



EnergySavvy



SF Environment

Our home. Our city. Our planet.

A Department of the City and County of San Francisco

Connecting Contractors & Customers: Impact on Program Success

Luke Easdale, SFE

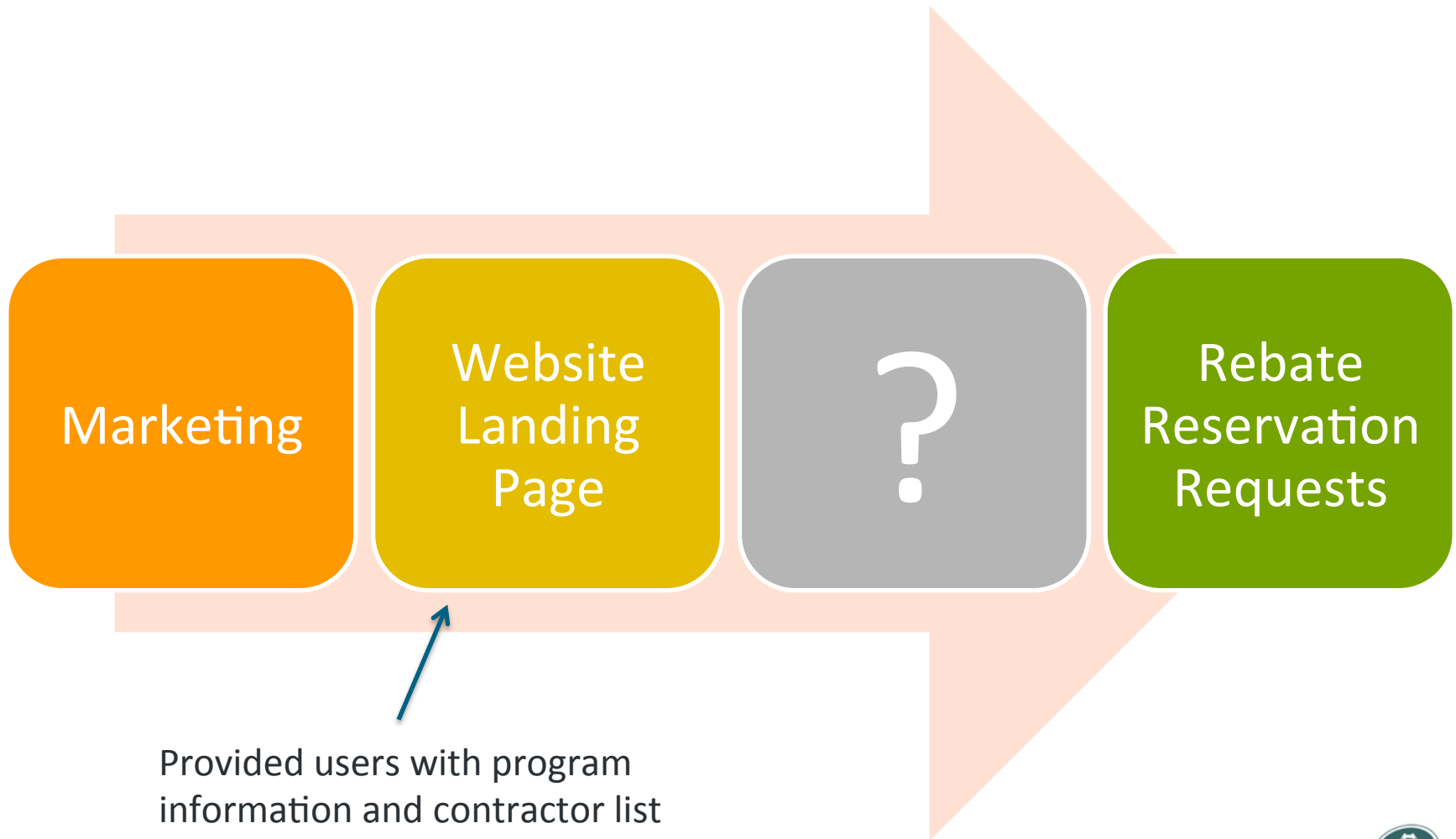
David Wolpa, EnergySavvy

November 19, 2013

The Program



In the beginning

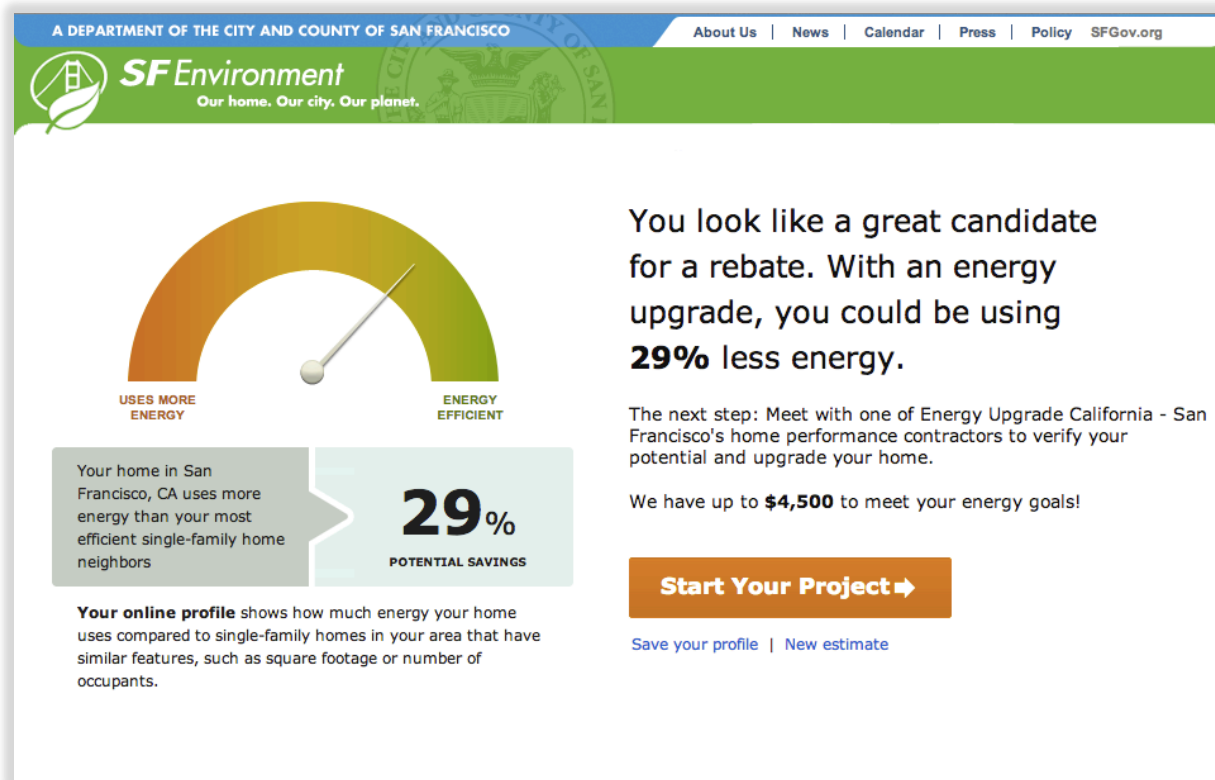


Google Analytics are great but..

- Didn't know if they were interested in the program or not?
- Didn't know if they were connecting with contractors...
- Had no way of asking them – no lead capture
- Didn't know if changes to the website were having a positive or negative impact

Enter – EnergySavvy

- Provided users with a fun quiz that estimated their home's potential energy savings



Enter – EnergySavvy

- Captured User Contact Information

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USES MORE ENERGY

Your home in Vallejo, CA is one of the least efficient single-family homes in your neighborhood

You look like a great candidate for a rebate. With an energy upgrade, you could be using less energy.

You'll get an email with a link to your profile so you can come back to it.

Save Your Profile

Please enter your email address to save this profile.

Email address

Save

Your online profile shows how much energy your home uses compared to single-family homes in your area that have similar features, such as square footage or number of occupants.

Your Customized Action Plan

Potential savings by source:

These recommendations are listed in order of those likely to have the greatest impact on your home's efficiency.

★ All Fields Required

First name

Last name

Email

Phone

Zip

How important is the cost of home upgrades?

☐ I want the greatest possible efficiency and comfort for my house

☐ I value efficiency but want to spend the least out of pocket

What's on your mind? (Optional)


Tell us about your project needs.

Next step: Your energy profile and contact information will be sent to approved contractors who will reach out to discuss your project options with you.

Send Request

Enter – EnergySavvy


- Allowed users to select a contractor from the approved list to contact them




Advanced Home Energy

Areas served: Entire Bay Area
Approved for 2-4 unit buildings
References available: Yes
Additional Languages: Spanish
Phone: 510-540-4860
Email: AHE@AdvancedHomeEnergy.com
Website: <http://www.AdvancedHomeEnergy.com/>

Advanced Home Energy pioneered the building performance contractor approach in the San Francisco Bay Area. As a BPI Accredited Contractor, our specialty is home energy efficiency. We view your whole house as an interconnected system. We offer initial energy assessments and any and all types of energy retrofit services that your reduce their utility bills, increase their comfort level and reduce your carbon footprint. These include green insulation installation, high quality HVAC and duct work, energy efficient windows replacement, solar installation and more. We strive to achieve real comfort and energy savings in every home we work on.






Ultimate Home Performance

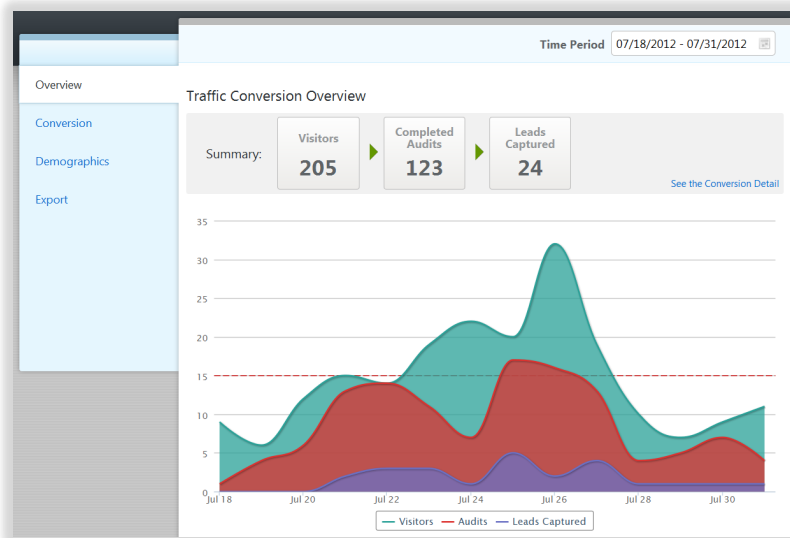
Areas served: Entire Bay Area
References available: Yes
Additional Languages: Spanish
Phone: 510-936-1212
Email: info@ultimatehomeperformance.com

Ultimate Home Performance is an adventure of husband and wife, Bachi and Amanda Brunato. Our company philosophy is to provide excellent customer service and to achieve real change through high quality home performance upgrades. We are excited to be a part of the Energy Upgrade California - San Francisco program and look forward to serving you. As a building performance specialist, we take a whole-house approach. This means we look at all the systems in your house and how they interact with each other. We treat all the home's elements, from building shell to mechanical systems, as related pieces of one big puzzle. With an energy upgrade, you will experience greater comfort, reduced energy costs, improved indoor air quality and a reduction of your carbon footprint.



Enter – EnergySavvy

- Provided us with detailed analytics



Year Built versus Savings Potential

This heatmap shows a breakdown of visitors' audits by the decade their homes were built and their savings potential.

		Decade Built												
		1800s	1900s	1910s	1920s	1930s	1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s
Savings Potential	100													
	90													
	80													
	70													
	60	1		1	3		3	4		1	1		1	
	50	9	30	29	56	35	39	40	10	11	2	2	1	2
	40	44	94	62	147	69	102	82	43	21	14	14	14	6
	30	23	55	31	64	30	45	42	16	21	46	45	63	25
	20	10	17	16	16	5	6	11	9	9	44	42	95	38
10		7	2	3		1	2	1	1	10	12	44	28	
0					1				1	2	1	8	8	

90% completion...

...But only 26% conversion to action



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Choice is good, right?



Choice can overwhelm, lead to inaction

Blind Round Robin

Please fill out the form to get connected to an approved contractor who will reach out to discuss your project options with you.

* All Fields Required

First name

Last name

Email

Phone

Zip

How important is the cost of home upgrades?

- ☐ I want the greatest possible efficiency and comfort for my house
- ☐ I value efficiency but want to spend the least out of pocket

What's on your mind? (Optional)

Tell us about your project needs.

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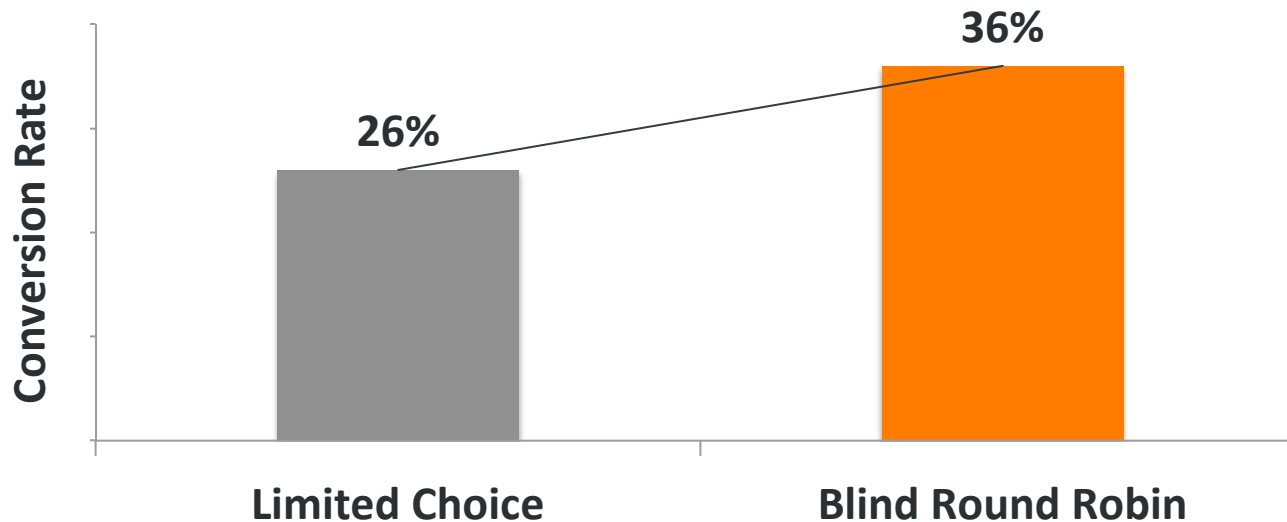
Send Request

Optionally, you may select a specific contractor to contact you. The contractor you select will receive a copy of your energy profile.



EnergySavvy

Drum Roll...



“The leads have definitely been more qualified starting around November 2012 [when the changes were made], meaning more leads being converted to tests, and genuinely interested in considering retrofit work.”

- Tom DiCanida, SDI Insulations

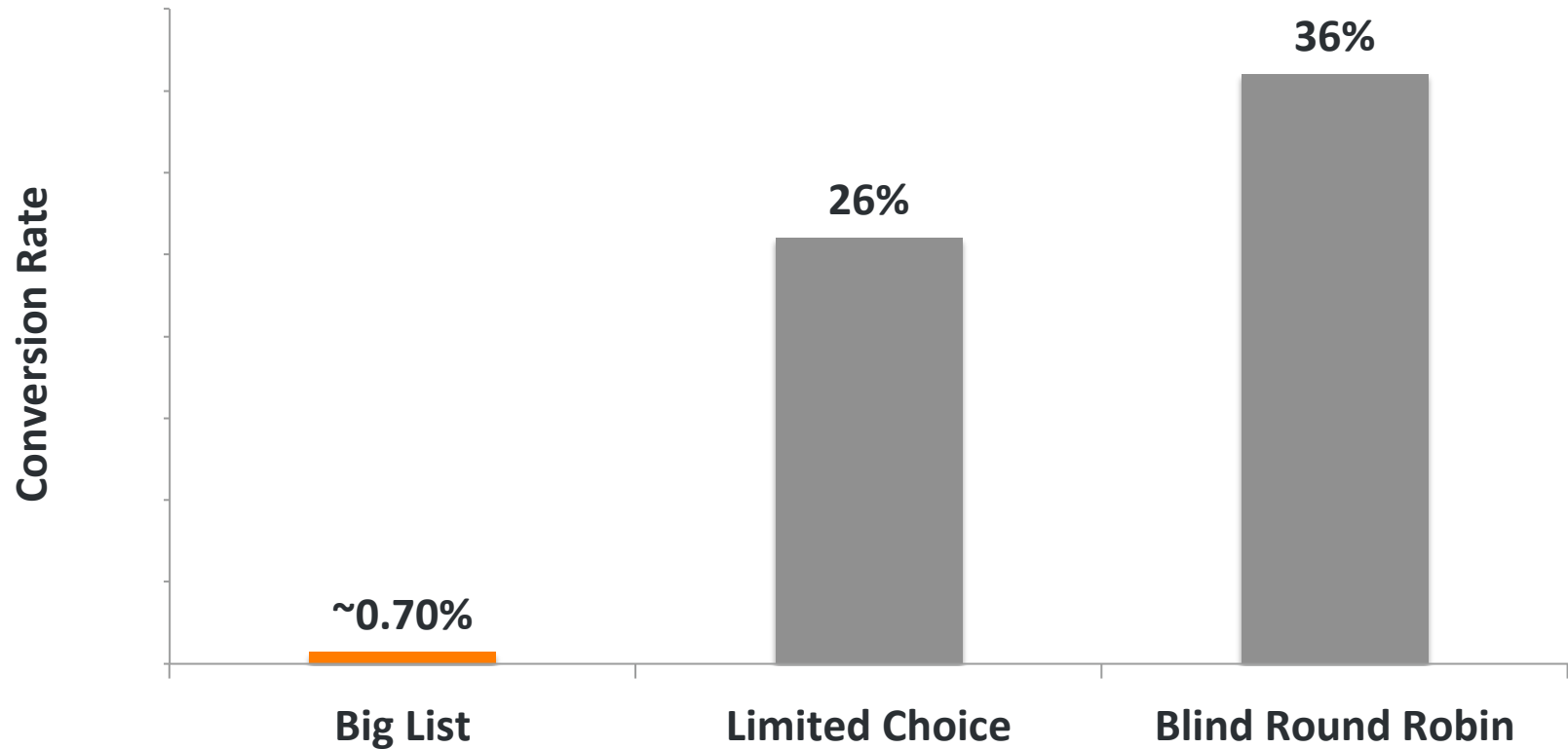
Don't do this

Home Performance with ENERGY STAR contractors

Name	Phone number	Counties served
A/C Smart	(480) 507-8888	Maricopa
AAA Cooling Specialists	480-481-0000	Maricopa
Absolute Zero	(602) 867-1275	Maricopa
Advantage Home Performance	(623) 939-3329	Maricopa
AE3Q - Advanced Energy Efficiency and Environmental Quality	(480) 446-7900	Maricopa and Pinal
American Structures Inc.	(602) 799-4007	Maricopa and Pinal
Arizona Energy Management and Remodel, LLC	(602) 595-6667	Maricopa
Arizona Energy Pros, Inc.	(602) 863-6900	Maricopa and Pinal
Arizona Going Green	(480) 768-7634	Maricopa and Pinal



Drum Roll (again)...



What does this mean for you

- More customer leads
- Can augment:
 - Big contractor list
 - Or more sophisticated approaches
- Legal liability considerations

Thanks!

David Wolpa

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Luke Easdale

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