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

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*
  - *Sweep, Neighborhood, and Demographic Characteristics Associated with Residential Program Participation by Michigan State University Office for Survey Research*
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