



# Retrofitting Communities in Need: The Knoxville Extreme Energy Makeover Program

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# TVA



Energy



Environment



Economic  
Development





# Need is Valley Wide – Need for Increased Equity

[PUBLIC] + [UTILITY]

for the people                      to be useful



# The Need: Aging Housing Infrastructure







# Where We Started: IBM Smarter Cities Challenge







# Knoxville Extreme Energy Makeover (KEEM)







# KEEM – No-Cost Retrofits





# KEEM: Built on Partnerships



CITY OF KNOXVILLE



# CAC

Knoxville-Knox County  
Community Action Committee

*Helping People. Changing Lives.*



*Using less. Doing more.*



**KNOXVILLE**  
CHAMBER

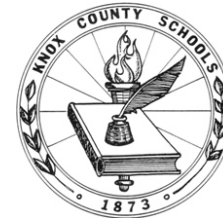


United Way  
of Greater Knoxville



Knoxville Area  
Urban League

*Empowering Communities.  
Changing Lives.*



CORNERSTONE FOUNDATION  
OF KNOXVILLE





# Integration of Customer Feedback

*TVA offers advice on what changes would save the most*

*The advice on the best ways to become more efficient which would save me money.*



*They give you advice how to make your home comfortable without costing a lot.*

*Tells me what the biggest savings would be based on what is fixed.*



# Education is a Priority





# Education Helps Empower Customers





# Engagement is Critical





# Engagement is Critical





# KEEM's Impacts in First 12 Months...

## ECONOMIC IMPACT



**\$6 Million**  
Invested in  
Knoxville



**\$4.5 Million**  
to Local, Small  
Business

## CUSTOMER IMPACT



**600+** Homes  
Weatherized



**3,700,000 kWh**  
Saved



**100+** Workshops  
with **1,200+**  
Attendees

## ENVIRONMENTAL IMPACT



Savings Enough  
to Power **225**  
Average Homes



**2,600** Metric  
Tons of CO<sub>2</sub>e

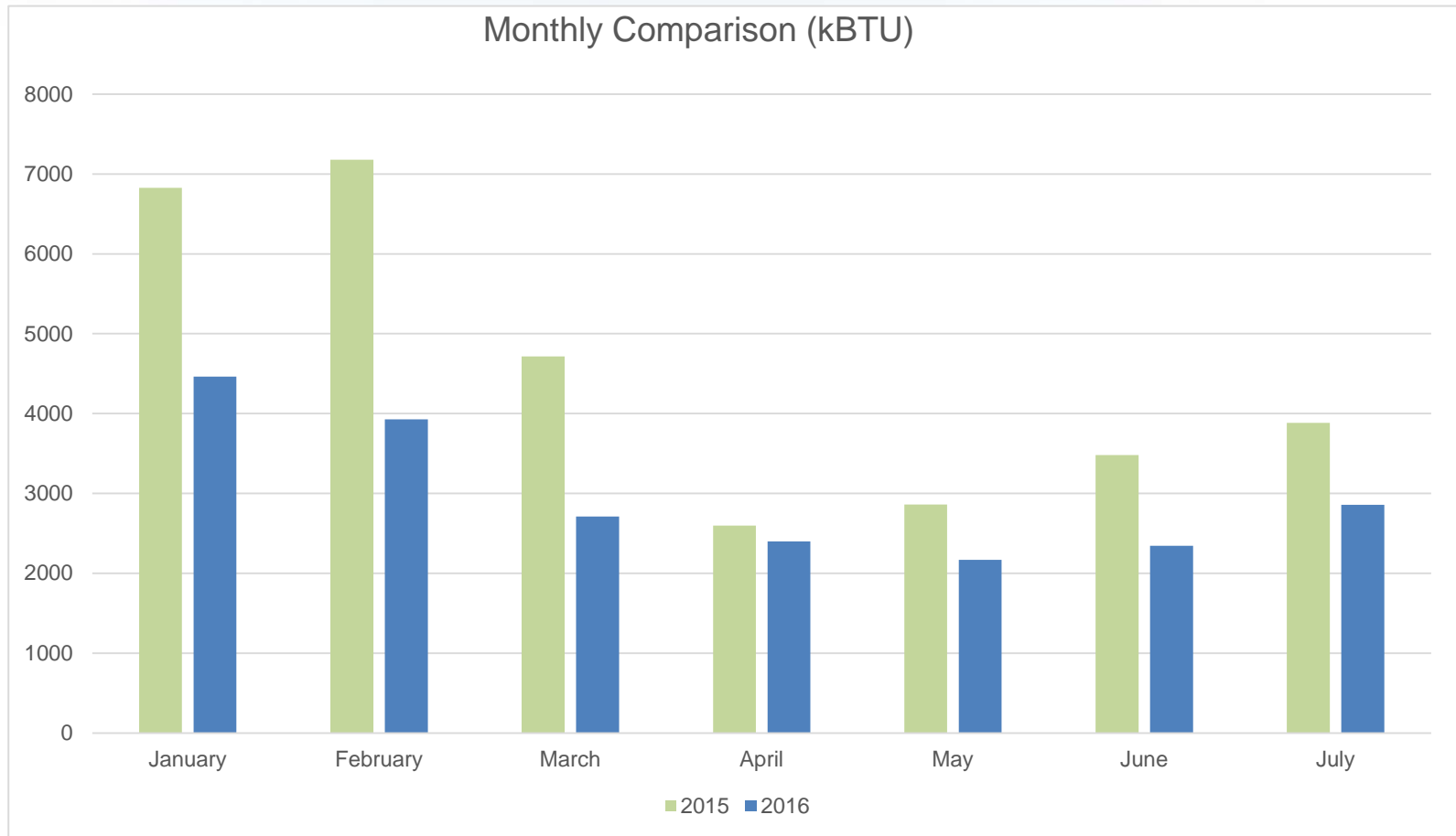


Equivalent to  
Taking **549** Cars  
off the Road





# Energy Savings in Sample Home





Thank You!



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