

Energy Upgrade California In Los Angeles County

Aspen Accord Spring Conference
April 1, 2011



Welcome to Energy Upgrade California™

The Big Picture

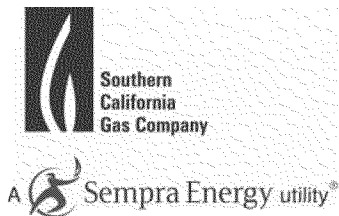


Local & Regional Goals

- LA County: 19,000 upgrades completed by 2013
 - Using \$35 million in grant funds
 - Testing a variety of techniques aimed at driving the market towards better building performance
- SCE and SCG: using \$40 million in funds from CPUC
- Over 2,500 jobs created
- Significant amounts of CO₂ removed from atmosphere



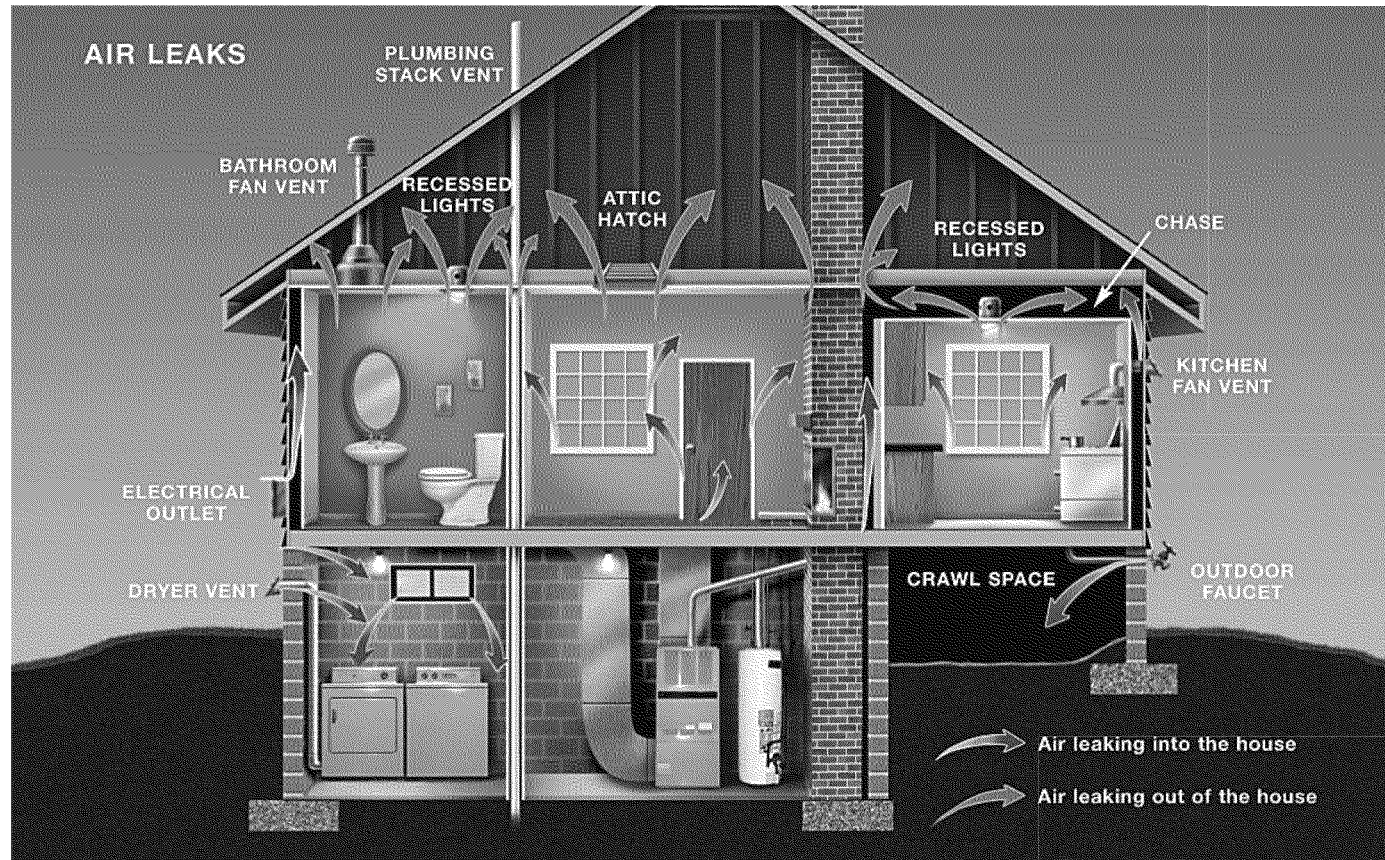
Energy Upgrade California in LA County



- An Alliance Among:
 - Los Angeles County
 - Southern California Edison
 - Southern California Gas Company
- Additional Partners:
 - City of Los Angeles (Department of Water and Power)
 - Other municipally owned utilities (MOUs)
 - Cities and COGs Countywide
 - WIBs and Community Colleges



Your Home Is An Energy System



Market Research & Analysis

Early Adopters

- Waiting for program to launch

“Retrofit-Ready”

- Planning home improvements
- Trigger events (ex. Equipment replacement)
- Just need more information

“Retrofit-Persuadable”

- Focus of marketing campaign
- Thinking about utility bills, home comfort, environment, dependence on fossil fuels





Benefits to Program Participation

- Get Rebates
- Save on Utility Bills.
- Help the Environment
- Increase Property Values
- Create Green Jobs



Program Participation Options

**Two entry paths
for participation**

Basic
(\$1,000 rebate)

Advanced
(\$1,250 to \$4,500 rebate)



Basic Path

Offers an easy entry point on the path to a more energy-efficient home (10% average savings)

- Single family-owned detached homes
- Focus on building shell
- No diagnostic audit required
- Platform for advanced participation



Advanced Participation

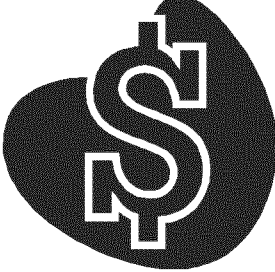
Comprehensive home energy-efficiency measures (10% to 40%+ savings)

- Focusing on single family-owned detached homes
- Requires diagnostic audit (HERS Phase II compliant)
- Comprehensive Assessment – Test-In / Test-Out
- Broad list of eligible measures for homeowner
- Envelope measures + system upgrades



LA County Additional Incentive

$\geq 20\%$

 **500!**

Homes that achieve greater than or equal to 20% energy reduction under the advanced path within LA County will receive an additional \$500 incentive



Adjusting the Incentive for LA County Homes*

Calculation Method	Utility only	Utility +LAC
Basic Package	\$1,000	\$1,000
Advanced Package 10% Savings	\$1,250	\$1,250
Advanced Package 15% Savings	\$1,500	\$1,500
Advanced Package 20% Savings	\$2,000	\$2,500
Advanced Package 25% Savings	\$2,500	\$3,000
Advanced Package 30% Savings	\$3,000	\$3,500
Advanced Package 35% Savings	\$3,500	\$4,000
Advanced Package 40% Savings	\$4,000	\$4,500

* Hybrid programs currently in design for municipal utility programs.



Welcome to Energy Upgrade California™

Marketing and Promotions
County Wide Engagement Strategy



Program Launch - Overview

- Full launch at beginning of March
- Countywide ad campaign
- Community Energy Champions
- Home Energy Makeover Contest
- Resources for residents:
 - Call Center – 1-877-785-2237
 - Website – www.EnergyUpgradeCA.org



County Wide Ad Campaign

LA County is getting the word out to homeowners, building demand using the following media:

- Television – English and Spanish commercials
- Radio – M u l t i l i n g u a l
- Print – M u l t i l i n g u a l
- Billboards, bus stop ads, streetlight banners
- Earned media coverage
- Social media – Facebook, Twitter, LinkedIn, etc.
- Website video
- Foto novela



Engagement Strategy

- **Contractor Engagement** – Ongoing
 - Build participating contractor database
 - Contractors provided with incentive forms and marketing materials to capture early adopters.
- **Community Engagement** – March, 2011
 - Grassroots networking
 - Cities begin marketing the program locally
 - Pilot Marketing Area media
- **Consumer Engagement** – March, 2011
 - TV, Radio, Advertising
 - Home Energy Makeover Contest

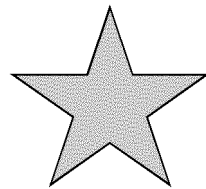
*Current goal = 19,000 homes
retrofitted by early 2013*



Contractor Tools



- Marketing Toolkit
 - Contractor collateral materials
 - Brochures, folders, etc.
- Searchable list of contractors on Energy Upgrade website
- Certification Designation for Participating Contractors



You're the STAR!



Energy Champions

- Champion organizations:
 - Schools
 - Non-profits
 - Faith-based organizations
- Purpose of program is to test if homeowners will take action when a group they care about also benefits
- Champions fill out an application to participate, attend training, then market the opportunities to their network





Home Energy Makeover Contest

- Free energy assessments awarded to 20 finalists and advanced upgrades awarded to 5 winners
- Contest entry period March 1 to March 31
- Most materials & labor donated by manufacturers and contractors
- Net-zero energy goal for one winning house, Green Point Rated certification for all five
- Field mentoring and training component
- Television and PR coverage of event



Welcome to Energy Upgrade California™

Local Government Engagement
Strategy



Multiple Options for City Participation

1. Join the Los Angeles County Energy Upgrade Program
2. Promote Energy Upgrade California through existing channels of communication
3. Distribute information throughout the community using existing networks
4. Utilize local media to promote EUC/LA
5. Develop in-house awareness/expertise with energy efficiency upgrades
6. Donate in-kind staff hours, serve as a point of contact and/or provide additional resources to participating local homeowners



City Participation Status

- 75 out of 88 cities have already joined
- Online Resource Library – Available Now!
 - “Slim-Jim” customizable tri-fold brochure
 - Web banners and links
 - Newsletter articles
 - Counter stand for permitting counter
 - Videos – :30 sec, 2 min, and 6 min
 - Press releases and media ads
 - Fact sheet for local elected officials



Questions?

