One Federal Credit Union, The Northern Virginia Regional Commission, The Dominion Foundation, and Virginia Energy Sense.

GreenMatters Workshops



LEAP continued hosting its signature series of "GreenMatters" workshops for the public, in partnership with the UVA Community Credit Union and Blue Ridge Homebuilders Association. This year LEAP co-hosted 9 workshops using 12 different speakers. Below is a list of the workshops held in 2012:

- Feb - Home Energy Improvements: How to Do It Right
- March - "Home Energy Makeovers: Before and After"
- April - Home Cooling Strategies to Save You Money
- April - Home Energy Assessment 101
- April - Cash for Comfort: How to Pay for Home Energy Improvements
- May- Do-It-Yourself Home Energy Improvements

- Sept - Going Green Makes \$ense
- Oct - Preparing Your Home for Winter Weather
- Nov - Making Your Old House New with Energy Efficiency

Energize!250



In honor of the City of Charlottesville's 250th birthday, LEAP combined forces with the City, UVA Community Credit Union, and Charlottesville Gas to create the energy efficiency campaign "Energize!250." This fun and easy pilot kicked off in April 2012 with the goals of reaching 250 homes in 250 days, lowering

the participants' overall energy consumption by 10%, and making a lasting impact in the community through actual cost savings. The campaign included focused efforts to engage key constituencies (families linked to the City's schools) as well as participating in numerous public events (such as the Downtown Safe Halloween event). A strong partnership with Charlottesville Gas and the UVA Credit Union provided additional unique opportunities to reach homeowners. While our abbreviated timeline didn't get us all the way to 250, we did have 200 homeowners sign up to get Home Energy Reviews through the campaign!

Out and About

In addition to numerous homeowner workshops given, LEAP attended local events to support the community and spread the message of energy efficiency.

- Darden Energy Conference
- UVa Nonprofit Panel
- Blue Ridge Homebuilders Association Home & Garden Show
- Bike, Walk, Play at JPA
- Alternative Giving Event
- Green Homes event at the Church of Incarnation
- Earth Day Event at Main Street Arena
- Charlottesville Vegetarian Festival
- Radio Disney Halloween Event
- Sustainability Training for Accredited Real Estate Professionals
- Home Energy Score presentation by DOE to Charlottesville Area Association of Realtors
- Arlington Green Living Expo and Arlington Home Show
- Northern Virginia Housing Expo
- Alexandria Earth Day and Farmers Markets



On the Air with the House Doctor



LEAP partnered with the UVA Community Credit Union to create “The House Doctor” radio talk show on Charlottesville’s WINA. The weekly Saturday morning show covered a variety of topics related to energy efficiency in a fun, casual environment, including special guests.

- The Phantom Menace – (on phantom energy loss in the home)
- 8 Flaws of Installing Insulation
- Snows Knows...Energy Efficiency? (Guest: Duane Snow)
- Home Energy Assessment 101
- Renewables vs. Retrofits: Who will be crowned the champion?
- Homeowner Case Study
- Ohhh Shiny Stuff - (on Radiant Barriers)
- What is Geothermal Anyways?
- How to Stay Cool this Summer Charlottesville

Tapping the Student Mind

During the summer of 2012, LEAP welcomed three teams of interns from UVa and Virginia Tech: Energy Usage Measurement and Verification; Weatherization Materials Database; and Marketing. They were creative and energetic as they set and accomplished the following goals:

- Assist in analyzing the costs, benefits and paybacks of energy efficiency renovations. This included collecting and analyzing data on retrofitted homes, interviewing homeowners on their perceptions of the costs and benefits, and preparing educational materials to persuade other homeowners to upgrade their own homes.
- Create a database of weatherization materials for historic homes (homes over 50 years old are potentially eligible for listing on the National Register of Historic Places).
- Compile video and multimedia materials; support website design, functionality and content development; and assist with marketing initiatives such as branding and analytics.



Beyond Our Borders

Contributions to the Industry



Cynthia Adams, LEAP's Executive Director, makes opening statements at the May 2012 Virginia Energy Efficiency Council meeting.

LEAP stands on the shoulders of industry leaders in its programs' design and implementation. The more we learn, the more we desire to engage the broader community and give back to it. LEAP truly thrives in concert with a flourishing energy efficiency

industry as a whole. To that end, in 2012 LEAP contributed to efforts locally and across the country to help grow energy efficiency as a valued resource.

LEAP's Executive Director and staff participated in the following workshops, boards, committees and presentations in 2012:

- Virginia Energy Efficiency Council Governance Board
- Efficiency First VA Chapter Governance Board
- BPI Working Group 9 - Real Estate Data Collection Standard Committee
- Home Performance Project Committee with CAAR
- James River Green Building Council
- Green Building Committee with Blue Ridge Home Builders Association
- Dominion Customer Advisory Board
- UVA Financing for Affordable Housing Ad Hoc Committee
- HPXML Data Standard Working Group - development of a data standard and schemas that will allow seamless transfer of information on energy improvements from one software tool to another
- "Data and Sustainability in HPwES" – Better Buildings Conference
- "Innovation in HPwES" - ACI National Conference
- "HPwES and Marketing Strategies" – Co-op Marketing Conference
- "LEAP's HPwES Model" – Harnessing Innovation for Energy Efficiency Conference
- "Coop Utility Partnerships" - DOE BetterBuildings Conference
- "Marketing Proforma with National Home Performance Council" – DOE BetterBuildings Conference
- "Engaging the Real Estate Community" – DOE Better Buildings Conference
- Paper publication and presentation at ACEEE's Summer Study on Energy Efficiency

- “HPwES Co-op Pilot” – Co-operative Exchange Conference
- Pre-conference session on energy efficiency at the Virginia Governor’s Conference on Energy
- “The Community-Based Energy Efficiency Program” - VCN Annual Environmental Assembly

Shaping Policies and Regulations

Local, state and federal policies and regulations directly shape the residential and commercial energy efficiency landscape. But LEAP is not a passive bystander; rather, we work at all levels to support initiatives that facilitate the uptake of energy efficiency on a broad scale.

At the local level in 2012, we reviewed the City of Charlottesville’s new climate protection program report, and we made a presentation to the citizen’s council for Arlington’s Community Energy Advisory Group.

At the state level, our Executive Director and one of our contractors at our behest gave testimony at the State Corporation Commission in support of Dominion Virginia Power’s proposed Demand-Side Management programs. Dominion’s “Residential Bundle Program” was ultimately approved. LEAP also supported Dominion during their Integrated Resource Planning hearing at the SCC.

Lastly, LEAP spoke with contractors and legislators on best practices as they relate to utility cost tests and were pleased to see Governor McDonnell’s energy package pass. It included a provision that clarified the application of utility costs tests so as to allow for the passing of more energy efficiency programs.



In the Spotlight

Contractor Awards 2012



LEAP held its second annual central Virginia Contractor Awards Ceremony at ecoREM0D in October, an opportunity to publicly express our gratitude to our contractor network.

- **Creative Collaborators** (*Best Team Collaboration*): Albemarle Heating & Air / Weatherseal Insulation
 - Honorable Mentions: AHIP/Johnson Custom Windows and Doors & Mack Morris/Creative Conservation
- **Ruler of the Retrofits** (*Best Home Performance Contractor*): Abrahamse & Company Builders
- **Blower Door Boss** (*Best Auditor*): Key Green Energy Solutions
- **Thermal Rock Stars** (*Best Insulation Company*): Weatherseal Insulation
- **Comfort Kings** (*Best HVAC Contractor*): Robertson Electric
- **Rising Star**: Mike Baldauf, APM Energy
- **Climate Control Craftsman** (*Best Remodel Combined with Energy Efficiency*): Don Charlesbois, Woodworks Construction
- **CLIO Marketing Award** (Best co-marketer): Mack Morris Heating & AC

Spotlight Award Nomination



LEAP was honored to have been nominated for the prestigious "Spotlight" award by the Charlottesville Business Innovation Council (CBIC). The award celebrates organizations that have brought positive publicity to the City of Charlottesville, or a "spotlight," by garnering media attention and national recognition for their work. The awards event, which was held at Farmington Country Club, gathered together some of Charlottesville's most

respected and distinguished business leaders. LEAP was proud to be considered such a positive, powerful influence on our community.

On the Horizon

As we look forward into 2013, LEAP begins with a recalibration of staffing assignments to align positions with our business and strategic plans. To that end we are pleased to have brought on board a motivated and driven Director of Operations. Our staff has grown to seven full-time and four part-time employees, plus two part-time positions for accounting and bookkeeping services. We appreciate the Team's dedication, spirit, and hard work.

LEAP has several exciting initiatives planned for 2013 that include commercial benchmarking campaigns for localities, the engagement of residential neighborhoods through "Targeted Neighborhood Signups," and the launch of an Affiliate Membership Program. These activities not only advance our mission of education and outreach on energy efficiency, they also promote our programs and services with the goal to implement energy improvements for lasting impact. By performing walk-through assessments and presentations to their broader constituency, LEAP seeks to deliberately blur the lines between our commercial and residential programs by engaging property owners from faith-based organizations, homeowner associations, and schools (public and private). We also hope to use this "touch one to touch many" outreach strategy to bring additional resources to our low-income program, and we will emphasize low- and no-cost actions all homeowners and renters should consider taking.

LEAP continues discussions with utility partners about program expansion both within REC's member service area and including other ODEC member co-ops in the Home Performance with ENERGY STAR family. In addition, we will continue our efforts to coordinate with and support other energy alliances and utilities that are implementing energy efficiency programs in Virginia. As the community-based advocate for energy efficiency, we are uniquely suited to catalyze market transformation.

Lastly, 2013 will see the execution of our business plan as LEAP evolves from a wholly grant-funded entity to one whose program income can provide a pathway to long-term sustainability. 2012 has served well as a level set for the LEAP team, and 2013 will be our test-bed year for the strategies we have developed to self-sustain. With a renewed commitment from key local governments like the City of Charlottesville and the ramping up of activities in northern Virginia communities of Arlington, Alexandria, and Reston – LEAP well-positioned to successfully take on the challenges before us.





The mission of the Local Energy Alliance Program is to lead the effort in communities to retrofit buildings with energy efficient and renewable technologies. The overarching goals include cost savings, job creation, energy self-reliance, local economic development, and environmental stewardship.

LEAP, in partnership with the local governments, utilities, the state Department of Mines, Minerals and Energy, and others, will achieve these goals through facilitating program design, financing solutions, workforce development, marketing & outreach, and quality control.

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