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Dear SMUD Home Performance Contractors,

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NEW "Hot Spot" Maps Help Identify Prospective Customers

SMUD is proud to announce its new "hot spot" map series to help you identify neighborhoods with strong potential for project sales. Based on proven market demand criteria, this four-part series gives you vital information on SMUD territory building stock: http://cbpca-hpp.org/wp-content/uploads/2014/05/SMUDHPP_TargetTracts_2014-0430.pdf

- **Percent of owner-occupied homes with electric primary heating:** Homes with an electric heat source (electric resistance or electric heat pump) are eligible for up to \$8,000 in rebates under SMUD's all-electric incentive program. [This map](#) shows neighborhoods according to the percent of all electric homes, making it easier to focus your marketing efforts on this prime efficiency market.
- **Percent of all homes that are single-family, owner-occupied, and built between 1940 and 1999:** Based on SMUD HPP project history, these home vintages represent the largest market for energy efficiency improvements. [This map](#) shows neighborhoods according to building type, owner occupancy, and home vintage, providing an extra filter for identifying target neighborhoods.
- **Median family income:** Research and experience show that income level is a good indicator for a household's ability to participate in an energy efficiency retrofit. [This Census tract-based income map](#) shows neighborhoods categorized by family income.
- **Percent of adults 25+ years-of-age with graduate or professional degrees:** Education is another indicator for readiness to participate in an energy efficiency retrofit. [This map](#) shows neighborhoods categorized by percent of adults with graduate or professional degrees.

We welcome your feedback and questions about the new "hot spot" map series and how it can help you find new customers. Contact Rebecca Brown at rbrown@bki.com for more information.

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New Contractor Guide: Best Practices for Test Instrument Calibration

Good project decisions depend on accurate testing results. Keeping your test instruments and equipment in good working condition is a two-part process: (1) use field best practices to regularly monitor test instrument performance and (2) get the units re-calibrated on a regular basis. [This handy quick guide](#) for contractors provides calibration recommendations and in-field equipment monitoring best practices for the DG-700 and DM-2 pressure gauges and blower door fan units with links to product manuals for more details.

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Click [HERE](#) to access best practices information to keep your test instruments and equipment in top working order.

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Don't forget SMUD's contractor [document library](#)!

As always, we invite you to access our existing guides for contractors and customers. These are great resources for installation crews and homeowner education. To access the complete library of **SMUD contractor guides**, click [here](#); to access **SMUD homeowner resources** to assist with your sales process, click [here](#).

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Comments? Questions? Contact Moe Srifi at moe@efficiencyfirstca.org

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SMUD Team

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