The Week of Warmth encompasses a series of events designed to raise and distribute more than $1 Million in energy assistance to customers in need.

Started in 2010 as the Week of Giving, the Week of Warmth has raised and distributed over $4 Million in energy assistance.

Gerry Anderson, DTE’s CEO, has served as Chairman since its inception.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/ Time</th>
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</thead>
<tbody>
<tr>
<td>Neighborhood Energy Efficiency Day Registration</td>
<td>Sep 28</td>
</tr>
<tr>
<td></td>
<td>11am – 2pm</td>
</tr>
<tr>
<td>WDIV Event Day</td>
<td>Nov 8</td>
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<tr>
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<td>tbd</td>
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<tr>
<td>Neighborhood Energy Efficiency Day &amp; Press Kick-off</td>
<td>Nov 9</td>
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<tr>
<td></td>
<td>8am – 5pm</td>
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<tr>
<td>Hallelujah for Heat</td>
<td>Nov 9</td>
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<tr>
<td></td>
<td>6pm – 10pm</td>
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<tr>
<td>Warmth with Wings</td>
<td>Nov 9</td>
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<tr>
<td></td>
<td>7pm</td>
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<tr>
<td>Night of Warm Hearts</td>
<td>Nov 14</td>
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<tr>
<td></td>
<td>6pm – 10pm</td>
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<tr>
<td>Customer Assistance Day</td>
<td>Nov 19</td>
</tr>
<tr>
<td></td>
<td>9am – 4pm</td>
</tr>
</tbody>
</table>
Neighborhood Energy Efficiency Day (NEED)
Neighborhood Selection

2014
NEIGHBORHOOD ENERGY EFFICIENCY DAY BOUNDARIES

Key:
- Darker blue means greater opportunity
- ★ Has a faith based location in the zip code

Detroit
Collaboration of Partners

**DTE Energy**

Event Lead: Energy Optimization (EO), Low Income Self-Sufficiency Plan (LSP), and Public Affairs

**ICF INTERNATIONAL**

EEA Home Performance, Test and Tune Up and Refrigerator Replacement Programs Management

**SEEL**

Home Energy Consultation Program Management

**THAW THE HEAT AND WARMTH FUND**

Event Co-Host and Fuel Assistance

**Wayne Metropolitan Community Action Agency**

EEA Program Participation and Weatherization Services

**United Way**

Low Income Eligibility Intake
NEED Day Offerings

- Water-saving Faucet Aerators
- Compact Fluorescent Light Bulbs
- Water Heater Pipe Wrap
- Roof Replacement
- Water-saving Showerheads
- Refrigerator Replacement
- Furnace or Boiler Tune-up
- Home Insulation
Energy Efficiency Assistance NEED Offerings

1. Distribution Program
2. Rebate Programs
3. Direct Delivery
Customer Engagement Process

Linking and leveraging multiple utility and community programs…

Utility Bill Assistance + Energy Efficiency Assistance Program + Wraparound Services = Easier Path to Self-sufficiency

…To create lasting results long after the event
Media Coverage

### Week of Warmth Outcomes

#### NEED Day Outcomes

- 125+ people receive Home Energy Consultation
- 20+ people have furnace tune-up or replacement
- 10+ people received ENERGY STAR certified refrigerator
- Site demonstrations of home weatherization
- Hundreds of others receive energy efficiency services after the event

#### Other Week of Warmth Outcomes

- Raised a million dollars for fuel assistance
- Strong media coverage
- Tremendous goodwill heading into the heating season
- Blighted home demolition
- Hundreds receive financial assistance
Neighborhood Blitz Tips

• Build shared ownership of the outcomes
• Under promise, over deliver
• Plant an extra row – you may need it
• Plan and rehearse before “the cameras are rolling”
What’s Next: New Channel for Home Energy Improvements

- Supporting Energy Efficiency in Detroit (SEED) Homes program launched in 2014
  - Improved engagement, education and attribution of limited-income customers
  - Rapidly identify qualified customers and schedule service for neighborhood blitz event
  - Pilot new measures and program delivery concepts

Whole House Retrofits

- Air sealing
- Attic Insulation
- Floor Insulation
- Rim Joist Insulation
- Knee Wall Insulation
- Refrigerator
- Furnace with ECM
- Programmable Thermostat
Thank you