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THE MILE HIGH CITY



Turning around your residential program: Lessons Learned

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City and County of Denver



denver
energy
CHALLENGE

Program Budget

- Sub-recipient of Boulder County
- Implementation \$4.95 million
- Financing \$3.55 million
- 6 FTE
- \$3.5 million in contracts
- \$3.2 million in revolving loan loss reserve

Our denver energy Team

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ENVIRONMENTAL HEALTH
Promoting Healthy Communities

Residential numbers as of Sept 2011

- 2,100 residents signed up
- Less than 100 actually did audits
- Of these, only 20-30 wanted advising
- Our conversion rate for non quick install households was under 10%
- Advisors couldn't act on their contracts without good leads
- 0 retrofits

Residential approach in 2011

- Neighborhood blitzes
- Green teams
- Audit required before advising
- Quick installs done by youth corps
- No rebates
- No marketing
- No contractor training or outreach

Residential numbers today

- Over 4,200 residents signed up (70% of goal)
- Over 1,000 retrofits (80% of goal)
- Portfolio average energy savings of 16%
- Conversion rate of 66%
- Over 1.3 million kWh saved
- Over 23,000 dTherms saved

Residential approach today

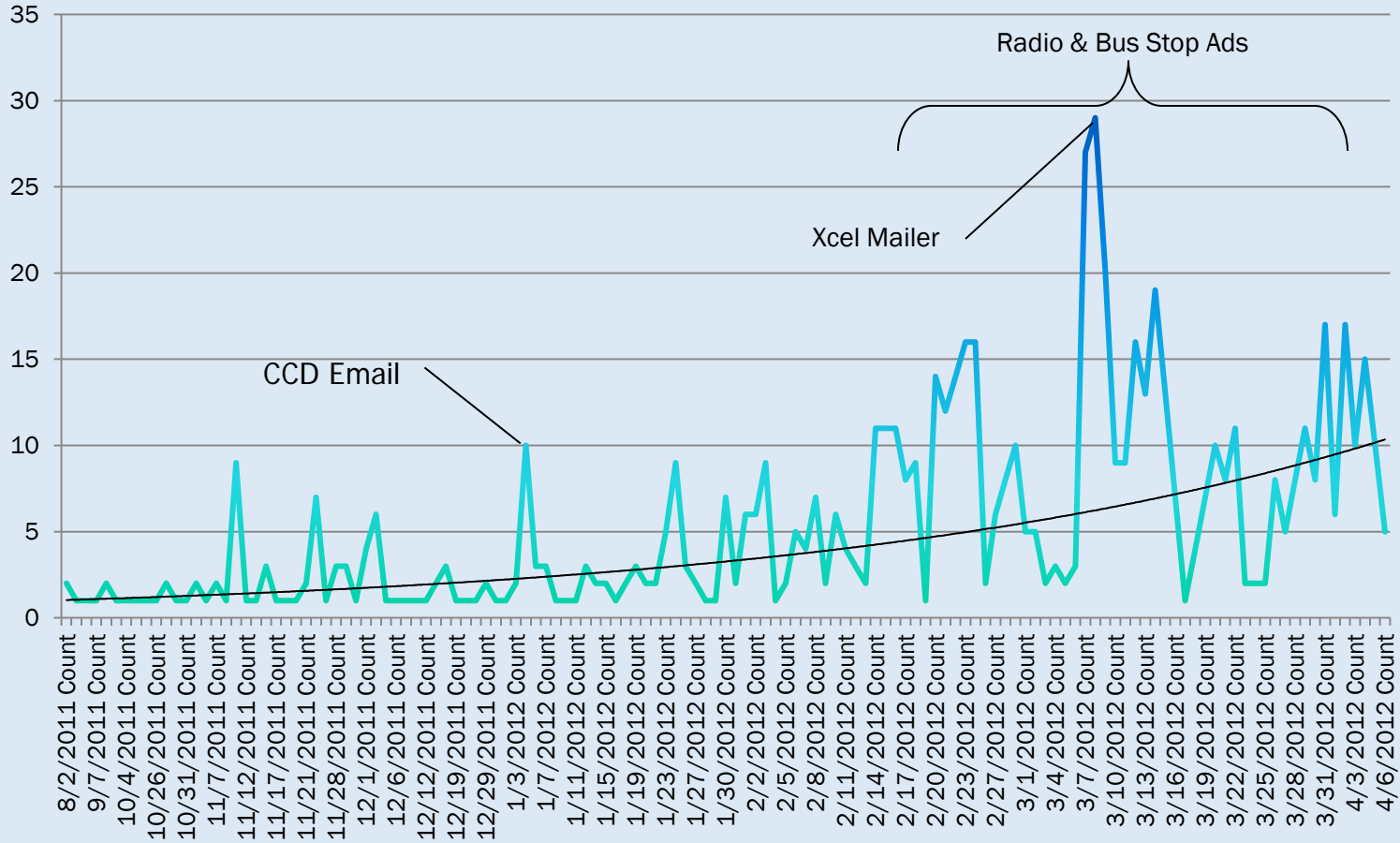
- Rebate program implemented
- Contractor pool implemented
- Partnership with utility (Xcel)
- Targeted marketing and outreach
- Audits are optional
- Streamline enrollment process
- New website and call center
- New loan program

Key elements of success

- Smart, strategic marketing and outreach
- Data tracking and measurement
- Work with contractors
- Make the process as easy as possible for customers
- Leverage other resources and partnerships
- Keep innovating
- Don't give up!

Marketing & Outreach

Converted Leads by Day



Business“Brag” Packs



The City and County of Denver thanks

La Plada Plaza

for taking these actions to reduce energy use
as part of the Denver Energy Challenge:

*Indoor and Parking Lot Energy Efficient Lighting Upgrade and Installation of Occupancy Sensors
(saving the equivalent of taking 9.8 cars off the road for a year).*

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The Denver Energy Challenge is a voluntary program for businesses, organizations, and individuals to reduce energy use and greenhouse gas emissions. The program is a part of the City and County of Denver's commitment to sustainable development and energy efficiency. For more information, visit denverenergy.org.



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**MILE HIGH
BUSINESS
ALLIANCE**

Data is your friend

- You can't report it if you can't track it
- Decentralize data collection- get advisors, partners etc, to do it for you
- Centralize data management- verify what is reported
- Create a manual so everyone is consistent
- Collect everything

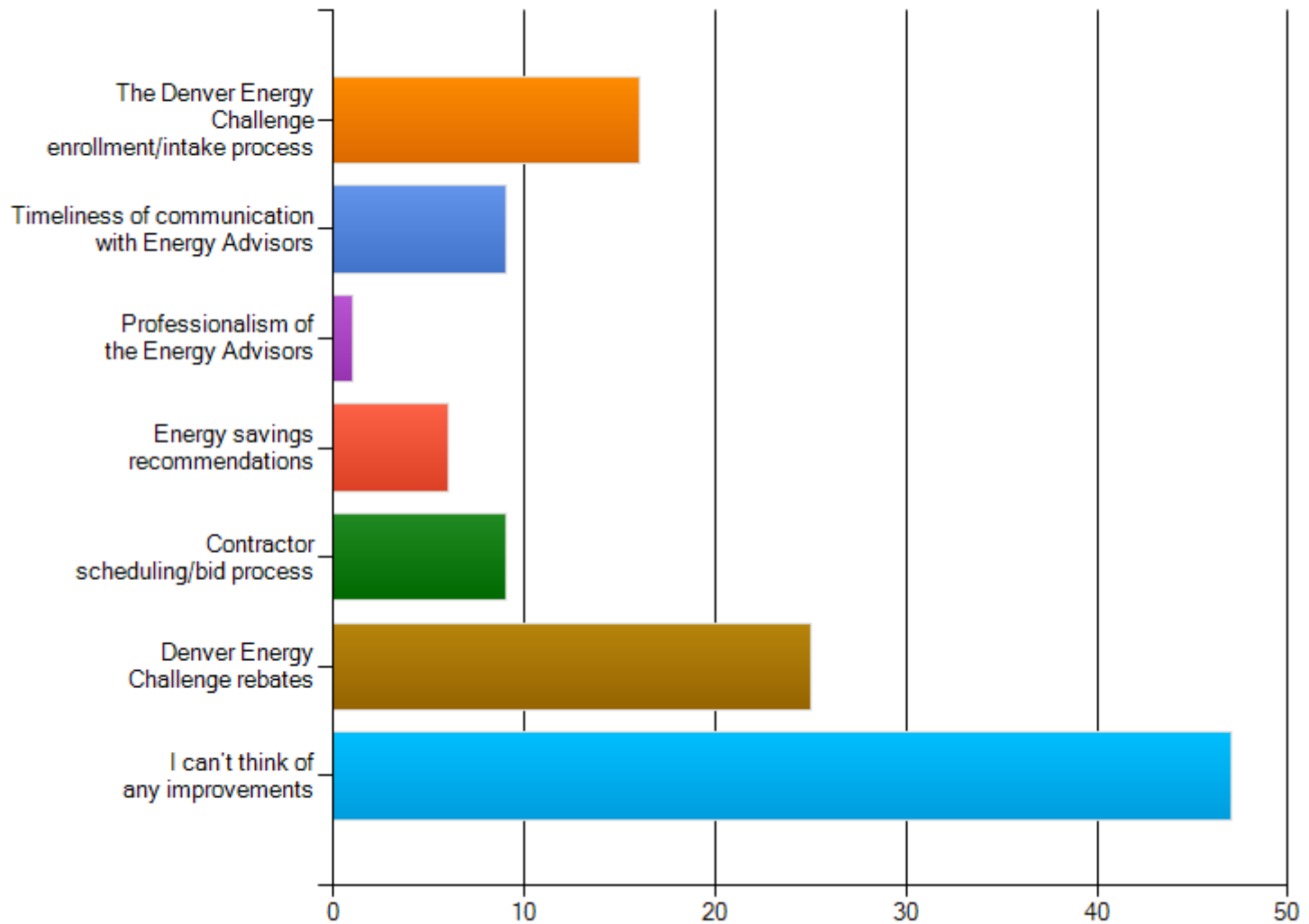
Contractors are your friends (really!)

- They are the #1 source of referrals
- If you don't work with them, they may also be your #1 source of headaches
- If they are trained and certified, with strong building science background, they will help you achieve your goals
- A contractor pool is beneficial to you and to the contractor community- even if they complain!

Make it easy for your customers

- How do they sign up?
- How quickly will they be contacted? Set expectations up front
- How quickly will they get their rebate?
- How easy is it to fill out the paperwork?

The following aspects of the service could be improved (check all that apply):



Leverage everything

- Low-income
 - Have advisors refer to free weatherization, provide support and guidance
 - Let weatherization providers know about your service so they can refer those who don't qualify to you
- Moderate income
 - Are there nonprofit partners who could work with these residents to provide additional support?
 - Insulation group buy
- Utility partners
 - Ask if they have extra marketing dollars to do a mass mailer
 - Be sure to advertise that your rebates can be combined
- Local businesses
 - Do cross-promotions with business participants
 - Use them to market your brand
 - Discounts
- Contractor associations
 - Ask them to send out messages on your behalf
 - Coordinate trainings and workshops on your program for their members

Innovate

- Technology
 - Create an app that allows people to find businesses that have gone through your program, or green contractors who participate with you
- Are there neighborhoods or demographic segments who aren't participating?
 - Use Community Based Social Marketing to identify ways to specific communities or groups on board
 - What are the barriers for them? What do they perceive the benefits to be?
- Quality Assurance
 - Can you work with your building inspection department to streamline this process for customers and contractors?
 - 3rd party QA process