



Center for  
**Sustainable Energy**<sup>®</sup>  
CALIFORNIA

# **Demonstration Home Program – San Diego**

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# Pilot Overview

## Phase 1 – Initial Pilot Focus

- Bring neighbors together – reduce costs
- Find participating contractors – provide discount pricing
- Model/Demonstration home – ancillary tool

## Phase 2 – Refined Strategy

- Demo homes – key tool
- Homeowners & contractors – direct communication
- High-quality, contractor-obtained leads
- Focused marketing mix – techniques that work

## Phase 3 – Next Steps

- Continue use of City-provided Demo homes
- Teach/support contractors – enable them to apply Demo home marketing method
- Run promotions to attract more contractors

# Results – June 2012

## Phase 1 – 19 Events

- 5 Home Tours/Open Houses – best method for homeowner-contractor communication
- 14 Booths at Local Events – no contractor present
- 115 Energy Assessment Sign-ups
  - 70 Contractor-obtained Sign-ups at Open Houses – **strong leads**
  - 45 Non-contractor-obtained Sign-ups at Local Events – weak leads

**Contractor contact & communication is essential!**

## Phase 2 – 14 Events – Launch Event & 13 Home Tours

- Model/Demo Homes - focal point for homeowner education and marketing
- Drive Homeowners to Home Tours/Open Houses
- Multiple Model/Demo Homes
- **529 Attendees at 14 events – 39 people per event**
- **116 Energy Assessment Sign-ups – 8 per event - all contractor obtained**
- **87 Leads – 7 per event – want more information**

# Welcome to the Home Tour



## Case Study

**"My allergies are better now since the upgrade work was completed. We breathe and sleep better, and our house is not as dusty."**  
— David Mora, Chula Vista

**"The heater used to turn on about every 15 minutes, now the furnace comes on only once every hour or two."**



**The Mora Family Home**

**Home Profile:**

Year Home Built	1957
Square Footage	1,200 sq
Number of Floors	1
Number of Occupants	3
Number of Bedrooms/Baths	3/2
Location	Chula Vista

**Costs and Rebates:**

Total Pre-Rebate Project Cost	\$ 7,000
Energy Upgrade California Rebate	\$ 3,500
Chula Vista Home Upgrade	\$ 3,500
Fairfax Downgrade Rebate	\$ 3,500
Total Post-Rebate Project Cost	\$ 0
Total Modeled Annual Energy Savings	15%

**Contractor:** GreenStar Solutions

**Initial Energy Improvements Completed:**

- 1 Air Sealing in Attic
- 2 Building Leakage Sealing
- 3 Wall Insulation
- 4 Floor Insulation
- 5 Duct Sealing and Insulation

**Additional Improvements:**

The Moras were so satisfied with the Energy Upgrade California improvements, they had additional measures installed to further enhance the energy efficiency and comfort of their home. With the additional improvements, the total modeled annual energy savings increased to 25 percent.

- ▶ Tankless Water Heater
- ▶ High-Efficiency Refrigerator
- ▶ Bathroom Fan with Motion Sensors
- ▶ ENERGY STAR Features for Decked/Patio
- ▶ Cool Roof



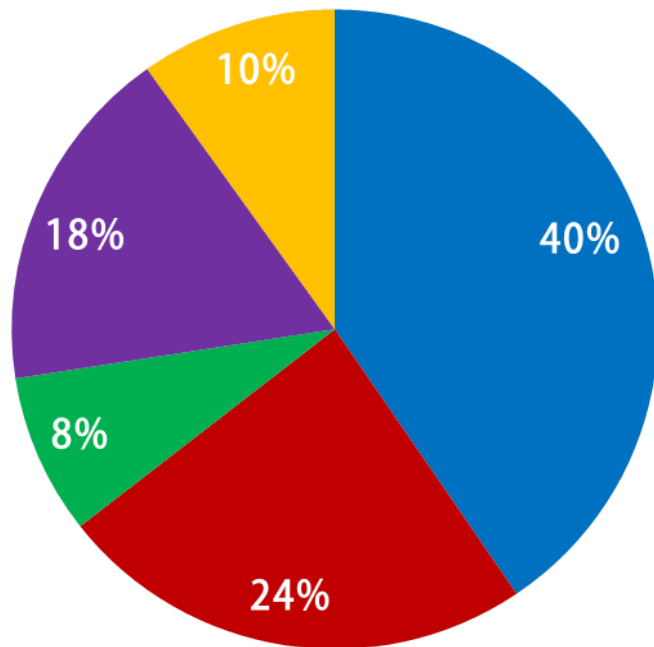
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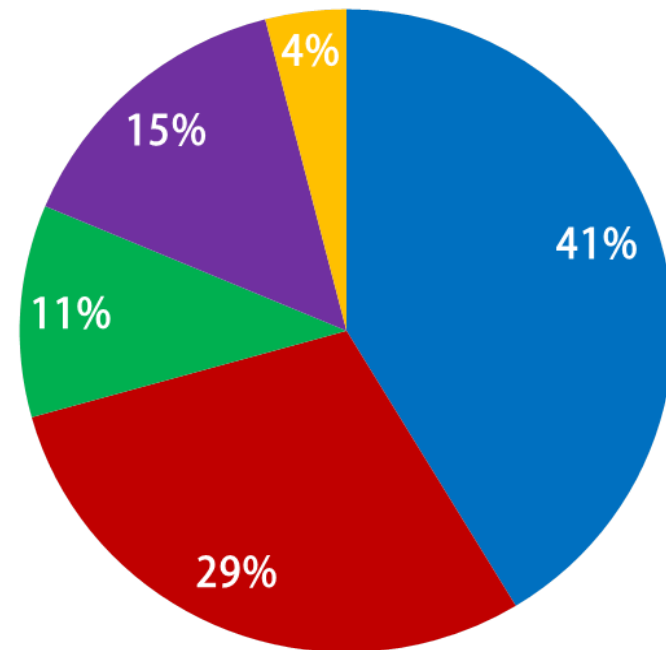
# Marketing Mix

Communication Methods  
Cited by Home Tour Attendees



- Directional Sign/Drive By/Neighbor
- Email/Website
- No Information Provided

Communication Methods  
Per Energy Assessment Sign-ups



- Flyer/Mailer/Newspaper
- Other

# Home Tour/Open House Visitors



# Lessons Learned

## Demonstration Home – Tours/Open Houses

- Hub for marketing efforts
- Homeowners “stop and see for yourself”
- Simple, inexpensive marketing techniques are effective
- Messaging - comfort and safety top priority
- Case studies – project facts, homeowner testimonials
- “Trusted Advisors” homeowner participation - relay their experiences
- High credibility setting – enhances communication
- Contractor-obtained assessment sign-ups & leads
- Proven method for driving demand



# Challenges/Next Steps

- Enticing contractors to find Demonstration Homes
- Learn more about contractors' motivations, customer relations and capabilities to conduct marketing
- Promotions to motivate contractor and homeowner participation
- Train/support contractors in Demonstration Home approach
- Enable contractors to do this themselves