

Community Impact of a Whole House Energy Upgrade Program

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Overview of Program



Davis Energy Group with support from the California Energy Commission, Building America, and PG&E—has created the Stockton Energy Challenge, an integrated program designed to create and demonstrate a roadmap for completing large numbers of integrated residential energy upgrades. The Program will develop a standard package plus options based upon building science principles for each unique house model within a subdivision. It will include marketing and outreach, bulk purchasing, contractor training, a quality control regimen, and financing.

A primary focus of the Stockton Energy Challenge is to achieve scale, and this will be a key measure of our success. Our goal is to design the program, and then **implement it by retrofitting at least 500 houses**, primarily in Stockton, achieving market penetrations in targeted areas of at least 20%.



Marketing and Outreach

- ♦ Call Center
- ♦ Web Site
- ♦ Energy Advocates
- ♦ Direct Mail
- ♦ Newspaper Inserts
- ♦ Shopping Carts
- ♦ Workshops

Package Design

- ♦ Standard Package to Achieve Minimum 15% Savings
- ♦ Options to Increase Savings

Contractors

- ♦ GHS Contractor Partner
- ♦ Technical Support
- ♦ Sales Support
- ♦ Marketing Support
- ♦ QA/QC Support



Bulk Purchasing

- ♦ Manufacturers/ Distributors
- ♦ Bulk Pricing
- ♦ Logistics

Assessments

Financing

- ♦ PG&E Incentives
- ♦ Local Bank Financing
- ♦ CHF Financing

Upgrades