

CITY OF
PASADENA

Home Improvement Program – A Tale of Two Cities

Utility Energy Forum

April 26, 2019



PASADENA
Water & Power
SERVING THE COMMUNITY SINCE 1906

Introduction

Pasadena Profile

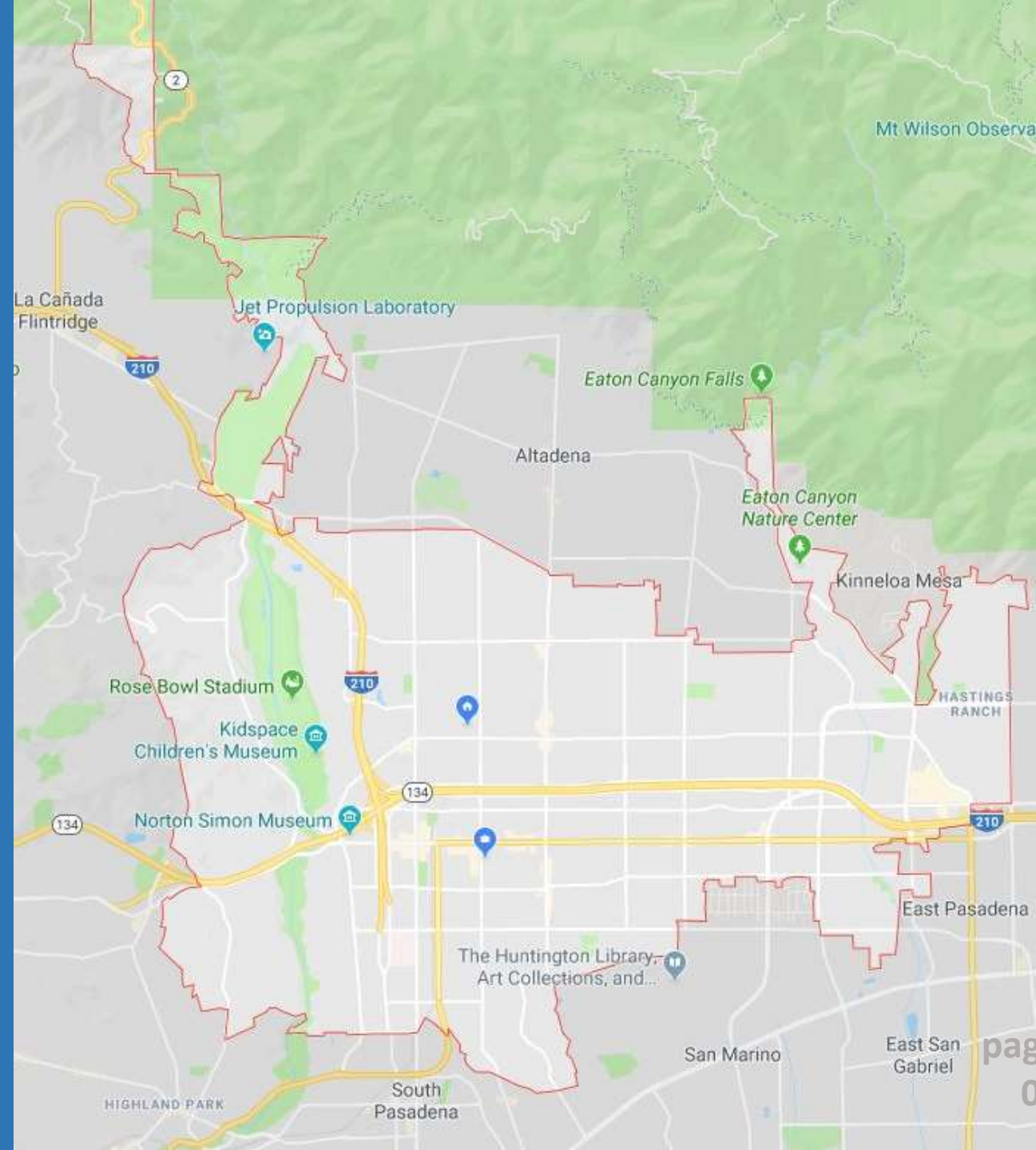
📌 10 miles NE of Downtown LA

📌 154,000 residents

📌 56,000 households

📌 23 square miles

📌 Home of the oldest college football bowl game !



Home Improvement Program Goals



Eliminate up-front
expenses & barriers



Target specific customer
groups



Identify efficiency
opportunities



Encourage
conservation

Home Improvement Program Highlights



Open to any
residential electric
customer



Comprehensive No-
Cost Direct Install
Services



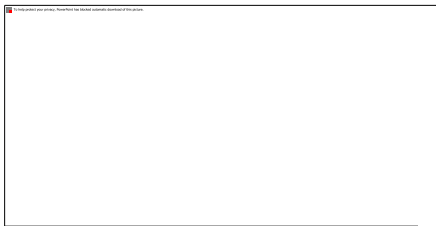
Personalized
Conservation Tips



Improved comfort,
health & safety within
the home

Home Improvement Program

PWP Partners



WaterWise
Consulting, Inc.



BLUS
Bottom Line Utility Solutions, Inc.



Home Improvement Program

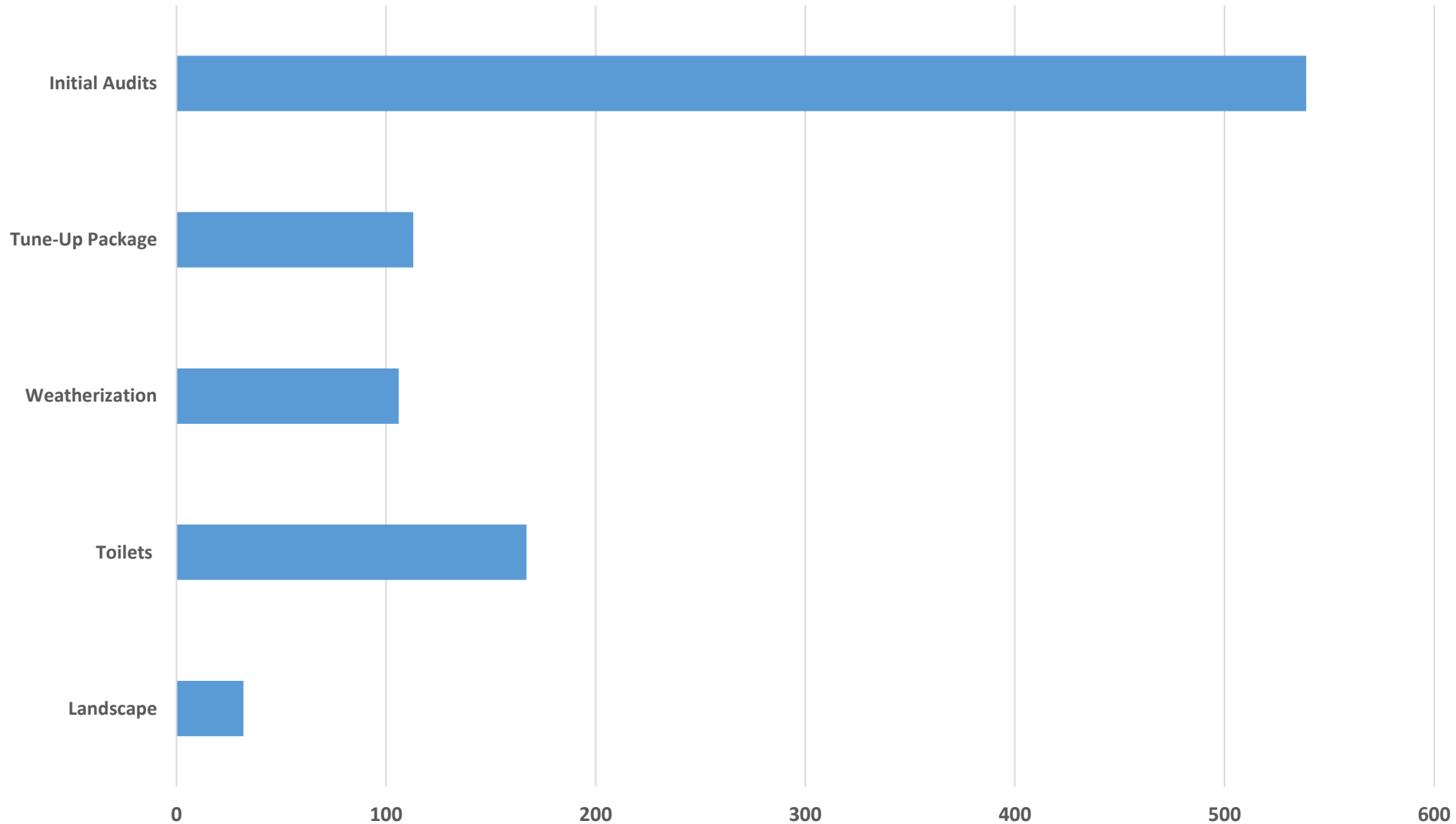
List of Services - Eligibility

	Eligibility	Single Family	Multifamily Tenant	Multifamily Landlord
Energy/Water Audit	Initial Services available for all Residents	X	X	X
LED Bulbs		X	X	X
Low Flow Showerheads & Aerators		X	X	X
L2 Smart Power strips		X	X	X
Sprinkler System Adjustment		X	NA	NA
Toilet Flapper		X	X	X
Weatherization Package (Attic Insulation, Air Sealing and Duct Sealing)	Advanced Services for Qualifying Homes (up to \$4,000 Cap)	X*	NA	NA
Central AC Tune-Up Package (AC Tune-Up, Smart Thermostat & Duct Sealing)		X*	X*	X
High Efficiency Toilets		X*	X*	X
Landscape Measures (Drip Irrigation Retrofit, Rotating Sprinkler Nozzles, Soil Moisture Sensor & WBIC).		X*	NA	NA

* = Requires Landlord Approval

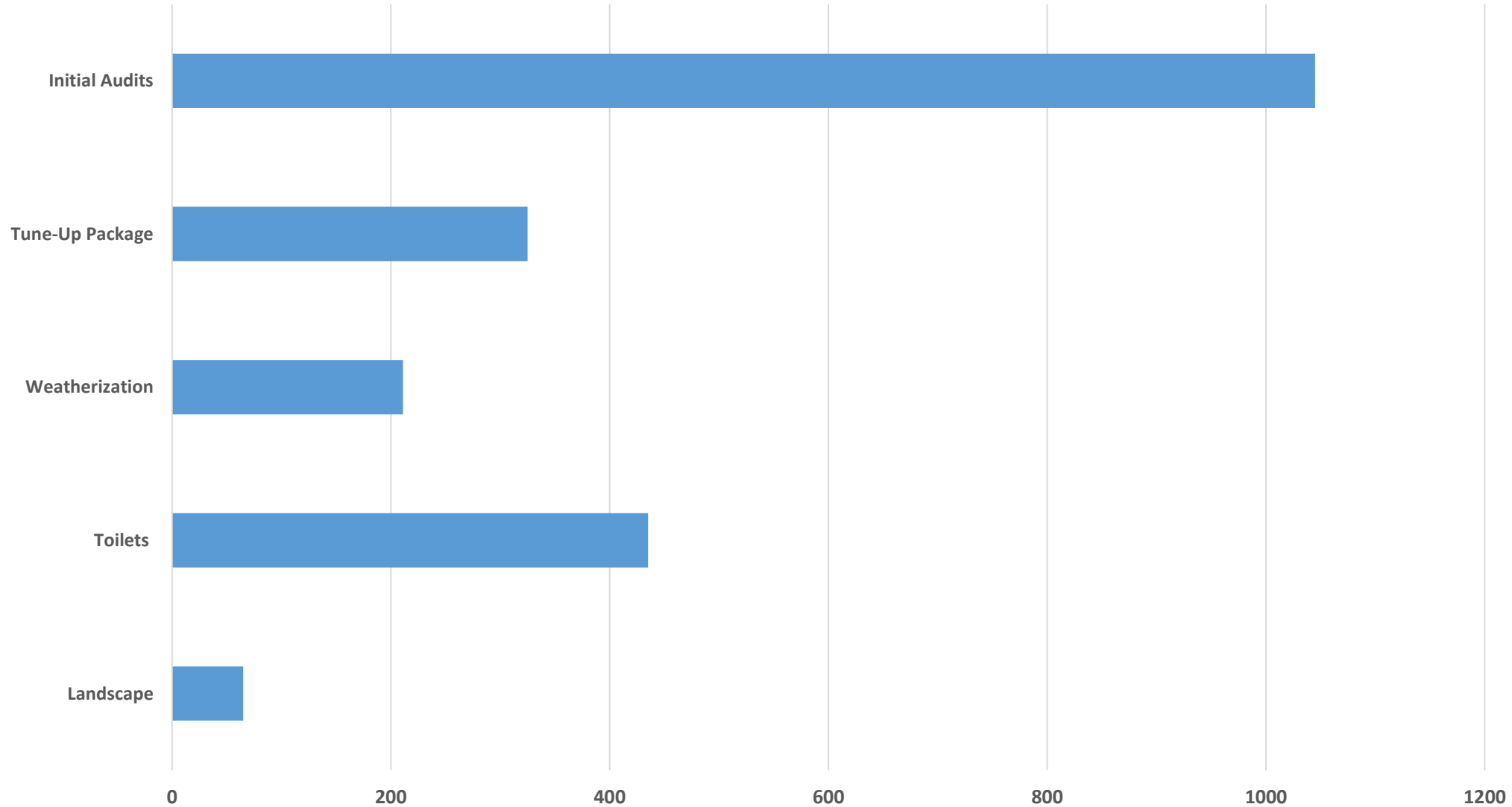
Home Improvement Program

FY 17-18 Participation



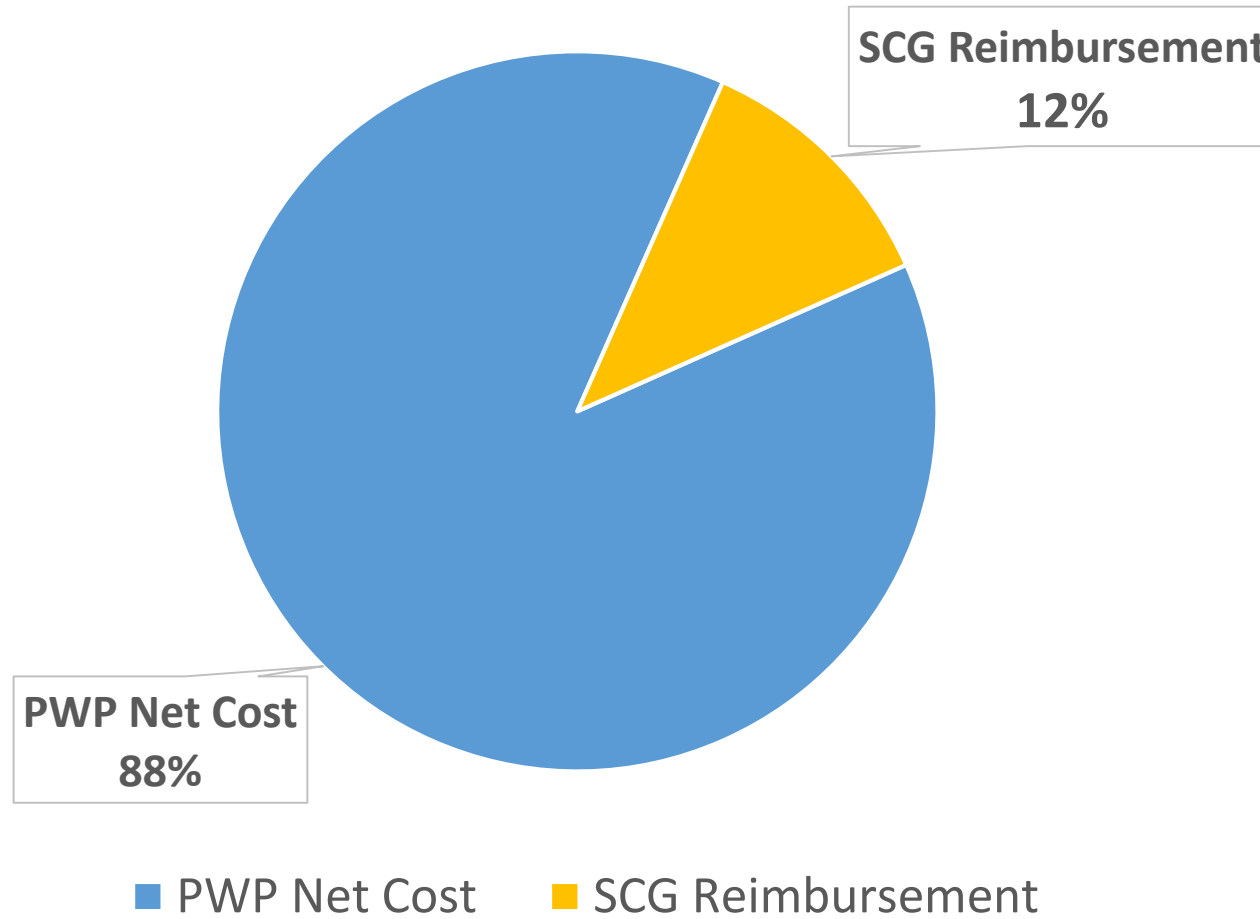
Home Improvement Program

Lifetime Participation



Home Improvement Program

FY 17-18 Expenses



Home Improvement Program

Marketing Channel #1 – Newsletters

FREE EFFICIENCY INSTALLATIONS FOR HOMEOWNERS



When you participate in our Home Improvement Program, you receive an expert in-home evaluation and personalized installations to help save energy and water, all for free. Depending on the eligibility of the home, services may include toilet replacements, central AC-tune up, smart thermostats and much more!

A recent customer had this to say about the program: *"Thank you! The technicians have been professional, courteous and accommodating. We are very pleased with the improvements to our home."*

This FREE program is available to PWP customers with a residential electric account. To learn more, visit our Home Improvement page.

LEARN MORE



Home Improvement Program offers FREE Installation Services

Pasadena Water and Power invites you to sign up for our Home Improvement Program. The program offers FREE personalized services, including:

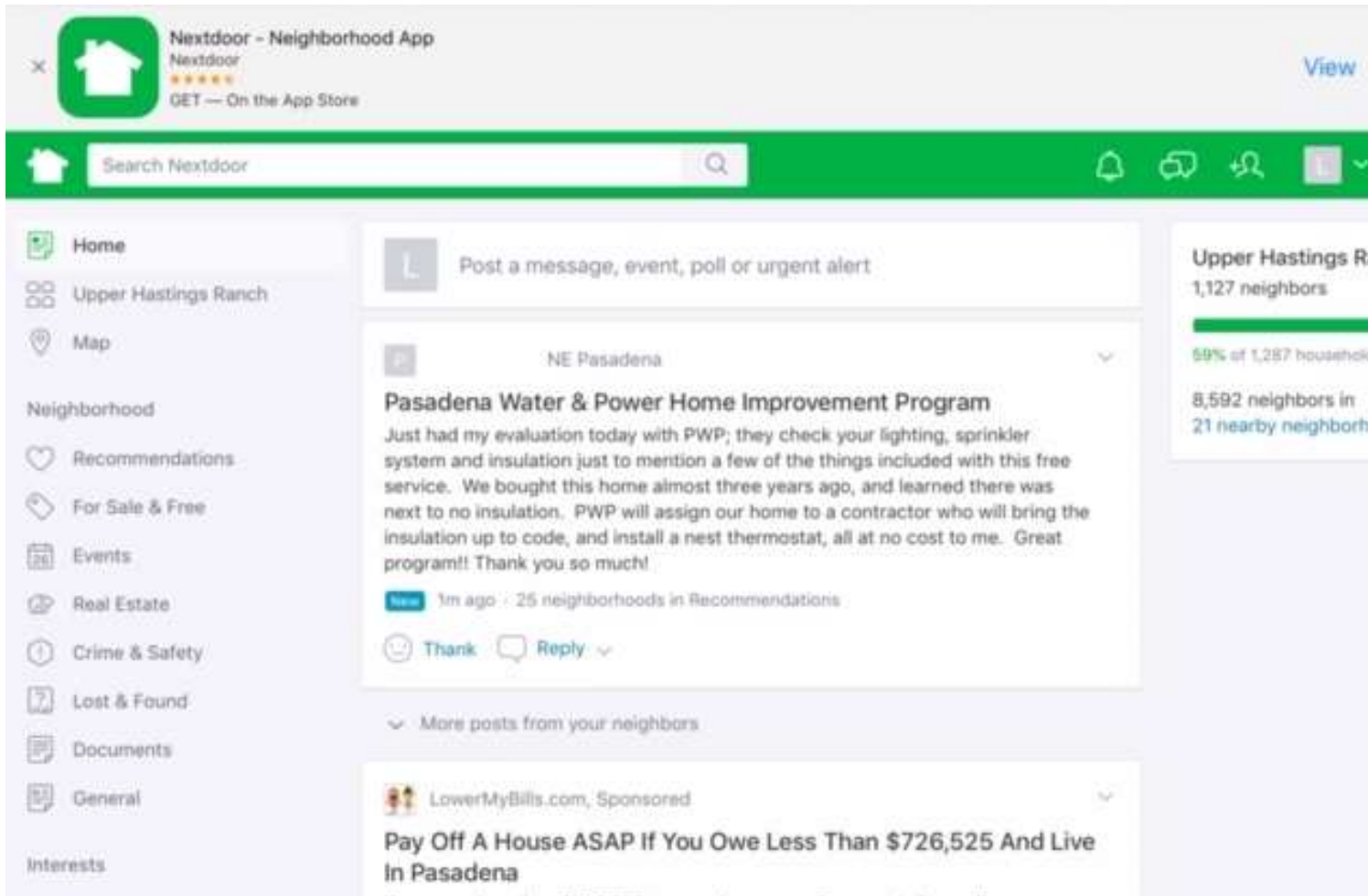


- In-home electric, gas and water efficiency evaluation
- Installation of efficient products
- Customized tips to help you save on utility bills

During the on-site evaluation, the program's efficiency specialist will install free energy and water saving measures. If your home qualifies for additional no-cost home improvement measures, a follow up visit will be scheduled. The maximum program value is \$4,000 per home. Services available will depend on customer need. Limited to PWP customers with an electric residential account. To sign up, visit PWPweb.com/HomelImprovement or call (626) 788-9838.

Home Improvement Program

Marketing Channel #2 – NextDoor App



Home Improvement Program

Marketing Channel #3 – Home Energy Report



Pasadena Water & Power Public Utilities - Energy Reports
100 North Garfield Avenue, P.O. Box 7110
Pasadena, CA 91109-9906

OPower PRODUCTION OPERATIONS (PRD)
1515 N COURTHOUSE RD. 8TH FL.
ARLINGTON VA 22201

Home Energy Report

March 27, 2017

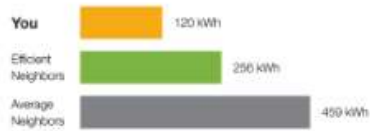
Account number [REDACTED]

We've put together this report to help you understand your energy use and what you can do to save.

Find a list of rebates and energy-saving products and services you can buy.

► PWPweb.com/savemoney

Here's how you compare to neighbors



Jan 28, 2017 - Mar 27, 2017

This is based on 95 similar homes within approx. 1 mi. Efficient neighbors are the 20% who use the least amount of electricity. See back for details.

😊 Great

😐 Good

😞 Using more than average

53% less electricity than efficient neighbors

No-cost home upgrades



Save energy and water with the Home Improvement Program

Are you looking to make your home more comfortable and efficient, but aren't sure where to start? For a limited time, PWP's Home Improvement Program is offering an in-home evaluation of your energy and water savings potential, plus on-the-spot installation of efficient products—all at no cost to you.

► **Be one of the first in Pasadena to take advantage of this program!**
(626) 788-9838 PWPweb.com/HomeImprovement

Tips from efficient neighbors



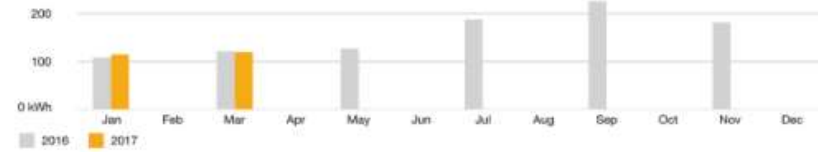
Clean your refrigerator coils
Save up to \$10 per year



Make sure refrigerator seals are tight
Save up to \$25 per year

Track your progress

So far this year, you've used 2% more than last year.



No-cost home upgrades



Save energy and water with the Home Improvement Program

Are you looking to make your home more comfortable and efficient, but aren't sure where to start? For a limited time, PWP's Home Improvement Program is offering an in-home evaluation of your energy and water savings potential, plus on-the-spot installation of efficient products—all at no cost to you.

► **Be one of the first in Pasadena to take advantage of this program!**
(626) 788-9838 PWPweb.com/HomeImprovement

Frequently asked questions

What's a kWh?

A kilowatt hour (kWh) is a way to measure electricity use. A 100-watt lightbulb uses 1 kWh every 10 hours.

How is my comparison calculated?

Your electricity use is compared to homes with a similar size, building type, and heating system. You can view your home information at <https://pwp.opower.com>.

Why does Pasadena Water and Power send these reports?

When customers save energy, we get closer to meeting our state energy efficiency goals. It's good for everyone.

We're here to help

► PWPweb.com/energyreports

► EnergyReports@cityofpasadena.net

► (626) 744-6970

Find more energy saving purchases

► PWPweb.com/savemoney



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Water & Power
SERVING THE COMMUNITY SINCE 1904

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Home Improvement Program

Marketing Channel #4 – Direct Mail

Pasadena Water and Power
Home Improvement Program
150 South Los Robles Avenue, #200
Pasadena, CA 91101

U.S. POSTAGE
PAID
PASADENA, CA
PERMIT NO. 484

PASADENA Water&Power HOME IMPROVEMENT PROGRAM
SERVING THE COMMUNITY SINCE 1914

MORE SAVINGS
MORE CHILL

GOOD FOR PASADENA. GREAT FOR YOUR WALLET.

**COOL OFF...
WITH ENERGY EFFICIENCY
IMPROVEMENTS**

Pasadena Water and Power
Home Improvement Program
150 South Los Robles Avenue, #200
Pasadena, CA 91101

U.S. POSTAGE
PAID
PASADENA, CA
PERMIT NO. 484

PASADENA Water&Power HOME IMPROVEMENT PROGRAM
SERVING THE COMMUNITY SINCE 1914

MORE SAVINGS
MORE CHEER

GOOD FOR PASADENA. GREAT FOR YOUR WALLET.

**WE CAN HELP YOU
SAVE MONEY
AND ENERGY**

FOR A LIMITED TIME

Pasadena Water and Power is offering a **no-cost** personalized home improvement program, including:

- In-home evaluations
- Energy and water-saving installations
- Tips to save energy
- And more!

Sign up today! **626.788.9838**

PASADENA Water&Power
SERVING THE COMMUNITY SINCE 1914

**GET YOUR NO-COST
ENERGY EVALUATION TO SEE
HOW YOU CAN SAVE.**

- In-home evaluations
- Energy and water-saving installations
- Tips to save energy
- And more!

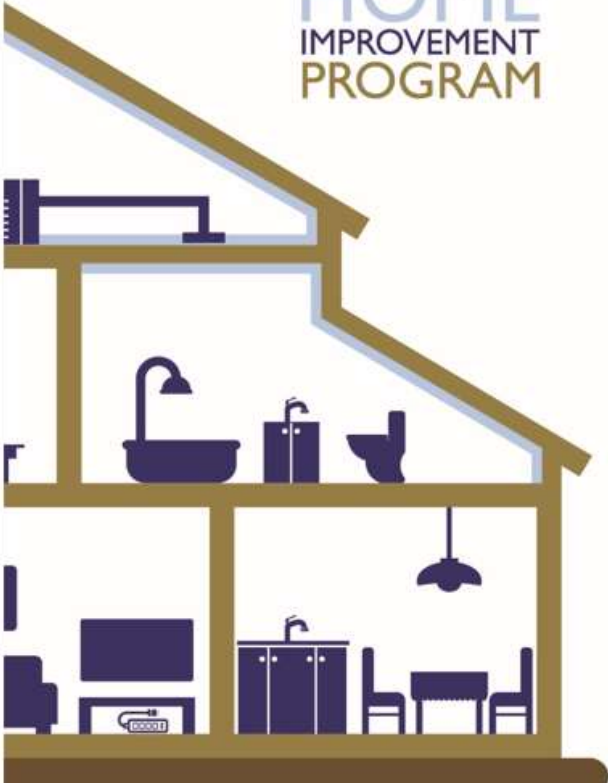
Sign up today! **626.788.9838**
PWPweb.com/HomeImprovement

PASADENA Water&Power
SERVING THE COMMUNITY SINCE 1914

The Home Improvement Program is only available to Pasadena Water and Power residential customers with an electric account.

Home Improvement Program

Marketing Channel #5 – Community Presentations



HOME
IMPROVEMENT
PROGRAM

- No-cost
- Personalized evaluation
- Customized Installations
- Reduced energy and water use
- Help customers live more comfortably in their homes

2

PASADENA

Home Improvement Program

Marketing Channel #6 – Social Media



Pasadena Water & Power

@PWPnews

Follow

PWP's new Home Improvement Program is still accepting appointments for a FREE home evaluation! To learn about how you could receive new LEDs, a toilet replacement, weather stripping and much more, visit: PWPweb.com/HomeImprovement



Pasadena Water and Power

April 5 at 2:50 PM · 🌐

Kick off your spring cleaning with an efficiency boost from PWP's Home Improvement Program. A trained Home Evaluator will evaluate your home and then install FREE efficiency products and appliances! To sign up, visit: PWPweb.com/HomeImprovement



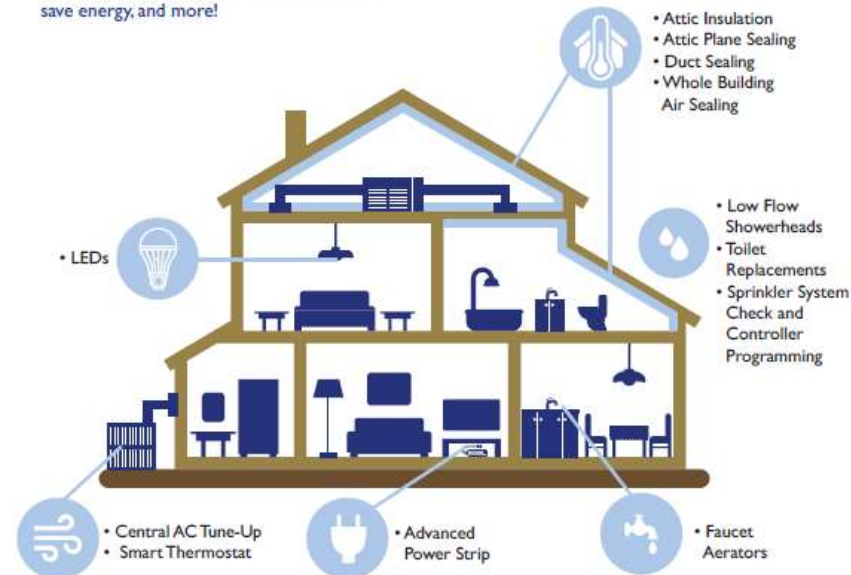
Home Improvement Program

Marketing Channel #7 – Word of Mouth

HOME IMPROVEMENT PROGRAM

FOR A LIMITED TIME,

Pasadena Water and Power is offering a no-cost personalized home improvement program, including in-home evaluations, energy and water-saving installations, tips to save energy, and more!



GOOD FOR PASADENA. GREAT FOR YOUR WALLET.

Home Improvement Program

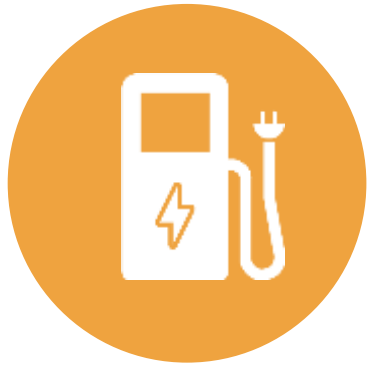
Customer Testimonial

“Thank you! Today insulation was installed in my attic where there was next to none previously. My only income is Social Security so paying for this work myself was not in my budget. I know the insulation will reduce my air conditioning bills. The people who did the work were professional and efficient and explained the whole process. I am so appreciative; thank you so very much.”

Ms. Davis
City of Pasadena, District 2 resident

Home Improvement Program

What's Next ?



Transportation
Electrification
Opportunities



GHG Emissions
Reduction



Enhanced
Customer
Education



Sustained Participation

Home Improvement Program Questions ?



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