Energy Upgrade California
Home Energy Makeover Contest: Innovative Way to Engage Homeowners, Contractors and Media

Ed Thomas, EGIA
with David Cohen, The Energy Coalition
Pioneers Get the Arrows... Settlers Get the Land
Contest Prizes

One $50,000 Winner
Five $10,000 Winners (in each district)
Twenty Finalist Assessments
All opt-in non-winners get contractor referral with coupon discount

Contest Goals

1. Demonstrate value of “home performance” and “near net zero”
2. Educate homeowners about benefits of being pro-active
3. Promote local contractors and program participants
4. Create demand
Contest Process

- EGIA is sub-contracted to administer contest
- 30-day entry period for LA County residents
- Homeowners required to enter in total 2010 utility bill dollar amounts
  - Option 1: Enter total bill amounts
  - Option 2: Upload HEES survey report
- Entrants sorted into 5 supervisorial districts
- Rank 20 per district based on highest energy use, etc.
- Interview by phone to determine 20 finalists
## Contest Winners are....

<table>
<thead>
<tr>
<th>Family Name</th>
<th>Date of Open House</th>
<th>Total Energy Savings</th>
<th>Net cost 20%</th>
<th>Net cost 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bryan</td>
<td>9/10/11</td>
<td>40%</td>
<td>$0</td>
<td>$2,120</td>
</tr>
<tr>
<td>Brown</td>
<td>9/17/11</td>
<td>53%</td>
<td>$749</td>
<td>$18,050</td>
</tr>
<tr>
<td>Kelley</td>
<td>9/24/11</td>
<td>30%</td>
<td>$0</td>
<td>$9,847</td>
</tr>
<tr>
<td>Kienzle</td>
<td>10/1/11</td>
<td>40%</td>
<td>$1,880</td>
<td>$12,310</td>
</tr>
<tr>
<td>Gerardo</td>
<td>10/8/11</td>
<td>80%</td>
<td>$6,010</td>
<td>$35,000</td>
</tr>
<tr>
<td>Dobbs</td>
<td>10/15/11</td>
<td>40%</td>
<td>$6,200</td>
<td>$7,020</td>
</tr>
</tbody>
</table>

Learn more at [www.lacountymakeovercontest.org](http://www.lacountymakeovercontest.org)
Key Success Factors

1. Pick a typical home and savvy homeowner
2. Award prizes based on B.S. (building science) rather than “luck” or “need”
3. Cultivate traditional and social media
4. Focus media on winner AFTER measures installed
5. Showcase energy and non-energy benefits
6. Collaborate with contest sponsors, maintain quality control for accurate representation of energy savings
7. Help losers do their own home energy makeover

Learn more at www.egia.org