

Better Buildings Program Sacramento

Christie Rodriguez

July, 2012

Powering forward. Together.



SMUD's BBP Proposal

- Whole Neighborhood Approach
- Geographically selected neighborhoods
 - 1 in Sacramento City
 - 1 in Sacramento County
- 564 retrofits (282 per neighborhood)
- Diverse building types include
 - Single family (138 retrofits)
 - Multi-family (50 units)
 - Low income (84 retrofits)
 - Small Commercial (286 retrofits)
 - Large Commercial (6 retrofits)
- 20% average energy savings per retrofit
- Testing of neighborhood engagement strategies
- Awarded \$2,813,246

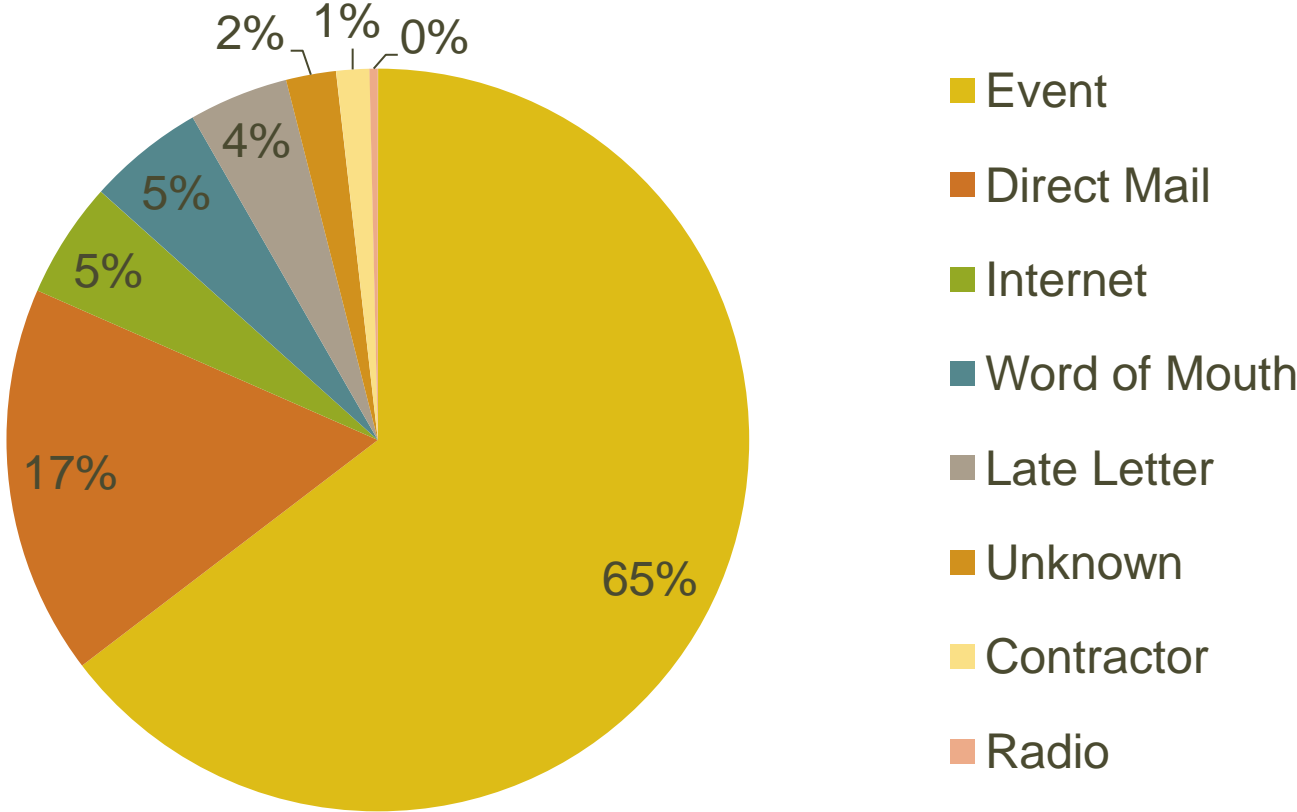


Program Basics

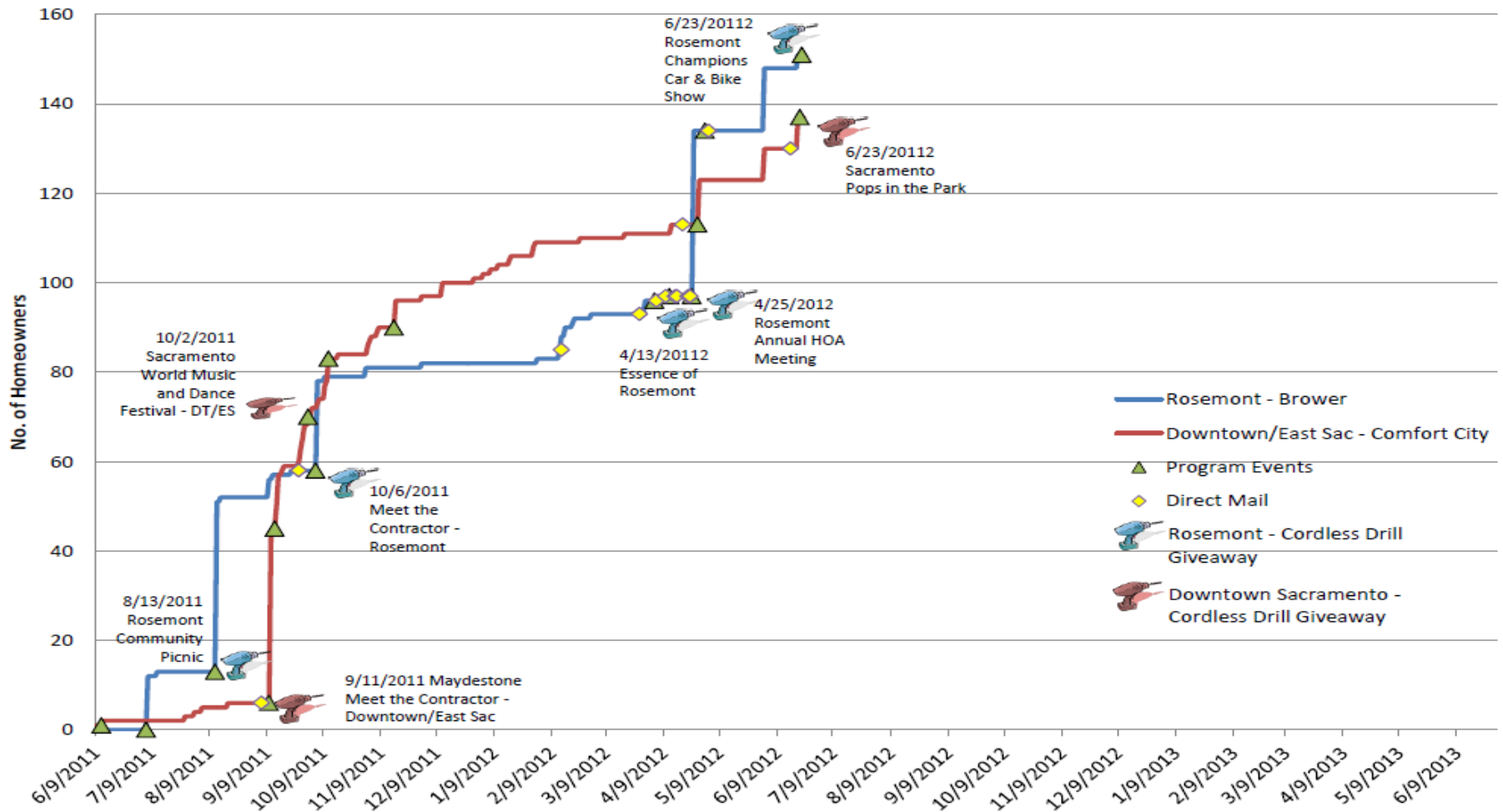
	Single Family	Multi-Family	Low Income
Incentives	Min \$1,289 Max \$6,578 Avg \$2,400 + Contractor Incentive up to 11%	Min \$2,300 Max \$3,800 Avg \$2,500	No Cost To Customer BBP Grant \$2,000 CRP \$1,500
Measures	Air sealing, weather stripping, attic insulation, hot water system insulation, carbon monoxide/smoke alarm AND/OR thermal barrier, ducts, wall and floor insulation, air conditioner, furnace, water heater, cool roof, radiant barrier, windows, watersense toilets, showerheads, landscape irrigation, solar	Attic insulation, air sealing, duct sealing and insulation, AC replacement, programmable thermostats, CFLs in dwellings and common areas, wall insulation, window replacement, and domestic hot water controls if the building uses a central DHW system	Attic insulation, weather-stripping, electrical water heater wraps, pipe insulation, low-flow showerheads, aerators, hardwired lighting fixtures, ceiling fans, CFLs, torchiere lamps, microwave ovens, minor home repairs directly related to infiltration problems

Results of Marketing Efforts

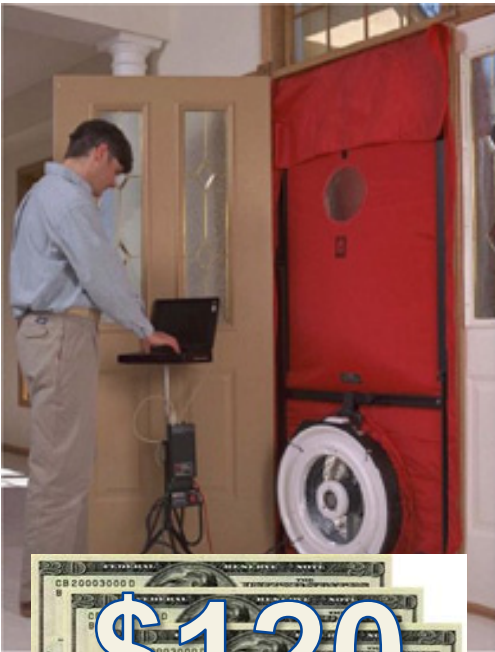
How interested single family homeowners heard about the program:



Results of Direct Mail & Events



Single Family Marketing & Outreach Costs



Lessons Learned

Highlights

- **Messages:** Energy savings, lower bills, improved health, safety and comfort, incentives & financing
- **Channels:** Direct mail is second to Community Events
- **Engage Community:** Events account for 65% of interested Single Family homeowners
- **Invitation Template:** Direct mail inviting customers to attend events
- **Partnerships:** Parent-Teacher Associations & Homeowner Associations
- **Utility Involvement:** Utility support and involvement in outreach and education is key
- **Contractor Selection:** Bring the contractor in to educate property owners & build trust
- **Testimonials:** Outreach and property owner education tool, people trust their neighbors
- **Adoption Takes Time:** Property owners need time to absorb the information before committing
- **Utilize the Social Network:** Use neighborhood social media/website, newsletters, Yahoo & email groups
- **Timely Marketing:** Ensure direct mail reaches property owners in sufficient advance of event date
- **Neighborhood Selection:**
 - Demographics – income, square footage, age of home
 - Usage – opportunity for energy savings, energy usage, peak usage, kWh p/sq ft, previous participation in EE programs
 - Community – established relationships w/utility, neighborhood cohesiveness, active neighborhood & community associations, high visibility, environmentally friendly, density of neighborhood

Challenges

- **Co-Marketing & Outreach:** Ensure that trade contractors and partners follow process

Contact Information

Christie Rodriguez
BBP Project Manager
Sacramento Municipal Utility District
6301 S Street MS A353
Sacramento, CA 95817
916-732-5912
Christie.Rodriguez@smud.org

Powering forward. Together.

