

eScore Program Rebate Changes

Effective: September 15, 2018

Since 2008, your local power company and the Tennessee Valley Authority (TVA) have paid rebates to residential customers that utilize a Quality Contractor Network (QCN) member to install eligible energy efficient upgrades through EnergyRight Solutions for the Home (ERSH) Programs.

However, the electric utility industry is changing in the Tennessee Valley and across the United States. With these industry changes, TVA must adjust programs accordingly to continue to do the right thing for the people of the Valley. ERSH recently conducted marketing research with residential customers and QCN members across the Tennessee Valley to determine the most important features of TVA's eScore Program. The research indicated that the following program features are most important.

- Unbiased advice from a trusted energy advisor
- Access to QCN members
- Assurance of proper installation (eScore inspection)
- Advocacy for resolving improper installations

Because of this research, TVA is transitioning the eScore Program to a program where QCN member promotion will be a focal point in customer engagement, marketing, advertising, and promotion of the program. One goal is to help customers understand the value of using a QCN member when making upgrades. In the near future, TVA will be launching a marketing campaign to promote the program and drive leads to QCN members.

A second program change involves customer rebates in the eScore Program. After September 15, 2018, any rebate applications submitted to the eScore portal for Air Sealing, Attic Insulation, Heat Pump Water Heater, Heat Pump, Geothermal Heat Pump, Dual Fuel Heat Pump, Central Air Conditioning, Tune-Up, and Duct System will not be eligible for rebate. These upgrades, in addition to Exterior Door, Window, and Storm Window Added to Single-Paneled Window, will be known as "Non-Rebated Upgrades" after September 15, 2018. If the rebate budget is depleted prior to September 15, 2018, then rebates for these upgrades may be eliminated on the date when the budget is depleted*. As we approach September 15, 2018, it will be important for you to inform your customers that they may or may not be eligible for rebates in case the budget is depleted before a rebate application is entered into the eScore portal. The status of the rebate budget may be viewed in your eScore QCN Portal on the main page under the heading Program Budget.

The eScore Program is not being eliminated, but is being repositioned around customer engagement and Smart Energy Technologies. Smart Energy Technology rebates will continue to be paid through eScore when the primary heat source is changed from non-electric to electric by installing the equipment below:

- Conventional Electric Water Heater
- Air Source Heat Pump
- Mini-Split
- Dual Fuel Heat Pump

Non-Rebated Upgrades entered into the eScore portal after September 15, 2018 will continue to be eligible for a free eScore inspection to give your customers assurance that the work was installed right by a quality contractor. Customers will have access to financing.

eScore Program

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