

**Topic: “Making Energy Efficiency A Winning Strategy”**

**Moderator:** Ed Thomas, Intermountain Energy Services

**Presenters:**

**Paul Bony, Manager Marketing and Customer Services, Delta-Montrose Electric Association**

**Patrick Keegan, Executive Director, Colorado Energy Science Center**

**Charles Segerstrom, Supervisor Energy Training Center – Stockton, Pacific Gas & Electric Company**

**Topic Area: Marketing and Energy Efficiency**

Utility rates are climbing and some homeowners believe that there is nothing they can do but pay the bigger utility bills. How can utilities best partner with local contractors to demonstrate the value of “whole house” energy-savings improvements to existing home stock?

A “Home Energy Makeover Contest” is an innovative and memorable way to motivate homeowners to make significant residential energy improvements. Learn how three Colorado-based utilities (Xcel Energy, Colorado Springs Utilities and Delta-Montrose Electric Association) partnered with the Colorado Energy Science Center and local home improvement contractors to find homes with the greatest potential to demonstrate home energy savings and award over \$100,000 in energy-related home improvements.

The Contest program format dramatically demonstrates how much customers can save on their overall energy bills when they make the “right” home energy decisions. Plus, The Home Energy Makeover Contests provide an excellent way for these utilities to develop and strengthen partnerships with local vendors. The Colorado Energy Science Center and the utilities recruited a variety of sponsors to provide in-kind contest donations and promotional support including energy efficiency and home improvement contractors, product manufacturers and distributors, local banks, hardware stores and low-income energy assistance organizations.

Session panelists will discuss the strategies and tactics used by Delta-Montrose Electric Association, Colorado Springs Utilities, and Xcel Energy, in developing and launching the “Home Energy Makeover Contest” in their service territories. Specifically, they will provide detailed information on the energy analysis techniques they used to quantify these energy savings and to demonstrate the savings potential to the contestants. The panelists will also provide examples of the marketing strategies used to generate interest among residential customers and contest sponsors.

This panel session will provide AESP attendees with critical information about this innovative, cost-effective way of motivating customers to make significant residential energy improvements. By partnering with local organizations, these utilities have developed a fun and memorable way to transform the residential energy market while also promoting sound energy policies and practices. This panel provides AESP an intriguing opportunity to promote alternative marketing strategies to its member base.

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