

# Motivating Homeowners to Complete Home Energy Upgrades

Presented by Mark Berman



## Overview of Home Program

**Motivating Homeowners to Complete Home Energy Upgrades**, Mark Berman, Davis Energy Group. Motivating homeowners to complete home energy upgrades (HEUs) is particularly challenging. With PIER support from the California Energy Commission, Davis Energy Group tested a variety of approaches to program administration, contractor selection, marketing & outreach, sales, and standardized package design. Over 200 retrofits were completed and best practices were identified.

### Overall Results May 1, 2011 – November 30, 2013

- |   |              |
|---|--------------|
| • HEUs  | <u>Total</u> |
| - Leads   | 1561         |
| - Assessments   | 540          |
| - Upgrades  | 234          |
| • Energy Savings                                      |              |
| - *20% + Projected vs. ~10% actual based on 31 houses |              |
| - Take-back   |              |

### Preferred Marketing Techniques

|                                   |   |   |
|-----------------------------------|---|---|
| Blanket Mailing                   |   |   |
| Radius Mailing                    | ✓ |   |
| Canvassing                        |   |   |
| Door Hangers                      | ✓ |   |
| Newspaper Inserts                 |   |   |
| Newspaper Ads                     | ✓ |   |
| Shopping Cart, Bus, and Movie Ads | ✓ |   |
| Event Booths                      | ✓ |   |
| Referrals                         | ✓ | ✓ |
| Google Ads                        |   |   |

### Comparative Results

#### Pilot Penetration Rate

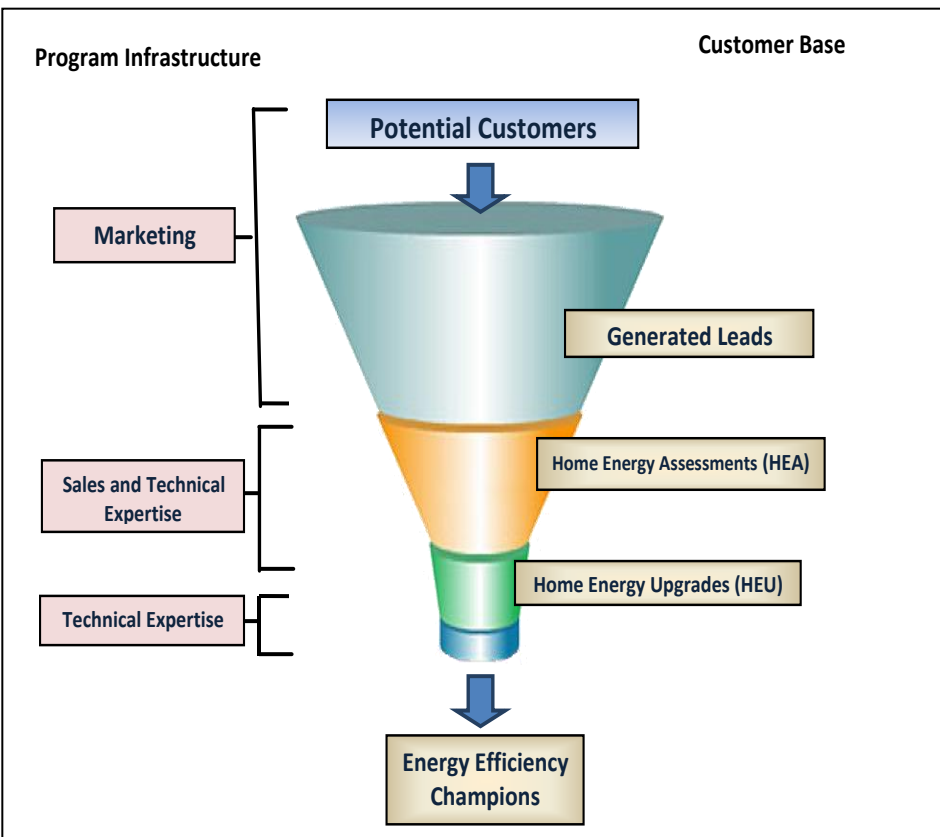
##### Sales Oriented Contractors

|                  |      |
|------------------|------|
| Energy Challenge | .07% |
| Palmdale – A     | .09% |

##### Non-Sales Oriented Contractors

|              |      |
|--------------|------|
| EUC-LA       | .04% |
| Palmdale – A | .01% |

### SALES FUNNEL



### Professional Sales Personnel

- Trained
- Experienced
- Good Listener
- Likes people/people like them
- Knows how to close – get signed contracts



### Policy Needs

- Realign Economic Incentives
  - Add energy cost to mortgage qualifications process
  - PITI vs PITIE
  - The SAVE Act (H.R. 4088)
- Broad Based Consumer Awareness Campaign Needed
  - “Big Bold Initiative”
  - Energy equivalent to the “Smokey the Bear Campaign”



### Do These People Exist

- Yes!
- They’re selling to homeowners now
  - Real Estate
  - Flooring
  - Appliances
  - Pools
  - Roofs
  - Remodels



### Top Ten Lesson Learned

10. Broad based consumer awareness “campaign” needed
9. Add “E” Energy to PITI
8. Long-term programs needed
7. Simplify paperwork and procedures
6. Use consistent, constant marketing

### Top Ten Lesson Learned (cont’d)

5. Use limited number of contractors already embedded and respected in each neighborhood
4. Streamline QA
3. Target early adopters
2. Employ professional sales personnel
1. Sell comfort. It’s a key driver and often trumps energy savings