



Engaging Homeowners (and Contractors) with Home Energy Makeover Contests

Building America

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Communicating the Vision

- Bill Insert Messages
- Workshops & Presentations
- Home Shows
- Single Measure Rebates/Financing
- Free “Clipboard” Energy Audits
- Subsidized “Blower Door” Energy Audits
- Direct Installation of CFLs & Showerheads
- Contractor Referral

Alternative: JUST DO IT

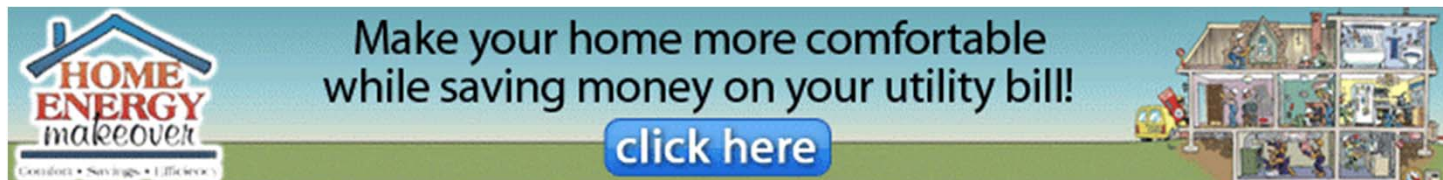


Comfort • Savings • Efficiency

Home Energy Makeover Contest



- Homeowners compete to win a prize packages with up to \$10,000 or more in energy efficiency improvements.
- Homes selected that best demonstrate energy savings potential, using whole house approach
- Sponsors receive recognition in promotional materials, product placement, website coverage





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 utility/government and sponsors
5. **Create Demand** across the region for energy-saving products and services

ALL Contest Entrants motivated to do their own home energy makeovers! View news coverage at www.egia.com/homeownercenter/Video_Channel2NewsClip.htm



Contest Experience

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



- **Portland, Maine**
Maine Home Performance with
ENERGY STAR with PSD Consulting



Contest Experience

- **Anaheim, California**
Anaheim Public Utilities with Electric & Gas Industries Association
- **Oregon statewide**
Energy Trust of Oregon with 4 electric and gas utilities



Contest Experience

- **South Carolina statewide**
Electric Cooperatives of South Carolina with 7 winning homes



- **Texas statewide**
Texas Co-op Power magazine with 5 winning homes



Contest Experience

- **National Capital metro area**

ABC7 WJLA-TV with DOE and EPA
with 3 winning homes



- **Colorado statewide**

Xcel Energy with winning homes in
Denver-Boulder and Grand Junction
metro areas



Contest Experience

- **Sacramento, California**
SMUD launch in late October with 2 homes



- **Atlanta, Georgia**
WSB-TV launch in late October with 1-3 homes



Contest Experience

- **Pennsylvania**

Launch November with 3 homes less than 2 years old



- **Coming Soon**

Various DOE block grant projects





Key Success Factors (Settlers get the land)

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





Contest Components

1. Plan Contest
2. Recruit Sponsors
3. Accept and Screen Entries
4. Select Finalists and Winners
5. Install/Document Winning Home Measures
6. Motivate Homeowners to Do Own Makeover



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Contest website



ANAHEIM HOME ENERGY MAKEOVER CONTEST




Program Links

- Official Contest Rules
- In the News
- Program Marketing
- Contest Flyer & Mail-in Application

APPLY NOW TO WIN UP TO \$50,000 IN HOME ENERGY SAVINGS IMPROVEMENTS!

The Electric & Gas Industries Association (EGIA) is partnering with the Anaheim Public Utilities Home Investment Package (HIP) program to sponsor a Home Performance with ENERGY STAR Makeover Contest. The contest will demonstrate how homeowners can significantly reduce their energy costs and improve home comfort and safety.

The winning homeowner will receive up to \$50,000 worth of energy-efficient upgrades, such as a new air conditioner & furnace, increased insulation, high-performance windows, air sealing, lighting and energy-efficient appliances.

All applicant Applications will be accepted

First Name:
Last Name:
Address:
City:
Zip Code:
Phone (714):
Email Address:
What year was your home built?
What is the square footage of your home?

I agree to the terms and conditions of the contest.

HOME ENERGY MAKEOVER OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY. YOU MUST BE AT LEAST 18 YEARS OF AGE OR OLDER AND A LEGAL RESIDENT OF THE UNITED STATES. CONTEST IS LIMITED TO OWNER-OCCUPIED RESIDENCES OF THE CITY OF ANAHEIM. ONLY LEGAL UNITED STATES RESIDENTS ARE ELIGIBLE TO ENTER THIS CONTEST. VOID WHERE PROHIBITED.

1. HOW TO ENTER: No Purchase Necessary. No entry fee. Payment or proof of purchase is necessary to participate.

[Click Here to Apply for the Home Energy Makeover Contest](#)

Following the June 30, 2008 application deadline, 20 finalists will be selected through an application screening process that will identify those homes that use the most energy and can benefit the most from the implementation of the package of energy efficiency upgrades.

Each of the 20 finalists will receive a free comprehensive home energy analysis, funded by Anaheim Public Utilities and valued up to \$1,000. Based on the results of the analysis, one Grand Prize winner will be selected to receive up to \$50,000 in home energy efficiency upgrades.

The home energy makeover contest – a partnership between EGIA and Anaheim Public Utilities is made possible through these generous program sponsors:



Help My HOUSE!

A Home Energy Efficiency Makeover Contest. Save Energy. Save Money.

Share It Your Way For Extra Savings!

And The Winners Are.....



Seven electric cooperative finalists won the "Help My House!" energy efficiency makeover contest from the Electric Cooperatives of South Carolina. Each winner won a package of energy efficient home improvements, worth up to \$15,000, that made their home substantially more energy efficient and dramatically more comfortable. The seven winning homeowners are:

- Terri Robertson
- Henry Mosier Jr.
- David and Tommie Lamb
- Peter and Janet Wile
- Linda Butler
- Fred Raygan

The Wise Family of Rock Hill
Family of 6 gets energy "Wiser"

How The House Was Helped

Heating and Air Conditioning

- Comfort Systems Heating and Cooling of Rock Hill replaced the home's original 1982 two-ton, 8 SEER (seasonal energy efficiency rating—think gas mileage for heat pumps!) air source heat pump with a Lennox two-ton SP14 heat pump with a CBX27 air handler which gives the system a certified A93 rating of 15 SEER.
- The old manual thermostat was replaced with a programmable, touch-screen thermostat.

Ducts

- Leaky ductwork in the attic was torn out and replaced with a specially designed new air-balanced system.
- The new system includes metal duct trunk lines, mastic sealed and wrapped with R9 insulation, and all supply lines made of R9 flexible duct with movable bouvered grills.

Sealing and Insulation

- Apple Blossom Insulators conducted a comprehensive energy analysis of the home, and they caulked and sealed to stop air leaks around plumbing, baseboards and other areas.

Home Fast Facts

- Built in 1982
- 1,267 square foot ranch-style home
- Cement slab with an attic
- 3 bedrooms, 1 bath
- Six (6) occupants
- Average monthly electric bill: \$300-\$330




Online Contest Registration, Sponsor Recognition, Winner Case Studies, Photos and Video Links





Contest Promotion

Visit www.wjla.com/homeenergy



WIN \$10,000 OR MORE!

HOME ENERGY makeover
Comfort • Savings • Efficiency

The generous sponsors of the National Capital Home Energy Makeover Contest are giving away \$30,000 in energy efficient home improvements! Three homeowners in the ABC 7 WJLA TV viewing area will win a free Home Energy Makeover worth up to \$10,000 or more!

**HURRY AND ENTER NOW!
CONTEST ENDS JUNE 30TH**

Visit www.wjla.com/homeenergy

Presented by:

- U.S. DEPARTMENT OF ENERGY
- Energy Efficiency & Renewable Energy
- LENEX
- ACAP
- JM
- BPI
- ABC 7 News
- EGIA
- WellHome
- popco



Winning Home Case Studies



Root Home in Rockville, Maryland

Mrs. Root grew up in this 1800 square foot Cape Cod style home built in 1952 and purchased it from her widowed mother in 2000. Today, she is retired from the Federal government and lives here with her daughter. There have been no major home improvements to the home in over 25 years. A recreation room was added onto the back of the home in 1959. The side house was further expanded in 1965 with the addition of a dining room and a laundry room.



The Root Home in Rockville, MD

House Facts

- Cape Cod style 2-story with crawlspace
- Built in 1952
- 1800 square feet
- Occupied by 2 adults
- \$370 a month on average, combined energy utility bills (total annually almost \$2,200 in electricity and almost \$1,250 in gas)

Their Home Energy Makeover

Comprehensive Energy Analysis

Troy Tanner of The Home Energy Detective conducted a comprehensive home energy analysis using diagnostic equipment. The analysis looked at how the different components of the home energy system worked together compared to national "whole house" energy efficiency and safety standards. Troy found the home to be a "wind tunnel" with about 43 air changes per day, more than 5 times what should be expected, through the outside walls, attic and vented crawlspace. Troy determined what improvements would have the greatest impact for energy savings, health and safety, and comfort.

Edge Energy, another local home energy audit firm, did similar analysis on other finalist homes in the area. Comprehensive national standards are set by the Building Performance Institute.

Heating and Air Conditioning System

F.H. Furr provided a system tune-up for the gas furnace and electric air conditioner. The home has an additional gas heater in a room addition, and two portable air conditioners in both upstairs bedrooms due to comfort issues.

Sealing and Insulation

In the attic, ACBR Insulation used Johns-Manville products to air seal all leaks where conditioned air could exit the home, and then re-insulated the attic for an overall insulation value of R-49. Also, they insulated the attic hatch to prevent heat from entering or escaping through the closet area.

In the vented crawlspace, ACBR insulated the inside of the foundation walls, sealed the crawlspace and added a ground cover to reduce moisture entering the home and reduce energy losses through the floor. ACBR Insulation also insulated all exterior pipes to prevent insects as well as unwanted air from entering the home.

In addition, Atlantic Duct Cleaning applied Aeresol duct sealant to the interior of all the existing ductwork in order to be sure the conditioned air was delivered efficiently through each vent.



Colbert Home in Fort Washington, Maryland

The Colbert's have lived for 20 years in their 2500 square foot home built in 1973. They now have two children attending nearby colleges. Their uncomfortable family room and bedrooms, and high energy bills, led them to add an attic fan and replace their home's windows and siding a couple of years ago. But their utility bills didn't get lower - in part because of their 37-year old air conditioner and poor insulation.



The Colbert Home in Fort Washington, MD

House Facts

- 2-story with partially finished basement
- Built in 1973
- 2500 square feet
- Occupied by 2 adults and 2 adult children attending college nearby
- \$245 a month on average, combined energy utility bills (total annually almost \$1,900 in electricity and almost \$1,050 in gas)

Their Home Energy Makeover

Comprehensive Energy Analysis

Scott Donelson of Home Energy Medics conducted a comprehensive home energy analysis using diagnostic equipment. The analysis looked at how the different components of the home energy system worked together compared to national "whole house" energy efficiency and safety standards. Scott found that air leakage through the home's outside walls, attic and crawlspace was over two times greater than should be expected. Scott determined what improvements would have the greatest impact for energy savings, health and safety, and comfort. Comprehensive national standards are set by the Building Performance Institute.

Heating and Air Conditioning System

F.H. Furr replaced the home's 16-year-old 80% efficient gas furnace and 37-year-old 8 SEER air conditioner with a Lennox 95% efficient modulating furnace and Lennox XE21 SEER air conditioner. They also installed a hospital-grade air filtration system to help with Mrs. Colbert's breathing problems, which cause her to take medication weekly.

Sealing and Insulation

In the attic, Southland Insulators removed the existing insulation, and used Johns-Manville products to spray a layer of foam insulation over the entire attic floor to seal all leaks where conditioned air could exit the home, and then re-insulated the attic for an overall insulation value of R-49. Also, they insulated the attic hatch to prevent heat from entering or escaping through the closet area.

Southland also insulated the inside of the foundation in the basement, and added additional insulation to an outside wall of the family room. Southland Insulators air-sealed all exterior pipes to prevent insects as well as unwanted air from entering the home.

In addition, Atlantic Duct Cleaning applied Aeresol duct sealant to the interior of all the existing ductwork in order to be sure the conditioned air was delivered efficiently through each vent.

Water Heater

Tankless Concepts replaced the existing 40-gallon natural gas storage water heater with a Rinnai RC80HP condensing tankless water heater with a 95% thermal efficiency.



Lockett Home in Ashburn, Virginia

The Locketts and their two pre-school aged children have lived for 10 years in this 1700 square foot home built in 1994. They worried that the home was too hot in summer and too cold in winter, especially in the children's room upstairs. They knew their energy bills were too high to be this uncomfortable in a newer home.



The Lockett Home in Ashburn, VA

House Facts

- 2-story with crawlspace
- Built in 1994
- 1700 square feet
- Occupied by 2 adults and 2 children
- \$273 a month on average, combined energy utility bills (total annually almost \$2,025 in electricity and almost \$1,250 in gas)

Their Home Energy Makeover

Comprehensive Energy Analysis

Robert Brown of WellHome conducted a comprehensive home energy analysis using diagnostic equipment. The analysis looked at how the different components of the home energy system worked together compared to national "whole house" energy efficiency and safety standards. Robert found that air leakage through the home's outside walls, attic and crawlspace was two and a half times greater than should be expected. Robert determined what improvements would have the greatest impact for energy savings, health and safety, and comfort. Comprehensive national standards are set by the Building Performance Institute.

Heating and Air Conditioning System

F.H. Furr replaced the 16-year-old 80% efficient gas furnace and 10 SEER air conditioner with a 90% efficient furnace and a Lennox SunSource Comfort System which combines solar energy and electricity to reduce peak demand on home electric usage. They also installed a hospital-grade air filtration system to help improve indoor air quality, and they added a zoning system so that the Locketts could separately control the temperature of the upstairs and downstairs with a single heating and cooling system. At the auditor's suggestion, the homeowners trimmed the bushes around outside a/c unit so it would work properly.

Sealing and Insulation

In the attic, WellHome air-sealed all recessed lights, fans and vents that are accessible from the attic. They moved insulation around to reveal a crack where conditioned air could exit the home easily. Then they added almost 1000 square feet of R-19 insulation to the attic for an overall insulation value of R-39. Also, they added an insulated attic hatch to prevent heat from entering or escaping the closet area.

On the home's outside and lower floors, WellHome air-sealed all exterior pipes with foam to prevent bugs and pest as well as unwanted air from entering the home. In the crawlspace, WellHome insulated the side walls, sealed the crawlspace and installed a ground cover to keep out moisture and mold. They also air-sealed all visible ducts to make them air tight.

Water Heater

The existing water heater was just 4 years old so no change was made.

Learn more at www.wjla.com/homeenergy



Workshops and Home Shows



How does your home perform?

CAPE ELIZABETH – Governor John E. Baldacci kicked off the “How Does Your Home Perform?” campaign as part of the Maine Home Performance with EnergyStar® program. Maine Home Performance, a home retrofit program sponsored by the Governor’s Office of Energy Independence and Security, is creating a sustainable market throughout the State of Maine for diagnosis and treatment of homes to make them healthy, comfortable, and cost and energy efficient.

Governor Baldacci said that while his Administration is working to reduce energy costs and make the state more energy independent, he is also encouraging Maine people to use energy efficiency as a way to cut their utility bills.

Earlier today, the Governor joined a coalition opposed to a new federally imposed charge on the electricity bills of Maine people and businesses. The federal fee adds an additional 6% charge to residential customers and 10% to industrial customers. The Maine Public Utilities Commission and Maine Public Advocate are appealing this case to federal court. Governor Baldacci joined the coalition of business people, school officials, regulators and lawmakers who are opposed to this charge, stating that Maine’s competitiveness is severely hampered by the fee. He said that this additional cost makes home energy conservation efforts even more important.

“Home energy improvements in Maine homes can reduce energy use by up to 50 percent and can improve indoor air quality and the home’s comfort and durability,” said Governor Baldacci. “Saving energy provides all our residents with a way to deal with high energy prices, to reduce our dependence on imported oil, and to avert global warming.”

Contractors participating in the program make long-term, sustainable and profitable changes to their business model. Homeowners participating in the program receive a comprehensive assessment of their home, implementation services, third-party quality assurance and access to affordable loans. A “Certificate of Energy Savings-Improvements” documents each participating homeowner’s energy, dollar and carbon savings.

Governor Baldacci said that while Maine has little control over what is behind rising energy prices, his Administration has been working to reduce energy costs and make the state more energy independent. The Governor has been working with New Brunswick Premier Shawn Graham to explore with the province an

Pros give Cape home energy once-over

By Leslie Bridgers
lbridgers@keepmaine.com

Sarah MacColl has always tried to save money on heating bills. She keeps her thermostat at 50 degrees during the day and turns it up to 60 degrees when she comes home at night.

“What you’re doing reflects what Mainers are struggling with,” Gov. John Baldacci told MacColl on Aug. 21, when he

costs.

Though MacColl was set to get her roof repaired to stop the leaking, according to Boothby, the problem is not with the roof, but with heat loss. When snow is on the roof, and heat escapes from the home, the snow melts and slides down the roof. When the water reaches the edge of the roof, where it is colder, it freezes and creates an ice dam. Water then gets dammed behind the ice lodes and eventually

where to begin” when it comes to fixing energy problems in their homes. Maine Home Performance was formed to guide them through the process of evaluating and improving their homes – and, at the same time, ensure quality service.

“Not a lot of people know about this,” said Betsy Elder, contract manager for Maine Home Performance. “This program is going to help Maine



Sarah MacColl and Gov. John Baldacci listen as Tom Boothby, building performance consultant for Maine Home Performance, gives an assessment of MacColl's Cape Elizabeth home.

Staff photo by Leslie Bridgers



Milestones

- **Plan Contest, Recruit Sponsors** *(1-2 months)*
- **Promote and Screen Entries** *(1-2 months)*
- **Select Finalists, Pick Winners** *(1 month)*
- **Improve Homes, Document Results** *(1 month)*
- **Highlight Winning Home(s)** *(1 month)*
- **Educate Homeowners** *(on-going)*



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Role of Contest "Host"

- Provide strategic direction and oversight
- Execute agreements with contest sponsors
- Plan and execute contest promotion





Role of Technical Consultant

- Provide assurance that winning homes deliver honest energy savings and “do no harm”
 - Assure that materials/services are provided by organizations that agree to BPI national standards
- Supervise home energy audits in contest finalist homes
- Oversee installation of comprehensive home energy improvements in the winning home(s)
- Provide content and support for case studies





Role of Contest Administrator

- Program consultant to host
- Recruit sponsors, home auditors and promotional partners
- Turnkey contest administration, to include:
 - Contest entry acceptance online and by mail
 - Contest entry ranking based on home energy intensity
 - Contest entry screening through telephone survey
 - Coordination of finalist and winning home selection
- Produce case studies that document energy (and non-energy) benefits while showcasing sponsors' roles



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



Brought to you with these sponsors



Supported by



Portland General Electric





Cost Components

Fixed

- Contest Administration with Sponsor Recruiting
- Technical Oversight of Winning Homes
- Marketing/Promotion

Variable

- Number and Value of Winning Homes
- Processing of Paper Entries



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Action Steps

1. Visit www.EGIA.org website to learn more
2. Email Ed Thomas to get on EGIA email list for future contest sponsor opportunities - ethomas@egia.org
3. Become EGIA Energy Partner
4. Ask your utility/govt agency to contact EGIA about hosting a contest in your area



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