Better Buildings Program
Sacramento

Christie Rodriquez

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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

<table>
<thead>
<tr>
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<th>Single Family</th>
<th>Multi-Family</th>
<th>Low Income</th>
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<tbody>
<tr>
<td><strong>Incentives</strong></td>
<td>Min $1,289 Max $6,578 Avg $2,400</td>
<td>Min $2,300 Max $3,800 Avg $2,500</td>
<td>No Cost To Customer BBP Grant $2,000 CRP $1,500</td>
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<td></td>
<td>+ Contractor Incentive up to 11%</td>
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<td><strong>Measures</strong></td>
<td>Air sealing, weather stripping,</td>
<td>Attic insulation, air sealing,</td>
<td>Attic insulation, weather-</td>
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<td>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</td>
<td>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</td>
<td>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</td>
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**Notes:**
- **Min $1,289**
- **Max $6,578**
- **Avg $2,400**
- **Min $2,300**
- **Max $3,800**
- **Avg $2,500**
- **No Cost To Customer**
- **BBP Grant $2,000**
- **CRP $1,500**
Results of Marketing Efforts

How interested single family homeowners heard about the program:
Results of Direct Mail & Events

[Graph showing the results of direct mail and events over time, with specific dates and events marked.]
Single Family Marketing & Outreach Costs

+280
Interested Homeowners

+160
Completed Assessments

+50
Signed Contracts

+70

+120

+380
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

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Powering forward. Together.