Keeping It Simple from the Customer’s Perspective

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Residential Lead

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Program Partners & Roles

- City of San Antonio, Office of Environmental Policy – Program Administrator
- CPS Energy – Program Implementation & Concierge Services
- Energy Finance Solutions – Loan Funding in conjunction with City’s financing incentives
- Eco-Synergy Advisors – Pre & Post Auditing
Retrofit Conversion Rates

- DIY to Retrofit
  - 80% Conversion rate
- Professional Evaluation to Retrofit
  - 20% Conversion rate
Program Transition

- Reduce the complexity of the program for homeowners, partners, and contractors
- Utilize an energy “self assessment” to educate customers about the benefits of energy efficiency and serve as gateway to more comprehensive audits
- Change the audit function to drive and validate 15% savings
- Modify Incentives and financing options to encourage deep retro-fits.
- Create a sustainable market for the program by building long-term relationships with vendors, agencies, and participants
Do-it-Yourself Assessment

- RESULTS
- Account and email capture box appears for tracking
- The customer qualifies under program requirements
  - Eligible for Financing and Home Energy Evaluation
- Customer does not qualify. Energy Guard or Solar option
Customers utilize DIY evaluation - Providing an initial custom screening process for qualification

Customers receive an ID number for tracking throughout the process

Customers who qualify for financing and in-home evaluations drop into a shared database and will have access to concierge staff.
Target Audience

- Residential customers living in CPS Energy Service territory – primarily homeowners (Bexar County and portion of five surrounding counties)
- Persons living inside inner loop - targeting homes built prior to 1978; built before 2000 requirement
- Ages 25-64
- Household Income $45,000+ (above the 200% poverty line)
- Have high energy usage
- Emphasis on Hispanics
Strategy

- Use mixed media to reach all target segments at various touch points.
  - Radio and Out of Home - billboards, bus shelters, bus wraps, bus king signs, gas pump toppers
  - Print - Local newspaper and niche papers, targeted regional magazines like Country Living, Elle Décor, Real Simple, Cooking Light. TV allows for high reach, slots purchased at specific day times, includes cable and prime time slots to reach segments.
- Direct all target audiences to micro-site.
Focus Groups

- Did we reach our target audience?
- Participants in focus group included:
  - Higher income professionals
  - Household income of $50K to $150K+
  - Ages 21-69
  - Technology oriented
  - 50% Hispanic
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City of San Antonio received $10 Million in funding from the DOE

Funding expires on June 3, 2013

Funding supports retrofits that result in a 15% or greater efficiency savings
Goal

- Create a website that would serve as the portal for all of the program information and resources. Creating a unified approach for providing the customer with education/awareness, enrollment, audit/evaluation, financing, installation, rebates/tax credits and measurement and verification
- Utilize an energy “self assessment” to educate and serve as gateway to more comprehensive audits
- Build positive awareness about the benefits of energy efficiency retrofits
- Educate customers to help overcome the obstacles to participating in the program
- Create a sustainable market for the program by building long-term relationships with vendors, agencies, and participants to keep the program running after stimulus money is exhausted
- Create long-term behavioral changes