Energy Upgrade California

Marketing and Communications

Reduce energy use. Save money. Create jobs.

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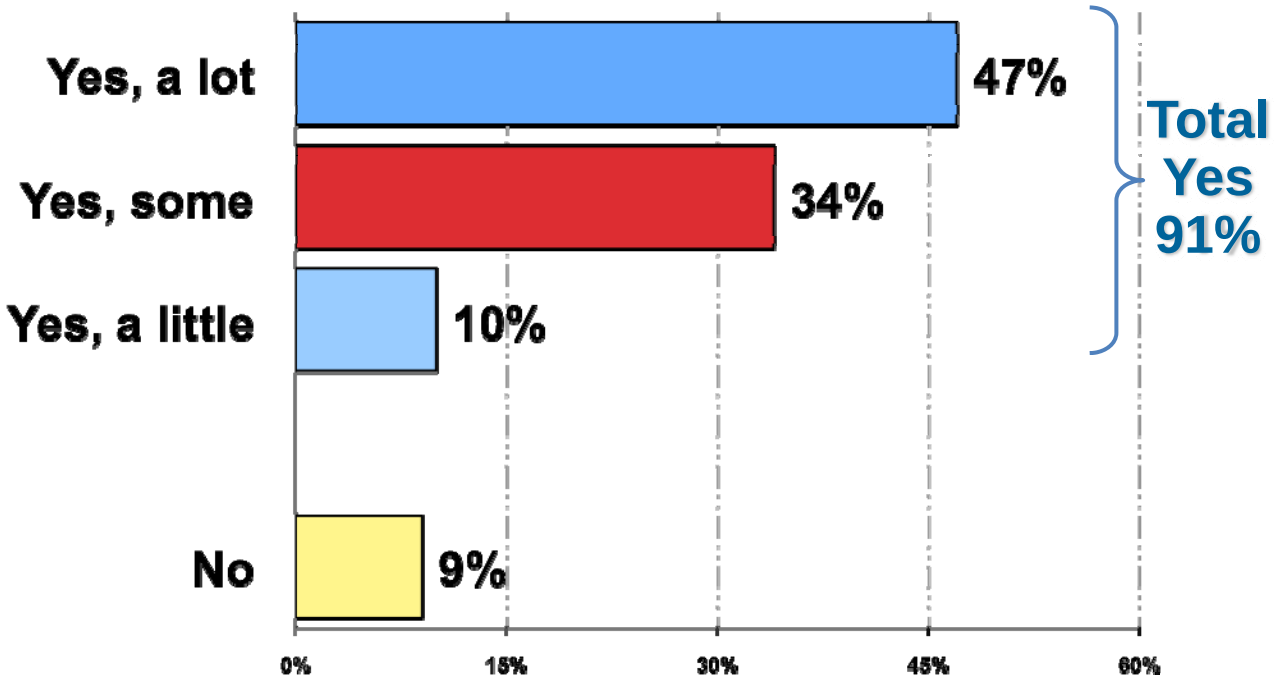
Research

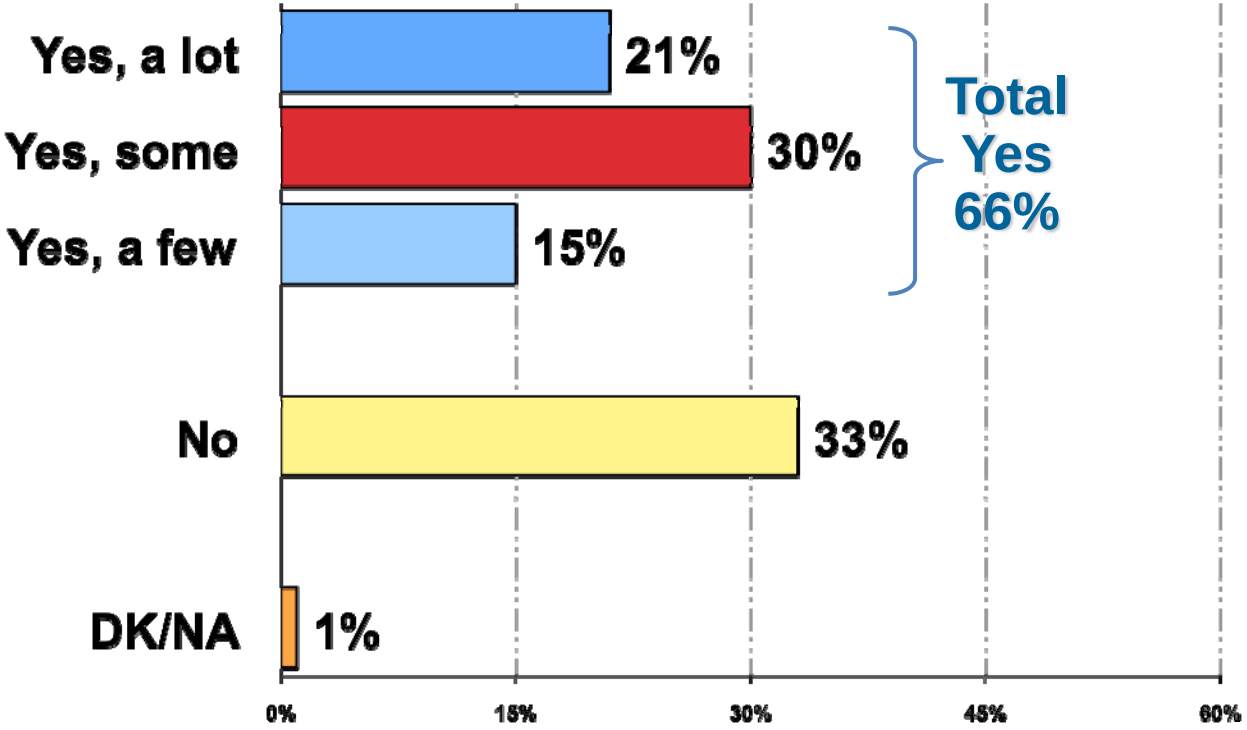
Extensive Market Research

- LA County
  - 1,200-person survey, 8 focus groups
- Alameda County
  - 600-person survey, 3 focus groups
- 9 Bay Area Counties (ABAG)
  - 900-person survey
- Statewide
  - 6 focus groups, survey

Have changed household behavior to reduce energy usage in the last few years

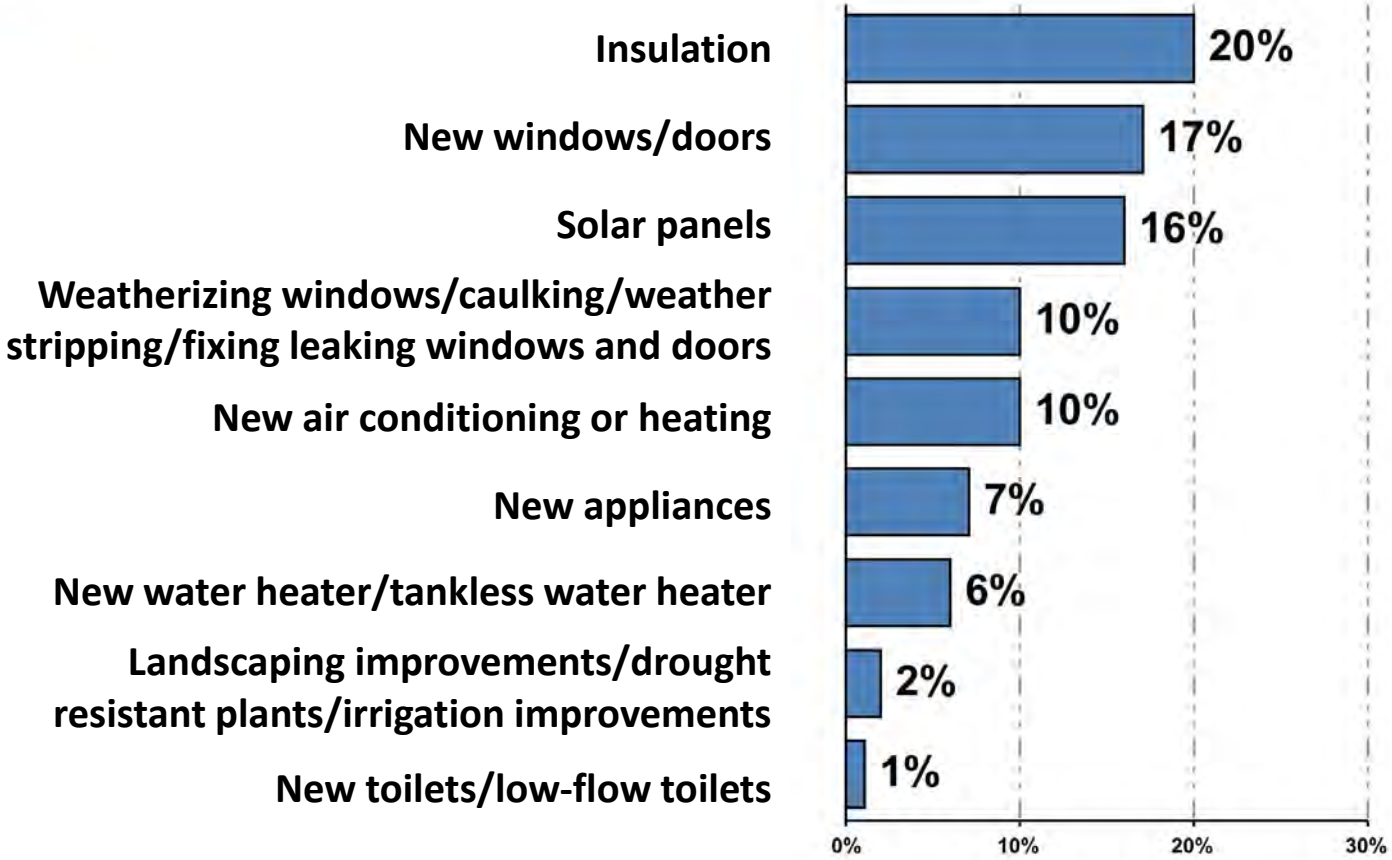


Have made energy efficiency upgrades/improvements in the last few years



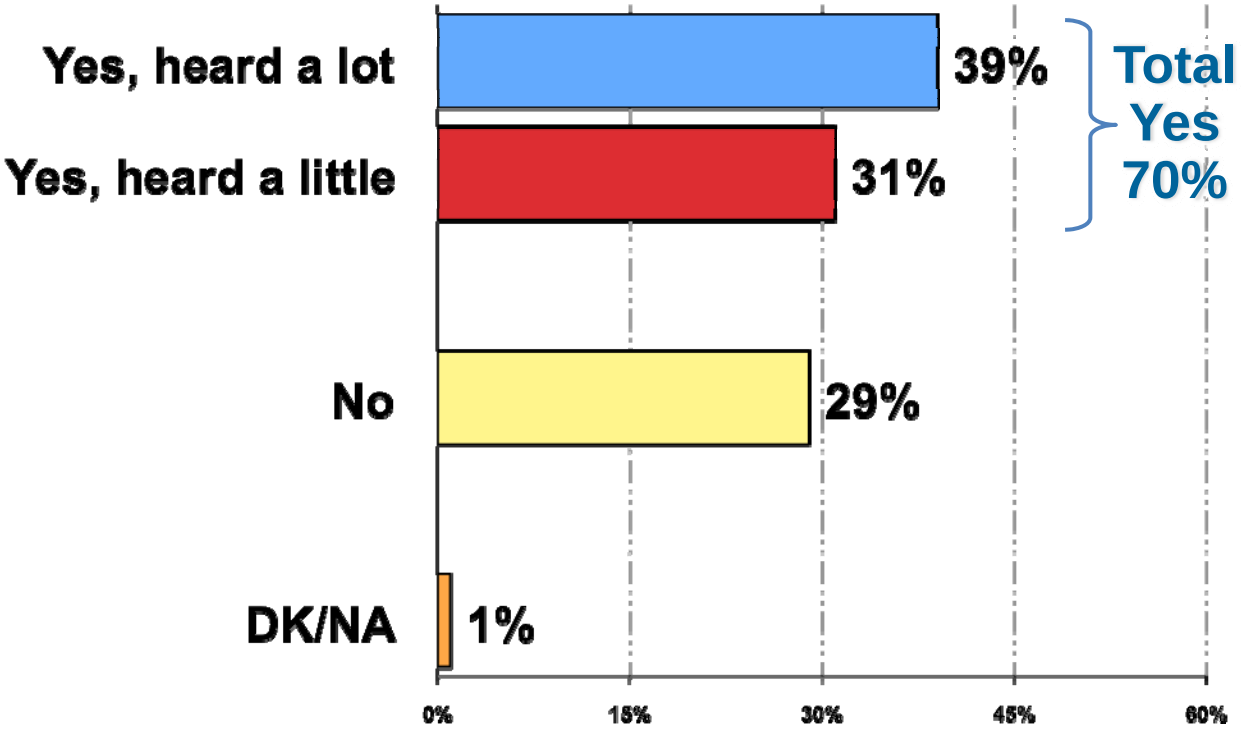
Energy upgrades/improvements most needed

(Grouped responses, multiple responses accepted)
(Ranked by most frequently reported)



10. What upgrades or improvements do you think are most needed in

Seen/heard/read anything about programs for upgrading or remodeling homes to make them greener/ more energy efficient



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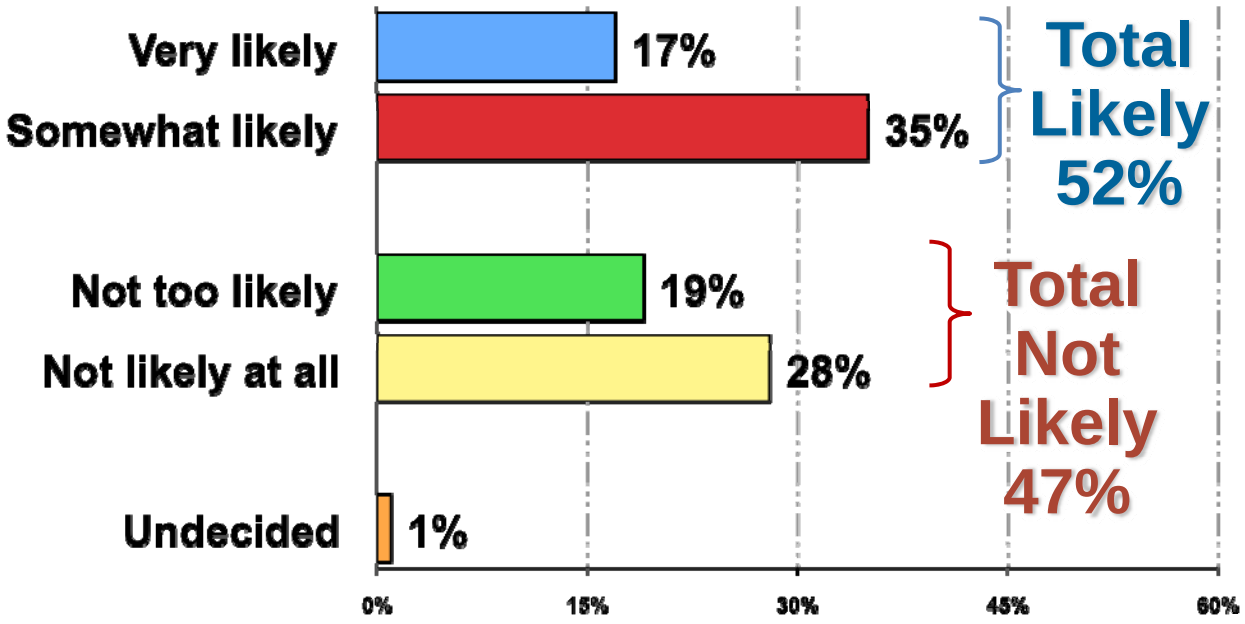
Initial likeliness to consider taking part in program



Barriers

The “band-aid” approach

- Taking care of everything at once not an option; Address issues when they become chronic or painful

Cost: $5,000 maximum

- Total project costs; Out of pocket costs; Up-front costs

Program Complexity

- Credibility; Quality assurance

Contractor Concerns

Key Target Markets

Homeowners, aged 35-54

Women (college-educated)

Incomes of $60,000-$120,000

Multicultural

- Asian (63%), Latinos (62%), African-Americans (59%), White (47%)

With school age children at home (large families)

Speak Spanish as a primary language

- Took survey in Spanish—68% positive responses

Key Target Markets (continued)

Homes built before 1940 (expand to built before 1978)

Have made some energy upgrades already

Transitioning (buying a house or increasing family size)

Key Messages

- **Save on Utility Bills**
- **Save on Upgrades**
- Certified Contractors Save Money
- Help the Environment/Climate Change
- Reduce Foreign Oil/Fossil Fuels
- Increase Property Values
- Comfort
- Indoor Air Quality

Messengers

- Neighbors and other homeowners
- Building Contractors
- Architects/design professionals
- Gas and electric utilities
- Environmental organizations
- Home improvement store staff

Modes

- Utility and bill inserts
- Newspaper articles
- Mailers
- Television ads
- Posters/notices at public venues
- Social Media
- Word of Mouth

Strategy

Market Capture Cascade

Already There	Retrofit Ready	Retrofit Persuadable	The Next Phase	No Way
• Environment • Fossil Fuels • Rebates Available	• Save money on utility bills • Rebates Available!	• Property Values • Comfort • Health • REBATES Available!		

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Targeted Marketing Approach

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Trigger-Event Marketing

1. Replace on Burnout	Contractor Marketing Kit, Retail Partners
2. Life-Stage Changes	+ Ads in Online Media for Families
3. Purchase	+ City/Utility Welcome Kits, Realtor Marketing Kits
4. Complaints	+ Utility Online, Direct mail
5. Home Remodel	+ Architects, Ads in Media for Remodels

Branding

Vision

- The Energy Upgrade California brand is inspirational and aspirational – motivating users to make energy efficiency upgrades to their homes by presenting a compelling vision of a better quality of life.
- The brand vision is dynamic, positive and upbeat, and conveys a lifestyle of personal comfort and connection to the environment.
- The brand reaches viewers at an instinctual and a rational level

Core Principles

- **Quality**
  The brand reflects the quality of a prominent statewide program with maximum exposure.
- **Clarity**
  The brand clearly conveys the main benefits of the program and inspires people to participate, with imagery and messages that are direct and easy to understand.
- **Creativity**
  The brand creates a long-lasting vision of the program through creative design that is memorable and compelling.
- **Consistency**
  The brand reinforces the benefits of the program through reliable and consistent messaging.
- **Community**
  The brand creates a sense of community by offering homeowners a vision of connection at the local level (families, friends, neighbors) and to the environment

Positioning

For property owners who want to reduce their energy use and increase comfort, while saving money and helping the environment, we are the source for practical information and innovation—we make it simple.

Brand Personality

- **Practical:** We provide one-stop-shop information
- **Can-Do:** We make it easy so you can get things done
- **Empowering:** We provide you with the ability to make choices and take actions that make sense for you
- **Inspirational:** We bring new ideas and information that will inspire you to go beyond what you thought you could do

Brand and Identity

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Website

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Roll over to see how your home

Attic air sealing
Attic insulation
Duct sealing

Seal those ducts!

Leaky ducts can lose over 20% of conditioned air through holes and poor connections. Make sure that your warm and cool air gets where it needs to go!

- Attic air sealing
- Attic insulation
- Duct sealing
- Hot water pipe insulation
- Low-flow showerheads
- Combustion safety testing
- Energy-efficient HVAC system
- Wall Insulation
- Energy-efficient windows
- Tankless/solar water heater
- Cool roof
- Energy-efficient pool pumps and solar pool heaters
- Solar panels
- Water-efficient landscaping

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Local Website

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IN LOS ANGELES COUNTY

LOGIN

sign up
to receive email updates GO

Status Update – PACE Financing Programs
About The Program
For Homeowners
For Cities/COGs
For Contractors

search
GO

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IN LOS ANGELES COUNTY

Improve your home. Get rebates. Save money.

LOGIN HOME CONTACT US CALENDAR LIBRARY

sign up
to receive email updates GO

Status Update – PACE Financing Programs
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search
GO

ABOUT THE PROGRAM

About the Program

What is Energy Upgrade California™ in Los Angeles County?

Click on image for full size picture

Energy Upgrade is a public-purpose program with the following goals:

- Promote energy-efficiency retrofits of the existing building stock in Los Angeles County
- Put construction professionals back to work
- Reduce greenhouse gas emissions

An investment of $5,000 to $15,000 to implement a home energy retrofit can achieve an average of 20% energy savings, reduce utility bills, improve building comfort, enhance indoor air quality, and increase the home's value. In addition, customers of Southern California Edison and Southern California Gas Company may be eligible for up to $5,000 in rebates and tax credits to offset project costs. Water efficiency measures and renewable energy installations to achieve even greater utility bill reductions may also be eligible. With the Program, homeowners benefit, the economy benefits, and the environment benefits!

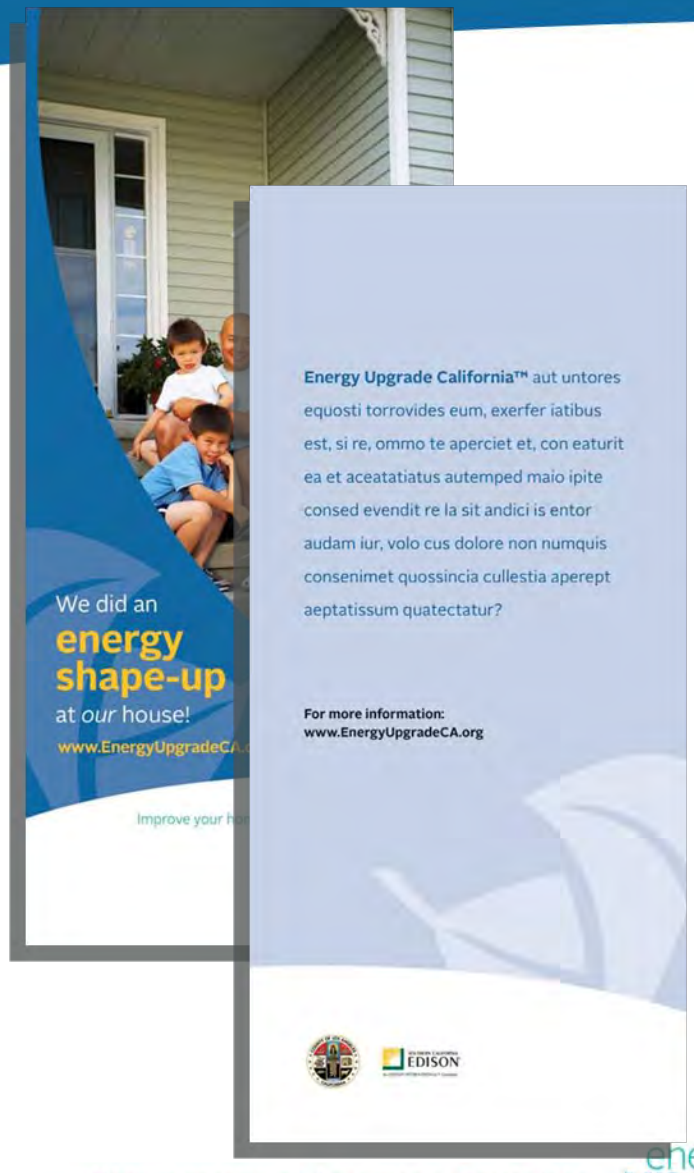
Who is funding this Program?

Funding for development and administration comes from Federal American Recovery and Reinvestment Act grants that the County received.

How does the Program work?

The aim is for participating property owners to achieve an average of 20% reduction in energy consumption in their homes. Homeowners will have a choice of upgrade packages and options that qualify for rebates and incentives, from basic weatherization, insulation and sealing of their house to installing energy efficient windows, tankless water heaters, air conditioners, and even installing solar panels. The Program will provide a one-stop shop where homeowners can find information about all the Federal, State, County, and utility rebates and incentives available.

Templates



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Templates

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Web Banner Ad

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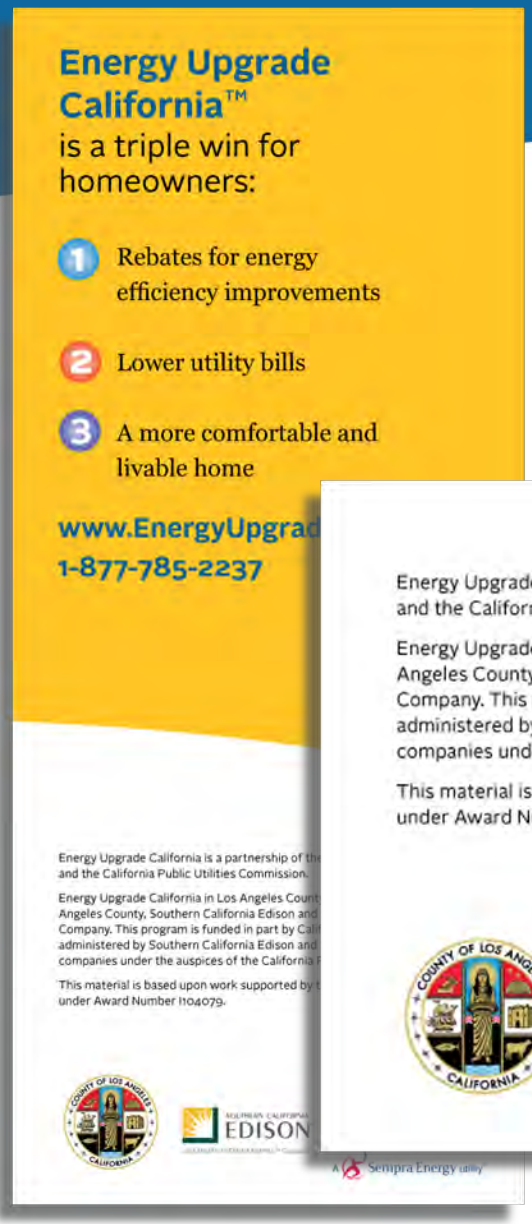
Co-Branding



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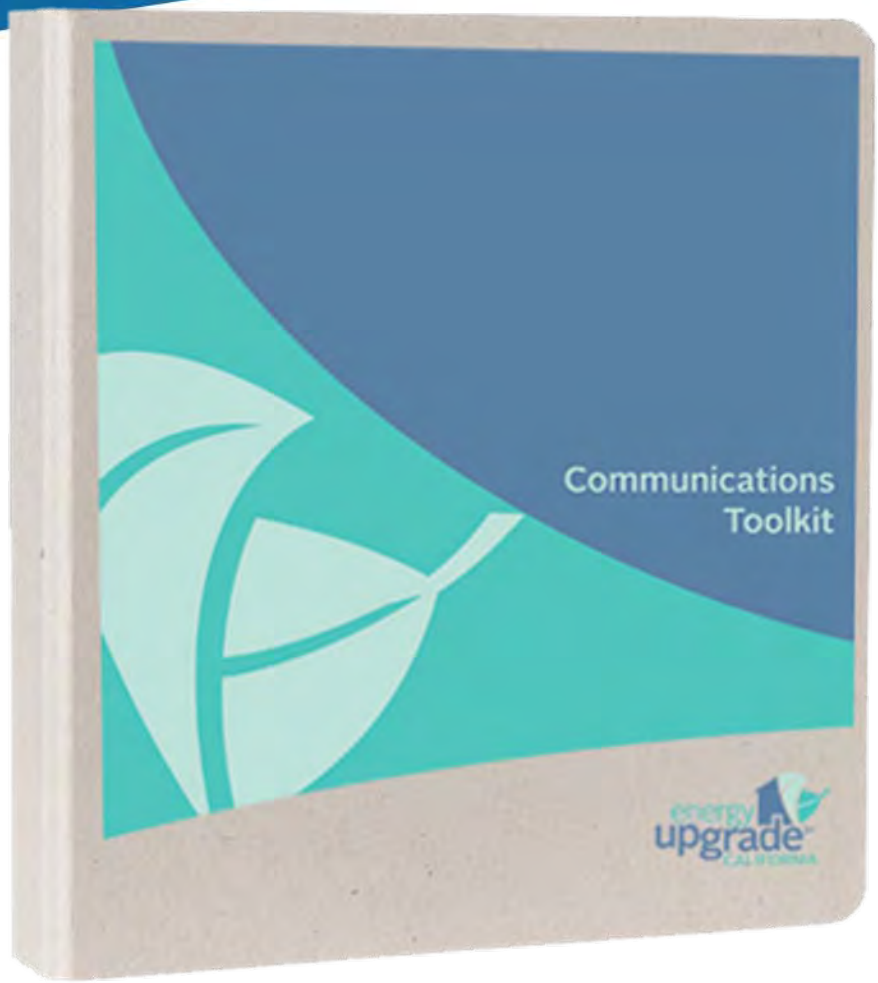
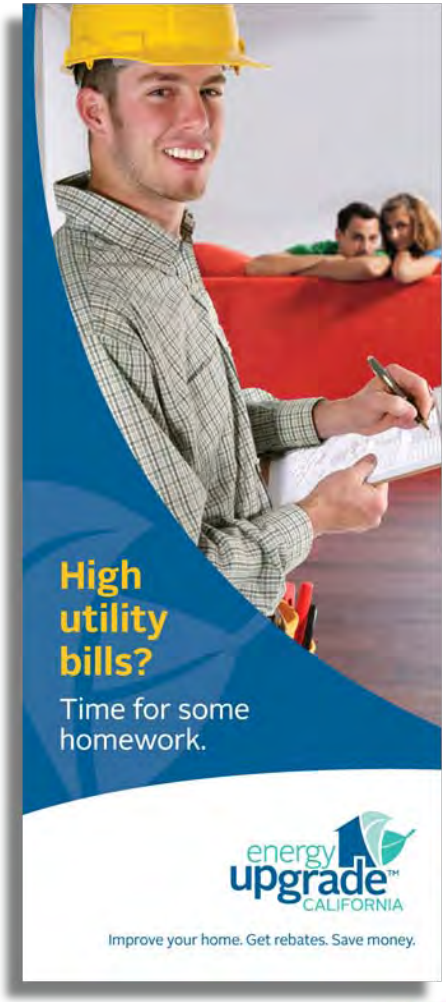
Regional: Contractor Marketing Kits





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Promotional & Signage

cap

iPhone case

contractor's sign

t-shirt

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