

Marketing Technical Advisory Group



Los Angeles County Energy Program
Energy-Efficiency Upgrades for Existing Homes

April 15, 2010

Research Analysis

Extensive Market Research

- LA County: 1,200-person survey
 - LA County: 4 focus groups
 - Alameda County: 600-person survey
 - Alameda County: 3 focus groups
 - Bay Area: 900-person survey
 - Statewide: 6 focus groups
-
- Demographics
 - Other surveys
 - Best practices

Program Goals

15,000 home energy retrofits (unincorporated County)

2,600 jobs (unincorporated County)

- Generate highest numbers in shortest time
- “Retrofit-Ready” and “Retrofit-Persuadable”
- Increase awareness of Whole House Performance

▶ 1. Education Does Not Move People to Increased Participation.

- The more complex the program is, the less people want to hear about it.
- From 52% initial interest, down to 45%

Recommendation:

- Simplify
- Don't Market Two Separate Paths
- One Path with Two Entrances
- First-Step Efficiency Package
- Whole House Investment-Grade Package

▶ 2. Cost is a Major Barrier.

- “I am trying to cut household expenses wherever I can”
- “I cannot afford to make any major improvements to my home right now”

Recommendation:

- First-Step Efficiency Package: \$3,000-\$5000
- Whole House Investment-Grade Package

▶ 3. Cost is a major motivator.

- Save Money on Utility Bills: 61% with older homes, 57% with kids
- Energy Independence: 59% with older homes, 54% over \$60,000

Recommendation:

- Show How it Pencils Out—Interactive Website
- First-Step Efficiency Package

▶ 4. Rebates/Tax/Credits are Critical to Success.

- Interest Dips to 38% at \$5,000 Cost
- Back up to 69% with Rebates

Recommendation:

- Make it Easy to Get ALL Rebates
- Only Launch When ALL Rebates in Place

▶ 5. The financing plan is not attractive.

- 48% Interested in a Loan
- 40% When Your Property is Collateral
- 24% When Interest Rate is 7-8%
- 55% of Initial Supporters Lost Interest

Recommendation:

- This is a Home Energy-Saving Upgrades Program
- Financing Presented as an Option
- Offer a Cash Rebate or Lower Interest Loan

▶ 6. Contractors are Both a Valuable Asset and a Perceived Liability.

- Work with a Contractor, Trust that Contractor
- But Horror Stories Abound
- High Response to BPI certification

Recommendation:

- Stress BPI Credential
- Department of Energy and Environmental Protection Agency
- Stress Quality Assurance

▶ 7. Accountability is Essential.

- Approvals at 65% for Quality Assurance
- 50% of Initial Detractors More Likely to Participate

Recommendation:

- Stress QA for “Basic Path”

▶ 8. Counties are Both a Valuable Asset and a Perceived Liability.

- 49% Negative Response to County “Program”
- BUT County is Official, Neutral Agent

Recommendation:

- Use County Logo
- Include Partners: ARRA, Utilities, Environmental Organizations

▶ 9. There is an Audience Primed, Ready and Waiting.

- 90% Say They Have Made Behavioral Changes
- Most Have Made Home Energy Improvements
- Ready to Make More

Recommendation:

- Program is Simple, One-Stop-Shop
- Homeowners Make Choices
- Rebates/Tax Credits
- Certified Contractors
- Financing Option

Key Target Markets

- Homeowners under age 50
- Women (college-educated)
- Homes built before 1940 (expand to built before 1970)
- With school-age children at home (large families)
- Of color (Asian-63%, Latinos-62%, African Americans-59%)
- Incomes of \$60,000-\$120,000
- Those who have made some energy upgrades
- Speak Spanish as a primary language (took survey in Spanish-68% positive response)
- Transitioning (buying a house or increasing family size)

Key Messages

- **Save on Utility Bills.** Upgrading a home to use less energy and water can reduce utility bills by 20 percent or more—saving you money over time.
- **Reduce Foreign Oil/Fossil Fuels.** At a time when we are trying to reduce our dependence on foreign oil and other fossil fuels, upgrading the energy efficiency of our homes is an important step we can all take. (In focus groups the concept of energy independence further resonated as independence from utility companies; getting off the grid).

Key Messages

- **Increase Property Values.** Homes that are energy-efficient and environmentally friendly are more appealing to home-buyers in the Bay Area. These upgrades can increase your property value. (Scored higher in Bay Area.)
- **Help the Environment/Climate Change.** We all need to do our part to help the environment and slow climate change. Making our homes more green and energy efficient is an important step we should all take.

Key Messages

- **Certified Contractors Save Money.** Specially trained and certified contractors know how to find improvements that the average homeowner would not. Their assessments will ensure that you find more energy savings and, therefore, save more money on your utility bills.

Secondary Messages

- **Comfort**
- **Indoor Air Quality**

Messengers

- Neighbors and other homeowners
- Architects/design professionals
- Gas and electric utilities
- Environmental organizations
- Building contractors
- Home improvement store staff

Modes

- Utility bill inserts
- Newspaper articles
- Mailers
- Television ads
- Posters/notices at public venues
- Social media

Criteria for Successful Launch

1. All rebates (federal, utility, county) in place and available to homeowners
2. Robust website up
3. Sufficient certified contractors
4. Strong majority of cities are participating
5. Coordination with utilities
6. Marketing materials
7. Community outreach plan
8. Media plan
9. Program design finalized (can launch without financing)

Creating the Brand

Principles

How the Brand Will Be Created

- Does not conflict with existing brands of IOUs, local governments
- Builds on existing work done by IOUs, local governments
- Allows flexibility in manipulation of brand components
- Allows for local identity

Brand Foundation

Attributes that are Critical to Grounding the Brand

- Easy to understand
- Descriptive
- Credible
- Trans-political
- Compelling
- Resonates with diverse audiences
- Effective
- Inspirational

Brand Personality

Core Values and Characteristics Described as Human Personality Traits

- **Practical:** We provide one-stop-shop information
- **Can-Do:** We make it easy so you can get things done
- **Empowering:** We provide you with the ability to make choices and take actions that make sense for you
- **Inspirational:** We bring new ideas that will inspire you to go beyond what you thought you could do

Brand Positioning

Who Brand is For, What We Want Them to Do and Why

For home owners in Los Angeles County who want to reduce their homes' energy use and increase comfort, while saving money and helping the environment, we are the source for practical information and innovation—we make it simple.

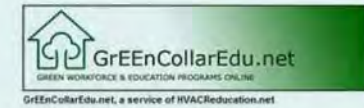
Brand Names

Brand Names

1. Empower LA County
2. Re-Energize LA County
3. EcoFit Home
4. EcoQuest
5. PowerSmart
6. EcoSaver Home
7. EcoSense Home
8. TerraFitHome
9. Energy Independence

Logos

Los Angeles County Energy Program | Energy-Efficiency Upgrades for Existing Homes











energy
independence
LOS ANGELES COUNTY



energy
independence
LOS ANGELES COUNTY











EcoFit Home





LOS ANGELES COUNTY
ecosense



LOS ANGELES COUNTY
ecosense

ECOSAVER
L.A. COUNTY

ECOSAVER
L.A. COUNTY



**EcoFit
Home**



**EcoFit
Home**

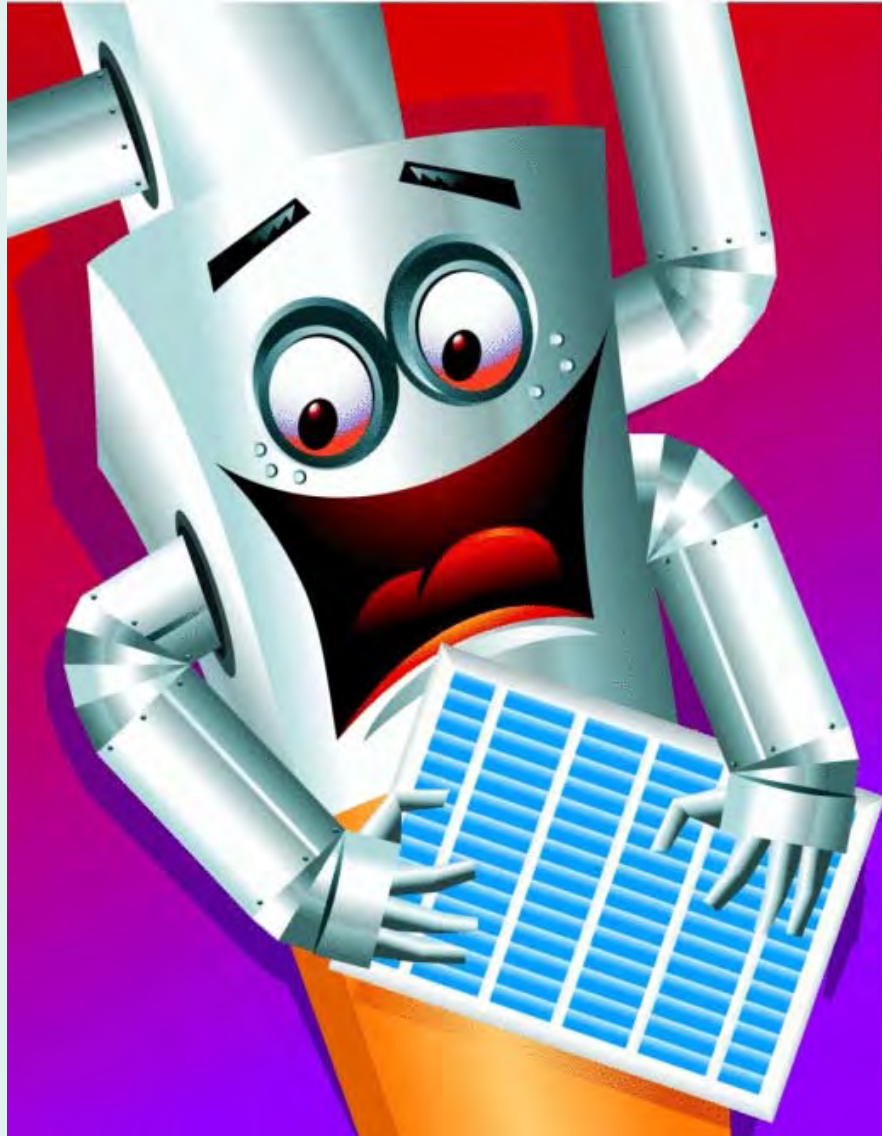


**Eco
Quest**



**Eco
Quest**





Website

Website Goals

- *Transparent Navigation*
- *Simple Message and Focus*
- *Robust*
- *Interactive*
- *Expandable*

Website Goals


- ***Inform:*** Offer a clear description of program goals and elements
- ***Encourage:*** Show the benefits of participation
- ***Empower:*** Help users make informed decisions
- ***Make it Easy:*** Process is easy to understand and simple to follow


Website Goals

The website should answer the following key questions:

- **What** services are available?
(e.g., basic, performance, solar, etc.)
- **Who** can provide these services?
(e.g., contractors, HVAC repair, etc.)
- **How** can I pay for these services?
(e.g., rebates, PACE financing, etc.)

QUICK LINKS

I want... 

 [What Solutions Are Right for Me?](#)

 [Events & Education](#)

 [Find a Contractor](#)

+ **Serving customers of:**
Portland General Electric,
Pacific Power, NW Natural &
Cascade Natural Gas.

SAVING MONEY

SAVING ENERGY

HELPING OREGON USE LESS ENERGY

We've helped Oregonians save and generate enough clean energy to power 221,000 homes and heat another 18,300 homes with natural gas. Saving energy costs utility ratepayers much less than building fossil fuel power plants—about 1/5 the cost for electricity and 1/3 the cost for natural gas.

[WHAT CAN SAVING ENERGY CREATE? »](#)

GROWING THE ECONOMY

PROTECTING THE ENVIRONMENT



Enter the Good Energy Contest



Most homes waste energy, but often it's not obvious. Enter the Good Energy contest and you could win a \$500 Home Performance with ENERGY STAR® assessment that will uncover your home's energy secrets.

[Enter now »](#)

Develop an Energy Saving Plan at Home



Evaluate your home's energy use with the help of a trained Energy Trust energy advisor who will provide you and your family with a prioritized list of recommendations.

[Schedule Now »](#)

Evaluate Your Business's Energy Use



Running a more energy-efficient business is all about knowing where to begin. Download our do-it-yourself energy audit and start evaluating your commercial business today.

[Download now »](#)

Turn On Business Savings With Lighting Upgrades



Installing energy-efficient lighting in your building or facility can illuminate a whole new world of cost savings and improved customer experience. The best part? Payback on lighting upgrades is lightning quick.

[Learn More »](#)

DSIRE SOLAR



Resources

Summary Maps

Summary Tables

Library

Search

What's New?



CALIFORNIA

Incentives/Policies for Renewables & Efficiency



- [See Federal Incentives](#)
- [See All Summaries](#)
- [See Residential Incentives Only](#)

Financial Incentives

Green Building Incentive

- [Marin County - Green Building Incentive Program](#)
- [San Bernardino County - Green Building Incentive](#)
- [San Diego County - Green Building Program](#)
- [Santa Monica - Building Permit Fee Waiver for Solar Projects](#)
- [Santa Monica - Expedited Permitting for Green Buildings](#)

Industry Recruitment/Support

- [Sales Tax Exemption for Alternative Energy Manufacturing Equipment](#)

Leasing Program

- [Santa Clara Water & Sewer - Solar Water Heating Program](#)

Local Loan Program

- [Palm Desert - Energy Independence Program](#)
- [Sonoma County - Energy Independence Program](#)

Local Rebate Program

- [Marin County - Wood Stove Replacement Rebate Program](#)
- [San Francisco - Solar Energy Incentive Program](#)

PACE Financing

- [Local Option - Municipal Energy Districts](#)

Production Incentive

- [California Feed-In Tariff](#)
- [City of Palo Alto Utilities - Solar Renewable Energy Credit Purchase Program](#)
- [SMUD - Feed-in Tariff](#)

Property Tax Incentive

- [Property Tax Exclusion for Solar Energy Systems](#)

State Grant Program

- [School Facility Program - Modernization Grants](#)

State Loan Program

- [Energy Efficiency Financing Program](#)

State Rebate Program

- [California Solar Initiative](#)
- [California Solar Initiative - Multi-Family Affordable Solar Housing \(MASH\) Program](#)
- [California Solar Initiative - Single-Family Affordable Solar Housing \(SASH\) Program](#)
- [CEC - New Solar Homes Partnership](#)
- [Emerging Renewables Program](#)
- [Self-Generation Incentive Program](#)

Utility Grant Program

- [Alameda Municipal Power - Energy Efficiency Grant Program](#)
- [Alameda Municipal Power - Residential Energy Efficiency Program](#)
- [Burbank Water & Power - Business Bucks Energy Efficiency Grant Program](#)
- [LADWP - Small Business Direct Install Lighting Program](#)
- [Riverside Public Utilities - Energy Efficiency Technology Grant Program](#)

Money-saving green projects are within your reach

[Learn How To Apply >](#)

[View Eligible Projects >](#)



San Francisco wants you to green your property. And we understand that improvement projects are investments, even when they have quick returns such as savings on your water and energy bills.

That's why we've created GreenFinanceSF, a financing program that breaks the cost barrier for the water-savings, energy efficiency, and renewable energy projects that you might not have been able to afford.

[Learn More >](#)



Our new energy program is hot, cool, and green.

Quick Links/Forms Search English / Español

ENERGY affordability

WATER conservation

RESIDENTIAL IMPROVEMENTS

COMMERCIAL IMPROVEMENTS

WATER AND ENERGY

IMPROVEMENTS / UPGRADES

More energy for less

Sonoma County's Energy Independence Program is a new opportunity for property owners to finance energy efficiency, water efficiency and renewable energy improvements through a voluntary assessment. These assessments will be attached to the property, not the owner and will be paid back through the property tax system over time, making the program not only energy efficient but also affordable. [For more specific information about the program, please go here.](#)

Sonoma County Energy Independence Program

INFORMATIONAL FORUM

First Tuesday of each month at the SCEIP Office

404 Aviation Blvd, Suite 200
Santa Rosa, CA 95403

5:30 – 6:30 p.m.

If you are unable to join us in person, a Conference Line is available (707) 565-7582

Click **HERE** for more information

lower your carbon footprint by taking the next step

get an energy efficiency evaluation today

Make waves, conserve water.

Delivering water to consumers and then treating it after it goes down the drain, comprises the single largest use of energy in Sonoma County. The Sonoma County Energy Independence Program can be used to help reduce your water use as well as your energy consumption.



The Russian River is a major water source for Sonoma County's households and businesses.

When choosing energy efficiency improvements, think about replacing your toilets, upgrading your irrigation controller, and reducing water going down the drain with an on-demand hot water system. Please refer to the improvements section for specific water conservation equipment allowed under the program.

RECURVE

THE LEADER IN HOME ENERGY AUDITS & GREEN ENERGY REMODELING

We transform the comfort, health, and energy efficiency of your home.

LEARN MORE

ABOUT HOW YOU COULD SAVE
30-50% ON YOUR ENERGY BILLS.

SIGN UP

READY TO TAKE THE FIRST STEP?
SIGN UP FOR AN ENERGY AUDIT.

RECURVE

COMFORTABLE
LIVING

ENERGY
SAVINGS

HEALTHY
HOME

ENVIRONMENT

IN THE NEWS

See us at ACI in Austin Texas

Recurve is Platinum Sustaining Sponsor of **ACI**, the industry trade-show for all things home performance, held this year in Austin, TX Monday April 19 - Friday April 23. You can find us there as an exhibitor, as a sponsor of the **Sponsor Showcase**, and as a speaker. Check out these talks featuring Matt Golden, President & Founder of Recurve [\[+\] MORE](#)

Will This Man Make Money By Retrofitting His Home? - Greentech Media

If everything works, Mike Odynski will save \$995 in utility bills a year AND get a free furnace and insulation. [\[+\] MORE](#)

Lowe's and Recurve Build Something Together

In select locations customers can sign up for a home energy audit in store. [\[+\] MORE](#)

FOLLOW US

Recurve is the leader in **home energy audits** and **green energy remodeling** and construction services. We use building science to transform the comfort, energy efficiency, and air quality of your home.



Saving Energy

Home Performance with ENERGY STAR

- [Find a Contractor](#)
- [Steps to Success](#)
- [Incentives and Tax Credits](#)
- [Financing Options](#)
- [Frequently Asked Questions](#)
- [Becoming a Certified Contractor](#)
- [Home Energy Makeover](#)

- [High Electric Bills?](#)
- [Energy-Saving Tips](#)
- [Saving Energy on a Budget](#)
- [Home Electronics](#)
- [Energy Savings Calculators](#)

Find Commonsense Solutions or ask a question.



For Your Home

Sign up for our Newsletter, *Watts New*
Receive energy saving tips from our mascot Wattson.

 Residential Business

ENERGY SAVED IS MONEY SAVED

[COMPACT FLUORESCENTS](#)[HOME IMPROVEMENTS](#)[APPLIANCES](#)[ELECTRONICS](#)[REBATES & INCENTIVES](#)[E-mail this page](#)

Home Performance with ENERGY STAR



Contact A Contractor Today

Make your home energy efficient with Home Performance with ENERGY STAR®

When you have a drafty home, you aren't just losing heat - you're losing money.

New incentives are available in 2010 to help Vermonters improve the energy efficiency of their homes. Efficiency Vermont offers up to \$2,500 in incentives per household to help Vermonters pay for energy efficiency home improvements completed by a certified Home Performance with ENERGY STAR contractor. [Find a Home Performance with ENERGY STAR contractor.](#)

If you are a low-income Vermonter, you may be able to access free weatherization services through the [Vermont Weatherization Program](#).

If you are a customer of Vermont Gas and have relatively high gas usage, you may qualify for incentives toward cost-effective upgrades and reduced-interest rate financing. Find out more about [Vermont Gas](#) eligibility and services, or call 1-802-863-4511 ext 321.

What Is Home Performance with ENERGY STAR?

Wyoming Home Performance with ENERGY STAR®



HOME PERFORMANCE WITH ENERGY STAR



WHP Home

Home

Homeowners

Contractors

Block Grant

Alliance Partners

Events

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Careers



Contractor's Corner

Home

Homeowners

Contractors

Block Grant

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Careers



Wyoming Home Performance

IN THE NEWS

The Wyoming Energy Council Board of Directors is seeking an Executive Director. They seek a dynamic leader with strong business development skills as well as experience in effective management of operations to serve as Executive Director. Wyoming Energy Council, Inc. (WEC) is a national leading nonprofit organization focused on residential energy conservation and efficiency programs which addresses the whole house as well as building diagnostics.... [Learn more.](#)

FIND YOUR PATH TO ENERGY EFFICIENCY AND HIGH PERFORMANCE BUILDINGS

Are you a **homeowner** looking for help with your energy and comfort needs. Rising energy prices, concern about the carbon footprint, and health concerns related to your home? Click on "[For Homeowners](#)" below. (Download a FREE [Contractor Comparison Form](#) to help you make a wise decision.)

Are you a **contractor** trying to be sure you are qualified and properly equipped to get involved in the new Economic Stimulus Package programs focusing on improving residential energy efficiency? Click on "[For Contractors](#)" below.

Are you a **utility or government agency** looking for ways to implement conservation programs for your customers? Click on "[For Alliance Partners](#)" below.

Wyoming Home Performance, creating a sustainable, recession-resistant market throughout the State of Wyoming for the diagnosis and treatment of homes to make them healthy, comfortable and energy efficient.

| For Homeowners | For Contractors | For Alliance Partners |
|---|--|---|
| <p>Go Beyond Energy Audits with a Home Performance Assessment and Investment-Grade Home Improvements!</p> <ul style="list-style-type: none"> Does your home have drafty windows and doors? Does your home have rooms that are too hot or too cold? Do you have high energy bills? <p>These are common issues faced by many homeowners in Wyoming. Installing replacement windows, a new heating or air conditioning system, or adding more insulation may only fix part of the problem. But if you want an energy-efficient home, greater comfort, and lower utility bills, the way to address these problems is through a "whole-house approach."</p> | <p>Recession-proof your business. Prepare to participate in the new economy. Apply now for the Next Contractor Training Session in Casper, Wyoming.</p> <p>Learn More</p> <p>Contractor's Corner Tools and tips for Qualified Wyoming Home Performance Contractors (Log-in Required)</p> <p>Report Completed Jobs</p> <p>Building Analyst Professional Training Wyoming Home Performance with ENERGY STAR® January 25-30, 2010, Casper</p> <p>THANK YOU to the sponsors supporting networking opportunities for Wyoming Home Performance with ENERGY STAR contractor training the January training event in Casper. Meet the Sponsors</p> | <p>A voluntary initiative to encourage Wyoming residents to take control of rising residential utility costs by using a comprehensive "whole-house" approach to make energy-related improvements.</p> <p>3rd Annual Wyoming Utility Efficiency Exchange March 9-10, 2010 Cheyenne, Wyoming</p> <p>Become a Wyoming Home Performance Alliance Partner</p> |

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Log on to MyPage

(Tool to allow users to track status of applications, etc.)

Quick Links

- I want...
- What solutions are right for me?
- Find a contractor

WELCOME

General text describing goals and benefits of the overall program.

How does it work? **Take a Tour** (Guided tour with opportunities to enter info along the way)

Learn more about **programs** in your area

Find a **contractor** or other professional

Find out about **rebates** and financing opportunities

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Log on to MyPage

(Tool to allow users to track status of applications, etc.)

Program Tour

Quick Links

- I want...
- What solutions are right for me?
- Find a contractor

I.Choose services

Learn more (link to slide 5)

Don't know what you need to do?
Schedule a [home performance test](#)
or [evaluate your home.](#)

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Log on to MyPage

(Tool to allow users to track status of applications, etc.)

Program Tour

Quick Links

- I want...
- What solutions are right for me?
- Find a contractor

II. Find a contractor

Learn more (link to slide 6)

Already working with a contractor?
Here are some things you both should know...

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Program Tour

Quick Links

- I want...
- What solutions are right for me?
- Find a contractor

III. Funding options

Learn more (link to slide 7)

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Quick Links

- I want...
- What solutions are right for me?
- Find a contractor

PROGRAMS

To learn more about programs in your area, enter your zip code here:

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Log on to MyPage

(Tool to allow users to track status of applications, etc.)

Quick Links

- I want...
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CONTRACTORS

To find a contractor in your area, enter your zip code here:

[LOGO \(home\)](#)

[about](#) | [for contractors](#) | [news & events](#) | [library](#) | [contact](#)

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(Tool to allow users to track status of applications, etc.)

[Quick Links](#)

- [I want...](#)
- [What solutions are right for me?](#)
- [Find a contractor](#)

REBATES, TAX CREDITS AND FINANCING

To find rebates, tax credits and financing opportunities, enter your zip code here:

LOGO (county-branded)

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Log on to MyPage

(Tool to allow users to track status of applications, etc.)

COUNTY PROGRAM

Description of county-specific program

Quick Links

- I want...
- What solutions are right for me?
- Find a contractor

What solutions are right for me?

I am a...

(Custom drop down)
Homeowner
Property Owner (<x units)
Property Owner (>x units)
Small Business Owner
Contractor/Professional

Program content generated by drop-down choice above (e.g., single family, multi-family, small business, contractor, etc.)

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(Tool to allow users to track status of applications, etc.)

Quick Links

- I want...
- What solutions are right for me?
- Find a contractor

REBATES AND FINANCING

REBATES & TAX CREDITS

List of all applicable federal, state and county rebates (context-sensitive), with links

FINANCING

List of all applicable financing opportunities (PACE, home mortgages, etc.).

[Link to application process](#)

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(Tool to allow users to track status of applications, etc.)

Quick Links

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- What solutions are right for me?
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CONTRACTOR LIST

General Contractors

Listing of general contractors

HVAC Installation/Repair

Listing of providers

Solar Installation

Listing of providers

Etc.

Listing of general providers

CONTRACTOR REVIEWS

Customer Generated Reviews

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Log on to MyPage

(Tool to allow users to track status of applications, etc.)

Home Performance Test

Tell us about your property

Detailed survey

Quick Links

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