

Using Community-Based Social Marketing to Drive Demand for Energy Efficiency

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City of Bainbridge Island
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Program Overview

- **Description:** A community-wide energy-efficiency program for single-family residences and businesses, funded in part through Department of Energy BetterBuildings grant.
- **Purpose:** To complete energy assessments in 50 percent of city's homes and install upgrades in 25 percent of homes. To expand program to the City of Bremerton and Kitsap County
- **Leads:** City of Bainbridge Island and Conservation Services Group

Our Community-Based Social Marketing Approach

Phase 1: 2009-2010

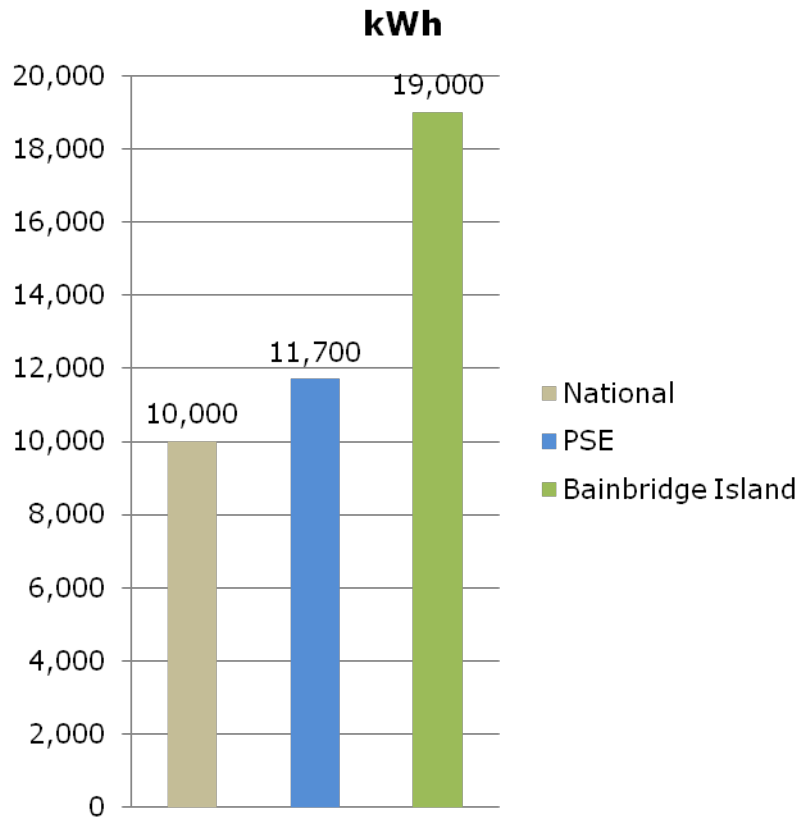
- Identify the problem
- Analyze our audience
- Understand barriers to change

Phase 2: 2010 to present

- Create strategies and tactics
- Implement program
 - Letter, OPower reports, Energy Champion ads
 - Launch events on ferry, community, and neighborhoods
- Monitor and evaluate

Identify the Problem

Our Energy Challenge



- Exceed capacity on all three substations by 2 MW for just 10 hours out of the year.
- Average residence uses 60% more electricity than average residence in PSE's territory.
- Half of the Island homes were built before 1980.

Know Your Audience

Focus On Your Audience

Identify and tap the interests and values of your audience to dramatically improve participation.

Find out about your audience:

- Are they interested in the issue?
- What are they passionate about?
- What do they need to know about the issue?
- How do they want to find out?



We motivate millions to become more energy efficient



Home Energy Reports



Energy Checkup with Ads

Remove Barriers to Change

Address the Barriers

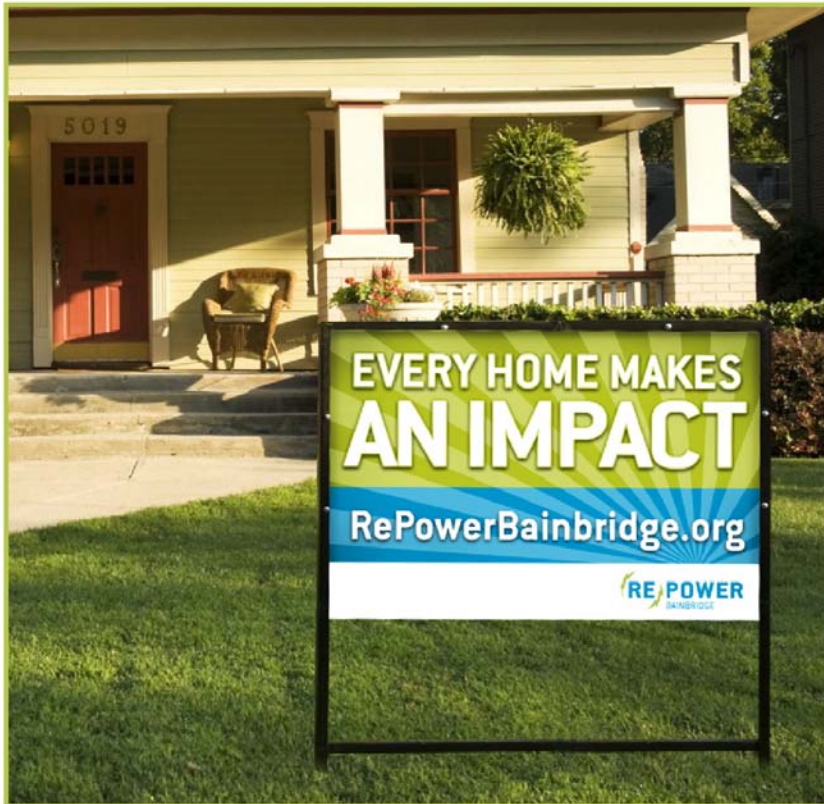
- Don't ignore the barriers
 - Time is limited
 - Limited understanding of issue
 - Few resources (time and money) to devote to the issue
 - Other competing priorities
- Given these, identify:
 - What you need the audience to know
 - What the audience sees as benefits and barriers
 - Where to get them information/interact with them
 - How to communicate best with them and motivate them
 - How to save them time and money

Build Awareness

Create awareness with numerous interesting, innovative and informative touch points.

Working to be in all places, for all people, at all times:

- In our neighborhood
- In our schools, libraries, businesses and ferries
- On our streets



Yard Signs



Make the Connection

We focused on opportunities to connect with our homeowners face to face by coming to them:

- **What:** Sign up for energy assessments
- **When:** On the morning and afternoon daily commute
- **Where:** On the daily commute on the ferry
- **Why:** High percentage of residents ride the ferry daily
- **How:** Provided fun incentives and meet our energy advisors



"Captivating a captive audience."

Takin' It to the Street

Goal is to move from initial awareness to homeowner engagement and participation in a fun, creative way that builds awareness and community pride.



We are:

- Engaging Energy Champions to spread the word
- Moving their neighbors to participate
- Helping them take the next step to upgrades
- Using social norms to motivate

Incorporate High Accessibility and Customer Standards

An easily accessible program with good customer service means everything in terms of image and effectiveness.

Accessibility: Make participation easy through numerous channels.

High Customer Service: Critical to making your customer your marketing agent.



Leverage Opportunities

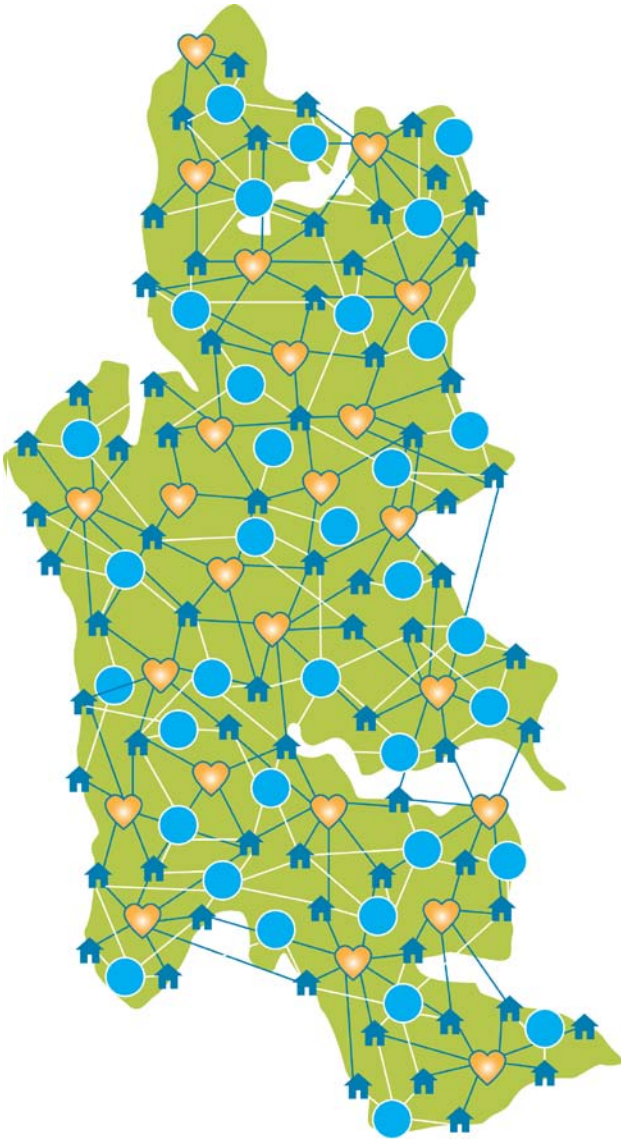


Spread the Word

Local nonprofits—There's one nonprofit for every 90 Bainbridge Island residents

Word-of-mouth—The community is closely connected by three degrees of association

Statewide nonprofits—Sierra Club has 3,000 contacts on Bainbridge Island and is part of a coalition of more than 32 environmental statewide nonprofits





Results

Results to Date

- Received 1,000 sign-ups for in-home energy assessments within a little over 3 months
- Completed over 600 energy assessments
- More than 30 building analysts trained and more than 30 contractors completed weatherization training.
- Responded to more than 800 in- and out- bound calls to Contact Center
- Installed nearly 5,000 Compact Fluorescent Light bulbs (CFLs) and 100 high-performance showerheads
- Installed over 187 energy-efficiency measures in 3 months

Thank You

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