



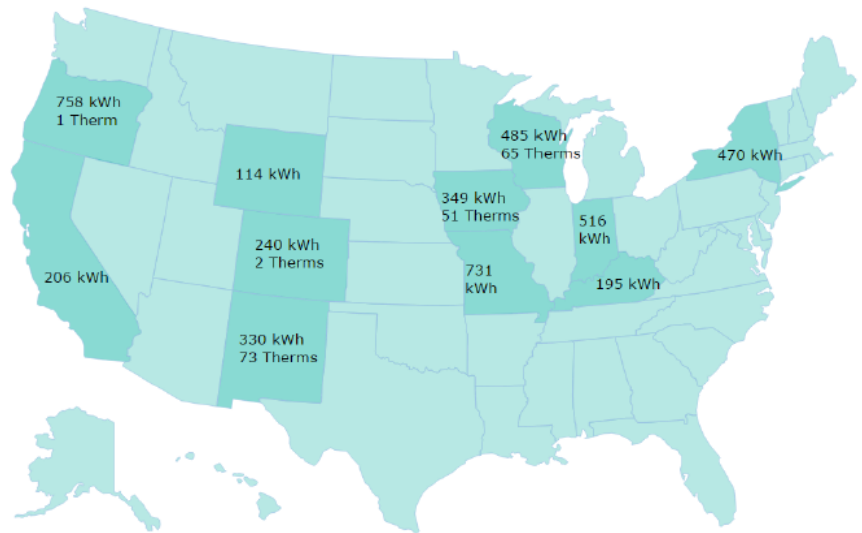
## ENERGY KITS: MAXIMIZING SAVINGS POTENTIAL

### Objective

Since their introduction into the market in the 1990s, energy kit programs have offered utilities a source of consistent energy savings. However, kit energy savings still vary widely across the country. Factors such as kit contents, delivery methods, and achieving high installation rates are can greatly impact the ability to meet energy savings goals.

Illume Advising conducted a review of 12 third party evaluations to identify key kit program attributes to maximize energy savings potential. Here we present results of our analysis.

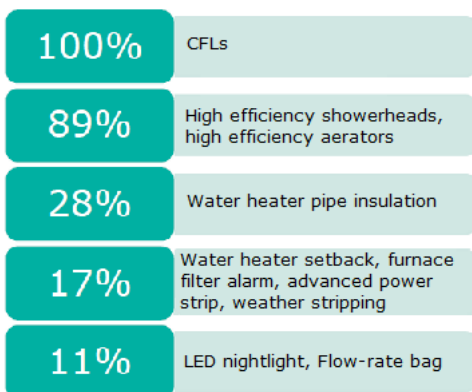
Energy Savings per Kit



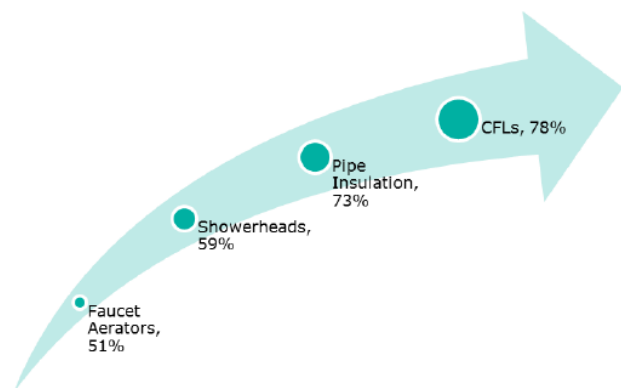
### Key Findings

- \* Use of outreach techniques such as ongoing training for direct install staff, educational media for customers, partnerships with community organizations, pairing kits with behavior programs, and integration of quality assurance tools can increase kit energy savings
- \* Several areas of opportunity still exist for energy kits, including using them to promote energy efficiency in new markets, increase penetration of energy efficiency in hard-to-reach markets, maintain customer satisfaction in competitive markets, or introduce new technologies.
- \* Kit contents should be altered so that they include measures with the greatest likelihood of producing savings. This includes offering measures that are more likely to be installed. Below are Illume’s findings on measures typically included in kits, and installation rates for the most common measures.

Kit Measures Offered



Average Installation Rates



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