



Will you complete a whole house upgrade, my neighbor?

Joe Van Clock, Research Into Action

Benefits of neighborhood targeting:

- Efficient delivery
- Neighbor-to-neighbor influence

But does it work for whole house?

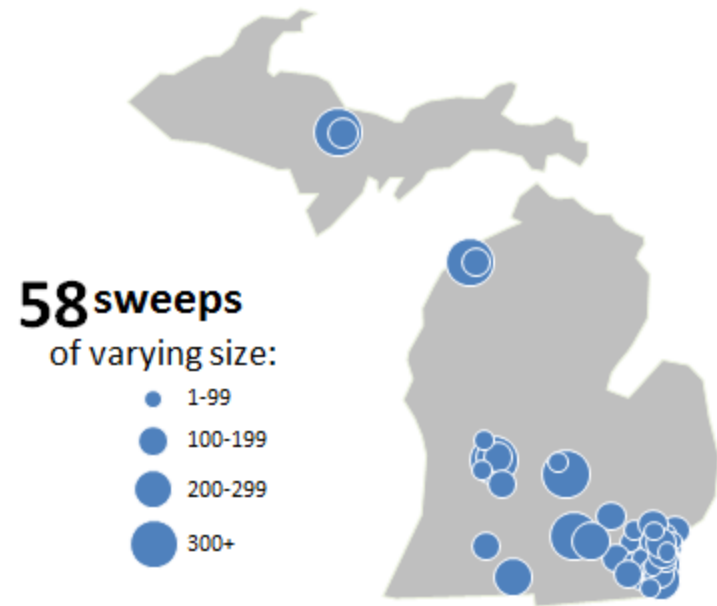
Palmdale

- Focus on streamlined delivery
- Targeted marketing
- Low uptake



58 neighborhoods throughout Michigan

- Limited time offer
- Base package with further upgrades encouraged
- Lots of retrofits, but smaller projects than other pilots



Source: Better Buildings for Michigan Final Report, September 30, 2013.

Does it work?

- Economies of scale are unlikely
- Delivery is hard to standardize
- Results of targeted marketing are mixed
 - *Neighbors may spread awareness*

For more information:

- Palmdale and Claremont

- *Retrofit California Final Report, November 12, 2013, by The Cadmus Group and Research Into Action*
 - Available by public records request from LA County

- Michigan

- *Better Buildings for Michigan Final Report*
 - http://michigansaves.org/upload/file/BetterBuildings%20for%20Michigan%20Final%20Report_no%20front%20matter.pdf
- *Sweep, Neighborhood, and Demographic Characteristics Associated with Residential Program Participation by Michigan State University Office for Survey Research*
 - <http://michigansaves.org/upload/file/Sweep,%20Neighborhood%20and%20Demographic%20Characteristics%20Associated%20with%20Program%20Participation.pdf>

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