Turning around your residential program: Lessons Learned

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Program Budget

- Sub-recipient of Boulder County
- Implementation $4.95 million
- Financing $3.55 million
- 6 FTE
- $3.5 million in contracts
- $3.2 million in revolving loan loss reserve
Our Team

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ENVIRONMENTAL HEALTH
Promoting Healthy Communities
Residential numbers as of Sept 2011

- 2,100 residents signed up
- Less than 100 actually did audits
- Of these, only 20-30 wanted advising
- Our conversion rate for non quick install households was under 10%
- Advisors couldn’t act on their contracts without good leads
- 0 retrofits
Residential approach in 2011

- Neighborhood blitzes
- Green teams
- Audit required before advising
- Quick installs done by youth corps
- No rebates
- No marketing
- No contractor training or outreach
Residential numbers today

- Over 4,200 residents signed up (70% of goal)
- Over 1,000 retrofits (80% of goal)
- Portfolio average energy savings of 16%
- Conversion rate of 66%
- Over 1.3 million kWh saved
- Over 23,000 dTherms saved
Residential approach today

- Rebate program implemented
- Contractor pool implemented
- Partnership with utility (Xcel)
- Targeted marketing and outreach
- Audits are optional
- Streamline enrollment process
- New website and call center
- New loan program
Key elements of success

- Smart, strategic marketing and outreach
- Data tracking and measurement
- Work with contractors
- Make the process as easy as possible for customers
- Leverage other resources and partnerships
- Keep innovating
- Don’t give up!
Business “Brag” Packs
Data is your friend

- Your can’t report it if you can’t track it
- Decentralize data collection- get advisors, partners etc, to do it for you
- Centralize data management- verify what is reported
- Create a manual so everyone is consistent
- Collect everything
Contractors are your friends (really!)

- They are the #1 source of referrals
- If you don’t work with them, they may also be your #1 source of headaches
- If they are trained and certified, with strong building science background, they will help you achieve your goals
- A contractor pool is beneficial to you and to the contractor community— even if they complain!
Make it easy for your customers

- How do they sign up?
- How quickly will they be contacted? Set expectations up front
- How quickly will they get their rebate?
- How easy is it to fill out the paperwork?
The following aspects of the service could be improved (check all that apply):

- The Denver Energy Challenge enrollment/intake process
- Timeliness of communication with Energy Advisors
- Professionalism of the Energy Advisors
- Energy savings recommendations
- Contractor scheduling/bid process
- Denver Energy Challenge rebates
- I can’t think of any improvements
Leverage everything

- Low-income
  - Have advisors refer to free weatherization, provide support and guidance
  - Let weatherization providers know about your service so they can refer those who don’t qualify to you
- Moderate income
  - Are there nonprofit partners who could work with these residents to provide additional support?
  - Insulation group buy
- Utility partners
  - Ask if they have extra marketing dollars to do a mass mailer
  - Be sure to advertise that your rebates can be combined
- Local businesses
  - Do cross-promotions with business participants
  - Use them to market your brand
  - Discounts
- Contractor associations
  - Ask them to send out messages on your behalf
  - Coordinate trainings and workshops on your program for their members
Innovate

- Technology
  - Create an app that allows people to find businesses that have gone through your program, or green contractors who participate with you

- Are there neighborhoods or demographic segments who aren’t participating?
  - Use Community Based Social Marketing to identify ways to specific communities or groups on board
  - What are the barriers for them? What do they perceive the benefits to be?

- Quality Assurance
  - Can you work with your building inspection department to streamline this process for customers and contractors?
  - 3rd party QA process