



**Residential Energy Efficiency Solutions Conference:
Testing Innovative Approaches to Engaging Consumers
July 10, 2012**



City of Phoenix

ASU GLOBAL INSTITUTE
of SUSTAINABILITY
ARIZONA STATE UNIVERSITY



Residential Rebate Match Program



- Target: 575 retrofits
- Rebate Program Launched: March 2011
- First Retrofit Project: August 2011
- As of February 2012:
 - 57% conversion rate from audit to retrofit
 - 55 retrofits completed
- March 2012: Program has 14 months remaining

One Day Only

Saturday, March 24, 2012

“It’s Easy with Energize Phoenix”
Energize Phoenix is
Doubling Rebates.
Receive up to \$3,000 in
Energy Efficiency
Home Improvements!

Energy Efficiency Fair and Contractor Exhibit
10 am to 2 pm, Saturday, March 24, 2012
Burton Barr Library (north parking lot)
1221 N. Central Avenue, Phoenix



Cash
Incentives
Available!

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or call 602-495-5275.

Save Money by Saving Energy!



Energy Fair Results



- 16 of 25 approved contractors attended
- Over 500 residents attended
- 125 residents signed up
- 45% increase in participation
- 58% conversion rate from audit to retrofit
- Extended offer for remainder of program

Questions?



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