

# PNM

COMPREHENSIVE WHOLE HOME PROGRAM

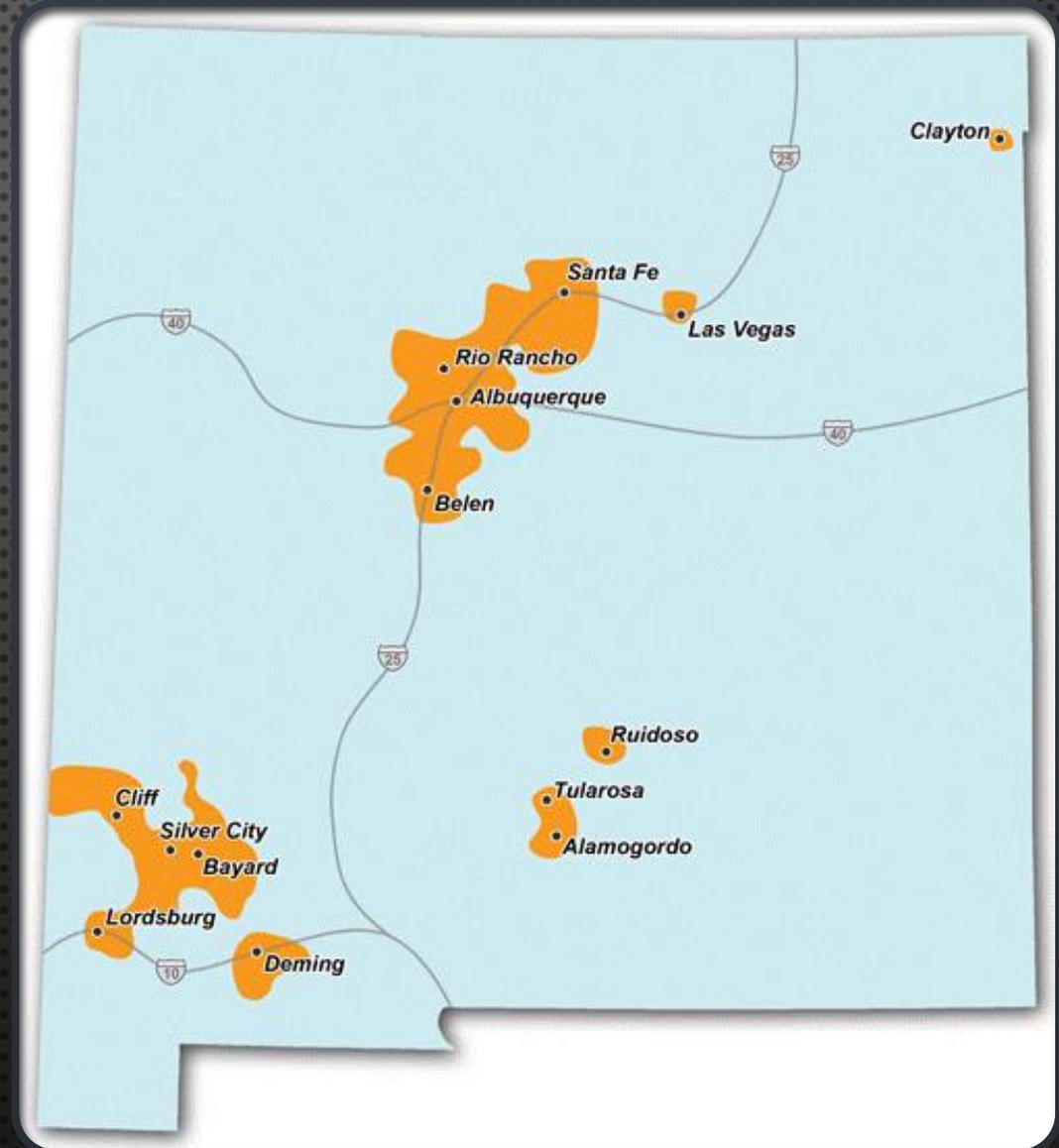


# CONSIDERATIONS

40% of NM is  
at 200% or  
below the  
federal  
poverty level

Geographically  
Widespread

Mild Climate



# COMPREHENSIVE WHOLE HOME CHECKUP

Walk-through home inspection

Customized energy report

Installation of small energy efficient measures

Access to rebates on ENERGY STAR® appliances and cooling equipment

For qualifying low income customers:  
a new energy efficient refrigerator



Communication with field staff

Ambiguous assessment value

Untimely delivery of assessment results

Limited rebate options

Ineffective low-income outreach

## INITIAL BARRIERS



# CHANGES

TO INCREASE PARTICIPATION



# EXPANDED COMMUNICATION

- Field staff feedback
- Program messaging
- Utilized current resources



Participation options

Appliance measures

Cooling and insulation rebates

**EXPANDED  
OFFERINGS**



# EXPANDED RESOURCES

Online rebate access

Retail tear pads



Great! Now that you've successfully completed the PNM Online Home Energy Analyzer, let's show you the rebates.

Appliances can account for nearly 20 percent of the average household's energy costs. So it's smart to invest in ENERGY STAR® certified appliances. You'll save energy and money for years to come and save even more with PNM rebates.

Check the product requirements below to see if your appliance qualifies.

Contact us at [info@pnmhomecheckup.com](mailto:info@pnmhomecheckup.com) or (855) 775-6491 if you have any questions or concerns.

▶ REFRIGERATOR – \$125

▶ CLOTHES WASHER – \$75

▶ CLOTHES DRYER – \$75

▶ DISHWASHER – \$50

▶ FREEZER – \$50

▶ AIR PURIFIER – \$50

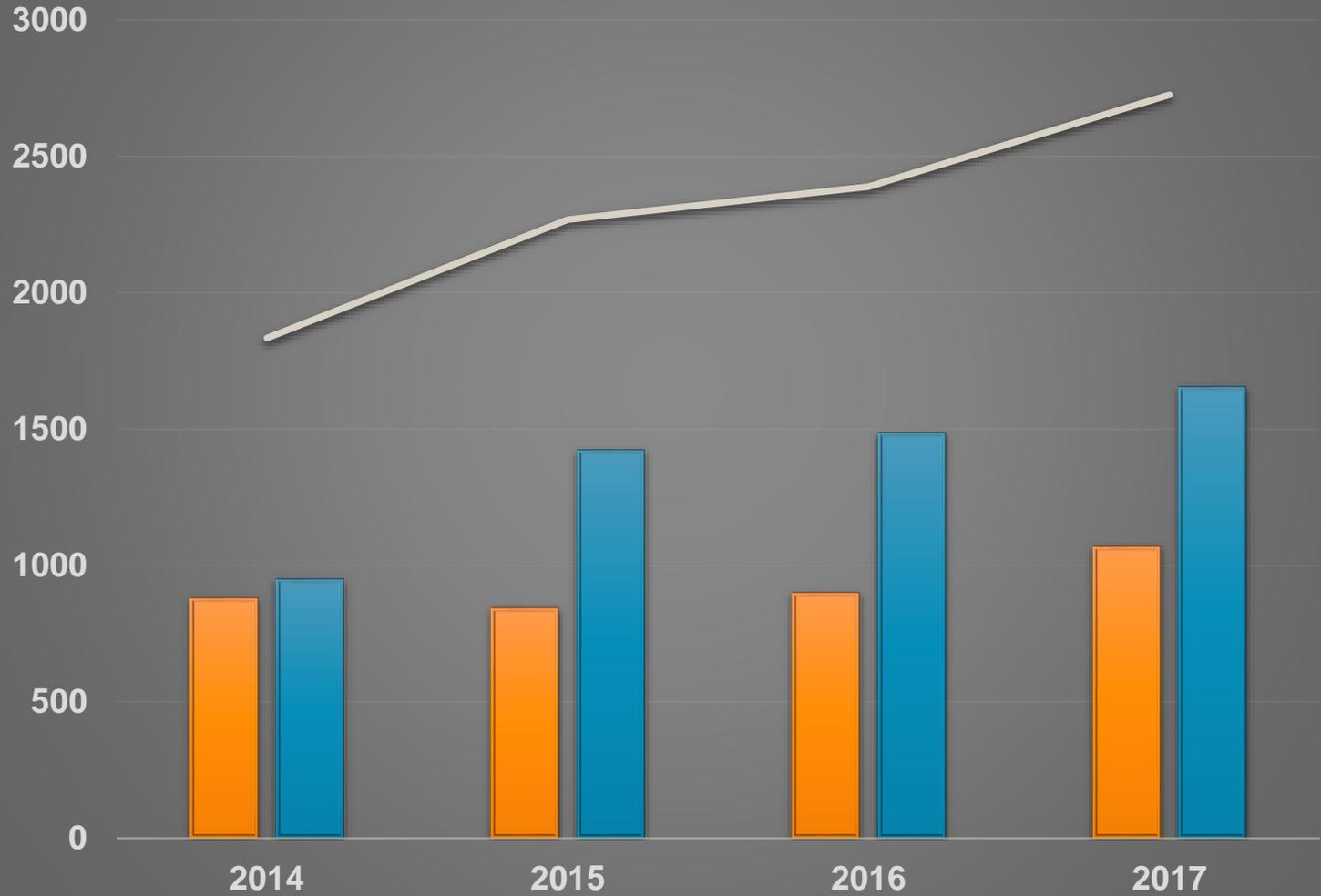


# RESULTS



## Home Assessment

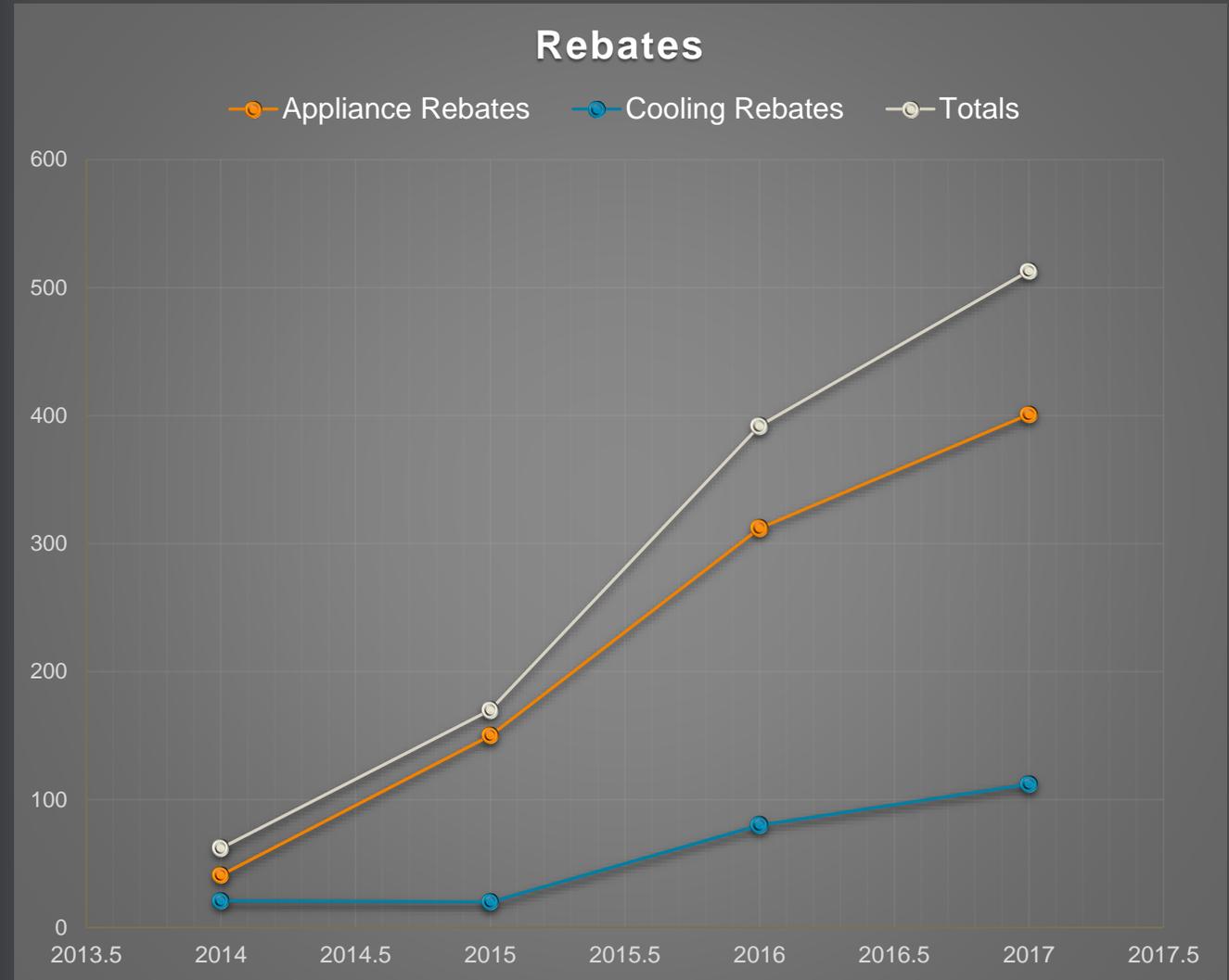
Low Income Market Total

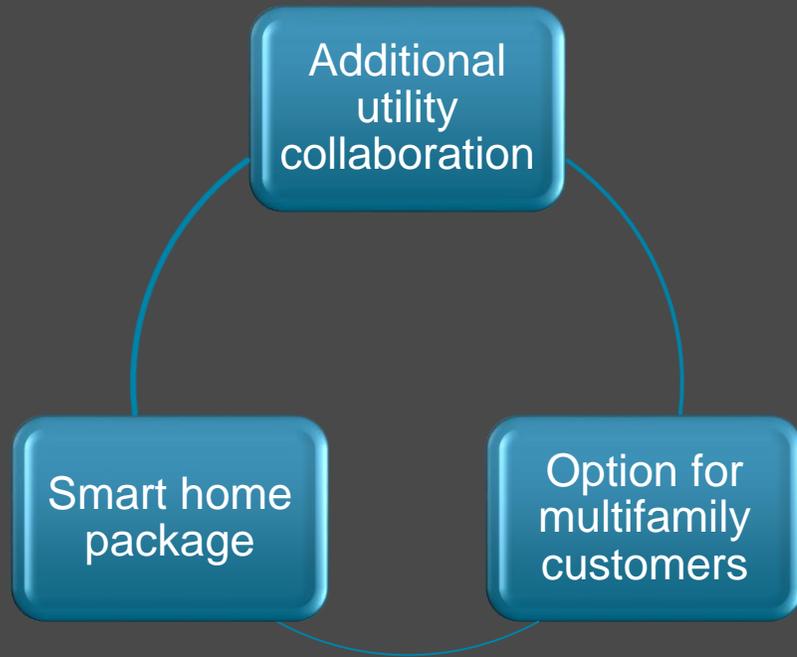


HOME  
ASSESSMENT  
PARTICIPATION



# ADDITIONAL REBATE PARTICIPATION





# FUTURE EXPANSION IDEAS



# THANK YOU

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