

## National Capital Area Home Energy Makeover Campaign *"Leading Recovery through Retrofitting"*

**Presented to:** Metropolitan Washington Council of Governments  
**Presented by:** WJLA/ABC7 – TV  
**Meeting Date:** April 8, 2010 @ 12pm

**Background:** There are over 3 million homes in the Washington Metropolitan Area. Based on figures in the [Recovery through Retrofit Report](#) (October 2009), homes generate a significant percentage of the region's carbon dioxide emissions, making them a major contributor to global climate change. However, **consumers are not sufficiently aware of the facts surrounding home energy efficiency to participate effectively in bringing about needed change.** While The Recovery Act "offers state and local governments' unprecedented opportunity to expand investment in home energy retrofits . . .," a major barrier is the lack of consumer demand for energy efficient products and services. To overcome this barrier, homeowners must be engaged and then educated for a strong, self-sustaining energy efficiency retrofit market to be built.

**Proposal:** Utilizing the power of its multiple media platforms, WJLA/ABC7 will produce and support **The National Capital Area Home Energy Makeover Campaign.** This time-tested and proven marketing and promotional vehicle will raise awareness and educate millions of homeowners in the greater Washington Metropolitan area about home energy efficiency and the benefits of a home energy retrofit. Once awareness creates the demand, it will drive and sustain the retrofit market and potentially:

- Put people to work in green jobs that handle the demand
- Save energy through home and building retrofits
- Save people money by lowering utility bills
- Address global climate change

**Campaign Description:** The Home Energy Makeover Campaign has been successfully executed in six markets across the country:

- Anaheim, California
- Oregon, statewide
- South Carolina, statewide
- Montrose, Colorado
- Portland, Maine
- Texas, statewide (RIGHT NOW)

Homeowners will enter to win a free package of home energy-related improvements worth up to \$10,000. A Call for Entries will be heavily promoted on television and online for approximately five weeks. Messages will describe the overall prize, engage the viewer and direct them to the television station's website for rules and the entry form. Using comprehensive home performance analyses, a committee of sponsors, chaired by the Department of Energy, will select the home(s) that best demonstrate energy savings potential. The retro-fits will then be conducted by BPI-certified contractors and will be documented by our production department. The documented makeovers will be aired during our programming. Follow-up analysis will then be done a couple of months later to show the overall benefits of the retro-fits, such as, the reduction in energy bills.

