



# Driving Demand: Lessons from Vermont

Emily Levin  
Residential Energy Efficiency Solutions Conference  
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# Vermont Energy Investment Corporation

Mission-driven nonprofit

National & international consulting & implementation

- Program design, planning, & evaluation; policy & advocacy, research & development

## 3 Energy Efficiency Utilities

- Efficiency Vermont: nation's 1<sup>st</sup> energy efficiency utility
- Efficiency Smart: efficiency services to 48 Midwest municipal electric systems
- DC SEU: sustainability services in the nation's capital



# Efficiency Vermont

- Statewide energy efficiency utility
- Provides technical assistance, rebates, and financing to help homes and businesses save energy
- Funded by electric ratepayer charges, RGGI, and FCM funds
- Operated by VEIC under appointment by the Vermont Public Service Board
- Vermont sponsor for market-based Home Performance with ENERGY STAR program

# Driving Demand: Lessons from Vermont

1. Do your research
2. Learn from behavioral science
3. Empower contractors to sell the jobs
4. Use creative strategies to drive demand

# Do Your Research

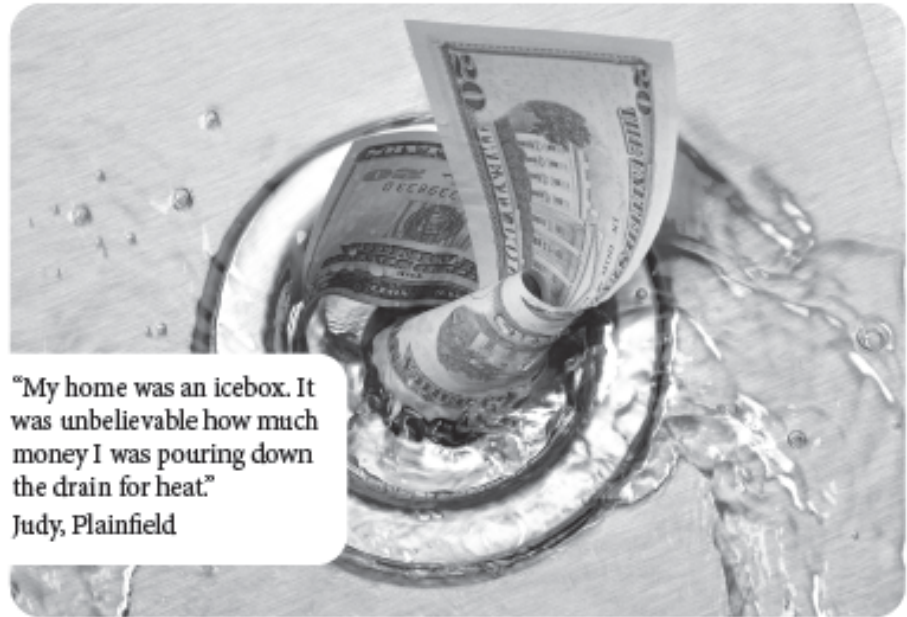
- Barriers and motivations
- Market segments
- Test messages
- Pilot projects



# Learn from Behavioral Science

- Loss aversion

**ARE YOU POURING  
\$65\* DOWN THE DRAIN  
EVERY MONTH?**



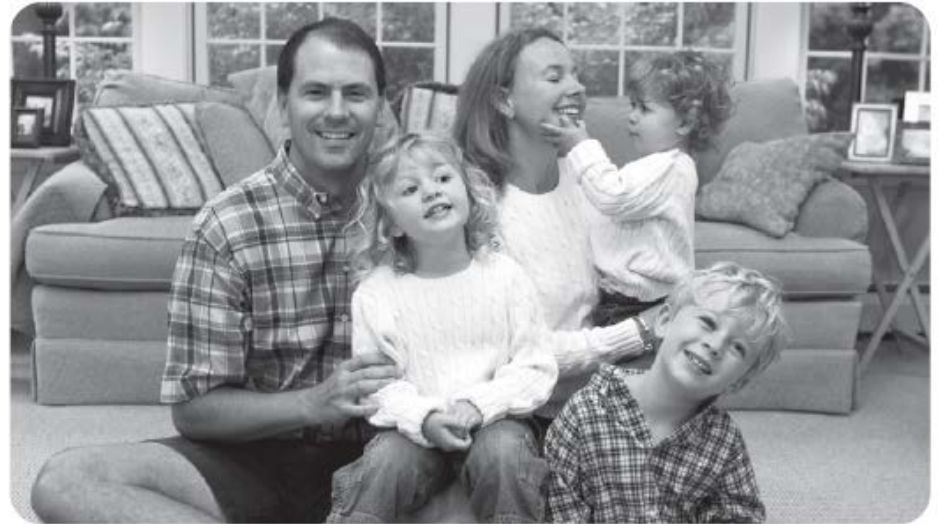
“My home was an icebox. It was unbelievable how much money I was pouring down the drain for heat.”

Judy, Plainfield

# Learn from Behavioral Science

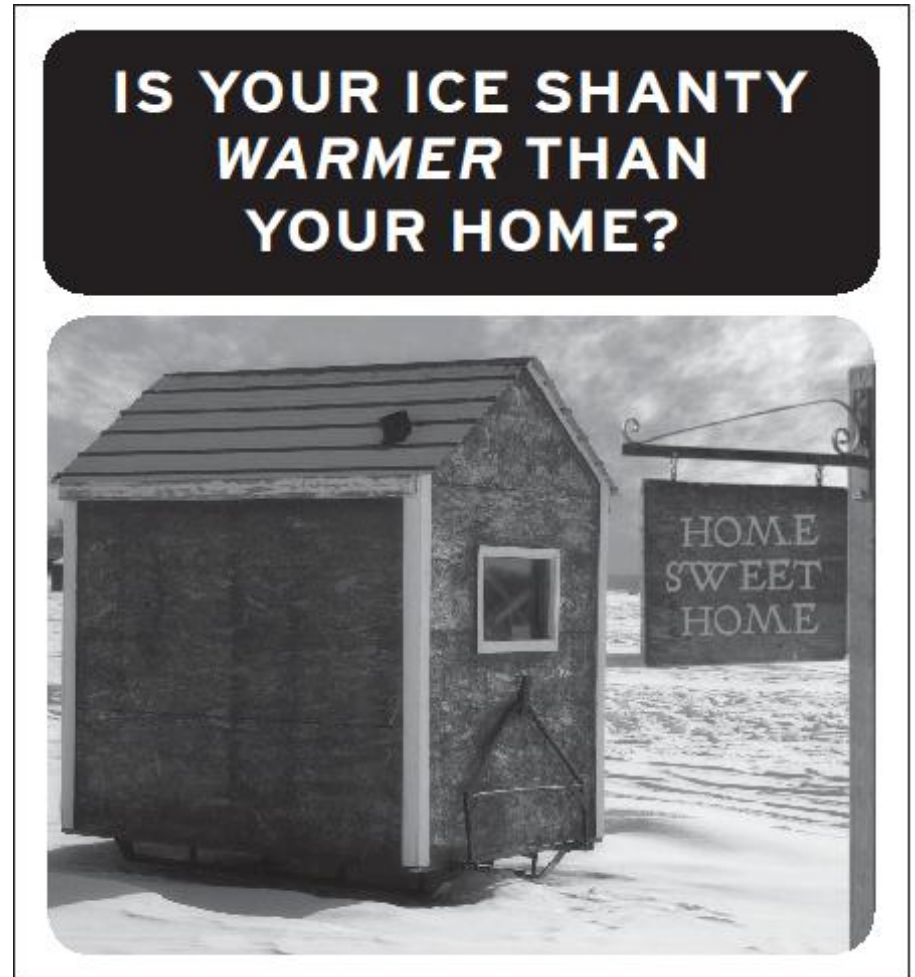
- Compare to peers

**JOIN THOUSANDS  
OF VERMONTERS WHO  
WILL SAVE MONEY AND  
ENERGY THIS WINTER.**



# Learn from Behavioral Science

- Use compelling images

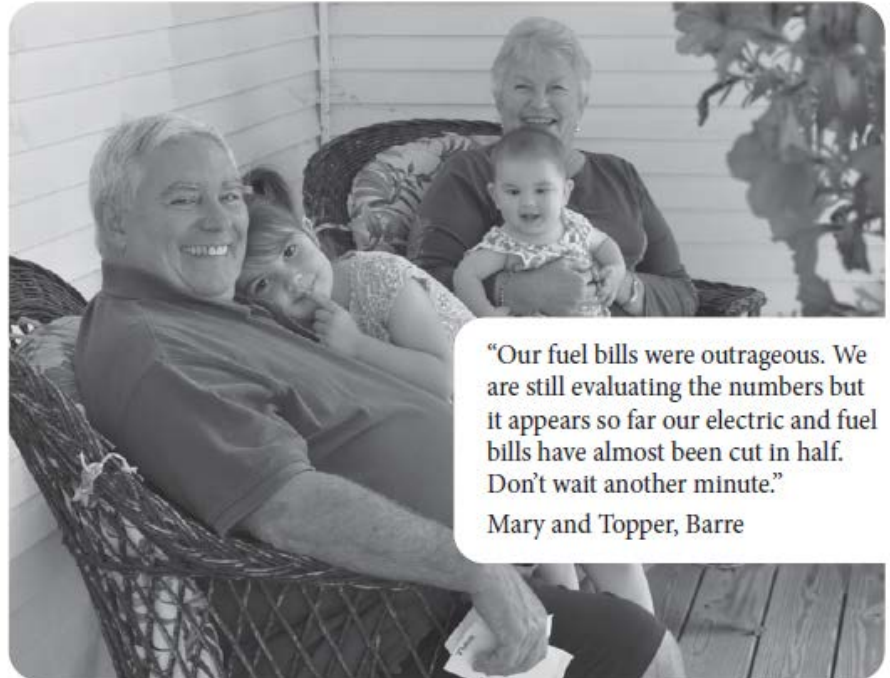




# Learn from Behavioral Science

- Use testimonials from peers and trusted messengers

**ARE YOUR ENERGY BILLS AS BIG AS A HOUSE?**



# Empower Contractors

- Word-of-mouth from satisfied customers is the most important source of leads

**Open homes**  
**Tell-a-friend**

**Sales training**  
**Coop marketing toolkit**

# Use Creative Strategies: Community Approaches

- Town energy challenge
- Button Up Vermont workshops
- Open homes
- Home energy visits
- Door-to-door campaign
- Employee energy challenge

*Join Efficiency Vermont on the*  
**Shelburne Green Homes Tour**  
**Saturday, May 14 - 10am - 2pm**  
*Organized by the Shelburne Energy Committee*

Efficiency Vermont will be at **178 Kelady Drive** to answer your questions about ways to save energy in your home.

*Fun Activities for Kids & Adults!*

*Refreshments!*

*See first-hand how an energy audit and energy improvements work!*

*Take the entire tour, starting at the Shelburne Town Gym at 9am!*

*Enter to win Raffle Prizes!*

**Come In! WE'RE OPEN**

**SHELburne Green Homes TOUR**

**Efficiency Vermont**  
www.efficiencyvermont.com

**PERKINS SMITH**  
DESIGN BUILD

# Use Creative Strategies: Get Leads from Fuel Dealers

- They have long-term customer relationships
- They know who the high users are!

The screenshot shows the VFDA website with the following elements:

- VFDA Vermont Fuel Dealers Association** logo with the tagline "SUPPORTING THOSE THAT PROVIDE WARMTH AND SAFETY TO VERMONTERS".
- Navigation menu: HOME, CONTACT, NEWS, FIND A FUEL DEALER, VERMONT FUEL EDUCATION CENTER.
- Banner 1: "CLICK HERE FIND A FUEL DEALER" with a photo of a smiling technician.
- Banner 2: "KEYS TO COMPLIANCE" with a large key icon and text: "Regulatory assistance documents are available to members only. CLICK HERE".
- Banner 3: "CLICK HERE FIND A HEATING TECHNICIAN" with a photo of a technician working on a furnace.
- Banner 4: "CLICK HERE VFEC Vermont Fuel Education Center" with a photo of a man in a blue cap.
- Banner 5: "Split the Ticket" with a photo of a fuel tanker truck and a "CLICK HERE" button.

# Use Creative Strategies: PACE – A Game Changer?

- Property Assessed Clean Energy 2.0
- Pay the same or less every month and be more safe and comfortable in your home
- Stays with property when it is sold
- Adopted in 34 Vermont towns



# Recap: Lessons from Vermont

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# Thank You & Questions

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