



local energy alliance program

2014 ANNUAL REPORT

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Reflections on 2014

Smart organizations succeed by staying nimble, weathering transitions and innovating as circumstances change. LEAP showed such stripes in 2014.

- When we learned that homeowners wanted a **lower-cost way to learn about their homes' energy performance**, we stepped up our participation in Dominion Virginia Power's Home Energy Check-Up program. Our Energy Coaches did 1,881 Check-Ups—that's more than seven every working day.
- Responding to popular **clamoring to go greener by offering energy efficiency and renewables**, we launched the wildly successful Solarize program in Charlottesville and Leesburg/Loudoun. More than 1,550 people applied and to date 123 have signed contracts for solar panels on their roofs.
- Because LEAP **Energy Coaches are such trusted advisors**, many of our participants want them to see the job through from start to finish. So we introduced our Project Management service; in just a few months LEAP has served as general contractor on 25 home energy retrofits.

These 2014 LEAP innovations have positioned the organization for sustained success; we are taking this innovative and adaptive spirit into 2015 ready to tackle new challenges and seize new opportunities.

Bill Prindle

Chair, LEAP Governance Board
ICF International



Reduce & Produce

2014 was the year LEAP finally took the plunge into renewable energy, and it was a popular move. Our Solarize Charlottesville and Solarize NOVA (Leesburg/Loudoun) programs attracted **more than 1,500 homeowners** with bulk purchasing discounts and free solar site assessments. We made it easy and affordable for them to soak up the sun and soak up the savings. Our innovative approach to pairing energy efficiency and solar was also recognized by the online publication Energy Efficiency Markets: their “How to Get Solar and Energy Efficiency to Play Nice” story featuring LEAP was one of their **top 10** most read articles of the year.

As of March 2015

- 1550+ applications
- 123 contracts (\$2.1 million)
- 675 kw
- \$2.1 million in contracts



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The emphasis on efficient heating and cooling systems and comprehensive insulation was expected. What I found surprising was the emphasis that LEAP staff placed on safety.

— Paul R.

FilterEasy 

Health

FilterEasy Partnership

This year LEAP teamed up with FilterEasy to make a healthy home easy. This simple, convenient, cost-effective service delivers filters to your home exactly when it's time to change them – no more hassle or forgetting — at a lower cost than most hardware stores. And LEAP clients got special deals.

Health-related Products

In 2014 we added a number of new product and service options to the Home Energy Check-Up. Energy Coaches began offering FilterLocks, carbon monoxide alarms, Aeroseal and radon test kits in an effort to assist homeowners with improving their indoor air quality.



Comfort

90 Days of Cozy

We teamed up with UVA Community Credit Union to help central Virginia homeowners stay warm this winter with a cozy \$250 cash back on qualifying PowerSaver loans for heating system or insulation upgrades, with rates as low as 2.99% APR (or 0% APR for qualifying Charlottesville homeowners thanks to a special City loan program). We've been proud to work with the Credit Union to implement the PowerSaver Loan program and millions of dollars in low-interest loans to help homeowners afford their home energy improvements.



The Energy Coach did a quick and thorough analysis of my new and very energy efficient home, finding multiple additional ways for me to save energy and a great deal of money annually. The installation of so many free energy-saving devices have made a noticeable difference in my Dominion bills and an immediate difference in my comfort. Every building and owner would benefit from such a service.

— Ann M.

Savings

High utility bills – especially during summer heat waves or winter “polar vortex” events – often drive homeowners to contact LEAP for help. And we deliver. In 2014 alone, as a result of their Home Energy Check-Ups and home energy improvement projects **LEAP clients saved 1.15 gWh of electricity and \$121,380.** And those savings will keep adding up season after season and year after year.



It's so easy to be influenced by every article you read. And there was no way we felt like we could afford to do everything we were reading. The LEAP expert helped us match our budget to an effective strategy, which allowed us set and reach goals we could be excited about. We were thrilled with how easy it was to do the right thing for our energy use and the environment.

— Kristin S.

Value

Home Sellers Package

LEAP has participated in national discussions on valuing energy efficiency in the real estate transaction. We've sponsored appraiser trainings, created a CEU course for real estate agents on home energy certification, and implemented data transfer protocols that help get home energy information onto the Multiple Listing Service. This year, LEAP introduced the Home Sellers Package which includes completion of the new AI Reports Residential Green and Energy Efficiency Appraisal Addendum, a Home Energy Score, an Energy Efficiency inventory, complimentary Home Energy Check-Up and one-page promotional flyer to share with potential buyers.



Giving Back

EmPOWERment

LEAP joined other nonprofits to take part in Give4Good Greater Charlottesville to kick off our EmPOWERment campaign to help 30 families in need with home energy upgrades that would save them \$500 a year. That's \$500 that could be spent on rent or house payments, medication, school supplies, clothing, car maintenance or bus passes. We were also honored to receive a **\$10,000 grant** from the Charlottesville Area Community Foundation to support this effort.

Friendship Court Energy and Water Upgrades

We've administered \$1.8M in Weatherization Innovation Pilot Program funds from the US Department of Energy in Charlottesville, including **\$125,000 for energy and water efficiency improvements** at Friendship Court in 2014. Residents of this affordable housing complex in the heart of downtown Charlottesville will save money on their utility bills and live more comfortably.

Friends of Reston

Through the Reenergize Reston Community Challenge, we **generated \$2,480 for Friends of Reston** — \$10 for every Home Energy Check-Up completed through the Challenge. These funds will be used by Friends to support Reston Association's nature education programs, tree plantings and other sustainability initiatives.



CHARLOTTESVILLE AREA
BETTER BUSINESS CHALLENGE

SMART. SUSTAINABLE. SUCCESSFUL.

Business

Better Business Challenge

The second annual Greater Charlottesville Better Business Challenge, led by LEAP and Better World Betty, **engaged 80 local businesses** in a friendly sustainability competition that scored their advances in the fields of energy, water, transportation, waste, purchasing and leadership.

During the 10-month Challenge, the businesses collectively **took 450 actions that saved 1.5 kWh of electricity, diverted 207 tons of waste and saved more than \$180,000.** The Challenge wrapped up with a gala event where attendees walked the green carpet at The Paramount Theater.



Thanks to LEAP, we really do now have a home for all seasons. We enjoyed a much cooler home this summer, and already feel improvements keeping out the cold as winter begins to set in, too. Everyone involved, from start to finish, was enormously helpful, patient, and thoroughly professional. You really made the whole process so easy that we'd have been crazy not to make the LEAP-supported improvements we made.

— T. Phipps

Client Service

Project Management

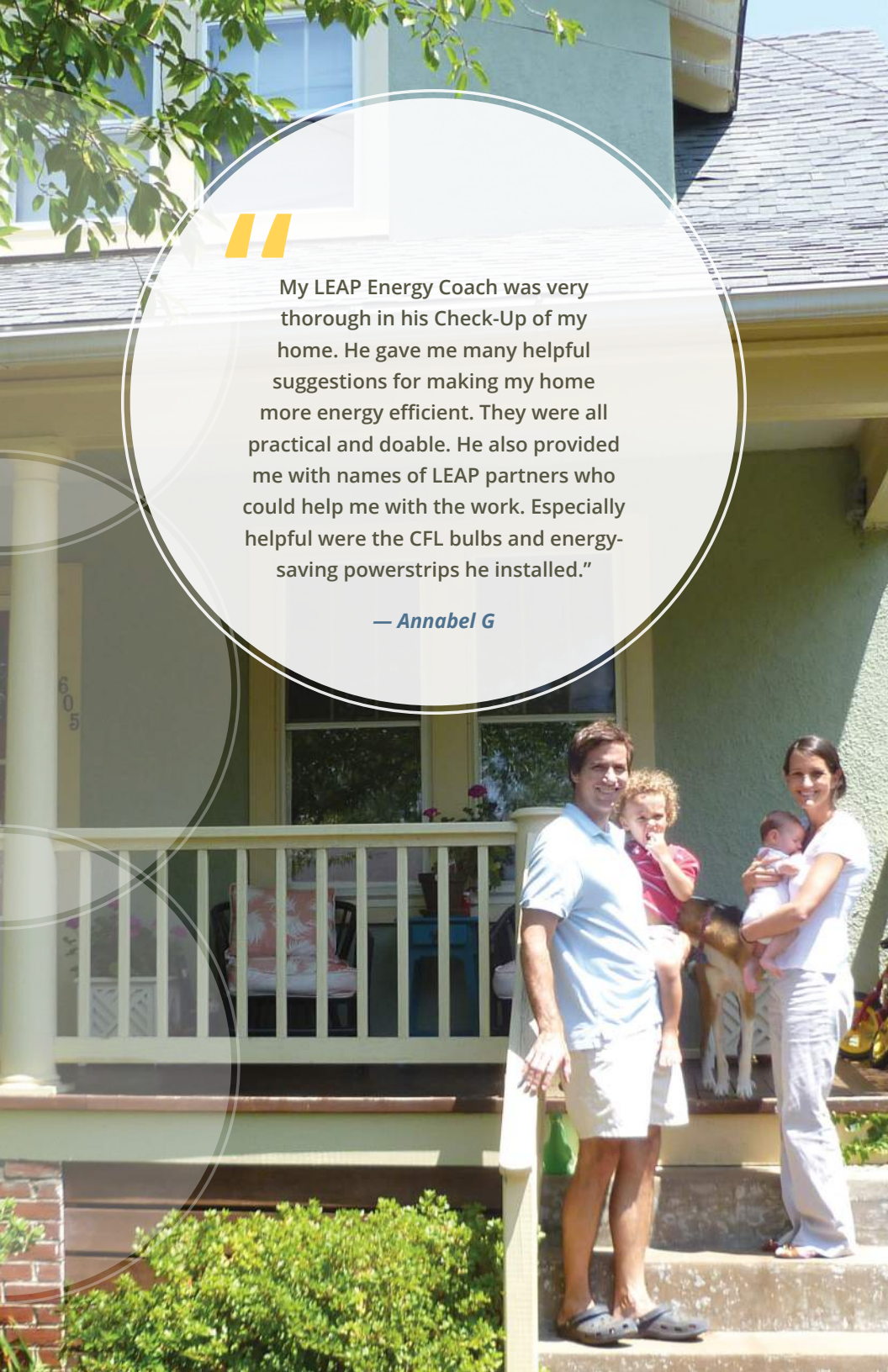
Introduced on a pilot basis in the fall of 2014, our in-house Project Management service takes the uncertainty out of home energy improvement projects. We do an assessment of your home's energy challenges and needs; design solutions tailored to your specific needs; schedule the work; oversee the work crews; perform the required health and safety testing and measure the reduction in air leakage; and conduct a quality assurance visit when the work is complete. **We provided Project Management services for 25 homeowners in 2014 and helped 115 clients earn Home Performance with ENERGY STAR certification.**



Going Green

Save a Ton Carbon Credits

In December we announced the launch of its “Save a Ton Program” after completing a rigorous process to verify the **reduction of 996 tons of greenhouse gas emissions** achieved through energy efficiency upgrades. These reductions have been quantified as carbon credits through the Voluntary Carbon Standard (VCS) and can now be sold to companies and individuals wishing to offset their carbon footprint.



“My LEAP Energy Coach was very thorough in his Check-Up of my home. He gave me many helpful suggestions for making my home more energy efficient. They were all practical and doable. He also provided me with names of LEAP partners who could help me with the work. Especially helpful were the CFL bulbs and energy-saving powerstrips he installed.”

— Annabel G

Results

2000+ Check-Ups

It was late 2013 when LEAP joined as a Participating Contractor in Dominion Virginia Power's Home Energy Check-Up program. By early 2014 we had completed 1,000 Check-Ups, and then we **hit the 2000 mark in the fall.**

2014: By the Numbers

3,000+: Households served

1.15 gWh: Total electricity saved

\$121,380: Savings by LEAP clients

\$3 million: Dollars leveraged

606%: Growth in program income

1,881: Home Energy Check-Ups performed

720 kWh: Average energy savings from Home Energy Check-Ups

665 mWh: Total energy saved from Home Energy Check-Ups

115: Home Performance with ENERGY STAR (HPwES) retrofits completed

25: HPwES retrofits project managed by LEAP

5: Energy Performance Contracting trainings hosted (serving 12 local governments, 4 planning district commissions and 2 school districts)



Our alliance with LEAP has helped us become one of the nation's top providers of low-interest FHA PowerSaver Loans. In keeping with our commitment to the communities we serve, this partnership has also enabled us to deliver significant energy savings for Central Virginia residents as well as inject new jobs and revenue into our local economy.

— *Alison DeTuncq, President/CEO
of UVA Community Credit Union*

Partnership Highlights

As a small nonprofit, LEAP benefits from a suite of partnerships with utilities, local governments, banks, universities, companies and other nonprofits to most effectively and efficiently deliver quality services to our market.

Among many others, we are proud of our work in 2014 with the City of Charlottesville (including their pursuit of the Georgetown University Energy Prize), Northern Virginia Regional Commission (with the launch of Solarize NOVA) and UVA Community Credit Union (on the PowerSaver Loan Program). Lastly, we are very grateful for the grant support given us from the Virginia Department of Mines, Minerals, and Energy; the Southeast Energy Efficiency Alliance; and the federal Department of Energy. These grant awards helped advance goals for the nation, the southeast, and the Commonwealth through market transformation and the greater uptake of energy efficiency and renewable energy.



Leaders in the Field

LEAP's Executive Director and other key staff shared their expertise and lessons learned from on-the-ground implementation in the following capacities:

- Were asked to speak at or attend high-profile event such as the President's Council of Environmental Quality Real Estate Roundtable and ACI national conference
- Chaired or served on the Virginia Energy Efficiency Council Governance Board, Efficiency First Board and Governor's Virginia Energy Council
- Provided testimony at various public hearings for Dominion Virginia Power and the Environmental Protection Agency's Clean Power Plan
- Presented at myriad Chamber of Commerce, realtors associations, homeowners associations and community meetings and events.



On the Horizon

LEAP has made tremendous strides in 2014, a year of challenging transitions. The ending of our major federal grants opened new opportunities to partner with nonprofits and local governments and to meet and speak with thousands (literally) of homeowners through energy efficiency and renewable energy outreach. LEAP will continue performing Home Energy Check-Ups in Dominion Virginia Power's rebate program, and we'll also grow our Project Management services for homeowners who get Check-Ups from us. The past year also introduced to us a new program in the form of Solarize campaigns, and we look forward to facilitating 10 new campaigns in four regions of the state in 2015. Bringing together much of our past grassroots experience and networking connections is our partnership with the City of Charlottesville on the Georgetown University Energy Prize (GUEP) - a two year initiative to lower residential and municipal energy use. The main focus for our central Virginia efforts will be in support of Energize!Charlottesville and pursuit of that prize. In northern Virginia we have the Solarize NOVA campaign which will include at least six local governments in its 2015 implementation. Combining free Home Energy Check-Ups, integrating energy efficiency improvements, and educating the broader community on the affordability of solar energy are the unique activities we bring to Solarize. With a Virginia Energy Plan that prioritizes the role of energy efficiency to our state's economic future, we believe LEAP's contribution at both the macro and micro levels remains strong and relevant.

Cynthia Adams
LEAP Executive Director