Home Energy Makeover Contests: Motivating Homeowners to Make “Whole House” Energy Improvements

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Contest Goals

1. **Demonstrate** the value of “whole house” approach to energy savings

2. **Educate** homeowners about the benefits of pro-actively retrofitting their homes

3. **Promote** local contractors supported by regional/national suppliers

4. **Collaborate** with co-operatives

5. **Create Demand** across the region for energy-saving products and services

**All contest entrants** motivated to do their own home energy makeovers!
Contest Experience

• Montrose, Colorado
  Delta-Montrose Electric Association with Colorado Energy Science Center

• Portland, Maine
  Maine Home Performance with ENERGY STAR
Contest Experience

- **Anaheim, California**
  Anaheim Public Utilities with Electric & Gas Industries Association
  [www.egia.com/homeownercenter/Video_Channel2NewsClip.htm](http://www.egia.com/homeownercenter/Video_Channel2NewsClip.htm)

- **Oregon Statewide**
  Energy Trust of Oregon with 4 winning homes
Contest Experience

• South Carolina statewide
  Electric Cooperatives of South Carolina with 7 winning homes

• Texas statewide
  Texas Co-op Power with at least 4 winning homes
Key Success Factors

• Pick a typical home and savvy homeowner
• Award prizes based on B.S. (building science) rather than “luck” or “need”
• Cultivate media and “social marketing”
• Focus media on winner AFTER measures installed
• Showcase energy and non-energy benefits “through the winner’s eyes”
• Rally all energy-related product/service providers for their support but maintain overall QUALITY control for HONEST energy savings representations
• Help “losers” “do their own home energy makeover”
Who Are Contest Sponsors?

- Utilities, energy organizations, municipalities
- Television stations and magazine publishers
- Home improvement and energy efficiency product/service distributors, manufacturers, retailers
- Home improvement finance companies
- Renewable energy providers
- Any business promoting green/sustainable products and services
“Next Generation” Opportunity

- Washington DC metro area

BC7-TV, host of DOE Solar Decathelon, with private-public partnership that includes:

- Contest
- Website
- Green Workforce Development
- Homeowner Education
Contest

- Viewers compete to win 1-3 FREE prize packages of “up to $10,000” in home energy-related improvements.

- Sponsors help select homes that best demonstrates energy savings potential, using “whole house” approach.
Proposed Winner Selection Process

- Contest entry forms and rules online
- Homeowners enter:
  - Name and address
  - Email and phone
  - Home age and square footage
  - Co-op account number (or type in total annual use?)
- Entrants “ranked” based on energy use per square foot
- High energy users pre-screened by phone
- Finalists selected to receive comprehensive home energy analysis
- Winner selected from finalist reports
And the Winner is...

- Best potential to demonstrate comprehensive home energy savings
- Typical home with higher-than-average energy use
- Typical homeowners representative of community
- Eager to have media coverage
- Common home energy problems with no major construction/electrical needs
- No home-based, energy-intensive businesses
Website

Dedicated micro website with: contest entry form, case studies, fact sheets, photo/video links, media coverage
Green Workforce Development

- Building Performance Contractor Exchange(s) for community leaders and local businesses

- Help evolve traditional contracting businesses to focus on delivering energy efficient home improvement
Homeowner Education

- Home Energy Makeover Workshop(s) for all contest entrants (and others) on home performance practices as installed in the Contest-winning homes
- Opportunity to meet winners and “their” contractors
Milestones

- Plan Contest, Recruit Sponsors
- Educate Contractors
- Promote and Screen Entries
- Select Finalists, Pick Winners
- Improve Homes, Document Results
- Showcase Winning Home(s)
- Educate Homeowners
Energy Trust of Oregon: Home Energy Makeover Contest
Contest Overview

In 2009, four Oregon homes were transformed into *lean, mean, energy saving machines*

One in each participating utility territory
- Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas

Contest entry period
- March 27—May 5, 2009

Total entries received
- 6,054
Goals of contest

• Raise awareness of and participation in Energy Trust’s Home Performance program, as well as other Energy Trust offerings

• Communicate the value of comprehensive energy improvements

• Build business for local contractors and suppliers
Tools and strategies

• Website www.homeenergymakeoveroregon.org
• Video case studies and updates over multiple stages of contest
• Active media engagement
  • TV, newspaper and online media
  • Unveiling events at each winning home
• Home Energy IQ workshops
• Twitter
Incorporating into 2010 Home Performance campaign

• Use as case studies to demonstrate the value of Home Performance and comprehensive home energy improvements
• Continued outreach to “losers” on value of Home Performance, as well as to general public
• Spring Home Performance campaign
  • Direct mail, bill inserts and newsletter articles showcasing winter energy savings from each winner
  • Feature special offers from each sponsor
• Migrate website content onto Energy Trust’s Home Performance page www.energytrust.org/hp
Keys to success

• Allow plenty of time for planning, and implementation
• Loop in representatives from all teams involved, from the start
• Leverage existing programs and contractor networks; make sure these are in place before you start
• Engage and appreciate your sponsors
Meet the Winners
LET THE MAKEOVERS BEGIN.
HOW WOULD YOUR HOME MEASURE UP?

Four families have won Energy Trust of Oregon’s Home Energy Makeover Contest. This summer, we’ll transform their homes into lean, mean, money-saving machines with up to $25,000 each in Home Performance with ENERGY STAR® improvements. Track their progress and learn how to save with your own makeover.

LIFT, TUCK & TONE YOUR HOME
Stephanie and Justyn—Portland, Oregon

1925 home, 1,339 square feet

Energy issues:
• Inefficient old gas furnace
• Inefficient gas water heater
• Very little insulation
• Air leaks and leaky duct work

What they received:
• Air sealing and duct sealing
• Insulation
• High-efficiency gas furnace
• Tankless water heater
• ENERGY STAR refrigerator, CFLs, low-flow water fixtures, smart power strip
Alex and Tracey—Bend, Oregon

Built in 1930’s, 1,704 square feet

Energy issues:
- Very old gas furnace
- Old, unsafe gas water heater
- Many air leaks
- Very little insulation
- Original single-pane windows

What they received:
- Air sealing & duct sealing
- Insulation
- High-efficiency gas furnace
- Tankless water heater
- High-efficiency windows
- ENERGY STAR refrigerator, CFLs, low-flow water fixtures, smart power strip
Tina and Kelly—Salem, Oregon

Built in 1960, 1,446 square feet

Energy issues:
- Electric baseboard heat
- Inefficient electric water heater
- Very little insulation
- Air leaks
- Moisture issues
- Two old inefficient refrigerators

What they received:
- Air sealing and duct sealing
- Insulation
- High-efficiency heat pump
- Marathon water heater
- Programmable bath fan, CFLs, low-flow water fixtures, smart power strips
Jodi and family—Medford, Oregon

Built in 1975, 1,716 square feet

Energy issues:
• Inefficient old heat pump and electric furnace
• Inefficient electric water heater
• Many air leaks
• Original single-pane windows
• Electric heaters to heat living space in garage
• Two old, inefficient refrigerators and freezer

What they received:
• Air sealing, duct sealing and duct system design
• Insulation
• High efficiency heat pump
• Marathon water heater
• High efficiency windows
• Garage space converted to living space
• CFLs, low-flow water fixtures, smart power strips
Our Sponsors

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Thank you

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