

Energy Efficiency and Natural Gas Utilities

Empowering consumers to make smart energy choices

HOMEPRINT PROGRAM AND COMMUNITY ACTION CHALLENGE PARTNERSHIP

Puget Sound Energy (PSE) provides two programs that directly empower customers to make smart energy choices. These are the HomePrint program and a partnership with the Community Energy Challenge, which help consumers to achieve significant savings by modifying energy usage behavior and by adopting higher efficiency measures.

HomePrint Door-to-Door

HomePrint is a home energy assessment program operated by Puget Sound Energy and delivered by vetted Contractor Alliance Network (CAN) partners. As part of this program, PSE conducts a door-to-door outreach campaign to drive awareness of this energy efficiency program and to encourage consumers to play a part in reaching the utility's and community's energy savings targets.

PSE conducted a 10-community campaign in 2015 designed to spread the word and solicit participation in its free in-home energy assessment program. Three of the communities were chosen primarily, because they are competing in Georgetown University Energy Prize (GUEP). PSE began by identifying communities that lacked a strong PSE presence and those that would be very receptive to a partnership with the utility. PSE also targeted walkable communities with housing stock that would especially benefit from energy efficiency upgrades, ideally housing built pre-1990.

The program kicks off with Energy Efficient outreach team members visiting various neighborhoods to determine primary locations. The efficiency team then pulls neighborhood maps and customer data to ensure that there are sufficient homes for an effective mail and in-person outreach campaign. In some jurisdictions it is necessary to secure a permit prior to engaging in door to door activities.

The next step is to bring our efficiency campaign to the attention of our customers by mailing them a postcard and letting them know when we will be in their area to talk about energy efficiency. We normally knock on a subset of these customers' doors, and we try to reach as many of them as possible during that week. We increase awareness of this campaign with customer engagement messages on social media and on A-frame signs placed in high-traffic locations.

This program has significant participation rates, a profound influence on energy usage behavior, and a meaningful impact on energy savings. It can be replicated and scaled to other communities, and the energy savings can be sustained over time. The HomePrint campaign has allowed PSE to glean the following insights:

- Highest number of doors contacted: Between 4 and 5 PM
- Highest number of signups: Between 4 and 5 PM
- Highest signup rate (percentage of homes): 3-4 PM, followed by 4-5 PM

Bellevue Campaign

In Bellevue, PSE included GUEP-specific messaging on door hangers, and trained field staff engaged customers in conversations around the Energy Prize. Customers were directed to the Green WA website for more information. The Bellevue HomePrint Campaign achieved the following:

- Total door knocks: 1,035
- Total contacts: 371
- Total signups: 92
- Signup rate: 25%

Bellingham Campaign

- Total door knocks: 720
- Total contacts: 196
- Total signups: 41
- Signup rate: 20%

Anacortes Campaign

- Total door knocks: 283
- Total contacts: 124
- Total signups: 48
- Signup rate: 38.7%
- Contact rate: 43.8%
- Percentage of area covered: 100%

Community Action Challenge Partnership

Puget Sound Energy also partners with The Community Energy Challenge (CEC). PSE provides funds to CEC partners, who deliver HomePrint and support many of the utility's efficiency programs by driving awareness of its efficiency activities and measures. The CEC program matches utility rebates and provides an in-depth prescriptive home assessment. The PSE team is truly enjoying supporting its communities in the Energy Prize and has found success in promoting energy efficiency activities and measures when they are tied to a unified community message.

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Online Info: Puget Sound Energy HomePrint Program

<http://pse.com/savingsandenergycenter/Rebates/Pages/HomePrint.aspx>

Community Energy Challenge Sustainable Connections

<http://sustainableconnections.org/energy/energychallenge>

GreenWA <http://greenwa.org/knowledge/georgetown-university-energy-prize>

Puget Sound Energy serves Anacortes, Bellevue, and Bellingham, Washington — three of 50 communities across the United States competing in the Georgetown University Energy Prize to make the most significant impact on energy savings.