

Financial Analysis: Where Have We Been, and Where are We Going?

After nearly five years, How\$martKY has completed its pilot phase, brought on two new cooperative partners, and impacted hundreds of families. The program continues to grow and change as we learn from our collective experiences, and we appreciate your leadership and feedback during each stage of the process.

We are excited to announce we have hired Meister Consultants Group to perform an in-depth financial analysis of the program to put hard numbers on the cumulative effects of our work. The goals of this analysis are:

- Learn about the effects of the program on all co-op members—whether they directly participate or not.
- Determine exactly how the program impacts the bottom line for each of our co-op partners.
- Identify ways that we can further maximize the positive impacts of How\$martKY retrofits for everyone.

With this new information, we can help inform the future direction of How\$mart. We look forward to working with you in this effort and will share the results of the analysis in the coming months.

\$martFact:
**How\$mart has
completed retrofits
on 290 homes across
Eastern Kentucky.**

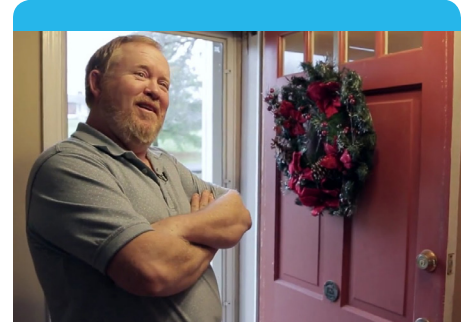


\$martNews

The How\$martKY™ Newsletter | Fall 2016

Members Always Come First: Meet Jeff & Anita

Jeff and Anita Gulley have lived in their home in Flemingsburg for almost 25 years. In 2012, they read about the How\$martKY program in *Kentucky Living* magazine and called Mary Beth Nance for more information. As members of Fleming-Mason Energy, they were able to schedule a free energy evaluation and implement an energy efficiency retrofit to their home that quite literally pays for itself.



Jeff said that he and his wife always dreaded the cold months of January and February because of their high electric bills. Through How\$martKY, they financed a new heat pump and spray foam insulation with no money down. Jeff said, "It was just the best thing that I'd ever done. The first month I got my bill, I could tell a big difference. It was just like a weight was lifted off of me—it was truly amazing."

The energy upgrades brought the Gulleys an average estimated net savings of \$26 each month—after the monthly program charge. The cash flow allowed them to replace some kitchen appliances, and the retrofit made the upstairs living space more comfortable. Jeff went on to add that, "It's nice not to have to worry about it. I concentrate more on my granddaughter... letting her come and play. It's a totally different place, it really is."

Welcome to the How\$mart Team, Rachel!

We'd like to extend a warm welcome to the newest member of the How\$mart team, Rachel Norton. Rachel is a biosystems engineering graduate from the University of Kentucky. She received her Building Performance Institute certification this past February and began working at MACED in



May 2016. Before coming to MACED, Rachel conducted commercial energy auditing for the Kentucky Industrial Assessment Center, performed biomass fuels research for UK and learned about sustainable and organic agriculture at Mt. Folly Farm with Laura Freeman, founder of Laura's Lean Beef. In her free time Rachel enjoys gardening, riding horses and participating in local events. She is also developing her own energy evaluating business, *Rachel Saves the World*. She is "enthusiastic about this program and excited to work with all of our partners to build a strong community around energy efficiency, healthy homes, and job creation in their areas."

We are excited to have more helping hands and a fresh perspective as How\$mart is growing and changing. Welcome, Rachel! If you haven't met Rachel yet, or want to talk How\$mart, we encourage you to reach out by phone 859-582-1388 or email rachel@maced.org.