Energy Upgrade California™
for Local Government:
Engaging Your Community

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Office of Sustainability

Local Government and
Energy Upgrade California™

Why?
The Big Picture
Local & Regional Goals

- Los Angeles County: 18,000 upgrades by 2013
  - Contributing $35 million
  - 3 Stimulus-funded grants with a variety of techniques aimed at driving the market towards building performance
- SCE and SCG: 13,000 upgrades by 2012
  - Contributing $38 million
  - 2,000 jobs created
  - Significant amounts of CO$_2$ removed from atmosphere

Program Funding

- U.S. Department of Energy Discretionary funds (Energy Efficiency and Conservation Block Grant)
- California Energy Commission (CEC)
Energy Upgrade California in LA County

- An Alliance Among:
  - Los Angeles County
  - Southern California Edison
  - Southern California Gas Company

- Additional Partners:
  - City of Los Angeles (City of Los Angeles Department of Water and Power)
  - Cities and COGs Countywide
  - WIBs and Community Colleges

Incentives Available in Los Angeles County

- LA County Households
  - $500 Incentive
  - Other Incentives

- SCE/SCG territory
  - $1000 Basic
  - Up to $4000 Advanced

- Municipal Utility
  - LADWP under development
  - Other MOUs under development
Homes that achieve greater than or equal to 20% energy reduction under the advanced path within LA County will receive an additional $500 incentive

*Note: Homeowner must sign information release on application form in order to trigger incentive processing.

** Adjusting the Incentive for LA County Homes

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<th>Calculation Method</th>
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* Hybrid programs currently in design for municipal utility programs.
Municipal Owned Utilities & LA DWP Territory

- Customers served by Southern California Gas Company
- **Currently whole-house incentives are only available in the SCE/SCG territory. Single measure incentives only in LADWP territory.**
- In discussion on full rebates starting in 2011
- Programs with other municipal utilities are currently in design.

Engagement Strategy

- **Contractor Engagement** – Ongoing
  - Using Building permit offices, city business license databases for outreach
  - Contractors provided with marketing materials to capture early adopters (online resource library)
- **Community Engagement** – January 2011
  - Grassroots networking
  - Cities begin marketing the program locally
  - Pilot Marketing Area media and grass roots
- **Consumer Engagement** – February 2011
  - TV, Radio, Advertising
  - Home Energy Makeover Contest
Collaboration

- Committees to address major program elements:
  - Workforce Development
  - Marketing and Outreach
  - IT
  - Quality Control/Quality Assurance
- Subcommittees and Working Groups
  - PR/Corporate Communications
  - HVAC Outreach
  - Call Centers

County Program Launch - Overview

- Full launch at the end of February
- Countywide ad campaign
- Community Energy Champions
- Home Energy Makeover Contest
- Resources for residents:
  - County Call Center – 1-877-785-2237
Countywide Ad Campaign

LA County is getting the word out to homeowners, building demand in the following media:

- Television – English and Spanish commercials
- Radio – Multi-lingual
- Print – Multi-lingual
- Billboards, bus stops, lightpost banners in PMAs
- Public Relation earned coverage
- Social media – Facebook, Twitter, LinkedIn, etc
- Website video
- Foto novela

Energy Champions

- Champion organizations
  - Schools
  - Non-profits
  - Religious Organizations
- Purpose of program is to test if homeowners will take action if a group they care about benefits too.
- Champions fill out an application to participate, attend training, then market the opportunities to their network
Home Energy Makeover Contest

- Contest launch to contractors – January 18 Sponsor webinar/meeting
- Most materials donated by manufacturers
- Net-zero goal for one house, Green Point Rated for all homes
- Field mentoring and training component
- Countywide offering 20 assessments awarded to finalists and 5 advanced path upgrades to winners
- Television and PR coverage of event
- HEES Survey part of application

Energy Upgrade California™

Local Government Engagement Strategy
What Are We Asking Cities to Do?

- Be a visible advocate for Energy Upgrade California in Los Angeles County

- Promote a specific call to action for property owners
  - Drive residents to the EUC/LA website
  - Call a contractor and schedule an in-home consultation
  - Complete an energy upgrade

City Participation Strategy – 6 Steps

1. Join the Los Angeles County Energy Upgrade Program
2. Promote Energy Upgrade California through existing channels of communication
3. Distribute information widely throughout the community using existing networks
4. Utilize local media to promote EUC/LA to residents
5. Develop in-house expertise in energy efficiency upgrades
6. Donate in-kind staff hours/point of contact and resources for local residents
1. Join the Los Angeles County Energy Upgrade Program

- 73 out of 88 cities have joined
- Resource support available at [www.lacountyenergyprogram.org](http://www.lacountyenergyprogram.org):
  - Program timeline
  - Template staff report
  - Template resolution
  - Talking points and PowerPoint presentation
  - Description of EUC/LA support and the benefits for greater participation.

2. Promote EUC Through Existing Channels of Communication

- **Cable TV**
  - 5-minute Video, PSAs
- **City website**
  - Link to EUC/LA website, draft text
- **Community Newsletters**
  - Newsletter articles, templates
- **Presentation at City Council Meeting**
  - Speakers toolkit, PowerPoint presentation
- **Incorporate into existing marketing campaigns with other City programs**
  - Templates, logos, draft text
- **Send out a community email blast**
3. Distribute Information Throughout the Community

- **Community events**
  - Template collateral (brochures, posters)
- **City facilities and community centers**
  - Templates, posters, counter stand
- **Local Chamber of Commerce, businesses, realtors, HOAs**
  - Templates, information tailored to job creation

4. Utilize Local Media

- **Local earned media to promote EUC/LA to residents**
  - Template press releases
  - Talking points
  - Draft articles
  - Advertisements
5. Develop In-House Expertise in Energy Efficiency Upgrades

- Send permit and building inspection staff to Energy Upgrade training
  - Trainings will be coordinated through the local COG or The Energy Coalition
- Send city staff to Energy Upgrade marketing training
  - Trainings will be coordinated through the local COG or The Energy Coalition
- Provide elected officials with program overview and talking points

6. In-Kind Staff Hours/Resources

- Establish a single point of contact to act as a liaison to EUC/LA
- Allocate internal resources for development of customized marketing and outreach campaign for the city (using the EUC/LA umbrella brand)
- Host and promote a special community forum/event on EUC/LA
Online Resource Library – Available Now!

- “Slim-Jim” tri-fold brochure
  - Printed, customizable, in language
- Use of logo
  - Strict brand guideline use must be followed
  - Marketing department available to review
- Web banners and links
- Newsletter articles
- Counter stand for permitting counter
- Videos – :30 sec, 2 min, and 6 min
- Press releases and media ads
- Fact sheet for local elected officials

How to Access the Online Resource Library

- www.EnergyUpgradeResources.org
- Click on “Los Angeles County”
- Click on “County, COG and City Staff”
- Enter:
  - LOGIN: EnergyUpgrade
  - PASSWORD: UpgradeNow
Next Steps...

• Coming soon...
  – February e-newsletter
  – “On-Demand” printing option
  – Calendar of events
  – Posters (English & Spanish)
  – Photo Novella
• What we need from cities
  – List of community events to promote online

Questions?

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