



# Home Improvement Program – A Tale of Two Cities

Utility Energy Forum

**April 26, 2019**



*Always There for You!*

# Introduction

## Burbank Profile

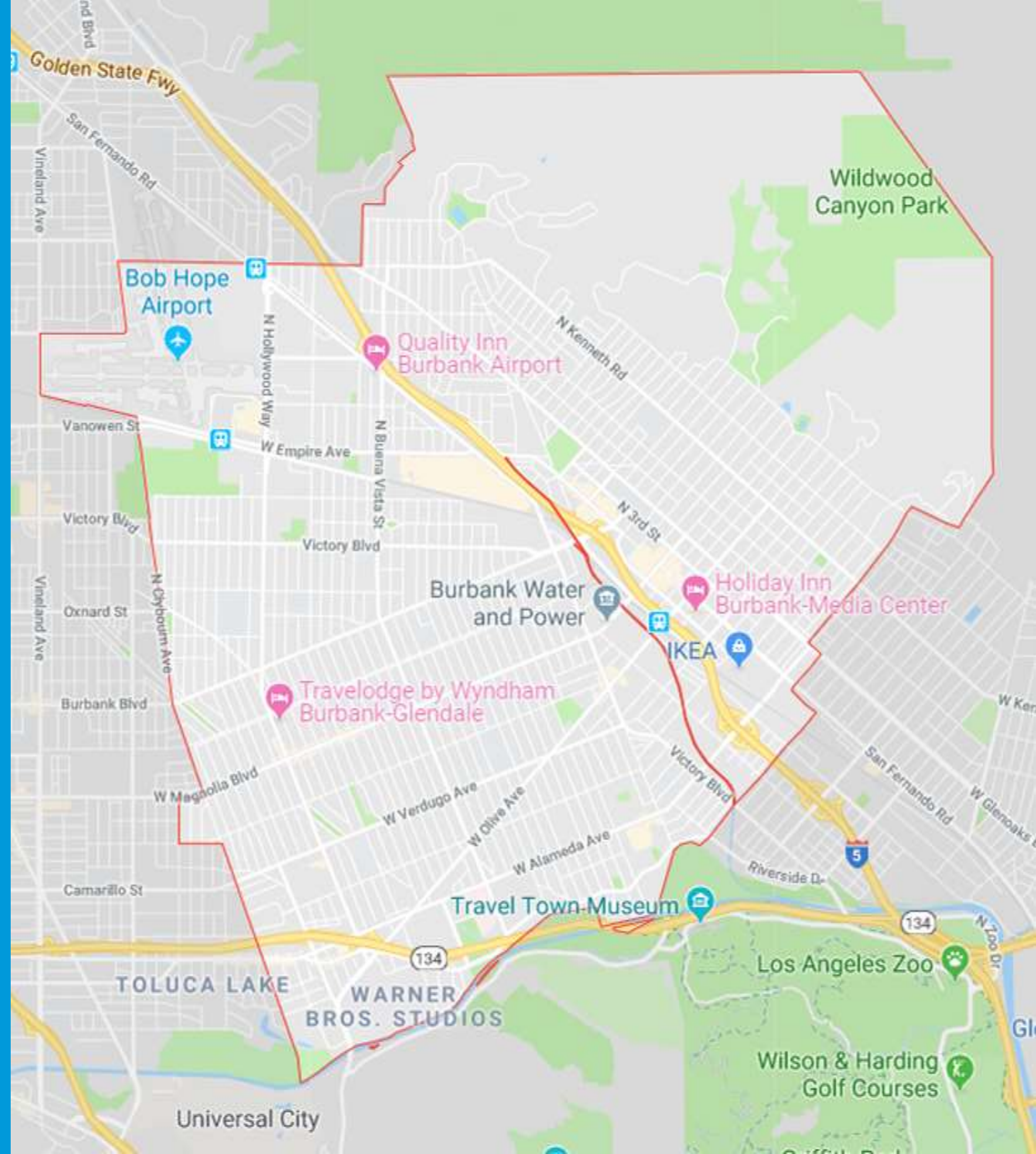
✓ 12 miles NW of Downtown LA

✓ 105,000 residents

✓ 43,000 households

✓ 17 square miles

✓ Media Capital of the World!



# Home Improvement Program Goals



Provide one-stop shop of efficiency services to customers



Leverage outside funds and partnerships to increase services levels and drive down costs

# Home Improvement Program Features



Easy to  
participate



Free for  
customers

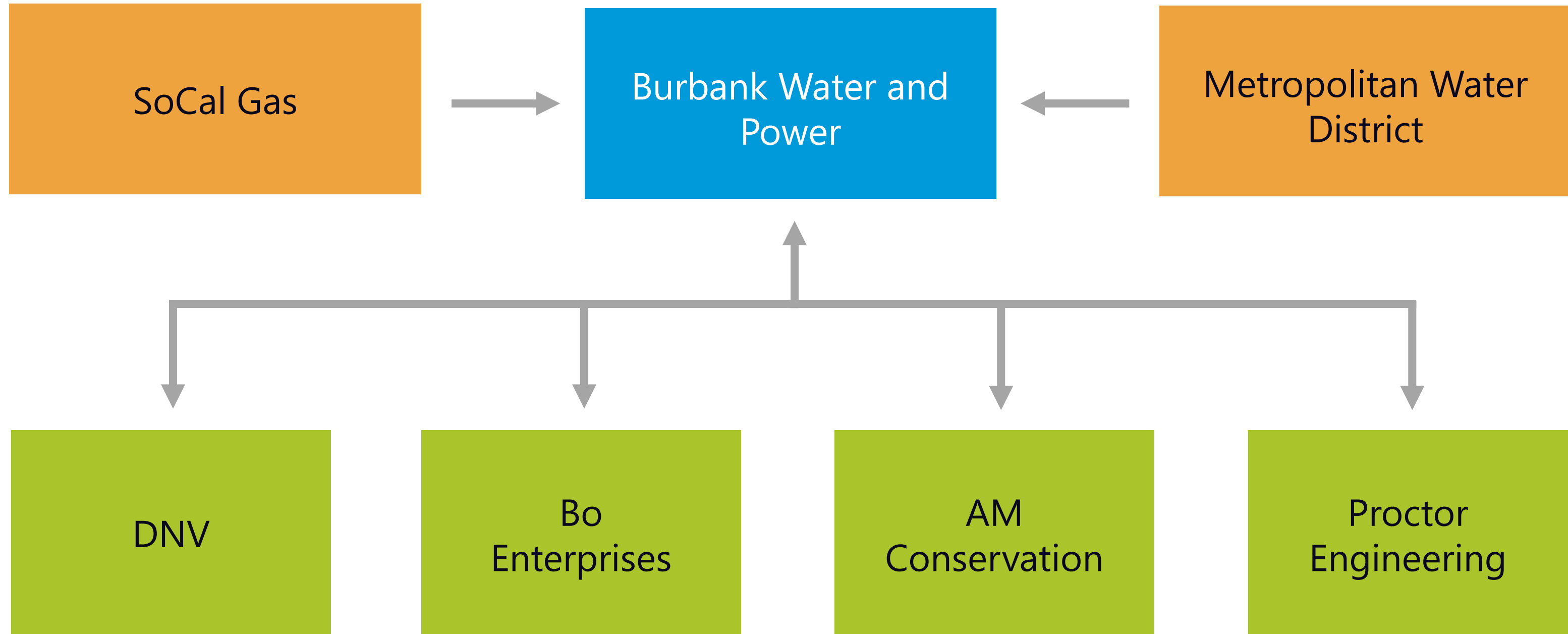


Direct  
installation



Comprehensive –  
covers electricity, gas,  
and water

# Home Improvement Program Partners



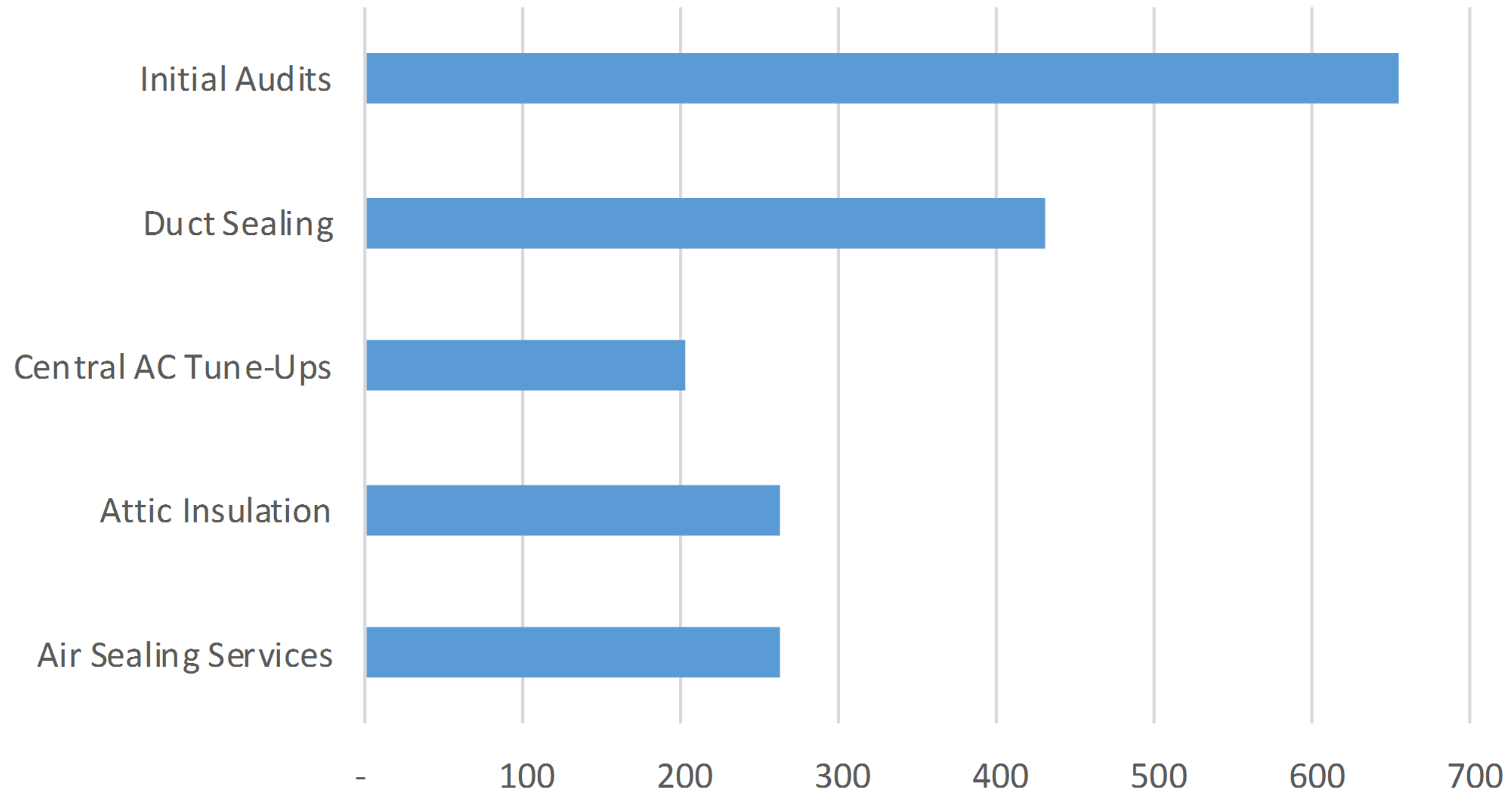
# Home Improvement Program

## 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
Water Fixtures		X	X	X
Sprinkler System		X	NA	X
Air Sealing Services	Advanced Services for Qualifying Homes	X		
Attic Insulation		X		
Central AC Tune-up		X		
Duct Sealing		X		
High Efficiency Toilets		X		
Water Pipe Insulation		X		

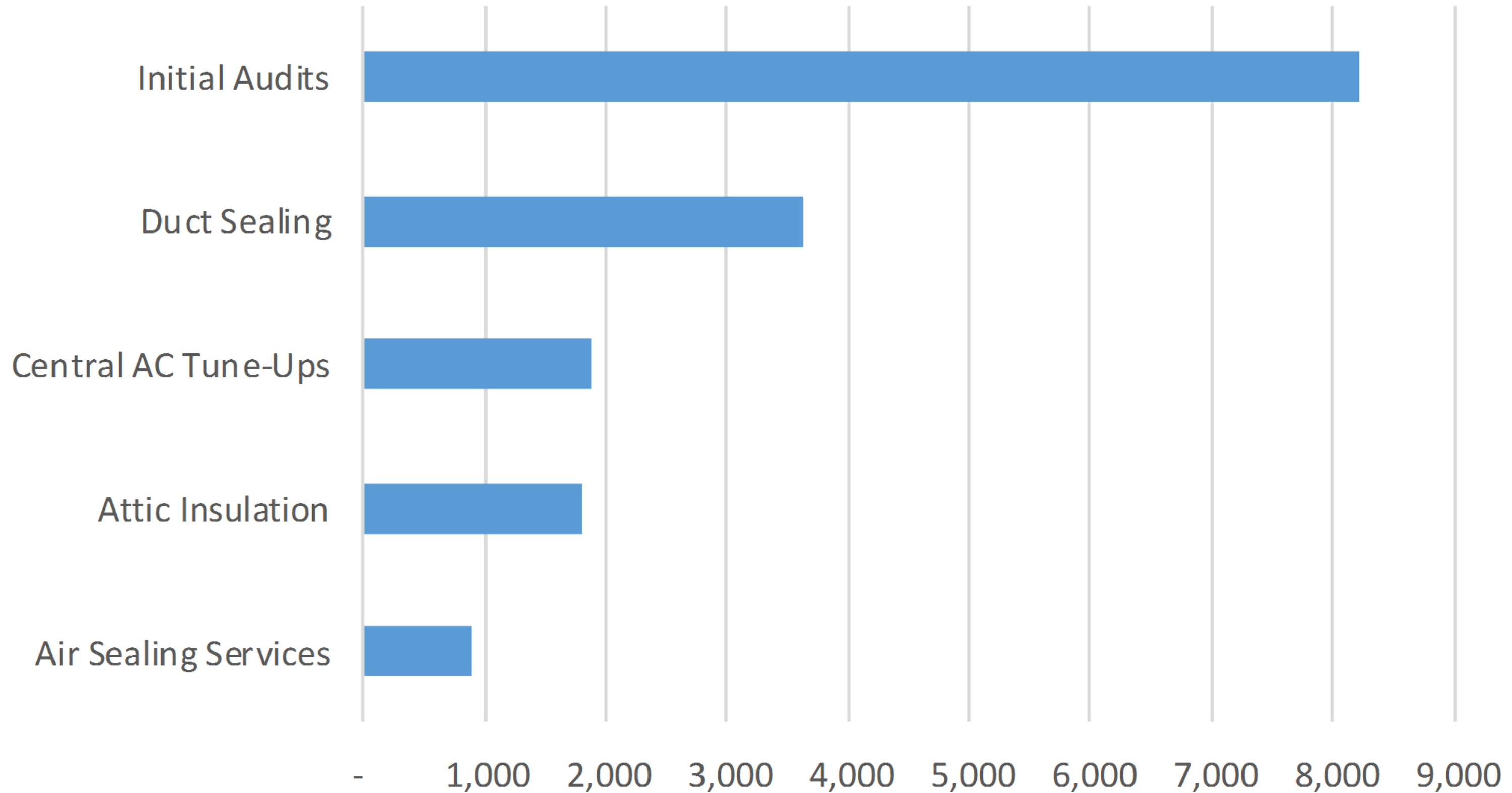
# Home Improvement Programs

## FY 17-18 Participation



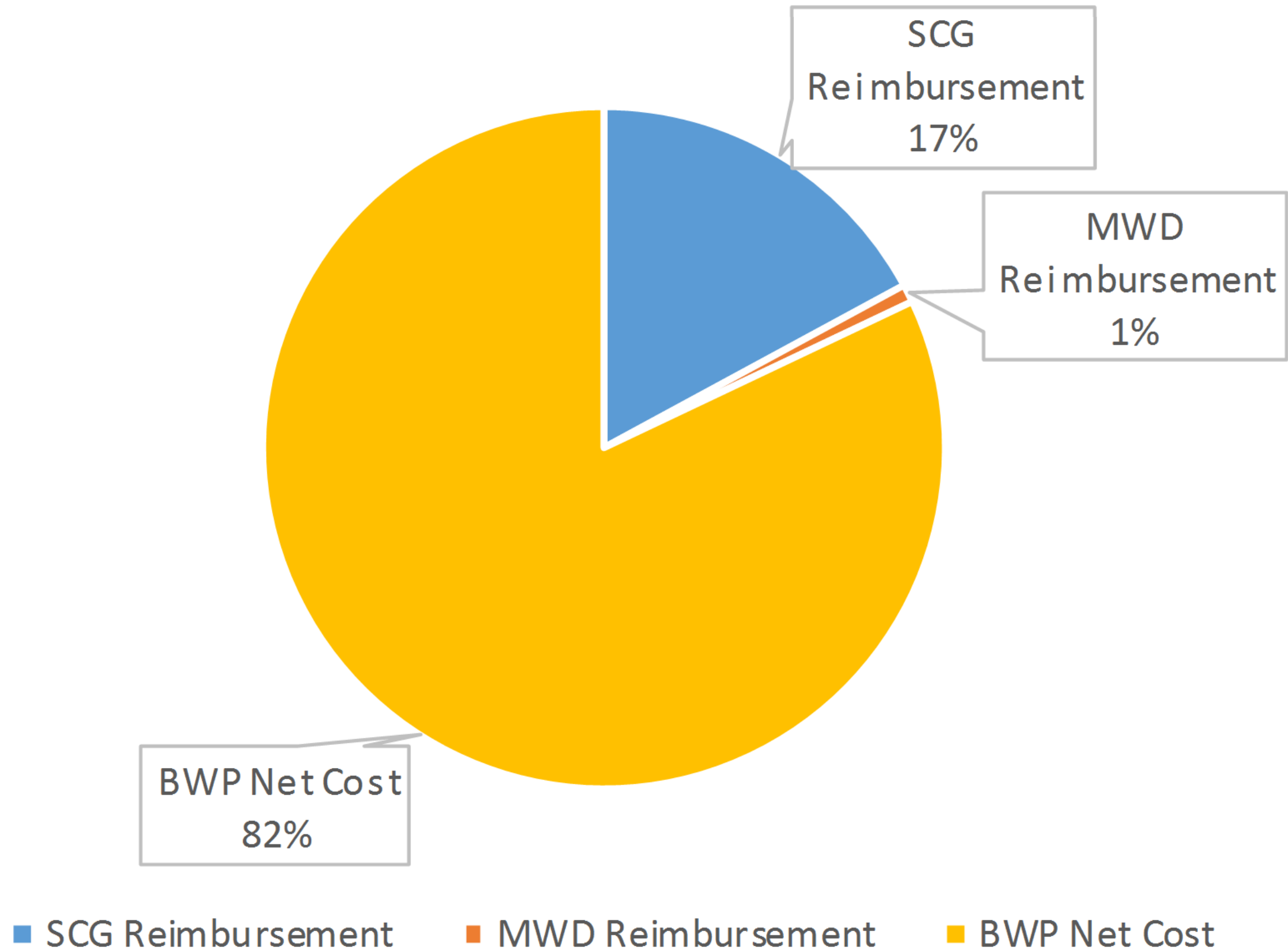
# Home Improvement Programs

## Lifetime Participation





# Home Improvement Program FY 17-18 Expenses




# Home Improvement Program

## Marketing Approach Evolution – Word of Mouth

CustomerAddress	CustomerZip	Customer Phone	AuditDate
N HOLLYWOOD WAY UNIT A	91505		30-Sep-09
W VICTORY BLVD UNIT B	91505		30-Sep-09
W VICTORY BLVD UNIT A	91505		30-Sep-09
N HOLLYWOOD WAY UNIT B	91505		30-Sep-09
N HOLLYWOOD WAY	91505		30-Sep-09
W VICTORY BLVD UNIT C	91505		30-Sep-09

# Home Improvement Program

## Marketing Approach Evolution – Informational



House • Yard • Electric • Water • Natural Gas

**A FREE service sponsored by Burbank Water and Power!**

- Weatherization services including attic insulation for greater comfort and lower heating and air conditioning costs.
- Water efficient products and services installed in the kitchen and bath to keep good water pressure and also save natural gas used for hot water.
- Indoor and outdoor quality energy efficient light bulbs.
- Landscape sprinkler system check and sprinkler controller programming assistance.

Single family homes with central air conditioning and heating will be assessed for possible insulation services. As part of this assessment, the attic must be safely accessible with a 24" clearance and less than R12 insulation in place.

**Call 1-866-365-7358**

Dear Burbank City Employees Living in Burbank,

The Green Home House Call is an exclusive program available, at no charge, to Burbank residents compliments of BWP. Since the program was introduced in January 2010 over 1,000 Burbank households have been serviced and over 196,000 square feet of insulation has been installed free of charge to BWP customers.

The Green Home House Call is a great program that helps Burbank homes become more environmentally friendly by using electricity, water, and natural gas more efficiently.

Before BWP launches the next wave of marketing efforts BWP has set aside 75 appointments for City employees and their friends and family to participate in the program.

If you live in Burbank in a house or an apartment and have not already taken advantage of this FREE service, please call **1-866-365-7358** to schedule your appointment.

# Home Improvement Program Marketing Approach Evolution – Lifestyle

Stop Settling for Liking Your House  
When You Could **LOVE** it.

Change the way you view your home with our Home Improvement Program. Receive up to 14 state-of-the-art upgrades at no cost to you. Call (866)365-7358 to schedule your appointment!



**HOME  
IMPROVEMENT  
PROGRAM**



# Home Improvement Program Marketing Approach Evolution – Scarcity



April 04, 2019

Time is running out!

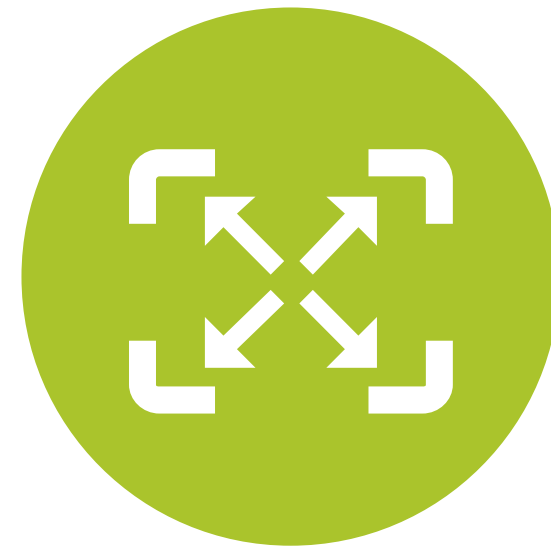
Burbank Water and Power (BWP) and The Gas Company have put money together to pay for 120 homes to receive home improvements that cost up to **\$4,000**. We have reached 95 homes in your area and there is only enough money remaining to service **25 homes**. Call to reserve your upgrades today!

# Home Improvement Program

## Next Steps



Target neighborhoods with T&D issues



Continue to enhance programs and services



A/B testing



Measure program based on IRP goals of GHG reductions