

**Driving Demand: Marketing, Communications, and Outreach**

Challenge	Needs	Strategies & Tactics	Resources	Actions/Next Steps
1. Sustain and build national-scale “buzz” about the value of retrofits	<ul style="list-style-type: none"> <li>Improved terminology used to describe and sell “energy audits,” “weatherization,” and “retrofits”</li> <li>Consistent messages that can be used nationally and at the local level to generate interest and drive demand for retrofits</li> <li>Information and case studies on the value of energy efficiency to demonstrate economic and non-economic benefits</li> </ul>	<ul style="list-style-type: none"> <li>Rebrand “Retrofit Ramp-Up Program” as “BetterBuildings”</li> <li>Develop national-scale marketing plan that can complement local efforts to drive demand</li> <li>Connect national marketing efforts to local work</li> <li>Create visibility for successfully retrofitted homes/buildings (e.g., yard signs with common logo/design for those who have upgraded their property)</li> </ul>	<ul style="list-style-type: none"> <li>LBNL report and case studies on “building demand”</li> <li>Retrofit Roadshow and national coalition of organizations promoting retrofit work</li> </ul>	<ul style="list-style-type: none"> <li>Develop BetterBuildings Driving Demand/Marketing Plan</li> <li>DOE develop list and relationships with national stakeholder associations (e.g., American Bankers Association, National Realtors Association) to help grantees partner with their members at the local level</li> <li>Leverage VP’s Middle Class Task Force press releases to help with branding of BetterBuildings in the Fall of 2010</li> </ul>
2. Sustain and enhance grantee project team marketing expertise	<ul style="list-style-type: none"> <li>Market research on different populations that includes best practice marketing strategies and tactics</li> <li>Marketing campaign document templates and sample RFPs for grantee teams</li> <li>Access to professional marketing services</li> <li>List of other actors that may be interested in working with grantee project teams</li> </ul>	<ul style="list-style-type: none"> <li>Educate and use contractors and realtors as marketing teams for retrofits</li> </ul>	<ul style="list-style-type: none"> <li>Sample RFP from Kansas City</li> <li>Information from Retrofit Roadshow</li> <li>Other grantees and their experiences</li> </ul>	

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<p>3. Effective outreach strategies for specific audiences (e.g., urban low income neighborhoods, rural areas, landlords/tenants)</p>	<ul style="list-style-type: none"> <li>Market research and best practices for outreach to specific audiences</li> </ul>	<ul style="list-style-type: none"> <li>Work with local organizations, businesses, and community groups to get information out (e.g., community fairs, churches, business storefronts)</li> <li>Meet with customers on their terms and through their communications channels (e.g., give choice of web or phone access to program info)</li> <li>Leverage existing communications mechanisms used by local target audiences (e.g., retailers, realtors, Angie's List)</li> <li>Especially for tenants, provide information on low-investment efficiency measures (e.g., window sealant)</li> </ul>	<ul style="list-style-type: none"> <li>Information from Retrofit Roadshow</li> <li>Other grantees and their experiences</li> <li>Green For All Fact Sheet: Increasing Demand for Home Retrofits: Community-Based Outreach and Mobilization (<a href="http://greenforall.org/resources/driving-demand-for-home-retrofits">http://greenforall.org/resources/driving-demand-for-home-retrofits</a>)</li> <li>Home Performance Resource Center: Best Practices for Energy Retrofit Program Design: Marketing Recommendations (<a href="http://.hprcenter.org/publications/best_practices_marketing.pdf">http://.hprcenter.org/publications/best_practices_marketing.pdf</a>)</li> </ul>	<ul style="list-style-type: none"> <li>Identify best practices for successful door-to-door canvassing</li> </ul>



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<p>4. Effective communication of the full suite of retrofit benefits</p>	<ul style="list-style-type: none"> <li>• Case studies on the value of energy efficiency to demonstrate economic and non-economic benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Tailor benefit messaging to specific audiences (e.g., comfort of homes to residences, building quality, cost savings, marketing opportunities to small businesses)</li> <li>• Keep messages simple, straightforward, and credible</li> <li>• Bundle benefits to create greater incentives (e.g., link retrofits to water conservation)</li> <li>• Educate actors along the “lifecycle” of home sales: realtors, lenders, homeowners, building owners, appraisers, inspectors</li> </ul>	<ul style="list-style-type: none"> <li>• LBNL report and case studies on “building demand”</li> <li>• Information from Retrofit Roadshow</li> <li>• Other grantees and their experiences</li> </ul>	



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<p>5. Effectively convert interest into action for audits and retrofits</p>	<ul style="list-style-type: none"> <li>• Customer education about likely audit findings and how to work with contractors to implement findings</li> </ul>	<ul style="list-style-type: none"> <li>• Provide rebated audits for those that implement retrofits or other incentives</li> <li>• Provide a “one-stop” shop and toll-free number for retrofit information</li> <li>• Have auditors discuss options for retrofit work when reviewing findings (i.e., a “kitchen table sell”)</li> <li>• Have auditors do some immediate implementation of retrofits (direct install)</li> <li>• Implement Energy Conservation Audit Disclosure (ECAD) Ordinance, requiring an energy audit before performing sale of home</li> </ul>	<ul style="list-style-type: none"> <li>• LBNL report and case studies on “building demand”</li> <li>• Information from Retrofit Roadshow</li> <li>• Other grantees and their experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Identify best practices and model design for “energy concierge” approach</li> </ul>

