



Better Buildings Residential Network Peer Exchange Call Series: *The Dog Days of Summer – Capitalizing on the Pet Market*

July 9, 2015

Call Slides and Discussion Summary

Agenda

- Call Logistics and Opening Poll #1
- Introductions
- Residential Network and Peer Exchange Call Overview
- Opening Poll #2 and #3
- Setting the Stage: Pet Market Statistics
- Featured Speaker
 - Julie Saporito, Program Administrator, City and County of Denver (*Network Member*)
- Discussion
 - What opportunities exist for leveraging the pet market to promote residential energy efficiency?
 - What are some lessons learned from deployment of pet-based marketing? Have these campaigns resulted in increased program demand?
 - What are the best ways to integrate pet-based marketing into overall energy efficiency program marketing strategies?
 - Are there other questions related to leveraging pet-based marketing in the residential energy efficiency sector?
- Closing Poll

Opening Poll #1

- Which of the following best describes your organization's experience with the call topic?
 - No experience/familiarity – **75%**
 - Limited experience/familiarity – **25%**
 - Very experienced/familiar – **0%**
 - Some experience/familiarity – **0%**

Call Participants

- Boulder County, CO
- BPI
- City of Columbia, MO
- City and County of Denver
- Clean Energy Works
- Energize NY
- Midwest Energy Efficiency Alliance
- Opportunity Council

Call Participant Locations



Better Buildings Residential Network

- **Better Buildings Residential Network**: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
 - Membership: Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.
 - Benefits:
 - Peer Exchange Calls
 - Tools, templates, & resources
 - Newsletter updates on trends
 - Recognition: Media, materials
 - Optional benchmarking
 - Residential Solution Center

For more information & to join, email bbresidentialnetwork@ee.doe.gov.

Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation
- Upcoming calls:
 - **July 23, 12:30 ET:** Think Again! A Fresh Look at Home Performance Business Models and Service Offerings
 - **July 23, 3:00 ET:** Hit The Road: Lessons from Applying a National Campaign to a Local Context
 - **August 13, 12:30 ET:** Assessments : The Good, the Bad, and the Ugly
 - **August 13, 3:00 ET:** Tailored Marketing for Low-Income and Under-Represented Population Segments
- Send call topic ideas to peerexchange@rossstrategic.com.

Peer Exchange Call Summaries

Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
 - Access trusted, local messengers
 - Engage your satisfied customers as champions to turn them into "lifetime customers"
 - Invite people to make a pledge with a few simple EE activities they can take
 - Connect with the right local partners (Connecticut conducted "community asset mapping")
 - Directly involve the homeowner through DIY work or as energy efficiency demonstration homes to help them feel engaged (San Diego demonstration homes)
 - Minimize paperwork to make it easier to participate



Poll Results

Participant Poll: Which of the following best describes your program's experience with energy efficiency behavior change efforts?

- Currently implementing: 31%
- Planning to implement: 31%
- Thinking about it: 19%
- Haven't thought about it: 0%
- Not applicable: 19%

The screenshot shows the homepage of 'HOME ENERGY PROS' with the tagline 'Connecting home energy professionals'. The navigation menu includes Home, Invite, My Page, Members, Forum, Blogs, Groups, Photos, Videos, and Events. Below the navigation, there are links to 'Back to Better Buildings Residential Network' and 'All Better Buildings Residential Network Pages'. The main content area is titled 'Peer Exchange Archive: Program Sustainability' and lists several call summaries with their dates and PDF links:

- Incorporating Behavior Change Efforts into Energy Efficiency Programs**
July 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Collaborating with Utilities on Residential Energy Efficiency**
June 12, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- BBRN Voluntary Initiative: Partnering to Enhance Program Capacity**
May 8, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Complementary Energy and Health Strategies**
April 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Mastermind: Jim Mikel, Spirit Foundation**
March 13, 2014
[Presentation and Discussion Summary \(PDF\)](#)

How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.

Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.

Residential Program Solution Center – We Want Your Input!

Web portal of residential EE upgrade program resources, & lessons learned to plan better, avoid reinventing the wheel.

- BB Neighborhood Program, Home Performance with ENERGY STAR Sponsors+
- Provides:
 - Step-by-step guidance
 - Examples
 - Tools
 - Templates
 - Lessons learned
 - Best practices
 - Tips
- Continually add content to support residential EE upgrade programs—**member ideas wanted!**



<https://bbnp.pnnl.gov/>

Opening Poll #2

- Does your family own:
 - A cat – **67%**
 - A dog – **33%**
 - Another type of pet – **17%**
 - A fish – **0%**
 - No pets – **0%**

Opening Poll #3

- Do you know someone who sets their home thermostat with their pet in mind?
 - Yes – **67%**
 - No – **33%**
 - Maybe – **0%**

Setting the Stage: Pet Market Statistics

U.S. Homeowners Own a Lot of Pets...

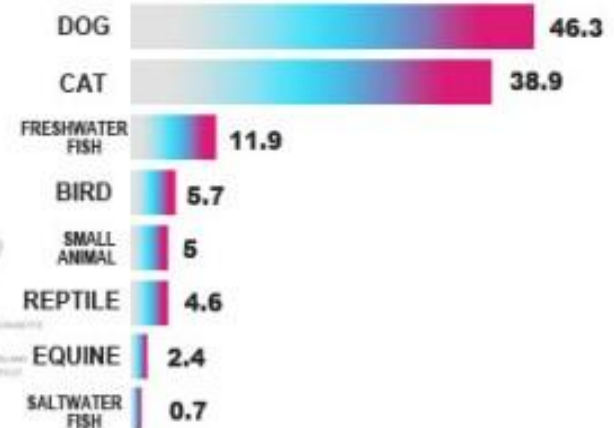
2012 PET OWNERSHIP STATISTICS

According to the 2011-2012 APPA National Pet Owners Survey,

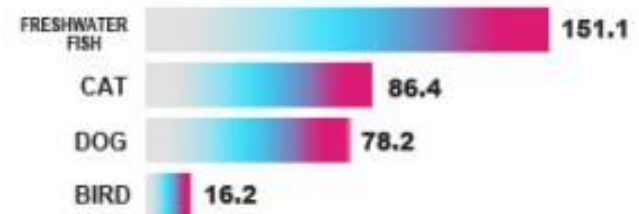
62%
of U.S. households
own a pet, which equates to
72.9
million homes



Number of U.S. Households that Own a Pet (MILLIONS)



Total Number of Pets Owned in the U.S. (MILLIONS)



Graphic source: <https://www.pinterest.com/pin/450641506435723840/>

Alternate statistical information source: <https://www.avma.org/KB/Resources/Statistics/Pages/Market-research-statistics-US-Pet-Ownership-Demographics-Sourcebook.aspx>

....and They Spend a Lot of Money on Them...

Total U.S. Pet Industry Expenditures

Year	Billion
2015	\$60.59 Estimated
2014	\$58.04 Actual
2013	\$55.72
2012	\$53.33
2011	\$50.96
2010	\$48.35
2009	\$45.53
2008	\$43.2
2007	\$41.2
2006	\$38.5
2005	\$36.3
2004	\$34.4
2003	\$32.4
2002	\$29.6
2001	\$28.5

Source: http://www.americanpetproducts.org/press_industrytrends.asp

...and It's Not Going to Stop

- Between 2009 and 2013, pet ownership increased from 53.6% to 56.5%.
- This drive has been influenced by the amount of Gen Y and Gen X adults that have decided to get pets. In 2013, there were 29 million Gen Y and Gen X pet owners, which was 3.7 million more than Boomer pet owners.

Source: <http://blog.marketresearch.com/projected-2015-trends-in-the-pet-industry>

State-by-State Market

Top 10 pet-owning states (percentage of households that owned a pet)	The 10 states with the fewest pet-owning households (percentage of households that owned a pet)
Vermont: 70.8%	Rhode Island 53%
New Mexico: 67.6%	Minnesota: 53%
South Dakota: 65.6%	California: 52.9%
Oregon: 63.6%	Maryland: 52.3%
Maine: 62.9%	Illinois: 51.8%
Washington: 62.7%	Nebraska: 51.3%
Arkansas: 62.4%	Utah: 51.2%
West Virginia: 62.1%	New Jersey: 50.7%
Idaho: 62%	New York: 50.6%
Wyoming: 61.8%	Massachusetts: 50.4%

Local Market Example – Seattle

**“There are now more dogs in Seattle
than children, by a lot:
about 153,000 dogs to 107,178 kids**

according to figures from the U.S. Census and the Seattle Animal Shelter”

Source: <http://www.seattlemag.com/article/seattles-dog-obsession>



Web image: <http://web-images.chacha.com/images/galleryimage-1324114359-nov-9-2011-600x477.jpg>

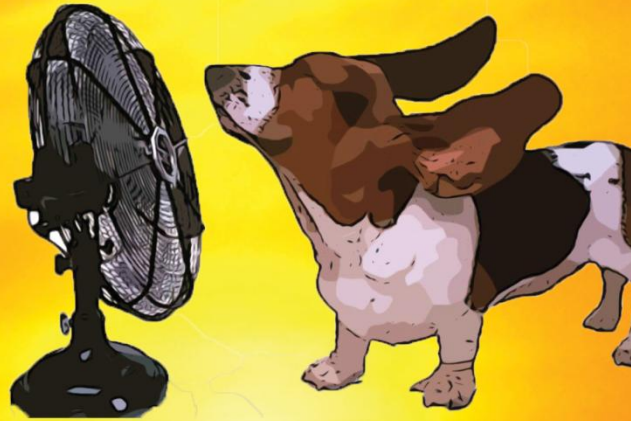
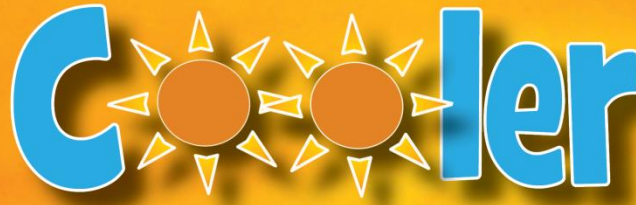
Web image: <https://geemazu.wordpress.com/2012/06/20/for-babies-or-fur-babies/>



Program Experience: City & County of Denver *(Network Member)*



We're Cooler
Than
You
this summer



Julie Saporito, Program Manager for the Denver Energy Challenge at the City & County of Denver

DenverEnergy.org



DENVER
ENVIRONMENTAL HEALTH

Strategies and Lessons Learned

- **Natural Partnerships:** Animal Shelter is a City agency (and within our department)
- **Goals:** Engage residents in energy efficiency for their home
- **Research:** Texas Utility ran a similar campaign: “Dog Days of Summer”
- **Verification:** Have local vet verify content, obtain stats related to weather in your area
- **Promotion**
 - Posters and takeaway flyers at the shelter
 - Online presence via social media and website
- **Other Priorities:** Our local shelter is focused on “pets in cars” and has a bilingual audience. Translate documents.
- **Larger Promotion:** Engage local news, materials in local shelters, vet office, attend pet specific events, winter messaging for pets?

Promotional Materials



We're Cooler Than You this summer



More than **6,100 residents** and their pets have taken the Denver Energy Challenge and will be cooler this summer because their home is no longer wasting energy. It's not too late to join them! To help you get started, we've put together a list of pet-friendly energy efficiency tips to build awareness for safe, comfortable indoor temperatures and practices to avoid wasting energy without stressing the pets who are home without you.

When Are The Hottest Days Of Summer?	How Many People Have Pets in Denver City/County?	How Hot Was It Summer of 2012?	How Hot In Denver This Year?
Temperatures above 90 degrees can begin as early as May and last through Sept. in Denver.	1.6 dogs/household 1.9 cats/household	Denver had over 65 days of temperatures over 90 degrees last summer.	It is expected to be warmer in 2013 with above average temperatures. OUCH!



Thermostat Settings
Set your thermostat no higher than 80 degrees for your dog or cat while away. If your pet has a health condition, check with your vet on a good temperature setting, and don't turn off your AC if your pet is indoors. **Remember, pets don't perspire like humans to keep cool. They only perspire through their foot pads and will pant to cool themselves.**

Don't have an AC system?
Close blinds on your south and west facing windows during the day to keep the house cool. Close your house during the day and then open it at night when the air temperature cools down. If you have a basement, allow your pet to spend time there where it will be cooler.

Lights and Ceiling Fans
Leave off lights and ceiling fans in rooms you're not using whether you're home or away. Natural lighting



is more soothing for your pets and they don't feel the effects of ceiling fans like you do.

TV, Radio or Music Playing
Leave home electronics turned off while you're away. Leaving TV's, radios or music may keep your pet active in the daytime hours versus getting rest and relaxation while you're away. This is especially relevant for cats who are typically nocturnal by nature.



Air Leaks
Be sure that your windows, doors and fireplaces are sealed. Make sure to air seal any ceiling penetrations as well. Don't let precious cool air out of your home during extreme outdoor heat of the summer. Air leaks cause your AC to turn on more frequently, which uses more electricity and leads to higher electricity bills.



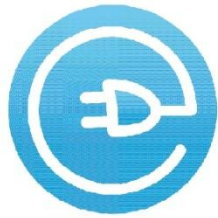
We're Cooler

Than You

this summer

More than 7,555 Denver residents have taken the Denver Energy Challenge and will be cooler this summer because their house is no longer wasting energy.

It's not too late to join them!



denver
energy
CHALLENGE



We're Cooler Than You this summer



denver
energy
CHALLENGE

More than 6,100 Denver residents have taken the Denver Energy Challenge and will be cooler this summer because their house is no longer wasting energy. It's not too late to join them.



We took the
denver
energy
CHALLENGE

You can too!

720-865-5520
DenverEnergy.org



Contact a FREE
Energy Advisor and
see what energy
upgrades make sense
for your home.



There's No Catch. So Call Today.

Printed on 100% recycled material

Lessons Learned: City & County of Denver

- Collect data to determine if the campaign directly results in new program sign-ups
 - Denver received informal feedback on the campaign which showed it was popular and well-received, but did not have an explicit data collection process; this is an additional layer to figure out how to incorporate
- Verify priorities of any partner organizations first
 - Denver partnered with a local shelter, which was great for verifying the campaign messaging, but whose priority messaging in the summer was not leaving pets in cars
- Use broader, more encompassing language to reach the largest audience
 - E.g, “We’re cooler than you” vs. “The dog days of summer”
- Consider bilingual materials

Additional Marketing Examples

- Washington State Energy Services: [Energy Efficiency Tips for Pet Owners](#)
- TXU Energy and SPCA of Texas Dog Days of Summer campaign
- Alliance to Save Energy Video: [Living Efficiently - Pet Owners](#)



DOG DAYS OF SUMMER 2012

The Dog Days of Summer are here, and people across Texas may be watching their thermostats to keep control of their electricity bills through some of the hottest months of the year. Setting indoor temperatures higher when you're out of the house for work, fun or day-to-day errands can help you save energy and electricity costs this summer, but what if you have a pet indoors during those hours? Sources show that this applies to millions of households—and pets—statewide, who may be concerned about the safety of the pets they love versus keeping their electricity costs down when the days and nights are so hot.

WHEN ARE THE DOG DAYS OF SUMMER?

The Dog Days of Summer occur during the period that **Sirius**, the Dog Star, rises at the same time as the sun, usually from **July 3 to August 11**. (Dictionary.com).

HOW HOT WERE THE DOG DAYS OF 2011?

Last year, Texas had its warmest July and August on record:

July	86.9° statewide average	August	88.1° statewide average
------	----------------------------	--------	----------------------------

Fourteen Texas cities recorded record-breaking stretches of 100+ degree days:

Dallas	70 days @ 100+ degrees	Houston and Del Rio	24 days @ 100+ degrees
--------	------------------------	---------------------	------------------------

HOW HOT THIS YEAR?

Texas weather this summer is predicted to be warmer and drier than the 15-year historical average but less extreme than 2011.

HOW MANY PEOPLE HAVE PETS?

More than **37 percent** of U.S. households have dogs and more than **32 percent** have cats. That's more than **80 million** households, nationwide!

HOW MANY IN TEXAS?

More than **1.5 million** households with a choice in electricity providers have dogs, cats or both. That may not include the thousands more who could be adopted from shelters and pet foster homes this summer.

Knowing that many Texans will be working to save energy and costs this summer—and many of them have pets indoors while they're out of the house during the day—TXU Energy is joining the SPCA of Texas to build awareness for safe, comfortable indoor temperatures and energy-efficiency practices that can help you avoid wasting electricity without stressing the pets who are home without you.

Pet-friendly Energy-efficiency Tips

THERMOSTAT SETTINGS: Set your thermostat no higher than 78-80 degrees for your dog or cat while you are away. If your pet has a health condition, check with your vet on a good temperature setting, and don't turn off your AC if your pet is indoors. A programmable thermostat can make this easy, and some models give you control over your indoor temperature settings via the Web or your smartphone.

SUNNY WINDOWS: Close the blinds and drapes or use solar film on sunny windows. Radiant glare from the sun can increase indoor temperatures. And, natural lighting is the most soothing to animals indoors alone, even if it's filtered by blinds, drapes or awnings outside.

TVS, RADIOS OR MUSIC PLAYING:

WATER: Leave plenty of water around for pets to drink. Drop ice cubes in their bowls to keep them cooler longer. Leaving faucets dripping to encourage pets to drink waste water and electricity. Opt for a pet fountain that doesn't waste water and uses minimal electricity.

AIR LEAKS: Be sure that your

Additional Marketing Examples, cont.

- Energize New York used [Facebook](#) to advertise benefits to pets for well-insulated homes.
- DOE posted a [success story](#) about the sound benefits of insulation to pets, who are often disturbed during storms.



Discussion Questions

- What opportunities exist for leveraging the pet market to promote residential energy efficiency?
- What are some lessons learned from deployment of pet-based marketing? Have these campaigns resulted in increased program demand?
- What are the best ways to integrate pet-based marketing into overall energy efficiency program marketing strategies?
- Are there other questions related to leveraging pet-based marketing in the residential energy efficiency sector?

Discussion: Leveraging the Pet Market for Energy Efficiency

- This is a very new area with big opportunity for promoting energy efficiency upgrades given the market statistics; it's another tool in the toolbox to help meet program goals.
- Most actions are based on behavior change, e.g., turning the fan or TV off when not at home.
 - This is a fun, light touch entry point for people who may never have thought about home energy efficiency. The challenge is figuring out how to move from this to deeper retrofits.
- Tie all the pieces together to make the campaign stronger (social media, vets and shelters, TV)
 - Engage with the local news source if possible.

Discussion: Ideas for Other Opportunities to Market via the Pet Angle

- Consider winter energy efficiency messaging/tips, as well as summer.
- Advertise where you might find many engaged pet owners (e.g., Furry 5k runs, Vet offices).
- Offer free audits to vets willing to partner (to verify messaging and post/distribute campaign materials)
- Have fun with it!

Closing Poll

- After today's call, what will you do?
 - Consider implementing one or more of the ideas discussed – **75%**
 - Seek out additional information on one or more of the ideas – **13%**
 - Other – **13%**
 - Make no changes to your current approach – **0%**

Thank you!

Please send any follow-up questions or future call topic ideas to:
peerexchange@rossstrategic.com