



Keeping It Simple from the Customer's Perspective

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Program Partners & Roles

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- City of San Antonio, Office of Environmental Policy – Program Administrator
- CPS Energy – Program Implementation & Concierge Services
- Energy Finance Solutions – Loan Funding in conjunction with City’s financing incentives
- Eco-Synergy Advisors – Pre & Post Auditing

Retrofit Conversion Rates

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- DIY to Retrofit
 - ▣ 80% Conversion rate
- Professional Evaluation to Retrofit
 - ▣ 20% Conversion rate

Program Transition

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- ❑ Reduce the complexity of the program for homeowners, partners, and contractors
- ❑ Utilize an energy “self assessment” to educate customers about the benefits of energy efficiency and serve as gateway to more comprehensive audits
- ❑ Change the audit function to drive and validate 15% savings
- ❑ Modify Incentives and financing options to encourage deep retro-fits.
- ❑ Create a sustainable market for the program by building long-term relationships with vendors, agencies, and participants

Do-it-Yourself Assessment

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□ RESULTS

- Account and email capture box appears for tracking
- The customer qualifies under program requirements
 - Eligible for Financing and Home Energy Evaluation
- Customer does not qualify. Energy Guard or Solar option

The screenshot shows the CPS Energy website interface. At the top, there is a navigation bar with 'HOME', 'ABOUT ENERGY SAVERS', 'GET STARTED', 'SEE YOUR SAVINGS', and 'READ & SHARE'. Below the navigation bar, there are two buttons: 'RESIDENTIAL SAVE ENERGY AT HOME.' and 'COMMERCIAL SAVE ENERGY AT YOUR BUSINESS.'. The main content area features a large gauge chart on the left with a needle pointing to 58. Below the gauge, there are two boxes: 'YOUR SCORE: 58' and 'ESTIMATED 3 YEAR SAVINGS: \$3,936'. To the right of the gauge, the text reads: 'Your Home Energy Report. You look like a great candidate for the CPS Energy Savers program. With a full energy retrofit, your home has an estimated 42% savings potential. And CPS Energy will help you pay for the upgrades, up to \$6,500 in rebates. The next step: Get an in-home evaluation from one of our energy experts and upgrade your home. SPECIAL OFFER: Act now and you may qualify for an additional \$2,000. Over \$8,500 to upgrade your home! Enroll Now → Save your report | Start over'.

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Role & Interface with Customers

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- Customers utilize DIY evaluation - Providing an initial custom screening process for qualification
- Customers receive an ID number for tracking throughout the process
- Customers who qualify for financing and in-home evaluations drop into a shared database and will have access to concierge staff.

Target Audience

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- Residential customers living in CPS Energy Service territory – primarily homeowners (Bexar County and portion of five surrounding counties)
- Persons living inside inner loop - targeting homes built prior to 1978; built before 2000 requirement
- Ages 25-64
- Household Income \$45,000+ (above the 200% poverty line)
- Have high energy usage
- Emphasis on Hispanics

Strategy

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- Use mixed media to reach all target segments at various touch points.
 - ▣ Radio and Out of Home - billboards, bus shelters, bus wraps, bus king signs, gas pump toppers
 - ▣ Print -Local newspaper and niche papers, targeted regional magazines like Country Living, Elle Décor, Real Simple, Cooking Light. TV allows for high reach, slots purchased at specific day times, includes cable and prime time slots to reach segments.
- Direct all target audiences to micro-site.

Focus Groups

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- Did we reach our target audience?
- Participants in focus group included:
 - ▣ Higher income professionals
 - ▣ Household income of \$50K to \$150K+
 - ▣ Ages 21-69
 - ▣ Technology oriented
 - ▣ 50% Hispanic

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Questions & Answers

Joni Zacharisen

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CPS ENERGY SAVERS

- City of San Antonio received \$10 Million in funding from the DOE
- Funding expires on June 3, 2013
- Funding supports retrofits that result in a 15% or greater efficiency savings

Goal

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- Create a website that would serve as the portal for all of the program information and resources. Creating a unified approach for providing the customer with education/awareness, enrollment, audit/evaluation, financing, installation, rebates/tax credits and measurement and verification
- Utilize an energy “self assessment” to educate and serve as gateway to more comprehensive audits
- Build positive awareness about the benefits of energy efficiency retrofits
- Educate customers to help overcome the obstacles to participating in the program
- Create a sustainable market for the program by building long-term relationships with vendors, agencies, and participants to keep the program running after stimulus money is exhausted
- Create long-term behavioral changes