

SAVING MONEY BY SAVING ENERGY



GREENLIGHT GREENPAPER

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The Camelback Canyon Estates Homeowners' Association's campaign incentivized its residents to reduce home energy usage through solar energy and energy efficiency vendor services. The GreenLight Solutions Project Team implemented a Community Based Social Marketing campaign and provided data analysis, homeowner interviews, survey results, and recommendations for future campaigns.

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The Camelback Canyon Estates Homeowners' Association's (CCE HOA) “Save Money by Saving Energy” campaign was an initiative to incentivize homeowners in the CCE HOA to reduce home energy usage through solar energy and energy efficiency vendor services. Three vendors: Ideal Energy, SolarCity, and Sun Valley Solar Solutions partnered with the HOA in providing bulk discounts to participating homeowners through a time sensitive offer.

The program was gaining low participation before GreenLight got involved. This presented an opportunity for our team to utilize a Community Based Social Marketing (CBSM) approach to increase participation and create a campaign report, which outlined a summary, results, and evaluation of the campaign. The campaign emphasized a systems approach and leveraged APS incentives for participation.

- To increase participation, our team canvassed throughout the neighborhood. We also reached out to the vendors to extend their time-limited offers and proposed flexibility in the program’s structure.
- We collected data of retrofit and solar system purchases in respect to cost, annual savings, and rebate payout. We partnered with Maggie Gibbs with Arizona Public Service, Sun Valley Solar Solutions, SolarCity, and Ideal Energy to provide the data.
- Next, our team interviewed and collected data from three homeowners that engaged with the program to serve as case studies.
- Our evaluation provided insight into what did and didn’t work in the program, highlighting what to do more of and how to improve future campaigns.

BENEFITS TO PROJECT PARTNER

9 households signed up for energy audits, **5** households purchased retrofit work, and **2** households installed solar systems. The CCE HOA benefits by decreasing their community’s ecological footprint. Increasing community engagement strengthens relationships with their residents, and raising environmental awareness increases their positive brand perception.

BENEFITS TO SOLUTIONEERS

Project Team members strengthened the skills required to canvas neighborhoods, collect data, implement the CBSM approach, identify program challenges, and create strategic program solutions.

BENEFITS TO THE COMMUNITY

Homeowners will have the opportunity to save money while decreasing their environmental impact. The homeowners learned about hidden energy losses in their homes that were costing them money, such as hot spots and leaks in air ducts, and had the opportunity to switch to renewable energy sources. In total, homeowners saved **\$2,573.90** through program rebates. After 1 year, participating homeowners will have saved an estimated **\$8,153.01** on their energy bills.