

A NEW FRONTIER FOR RESNET: EXPANDING RESNET'S SERVICES TO RURAL AMERICA

March 1, 2016

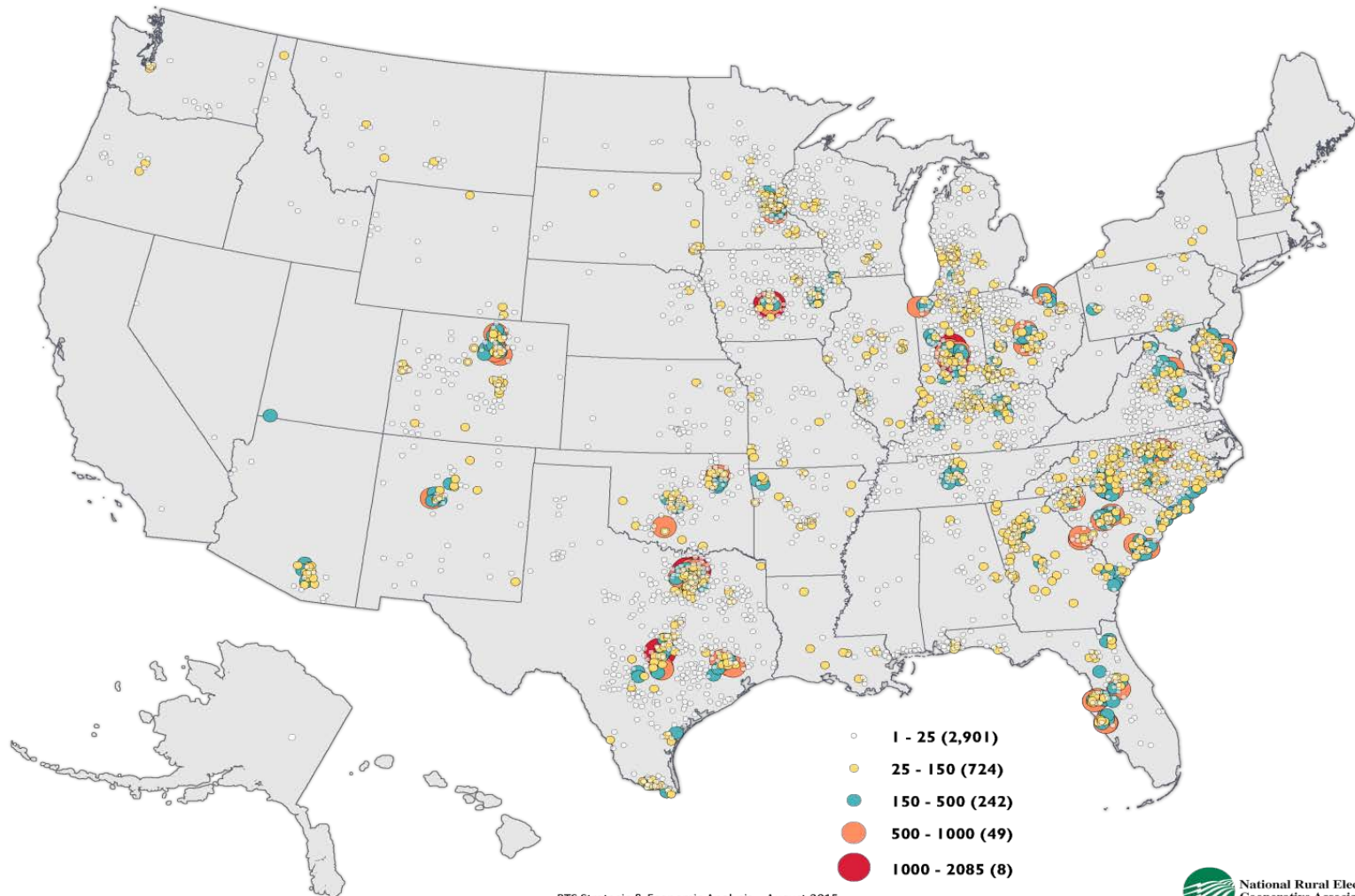
Roy Honican, Blue Grass Energy
Alan Shedd, Touchstone Energy Cooperatives

RESNET[®]
RESIDENTIAL ENERGY SERVICES NETWORK

**2016
Conference**
Scottsdale, AZ
Feb 29 - Mar 2



HERS RATINGS 2013 & 2014



BTS Strategic & Economic Analysis – August 2015

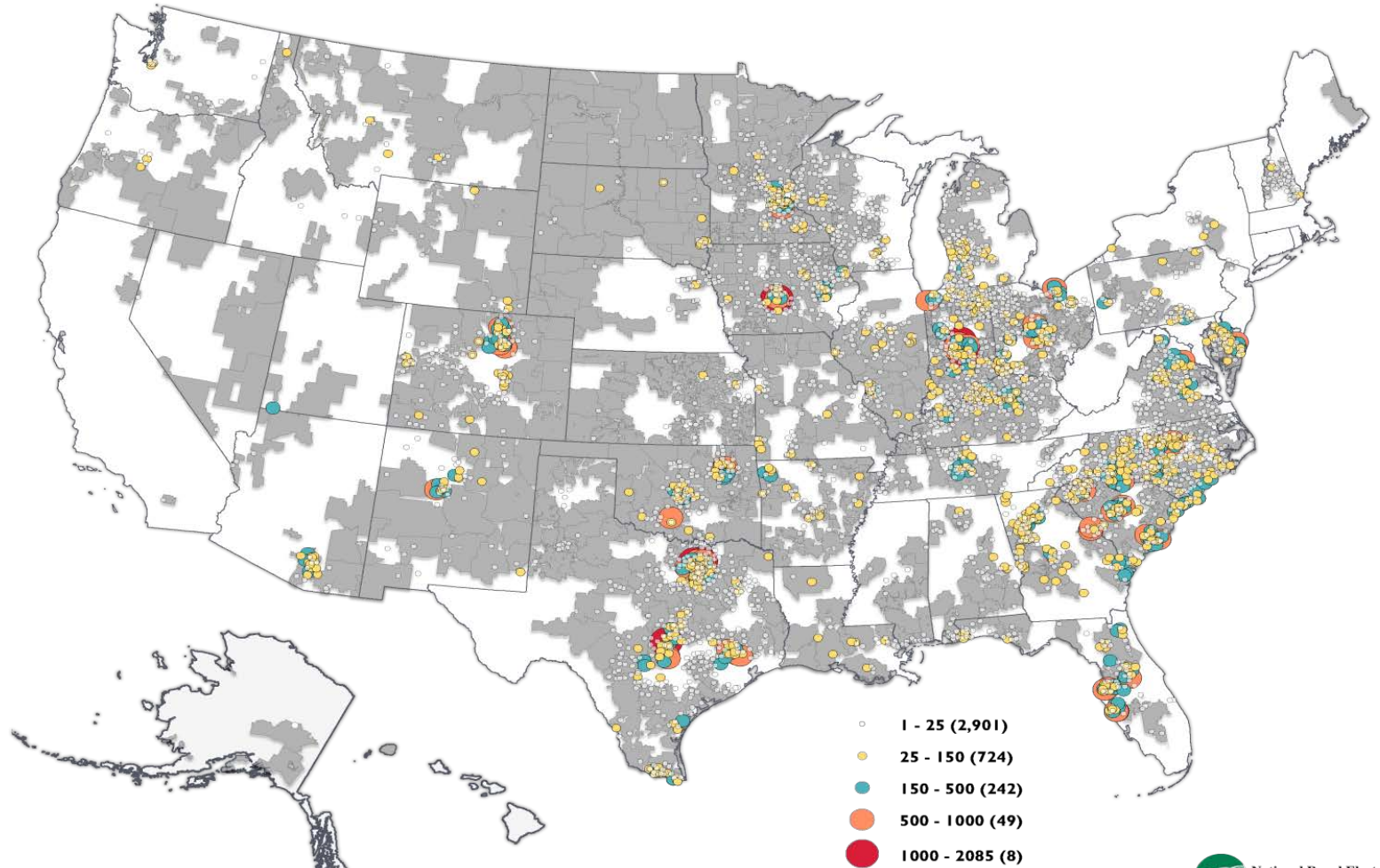
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Touchstone Energy[®]
Cooperatives

The power of human connections[®]

HERS RATINGS & CO-OP LAND



BTS Strategic & Economic Analysis – August 2015

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Touchstone Energy®
Cooperatives

The power of human connections®



Touchstone Energy[®]
Cooperatives

WHO WE ARE

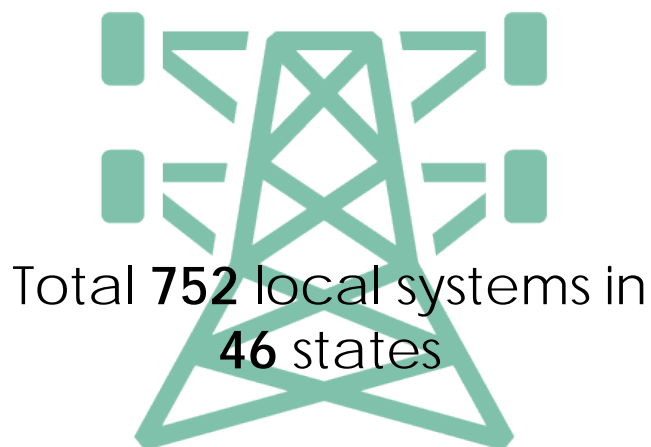
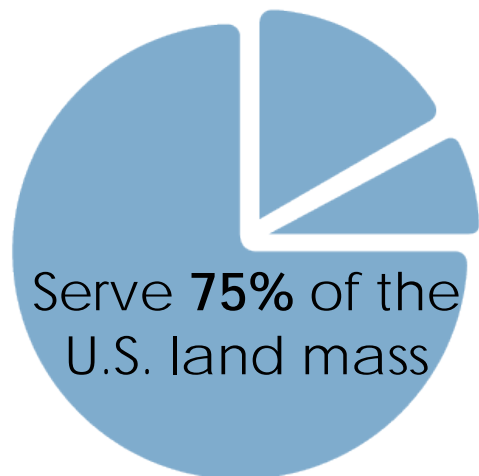
Are located in **80%** of the nations counties

Are the **largest** electric utility network in the nation



Touchstone Energy[®]
Cooperatives

WHO WE ARE



Have **32** million
member-owners

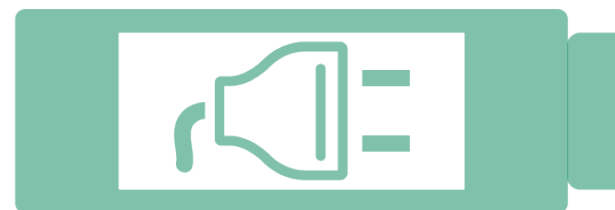


Touchstone Energy[®]
Cooperatives

WHO WE ARE



Own **\$113** billion in generation,
transmission and distribution assets



Distribute power over
2 million miles of line

COOPERATIVES AND ENERGY EFFICIENCY

Long history

It's what we do...

Challenges



Touchstone Energy[®]
Cooperatives

TOUCHSTONE ENERGY PROGRAMS

Together We Save.com

- Home Tour
- Home Efficiency Analysis Tool
- Business Energy Advisor

Touchstone Energy[®] Cooperatives of Georgia

TOGETHER WESAVE \$55,811,757

Home | Add Up Your Savings | Share Your Story | Energy Saving Forum | Watch & Learn | Energy Saving Applications | Links & Resources | Contact Us

What can you do?

Install CFLs	\$0
Upgrade your refrigerator	\$0
Upgrade your HVAC	\$0
Upgrade your dishwasher	\$0
Seal your air ducts	\$0
Upgrade washing machine	\$0
Change your air filter	\$0
Seal the cracks	\$0
Adjust the blinds	\$0
Add insulation	\$0
Adjust your thermostat	\$0
Pull the plug	\$0
Adjust your water heater	\$0
Turn off the lights	\$0

TOTAL SAVED: \$0
Calculation Assumptions

Assumptions | Privacy Information | Legal Information | Copyright © 2010-2013 Touchstone Energy Cooperative, Inc. All rights reserved.

TogetherWeSave.com – HOME TOUR



TOGETHERWESAVE \$51,007,637

Like 80 Tweet 31 Share 16

- Home
- Add Up Your Savings
- Share Your Story
- Energy Saving Forum
- Watch & Learn
- Energy Saving Applications
- Links & Resources
- Contact Us



What can you do?

Seal the cracks	\$0
Adjust the blinds	\$0
Add insulation	\$0
Adjust your thermostat	\$0
Pull the plug	\$0
Adjust your water heater	\$0
Turn off the lights	\$0
Install CFLs	\$0
Upgrade your refrigerator	\$0
Upgrade your HVAC	\$0
Upgrade your dishwasher	\$0
Seal your air ducts	\$0
Upgrade washing machine	\$0
Change your air filter	\$0

TOTAL SAVED: \$0
Calculation Assumptions

TogetherWeSave.com – HOME TOUR



TOGETHERWESAVE \$51,007,637

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What can you do?

Seal the cracks	\$0
Adjust the blinds	\$0
Add insulation	\$0
Adjust your thermostat	\$0
Pull the plug	\$0
Adjust your water heater	\$0
Turn off the lights	\$0
Install CFLs	\$0
Upgrade your refrigerator	\$0
Upgrade your HVAC	\$0
Upgrade your dishwasher	\$0
Seal your air ducts	\$0
Upgrade washing machine	\$0
Change your air filter	\$0

TOTAL SAVED: \$0

Calculation Assumptions

TogetherWeSave.com – HOME TOUR



TOGETHERWESAVE \$51,007,737

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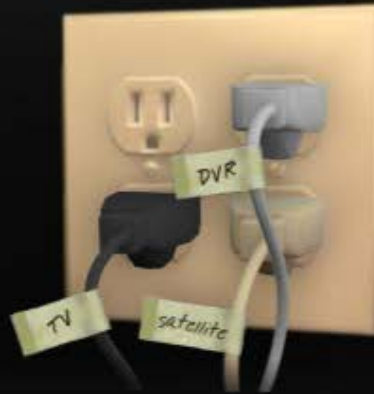
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SELECT A ROOM

PULL THE PLUG

Entertainment center electronics consume energy when they're off. Click to pull the plug on phantom loads.



Your savings: \$100 per year

ADD ↻



WATCH VIDEO



BLOG POST



READ MORE

END TOUR

What can you do?

Seal the cracks	\$0
Adjust the blinds	\$0
Add insulation	\$0
Adjust your thermostat	\$0
Pull the plug	\$100
Adjust your water heater	\$0
Turn off the lights	\$0
Install CFLs	\$0
Upgrade your refrigerator	\$0
Upgrade your HVAC	\$0
Upgrade your dishwasher	\$0
Seal your air ducts	\$0
Upgrade washing machine	\$0
Change your air filter	\$0

TOTAL SAVED: \$100

Calculation Assumptions

TogetherWeSave.com – HOME TOUR



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What can you do?

Seal the cracks	\$0
Adjust the blinds	\$0
Add insulation	\$0
Adjust your thermostat	\$0
Pull the plug	\$100
Adjust your water heater	\$0
Turn off the lights	\$0
Install CFLs	\$0
Upgrade your refrigerator	\$0
Upgrade your HVAC	\$0
Upgrade your dishwasher	\$0
Seal your air ducts	\$0
Upgrade washing machine	\$0
Change your air filter	\$0

TOTAL SAVED: \$100

Calculation Assumptions

TogetherWeSave.com – HOME TOUR



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ADJUST YOUR WATER HEATER

Turn down the water temperature to turn up the savings.
How hot does it need to be anyway?



Your savings: \$62 per year **ADD** ↻



WATCH VIDEO



BLOG POST



READ MORE

What can you do?

Seal the cracks	\$0
Adjust the blinds	\$0
Add insulation	\$0
Adjust your thermostat	\$0
Pull the plug	\$100
Adjust your water heater	\$62
Turn off the lights	\$0
Install CFLs	\$0
Upgrade your refrigerator	\$0
Upgrade your HVAC	\$0
Upgrade your dishwasher	\$0
Seal your air ducts	\$0
Upgrade washing machine	\$0
Change your air filter	\$0

END TOUR

TOTAL SAVED: \$162

Calculation Assumptions

HOME EFFICIENCY ANALYSIS TOOL

Online Tool

- Picks up where Home Tour leaves off
- Asks simple questions about your home
- Provides prioritized list of projects
- Focuses on 4 areas of home
- Provides PDF “Recipe Cards”
- Project Tracker makes it easy to return and update progress



Touchstone Energy®
Cooperatives
The power of human connections®

HOME EFFICIENCY ANALYSIS TOOL

USE ENERGY WISELY AND
TOGETHER WE SAVE

ENERGY SAVINGS HOME TOUR

See how much money you can save by using energy wisely at home.

[TAKE THE TOUR](#)



HOME EFFICIENCY ANALYSIS TOOL

Make your home more energy efficient with these simple energy-saving improvement projects.

[FIND A PROJECT](#)

HOME EFFICIENCY ANALYSIS TOOL



Welcome Guest
LOG IN | CREATE ACCOUNT

Welcome to the **HOME EFFICIENCY ANALYSIS TOOL** 

INTRO

MY HOME SETUP

MY PROJECTS

How energy-efficient is your home?



We know saving energy often means saving money, but did you know that having an energy-efficient home can help out even more?

Making energy efficiency improvements is pretty easy, too! Tell us a bit about your home and we'll give you quick tips and fixes, designed around your space, to help you cut down on your energy and costs.

[CONTINUE TO YOUR PROFILE](#)

TOGETHERWESAVE.COM

HOME EFFICIENCY ANALYSIS TOOL



Welcome Guest
LOG IN | CREATE ACCOUNT

Welcome to the **HOME EFFICIENCY ANALYSIS TOOL** 

INTRO MY HOME SETUP MY PROJECTS

LOCATION

HOME TYPE

SIZE & AGE

CONSTRUCTION DETAIL

OCCUPANCY

CONFIRMATION

WHAT TYPE OF HOME ?



MULTI-STORY



SPLIT LEVEL



SINGLE STORY



DUPLEX / TOWNHOUSE

BACK

SAVE & CONTINUE

TOGETHERWESAVE.COM

HOME EFFICIENCY ANALYSIS TOOL



Welcome, Guest
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Welcome to the HOME EFFICIENCY ANALYSIS TOOL

INTRO MY HOME SETUP MY PROJECTS

LOCATION

HOME TYPE

SIZE & AGE

CONSTRUCTION DETAIL

OCCUPANCY

CONFIRMATION

Review and confirm your information.

CONFIRM THE FOLLOWING:

ZIP CODE
31331

LOCATION



MULTI-STORY

HOME TYPE



CONSTRUCTION DETAIL



SIZE & AGE



OCCUPANCY

BACK

The above information is correct.

CONFIRM

TOGETHERWESAVE.COM

HOME EFFICIENCY ANALYSIS TOOL



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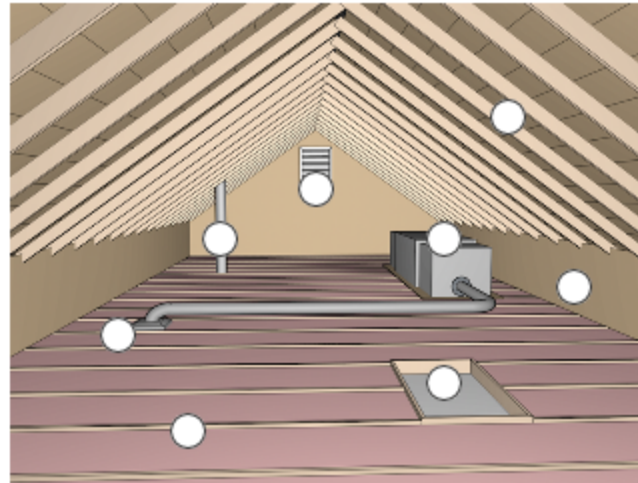
Welcome to the **HOME EFFICIENCY ANALYSIS TOOL** 



Attic Projects



Click the areas of interest on the illustration on the right to download your project PDF files.



TOGETHERWESAVE.COM

HOME EFFICIENCY ANALYSIS TOOL

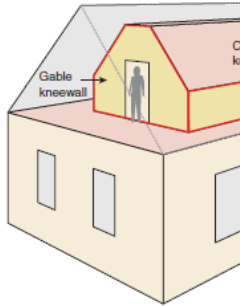
“RECIPE CARDS”

ATTICS ENERGY SAVING RECIPE TOGETHERWESAVE.COM

Insulate Kneewalls

Create comfort in bonus and attic rooms while saving energy

- SKILL SET**
Do it yourself or hire a pro. Two people make the task easier. Familiarity with small hand tools is essential; power tools are optional but speed the task of cutting and fitting blocking materials.
- SAFETY**
This job requires working in unconditioned attic spaces, tight clearances and under task lighting. Use a dust mask/respirator, gloves, safety glasses and kneepads. Hazards should be mitigated before proceeding and include knob and tube wiring, exposed electrical junctions, asbestos and lead-based paint.



- TOOLS**
Utility knife, table or circular saw, caulk gun, measuring tape, lights, straight edge, markers
- MATERIALS**
Expanding spray foam / caulk / construction adhesive
Cavity Insulation - fiberglass batts
Blocking material - rigid foam board
Sheathing - OSB/plywood, code-approved foam board, bubble-wrap radiant barrier
Fasteners - screws with washers or button-capped nails

Attic Kneewalls
An attic kneewall is any vertical wall that separates conditioned space from an unconditioned attic. Attic kneewalls experience extreme temperature differences across them in the summer and are often not built to provide a comfortable living environment. Improving an attic kneewall by improving the insulation and air barrier is crucial to maintaining a comfortable and energy efficient home all year round. Extra insulation on the kneewall reduces heat gain or loss across this wall, while airsealing both improves insulation performance and keeps indoor and outdoor air where it belongs. Poor attic kneewall details are especially common culprits in comfort problems in houses with bonus rooms.

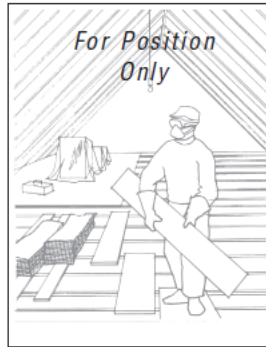
- COST BENEFIT**
With proper attention to detail, air sealing and insulating an attic kneewall is a very cost effective DIY project due to low material costs and great increases in energy efficiency and comfort

ATTICS ENERGY SAVING RECIPE TOGETHERWESAVE.COM

Attic Insulation

Reduce heating and cooling bills and increase comfort

- SKILL SET**
Do it yourself or hire a pro (for foam insulation a pro is required). Two people make the task easier. Familiarity with small hand and power tools is essential. It may be necessary to rent insulation equipment for certain applications.
- SAFETY**
This job requires working in unconditioned attic spaces, tight clearances and under task lighting. Wear a long sleeve shirt and long pants. Use a dust mask/respirator, gloves, safety glasses and kneepads. *



Conceptual image of environment, depict of working in this specific areas to be Safety considerations (eg.

- TOOLS**
Utility knife, table or circular saw, caulk gun or expanding foam gun, measuring tape, lights, straight edge, markers, staple gun, specialty insulation equipment as needed
- MATERIALS**
Foam / caulk / construction adhesive
Insulation - batts or loose fill
Sheathing to create blocking - OSB/plywood, foam board
Fasteners - screws or nails

- COST BENEFIT**
Labor is the big cost here, although simple insulation jobs can be completed as a weekend project. Materials are inexpensive ranging from \$0.50 to \$2.50 per square foot of installed area depending on the insulation method and materials selected.

Attic insulation
Insulating ceilings is one of the most cost-effective energy efficiency measures. In addition to reducing heat loss in the winter and heat gains in the summer, ceiling insulation improves comfort by bringing ceiling temperatures closer to room temperatures and providing an even temperature distribution throughout the house. Attics over flat ceilings are usually the easiest part of a home's exterior envelope to insulate. They are accessible and have ample room for insulation. Attic ceilings typically represent the largest heating and cooling losses in a home, so installing new insulation or improving insulation already in place should be one of the first steps in improving the energy efficiency of your home. Many homes use cathedral ceilings or have attic knee walls that require a different approach. For knee walls please see the corresponding recipe card. Insulating cathedral ceilings will likely require a professional.

* Evaluate hazards and repair existing maintenance issues before proceeding in exposed electrical junctions, vermiculite insulation containing asbestos, past infirmity of the safety of working with existing insulation, have it professionally evaluated.

Assessing existing insulation
Before moving forward it is important to determine if you have any existing insulation fiberglass, rock wool, R-value of existing Existing batt insulation paper backing a

Types of insulation

INSULATION TYPE
Loose fill
Cellulose
Fiberglass
Mineral Wool
Fiberglass batts

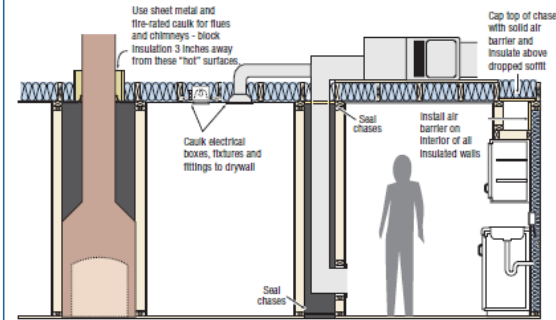
Once you've determined the type of insulation in your attic, you can decide if you like to add. At a minimum, prescribed levels for

ATTICS ENERGY SAVING RECIPE TOGETHERWESAVE.COM

Attic Air Sealing

Create comfort, save energy and improve indoor air quality in the home

- SKILL SET**
Do it yourself or hire a pro. Two people make the task easier. Familiarity with small hand tools is essential, power tools are optional but speed the task of trimming out blocking materials.
- SAFETY**
This job requires working in unconditioned attic spaces, tight clearances and under task lighting. Use a dust mask/respirator, gloves, safety glasses and kneepads. Hazards should be mitigated before proceeding and include knob and tube wiring, exposed electrical junctions, asbestos and lead paint.



Some chases extend from attic to basement or crawlspace - block and seal both ends.

- TOOLS**
Hammer, Screw-gun, Utility knife, table or circular saw, caulk gun, measuring tape, lights, straight edge, markers
- MATERIALS**
Foam / caulk / construction adhesive
Cavity Insulation - batts
Rigid foam - blocking material
Sheathing - drywall, OSB/plywood, code-approved foam board, bubble-wrap radiant barrier
Fasteners - screws with washers or button-capped nails

- COST BENEFIT**
Materials are inexpensive, labor is the big cost. An effective installation ensures

Attic air sealing
Attic air sealing is a critical step in upgrading an existing home's energy performance and should always be performed before adding additional attic insulation. Blocking and sealing chases and penetrations in a ceiling is one of the most cost effective means of improving the comfort of a home as well as reducing energy consumption and pollutant pathways.

Why is it important?
While not the only places where leakage can occur in homes, leaks between the house and the attic are especially troublesome during the winter when warm air inside the home naturally tends to rise up and flow out through these leaks into the attic. This could lead to drafts (as colder outside air instead of the warm air that is being pulled in to offset the amount that flows up and out), condensation on the roof decking in the attic, and high energy bills to heat all the unconditioned air that leaks back in.

In the summer, poor comfort and indoor air quality can result as leaks from an attic can allow hot, humid, and dusty attic air to enter a home when exhaust appliances such as kitchen or bathroom fans and clothes dryers operate. And, in some homes, those powerful but never-a-good-idea fans, Powered Attic Ventilators (PAVs), actually waste considerable energy in the summer because they unintentionally pull conditioned air out from the house and up to "cool" the attic.

Work big-to-small
As a general rule, you should measure and cut a piece of any sheet material to cover/block large openings, mechanically fasten the material in place with screws or nails, and seal the edges of the sheet good with caulk or canned spray foam. Sometimes this will necessitate the need for additional framing or ledgers to support and fasten the sheet good to. Later installation will be

For information on the details of this recipe card, please contact us at 1-800-452-6263 or visit our website at www.togetherwesave.com

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HOME EFFICIENCY ANALYSIS TOOL



Welcome Guest
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Welcome to the **HOME EFFICIENCY ANALYSIS TOOL**

INTRO

MY HOME SETUP

MY PROJECTS

ATTIC

LIVING SPACE

BASEMENT

SYSTEMS

HOME VIEW

Completed	Download Project	Priority	Cost	Ease	Email
<input type="checkbox"/>	Attic Access				
<input type="checkbox"/>	Air Sealing				
<input type="checkbox"/>	HVAC Systems				
<input type="checkbox"/>	Insulation				
<input type="checkbox"/>	Kneewalls				
<input type="checkbox"/>	Radiant Barrier				
<input type="checkbox"/>	Ventilation				
<input type="checkbox"/>	Pipes & Vents				

TOGETHERWESAVE.COM

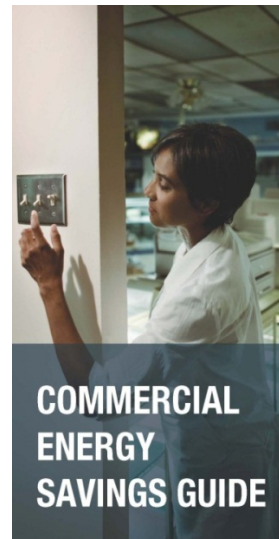
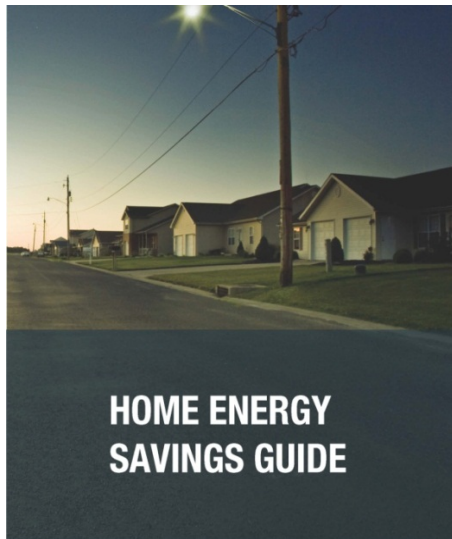


Touchstone Energy®
Cooperatives

TOUCHSTONE ENERGY PROGRAMS

Awareness

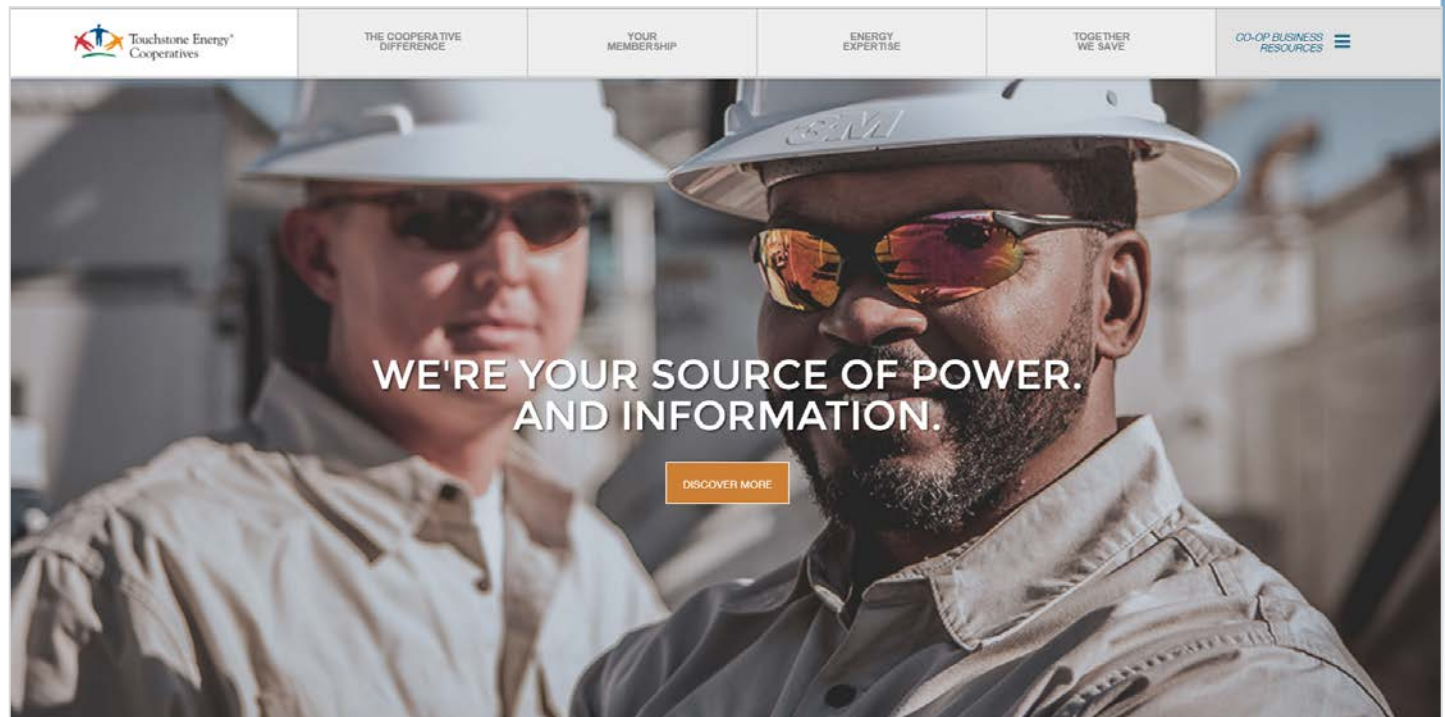
- Brochures
- Community programs



TOUCHSTONE ENERGY PROGRAMS

Awareness

- Ad campaigns
- Multi-media





YOUR SOURCE CAMPAIGN

- Positions cooperative as “trusted partner”
- Customizable print, radio, video advertising
- Builds on Power of Co-op Membership theme

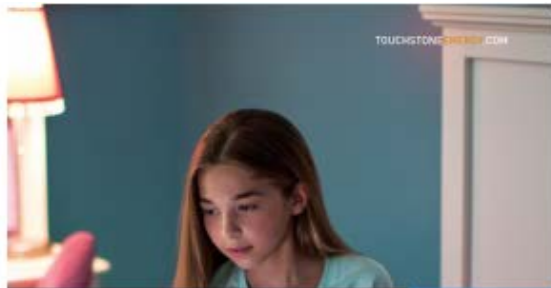


TOUCHSTONEENERGY.COM

ALL OF OUR LINES ARE CUSTOMER SERVICE LINES.

Some deliver electricity. Others deliver information. All must deliver on the Touchstone Energy Cooperative mission: to provide you with services that's just as dependable as the energy you count on us for every day. Learn more about your locally owned and operated Touchstone Energy cooperative at TouchstoneEnergy.com.

YOUR SOURCE OF POWER. AND INFORMATION.



TOUCHSTONEENERGY.COM

PROVIDING POWER FOR 50,461 OWNERS, AND COUNTLESS FUTURE GENERATIONS.

That's why your local not-for-profit Touchstone Energy cooperative will always have the reliable information you need about optimal renewable energy sources for our region. To learn more about what's available, go to TouchstoneEnergy.com.

YOUR SOURCE OF POWER. AND INFORMATION.



TOUCHSTONEENERGY.COM

TRUST. ANOTHER PRECIOUS RESOURCE WE'RE COMMITTED TO PRESERVING.

Around here, there's pride in trust that's making sure you get the same or when you flip the switch. We also must have information you can trust, whether it's about local renewable energy options or ways to lower your bill. For more, visit TouchstoneEnergy.com.

YOUR SOURCE OF POWER. AND INFORMATION.




TOUCHSTONEENERGY.COM

ENERGY THAT'S RENEWABLE. INFORMATION THAT'S RELIABLE.

As a 100% locally owned and operated Touchstone Energy cooperative, you can always be confident for the latest information about renewable energy options in our area. Since our co-ops serve 70% of America's total electric load, we're quite plugged in. Learn more at TouchstoneEnergy.com.

YOUR SOURCE OF POWER. AND INFORMATION.



 **South Plains Electric Cooperative, Inc.**
 100% Touchstone Energy Cooperative



TOUCHSTONEENERGY.COM

FOCUSED ON YOUR STREET, NOT WALL STREET.

Think of your not-for-profit Touchstone Energy cooperative as your very own local energy provider. After all, we're owned by you and 750 other members in our communities, which means you'll always have a say in how you go about it. To learn more, visit TouchstoneEnergy.com.

YOUR SOURCE OF POWER. AND INFORMATION.



 **South Plains Electric Cooperative, Inc.**
 100% Touchstone Energy Cooperative



YOUR SOURCE MESSAGE

- Concept is not new
- Co-ops have filled a vital role since our founding
- Looking out for the Member
- Education - energy use, energy management
- Touchstone Energy's TogetherWeSave campaign
- New challenges and questions

YOUR SOURCE MESSAGE

- Provide tools and resources that deliver on the promise
- Web-based, public facing, written for member-consumer
- Conversational & balanced
- Renewables, energy efficiency, new tech

FACT SHEETS

- Solar FAQ
- 10 things before you do solar
- Questions to ask your contractor
- Community solar
- How to buy solar (lease, shares)
- The scales of Solar
- How does solar work
- Decision tree: Is solar right for me?
- Energy storage – battery
- Electric vehicles
- Smart homes
- Water heating
- Geothermal heating and cooling
- Lighting



SOLAR ENERGY FREQUENTLY ASKED QUESTIONS

As your Touchstone Energy cooperative, we want to be your source for energy and information. Since solar power generation is rapidly becoming more widely available, we put together this information to help answer questions you might have. Contact us for more information about solar.

HOW DO WE GENERATE ELECTRICITY FROM THE SUN?

Solar energy systems work when sunlight hits a solar photovoltaic module (solar panel or PV panel) and causes electric current to flow. The current produced from the PV panels is controlled and regulated by an inverter, which converts direct current (DC) to alternating current (AC), needed for use by household appliances. The electrical panel is where the power gets distributed throughout your house; any excess electricity may be sent from the panel back to your cooperative's power grid.

HOW MUCH ELECTRICITY CAN I GENERATE?

That depends on several factors. 1) The size of your system. You can determine how much electricity you want to produce; then size your system accordingly. Note that you can start out small and add on. A system that will generate 100% of your energy needs is expensive, so most systems are sized to generate only a portion of your home's needs. 2) Your site. If you have a shade-free area from 9 a.m. to 3 p.m., you'll be able to collect more sun and produce more energy than if your site is shaded. 3) Your region. The more sunny days in your area, the more electricity you'll be able to generate. For example, systems in the Southwest produce more electricity per year than in the northeast. You can find online calculators to help answer this question in more detail, and installers can provide details about your situation, too.

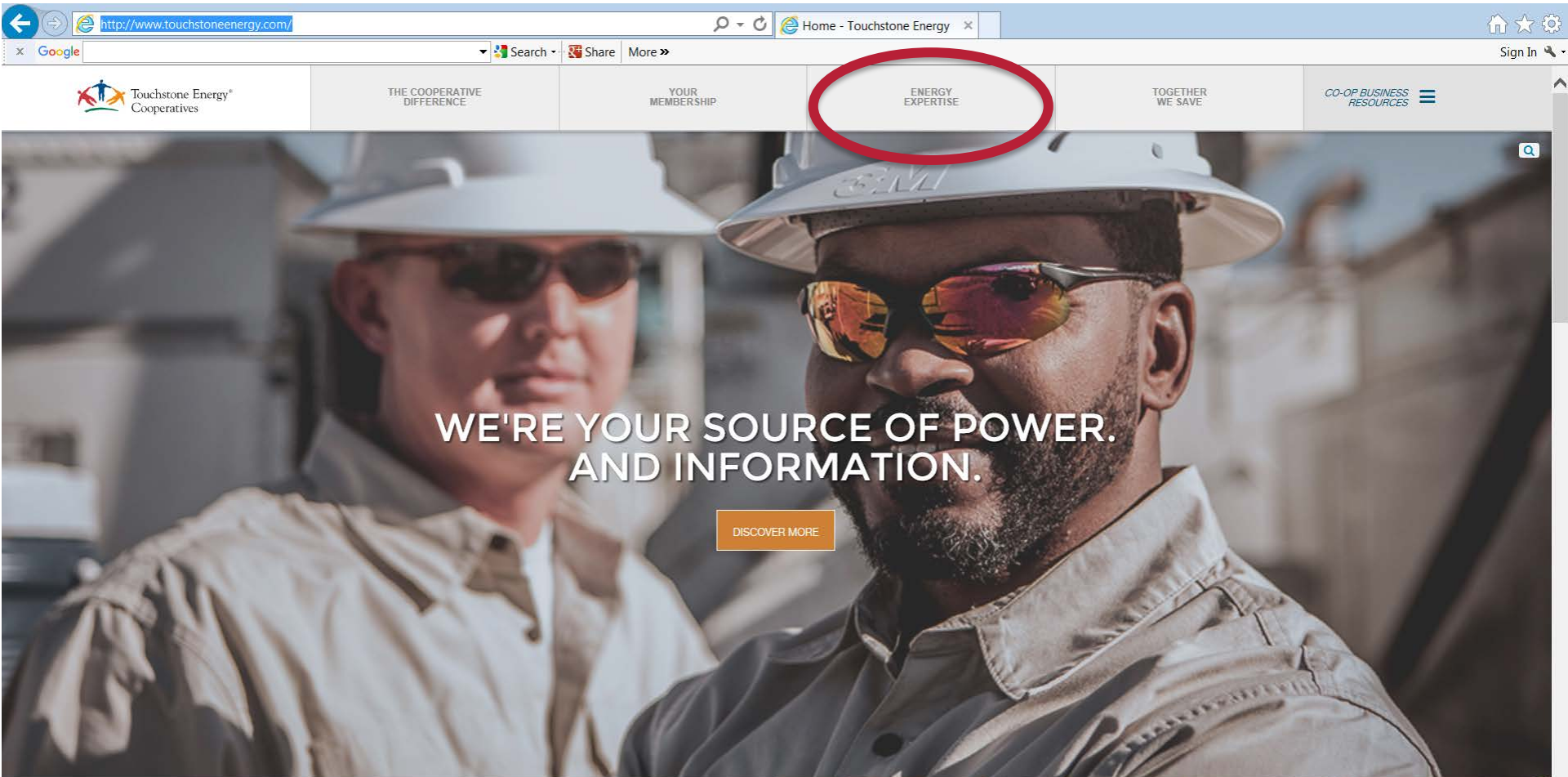
WHAT HAPPENS WITH A SOLAR PV SYSTEM AT NIGHT AND ON CLOUDY DAYS?

Battery-backed or grid-independent systems use on-site energy storage to store excess energy produced during the day for use at night or when the sun is not producing enough power. Choosing this option will add significant cost and maintenance to your system. Most people opt for grid-connected systems for reduced cost, maintenance, and high reliability. With this type of system, your cooperative continues to provide energy to you when you need it 24/7. Your PV system will produce energy, and even excess energy, on sunny days. Your system will not collect sunlight at night and on cloudy days. That means, you will continue to draw electricity from your cooperative during these times.

WHAT HAPPENS WITH A SOLAR PV SYSTEM DURING POWER OUTAGES?

Most grid-connected PV systems shut down to prevent back-feeding electricity into de-energized power lines that may have fallen or that line crew members may be working on. It's important to have this shut-down feature to prevent injuries—and even death—to those working on the line.

WHERE ARE THEY? TouchstoneEnergy.coop



WHERE ARE THEY?

TouchstoneEnergy.coop

The screenshot shows a web browser window with the URL <http://www.touchstoneenergy.com/our-energy-expertise/renewable-energy/>. The page features a navigation bar with the Touchstone Energy logo and menu items: THE COOPERATIVE DIFFERENCE, YOUR MEMBERSHIP, ENERGY EXPERTISE, TOGETHER WE SAVE, and CO-OP BUSINESS RESOURCES. A secondary navigation bar includes OVERVIEW, ELECTRICAL SAFETY, KIDS EDUCATION, THE FRONT LINES, and RENEWABLE ENERGY. The main content area has a background image of a worker in a hard hat and safety glasses installing solar panels. The text reads: "RELIABLE INFORMATION ABOUT RENEWABLE ENERGY" and "Providing answers to your questions about renewable-energy options in our region is just another way your local Touchstone Energy cooperative answers to you." Below this is an orange button labeled "ASK YOUR CO-OP". The section is titled "SOLAR" and contains the text: "As your Touchstone Energy cooperative, we are your source for energy and information. Since interest in solar power generation is growing, we put together a series of fact sheets to help answer questions you might have. Contact us for more information about solar and assistance in making decisions about whether solar is a good option for you." Below this is a "Solar FAQ" section with a blue "DOWNLOAD PDF" button, which is pointed to by a red arrow. A small notification box in the bottom right corner mentions "Alyssa Benari (BaseCamp) (Touchstone Energy Cooperative Training Program) Video..."

YOUR SOURCE FACT SHEETS



- PDFs
 - Print, download, share...
- Editable versions on Cooperative.com
 - Customize, co-brand, re-purpose
- Starting point
 - More on the way
 - New tech, energy efficiency, wise use
- Additional tools
 - How Solar Works, decision tree, calculator, portable...



Touchstone Energy®
Cooperatives



2016 MIDWEST RESIDENTIAL ENERGY CONFERENCE

HOSTED BY  & 
ASSOCIATION OF LEXINGTON RESIDENTIAL ENERGY SERVICES NETWORK

PRESENTING SPONSORS



Save the Date!

Pre-Conference: April 4; Conference: April 5-6, 2016

The Lexington Convention Center
& The Hyatt Regency Hotel
Lexington, Kentucky

WHO SHOULD ATTEND?

Home Builders • Remodelers • Architects • Government Officials • Codes Officials • Financial and Mortgage institutions • Realtors • Appraisers • All Energy Efficient systems, equipment, products and services vendors and installers such as for HVAC Insulation, Lighting, Windows, Etc., • HERS Raters • Building Analysts • Home Performance Auditors and Inspectors • Industry Trade Association Representatives

www.MidwestEnergyConference.com

TOUCHSTONE ENERGY PROGRAMS

Touchstone Energy Home Program

- Prescriptive and performance-based
- Very successful in limited area
- RESNET Partnership

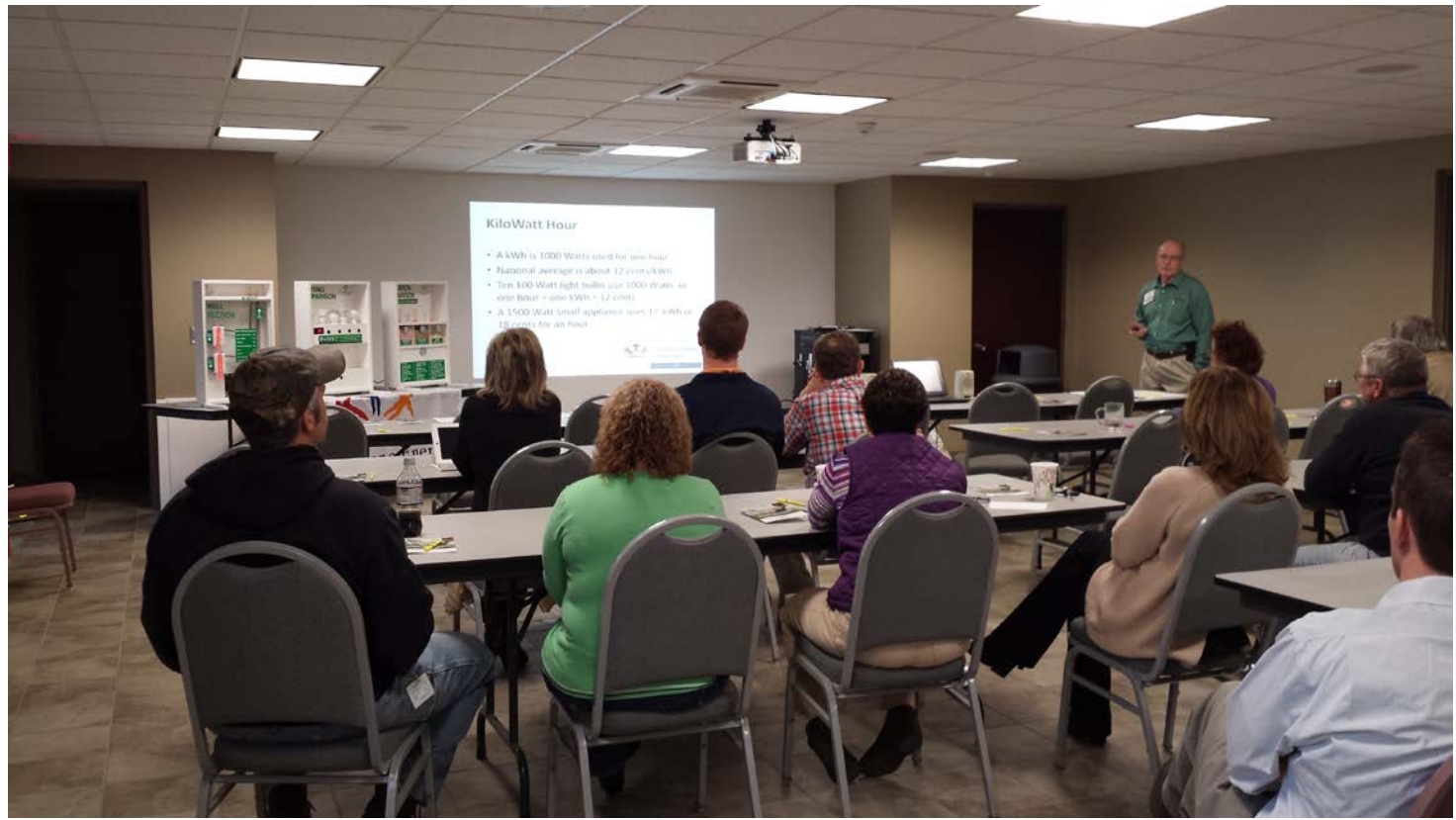
In the works

- Program for Existing Homes
- Manufactured Housing



TOUCHSTONE ENERGY PROGRAMS

Training



ENERGY ADVISOR TRAINING



Essential Energy Conversations

- 2-hour basic course for non-tech audience
- Marketing, member services, call center staff
- High usage / high bills -> energy saving solutions

Residential Energy Auditing

- 2.5 day intensive course for energy service staff
- Building science, energy saving tech, cost calculations

Commercial courses

- Commercial Energy Auditing
- School Energy Auditing
- Lighting

CHALLENGES

Large, diverse area

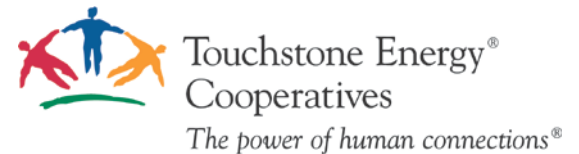
One size doesn't fit all

Missing pieces

- Contractors
- Training
- Code enforcement
- Consumer awareness
- \$

SOLUTION

“When two organizations with common objectives work together, the impossible can become possible”



ENERGY ADVISOR TRAINING



Need something more

- **Individualized** – a refresher or master something new
- **Self-paced** – take it when I want it
- **Fresh** – keep content up-to-date
- **Low-cost** – reduce course and travel expense
- **Standardized** – create network-wide training
- **Trackable** – help co-ops monitor learning and professional advancement

ENERGY ADVISOR TRAINING



Solution: On-line Training

- Self-paced, on-line courses
- Multimedia, video, animation, checklists, workbooks
- End-of-course testing with performance tracking
- On-site versions of the training to be available
- Partnership with RESNET

ENERGY ADVISOR TRAINING

4 LEVELS

1. Energy Solutions Kick Start –

- Educational tool for all co-op staff
- Introduces HERS Index
- On-line version of “Essential Energy Conversations” course
- Non-technical
- Building science basics
- Creates foundation for turning high bill complaints into energy saving solutions

ENERGY ADVISOR TRAINING

4 LEVELS

2. Energy Advisor Clipboard –

- Covers walk-thru, clipboard assessment.
- Identify opportunities to save money
 - Faulty equipment
 - Inappropriate energy use
 - Envelop deficiencies
- Brings HERS Index to members
- Builds on basic vocabulary of “Kick Start” course
- Uses standardized tools, checklist
- Covers the “why” and “how”

ENERGY ADVISOR TRAINING

4 LEVELS

3. Energy Advisor Prime –

- Covers instrumented assessments using diagnostic tools.
- In-depth investigation supports prescriptive programs for new and existing homes.
- Earn RESNET HERS Field Rater certification.

ENERGY ADVISOR TRAINING

4 LEVELS

What is a Field Rater?

- Does take-offs
- Does testing – Blower door, duct leakage, thermal bypass
- Submits data to HERS Rater
- Meets RESNET Standards, works under RESNET Provider
- (Does not do software analysis or interpretation)
- Provides support to areas underserved by RESNET
- Improves reach

ENERGY ADVISOR TRAINING

4 LEVELS

4. Touchstone Energy HERS Rater –

- Complete coursework, testing, and software training to become RESNET HERS Rater

ENERGY ADVISOR TRAINING



Schedule

- First two levels are in development now.
- Limited pilot testing this winter
- Full roll-out 2016

BIG PICTURE

Electric cooperatives formed in 1935 to provide infrastructure and electricity to rural, underserved areas where not profitable for others to operate.

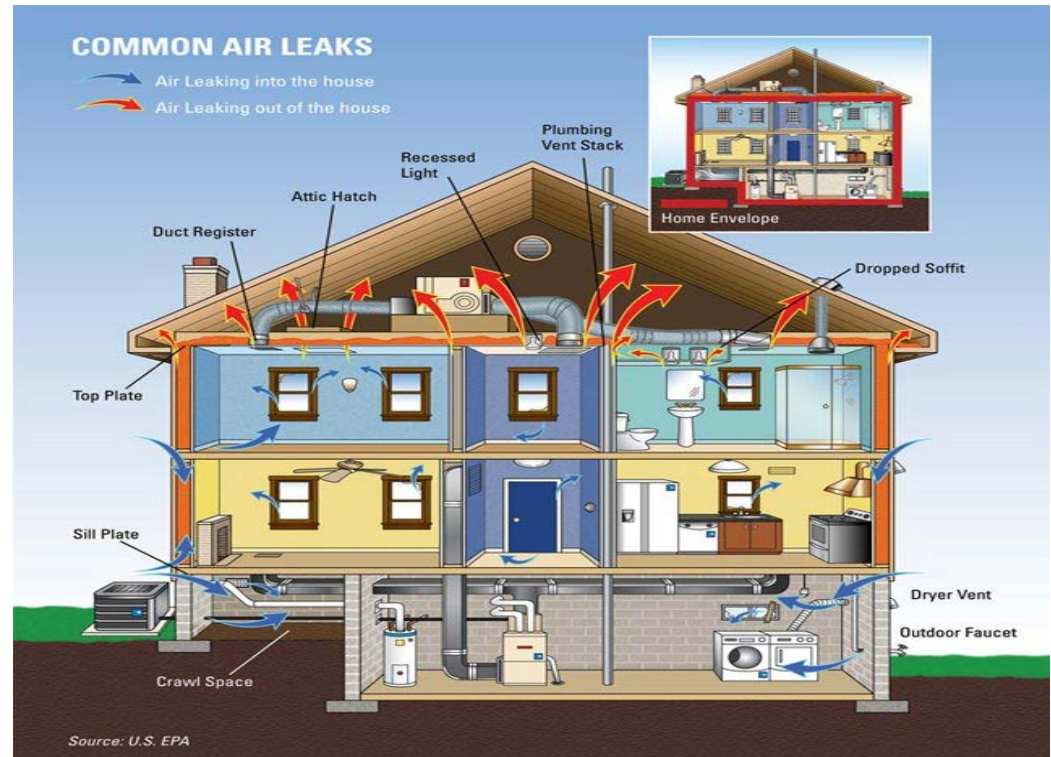




Touchstone Energy[®]
Cooperatives

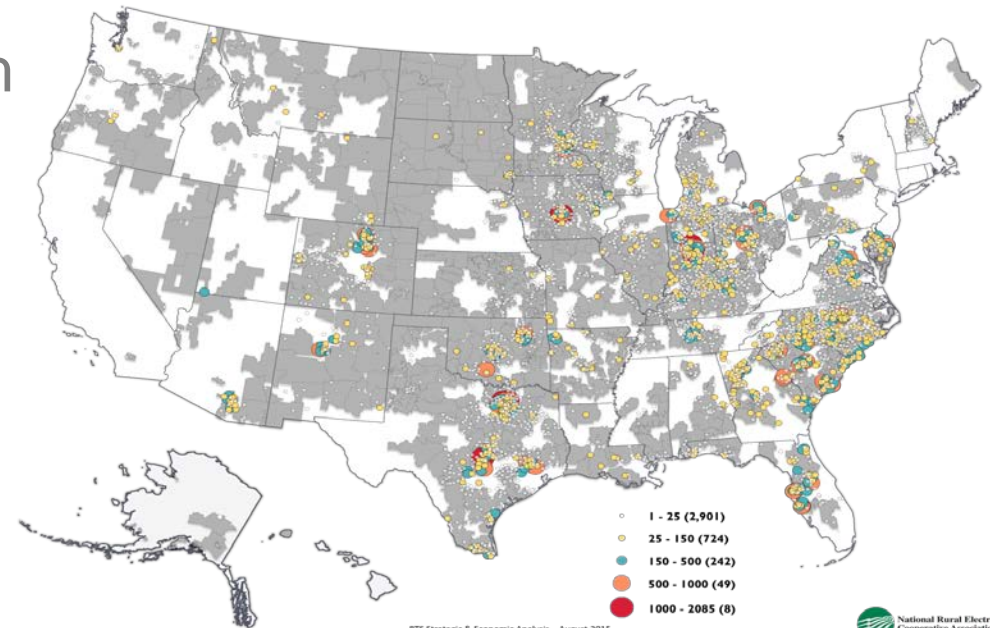
BIG PICTURE

We need to do the same thing for residential energy efficiency.



BIG PICTURE

- New home construction important
- Existing homes – more and bigger challenge
- Need Education & Infrastructure
- Co-ops have unique opportunity and responsibility
- Need to expand reach
- Won't happen overnight





Touchstone Energy®
Cooperatives

BLUE GRASS ENERGY

- Unique model
- Raters in-house
- Provider at East Kentucky Power
- Very successful
- What next?
 - Contractors' Model for new homes
 - Existing homes???
 - On-bill financing???

DISCUSSION



THANKS!



ROY HONICAN
Residential Services Coordinator
royh@bgenergy.com
(859) 885-2162



ALAN SHEDD
Director, Energy Solutions
alan.shedd@nreca.coop
770.654.0027