

2012 BECC Conference: Poster Presenter Abstracts

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Energy Champions Pilot - Energy Upgrade California in LA County

The Energy Champions Program is one facet of a multi-dimensional marketing campaign of Energy Upgrade California™ in Los Angeles County designed to achieve comprehensive community-wide residential energy upgrades. Funded out of the Better Buildings Program, the Energy Champions Program provides incentives for local nonprofit organizations designated as “Energy Champions” to promote residential energy upgrades within their community, and in turn, receive monetary incentives for each home energy upgrade completed. The program tests if third party performance based financial incentives are effective in driving property owners to complete a home energy upgrade. The program uses community-based social marketing techniques to identify and overcome market barriers that prevent homeowners from retrofitting their homes. These barriers include lack of knowledge of retrofit benefits, lack of trust in contractors and lack of motivation to perform home improvements. Market research reveals that homeowners are more likely to take action if they learn about the benefits of energy upgrades from individuals they know and trust. Community based organizations are uniquely positioned as trusted ambassadors to effectively foster widespread interest in energy upgrades. The proposed performance-based financial incentives are intended to unlock the unique outreach capacity of Energy Champions and encourage them to develop innovative ways to effectively motivate their constituents to take retrofit action. Currently the program involves approximately 100 community-based organizations participating as Energy Champions reaching thousands of potential participants. Through their efforts to date, better than 10% of all Energy Upgrade projects in LA County have resulted from their efforts.