



**Better Buildings Residential Network Peer
Exchange Call Series: *Tailored Marketing
for Low-Income and Under-Represented
Population Segments (201)***

August 13, 2015

Call Slides and Discussion Summary

Agenda

- Call Logistics and Opening Poll
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
 - Myriam Tourneux, Energy Program Manager, Fuel Fund of Maryland
 - Rosa Ortiz, Program Director, Enterprise Community Partners
- Discussion
 - Are there other examples of programs successfully marketing to lower income or underrepresented populations?
 - What are good venues or outlets to market energy efficiency to specific population segments?
 - What are the challenges to marketing to these populations? What are innovative ways to overcome these challenges?
 - Are there other questions, best practices, or lessons learned related to marketing to lower income or underrepresented populations you would like to share?
- Closing Poll

Opening Poll #1

- Which of the following best describes your organization's experience with the call topic?
 - Some experience/familiarity – **62%**
 - Limited experience/familiarity – **29%**
 - No experience/familiarity – **6%**
 - Very experienced/familiar – **3%**
 - Not applicable – **0%**

Call Participants

Residential Network Members

- American Council for an Energy-Efficient Economy (ACEEE)
- Center for Sustainable Energy
- City of Columbia (MO)
- City of Cambridge (MA)
- City of Holland (MI)
- Civic Works
- Clean Energy Works
- Connecticut Green Bank
- Duke Carbon Offsets Initiative
- Efficiency Maine
- Efficiency Vermont
- EnergySavvy
- EnergySmart (Boulder)
- Focus on Energy (WI)
- green|spaces
- International Center for Appropriate & Sustainable Technology (ICAST)
- Local Energy Alliance Program (LEAP)
- Metropolitan Washington Council of Government
- Midwest Energy Efficiency Alliance (MEEA)
- PUSH (People United for Sustainable Housing) Buffalo
- Research Into Action, Inc.
- Sacramento Municipal Utility District (SMUD)
- Southeast Energy Efficiency Alliance
- Stewards of Affordable Housing for the Future
- The Environmental Center
- Vermont Energy Investment Corporation (VEIC)
- Wisconsin Energy Conservation Corporation (WECC)
- Yolo County Housing

Call Participants Non-Members

- Applied Performance, LLC
- Brooklyn Green Home Solutions
- Craft3
- Economic Opportunity Studies, Inc.
- Energy Smart Colorado
- Enterprise Community Partners
- Holy Cross Energy
- Franklin Energy Services
- Fuel Fund of Maryland
- Natural Resources Defense Council (NRDC)
- One Knob Consulting
- PosiGen Solar Solutions
- Sealant Technologies, Inc.
- U.S. Department of Housing and Urban Development (HUD), Office of Multi-Family Housing

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.


- **Better Buildings Residential Network Group on Home Energy Pros**

Join to access:

- Peer exchange call summaries and calendar
- Discussion threads with energy efficiency programs and partners
- Resources and documents for energy efficiency programs and partners

<http://homeenergypros.lbl.gov/group/better-buildings-residential-network>

Better Buildings Residential Network Group on Home Energy Pros Website



Better Buildings Residential Network

Created by Better Buildings Support

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Information

The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of American homes that are energy efficient.

Website: <http://betterbuildings.energy.gov/bbrn>


Latest Activity: 8 hours ago


Join the conversation in the discussion forum below. You can use the "Follow" link at the bottom of the forum to receive an email whenever a new discussion is posted.


Open the table of contents below and follow the links to access topical materials and resources.

Helpful Links


- Table of Contents
- Better Buildings Residential Network
- Better Buildings Neighborhood Program Website
- Home Performance with ENERGY STAR
- Home Energy Score

[Table of Contents](#)

[+New Discussion](#)


[Peer Exchange Call Archive](#)

[Better Buildings Network View](#)

[Tools](#)

[Related Events](#)

Discussion Forum




Attend Today's Peer Exchange Calls on Program Sustainability and on Workforce

Don't miss today's calls. "Collaborating with Utilities on Residential Energy Efficiency" begins at 12:30 p.m. Eastern and "Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs" begins at 3:00 p.m. Eastern.

Continue

Tags: Peer Exchange Calls

Started by Better Buildings Support 8 hours ago.



Register for Upcoming DOE Webinar About On-Bill Financing

Sign up to attend the DOE State and Local Energy Efficiency Action Network (SEE Action) webinar, "Case Studies: Financing Energy Improvements on Utility Bills," taking place June 11, 2014, from 2:00 to 3:30 p.m. Eastern. To learn more on this topic, read

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Pages (15)

- Tools
- Better Buildings Network View
- Peer Exchange Call Schedule and Archive
- Peer Exchange Archive: Marketing and Outreach
- Peer Exchange Archive: [Workforce Business Partners](#)

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Home Energy Pros

Home Energy Pros was founded by the developers of Home Energy Saver Pro (sponsored by the U.S. Department of Energy.) and brought to you in partnership with Home Energy magazine.

Latest Activity

What brings you here?

[Share](#) 140

Tucker Henne commented on David Byrnes's blog post Does Aereoseal work? An auditors review

"I would like to begin with a disclaimer that I am an Aereoseal contractor. One of the reasons I..."

16 minutes ago

T.J Alexander posted a blog post

So many homes have fiberglass insulation that is poorly installed in New Hampshire and elsewhere

Doing testing of existing homes it is typical to see mottled patterns of surface temperatures with...

See More

1 hour ago

CleanEdison updated an event

Entry Level Solar Photovoltaic at Cotuit, MA

September 30, 2012 to

Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET; but this is changing in October!
- 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:
 - **Sept 10, 12:30 ET:** Mastermind: *Program TBD* (201)
 - **Sept 10, 3:00 ET:** The Other 15%: Expanding Energy Efficiency to Rural Populations (301)
 - **Sept 24, 12:30 ET:** Audience Segmentation and Analysis Strategies for Targeted Marketing (301)
 - **Sept 24, 3:00 ET:** Incorporating Energy Efficiency into Multi-family, Affordable Housing Rehabilitation Projects (201)
- Send call topic ideas to peerexchange@rossstrategic.com.

Opening Poll #2

Beginning in October, we will hold one Peer Exchange call every Thursday, rather than our current schedule.

- Which of the following times usually works best with your schedule for a 90 minute call? *If you have other ideas for times or comments about the schedule switch, please write them in the questions box on your dashboard.*
 - Any of these times – **31%**
 - 2:00 pm ET / 11:00 am PT – **28%**
 - 1:00 pm ET / 10:00 am PT – **26%**
 - 3:00 pm ET / 12:00 pm PT – **15%**
 - None of these times/ other (please explain) – **0%**

Update: Peer Exchange Calls will be held Thursdays at 1:00pm ET, beginning in October.

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 menu, 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 and Templates
 - Quick Links and Shortcuts
 - Lessons learned
 - Proven Practices posts – see the latest on [Quality Assurance](#)
 - Tips
- Continually add content to support residential EE upgrade programs—**member ideas wanted!**



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

Best Practices: Fuel Fund of Maryland

Tailored Marketing for Low-Income and Underrepresented Population Segments (201)

Better Buildings Residential Network
Peer Exchange
Myriam Tourneux

Fuel Fund of Maryland

Non-profit 501(c)3

Provides resources to assist vulnerable Maryland families with heat and home energy needs

- Advocacy
- Bill assistance
- Energy conservation / Energy Coaching programs (*2,000 graduates in 2014-2015*)

Who do we work with and for?



**Senior | Woman | Renter |
Disabled | Worker | In Crisis
Transient | Budget billing |
Single parent | Sacrifice**

Challenges & barriers

Availability (*crisis, daycare, several jobs*)

Focus on other primary needs (*rent, food, medication*)

Transportation (*no car, medical and disabling condition(s)*)

Literacy (incl. computer)

Lack of energy education

“Education” seen as **boring**

“Can I access your service?”

- Go where clients are already going
 - In-person workshops at partners' locations
- Remote access
 - Educational game
 - Smartphone friendly
 - www.wattwatchersmaryland.org
- Go where people live
 - Community-programs
 - Affordable housing

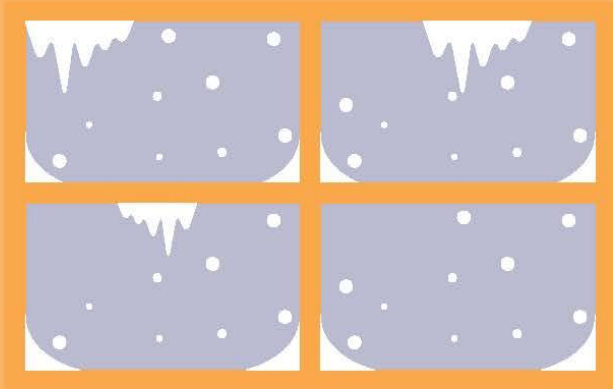


It is not all about money



Why should I even care?

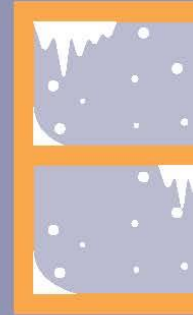
“Those who do feel powerless are not informed because the reality is **you have all the power and all the control** “, *Leslie Broadway*



1 DEGREE = 3 DOLLARS

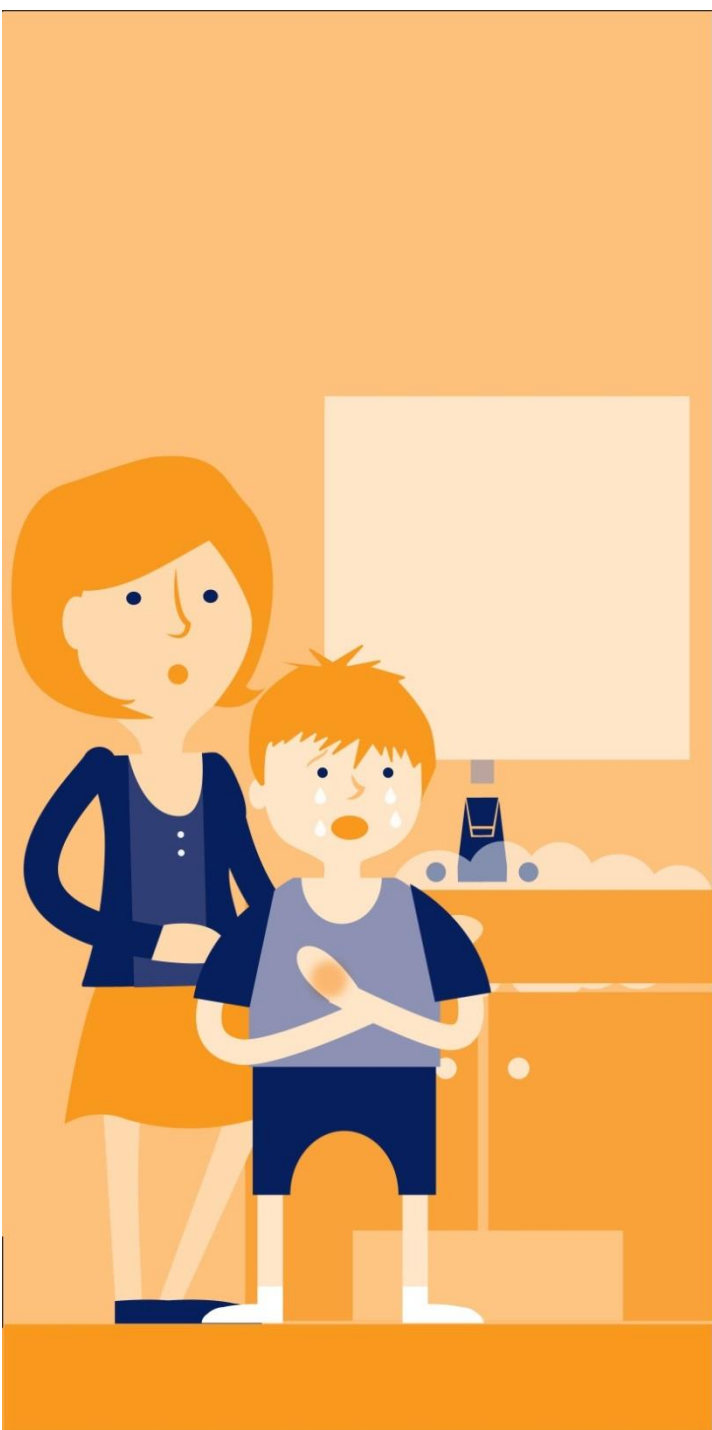
for every 100 spent on heating or cooling.

Set your thermostat at 68° during the winter and 78° during the summer.



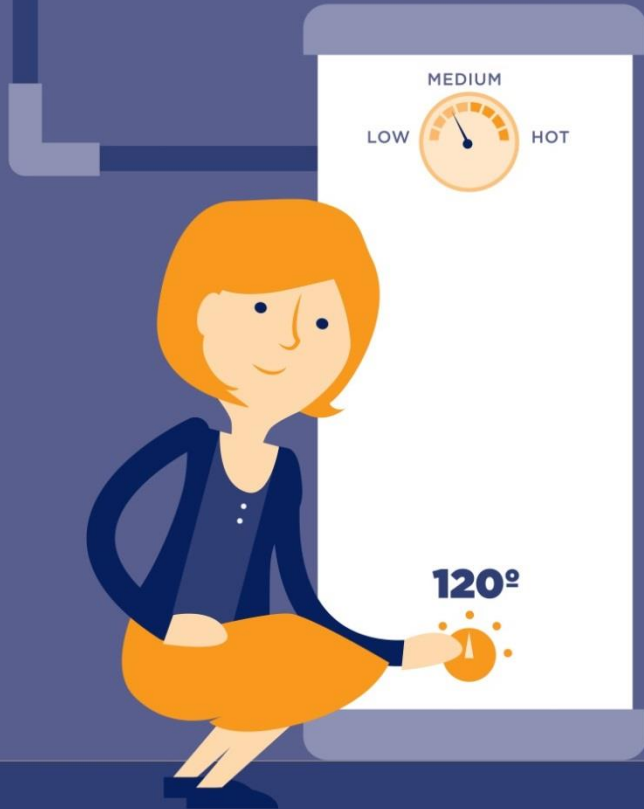
Money & Comfort





**SAVE UP TO \$400
PER YEAR AND
FORGET THE
FIRST AID KIT.**

Set your water heater at 120F



**Money
&
Comfort**

TAKE A SHOWER NOT A BATH.

A bath uses up to 6 times more water
than a 5-minute shower.



**Aversion
for waste**

Who is doing what?

Who should be the targeted audience?

- Any aggressive canvassing campaigns?
- What is your visibility & credibility with the low-income community?
- Who are the well respected and trusted messengers in the community?
- Are there barriers that might require a shift of targeted audience for your program?
 - E.g. Renters and weatherization programs

Thank you!

Fuel Fund of Maryland
Myriam Tourneux
Director, Strategic Initiatives

Program Experience: Enterprise Community Partners



Tailored Marketing for Low-Income and Under Represented Population Segments

August 13, 2015



Enterprise works with partners nationwide to build opportunity. We are committed to bringing resources, expertise and advocacy.

- ❖ Connect **Capital** to Communities
- ❖ Create **Solutions** with communities
- ❖ Transform **Policy** for Long – Term Change



- ✓ Chicago
- ✓ Denver
- ✓ Gulf Coast
- ✓ Mid-Atlantic
- ✓ New York
- ✓ Northern California
- ✓ Ohio
- ✓ Pacific Northwest
- ✓ Southeast
- ✓ South California

Take-away Opportunities from this Presentation

- ✓ Understand some of the driving **interests** for energy reduction among the elderly population and families in multi-family buildings
- ✓ Share opportunities to **implement** initiatives
- ✓ Share additional **resource** for energy efficient projects





The Chicago Neighborhood Energy Challenge

6 Mo. Pilot Program



Sponsor

City of Chicago,

Host

Hispanic Housing Development Corporation

Team members

Affordable Community Energy, Clique Studios, Delta Institute, Enterprise Community Partners and The University of Chicago

Participants: Individuals, Couples, Couples with Children, Seniors



The Chicago Neighborhood Energy Challenge

6 Mo. Pilot Program

7 Properties

14 Buildings

503 Units

±750 Residents

4 Senior and 4 Family properties

	Senior	Family	No. of Units
Buena Vista		1	36
Diversey Square Apts.	1	1	196
Jorge Hernandez		1	54
Las Moradas	1		80
North and Tallman I	1		54
North and Tallman II		1	24
Teresa Roldan Apartments	1		59

Focus: Energy, Gas, and Water

Incentives: Building wide and individual awards

Enterprise Sustainability Exchange

- An exchange between 5 Community Development Corporation
- Grant awards
- Technical Assistance:
 - ✓ Workshops for members
 - ✓ Establish benchmark goals
 - ✓ Energy and water assessments
 - ✓ Energy monitoring trainings
 - ✓ Assist members in implementing retrofits
 - ✓ Individual projects
 - ✓ Reporting and Evaluation



Operations +
Maintenance



Partner: Elevate Energy

Best Practices for Engagement

✓ Know your audience

- Language
- Literacy
- Availability
- Motivations

✓ Understand motivations

- Extrinsic motivations—use prizes to “prime the pump”
- Intrinsic Motivations—empowerment, recognition, new skills, etc.

✓ Ultimately a social experience

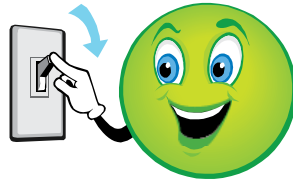
- Engage and empower people as individuals and as a group
- Provide ways for people to share their own experiences, tips and interests
- Bring in other social circles (churches, schools, community groups)
- Make it FUN –serve food, organize pot luck and raffles – movie tickets, gift cards can go a long way



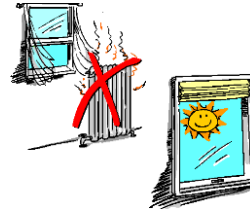
	Elderly	Family
Benefits / Connection	<ul style="list-style-type: none"> • Well being of their grandchildren • Familiarity with resource conservation from their childhoods • Savings 	<ul style="list-style-type: none"> • Well being of their children • Health benefits • Image • Comfort • Savings
Activities	<ul style="list-style-type: none"> • Gatherings/connecting with others • Parties • Games • Recognition 	<ul style="list-style-type: none"> • Take home activities • Some gatherings • Child friendly meetings • Recognition
Special needs	<ul style="list-style-type: none"> • Font size • Literacy rates • Primary language • Cheat sheets 	<ul style="list-style-type: none"> • Practical • Short • Child led activities • Cheat sheets

Resident Activities

Turn off the lights
Apague las luces



Keep your windows closed in the winter.
Cierre sus ventanas en el invierno.



Make sure to layer up when the temperature drops.
Póngase más ropa cuando haga frío



Turn off the water while brushing teeth.
Cierre la llave del agua cuando se cepille los dientes



Motivate your neighbor to save energy
Motive a su vecino a ahorrar energía



Property Management Staff Activities

Supplies needed / Time needed / Max repeats



Pipe Insulation

Check to make sure that pipes are insulated

Filter Replacement

Check to see if the HVAC system requires filter replacements and/or attention to air distribution

Lighting Retrofit

Determine if common area fixtures have been appropriately upgraded to newer efficient units

Lighting upgrades with Occupancy Sensors

Determine if the building's common areas could use occupancy sensors and lighting timers

Aerator

Install aerators. This is a simple task that can save a lot of money on the water bill!

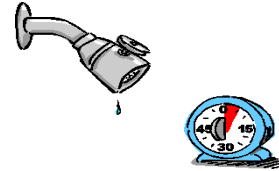


Helpful Gifts

Incentives: Building wide and individual awards

Timer

Use a timer or stop watch to help you reduce your shower time.



Labels

Set your refrigerator's temperature settings to cold NOT coldest.

Organize and label your food to find what you need fast.



Smart Strips

Reduce your electricity bill by using smart strips.



✓ To be sustainable **residents must own** the project

- Recruit, incentivize and train **Green Leaders**
- Provide easily **accessible tools**
- Leverage existing **communication infrastructure**
- Engage **Property Managers** as support

✓ Keep the **program fresh**

- Be flexible: **adapt** and re-plan as needed
- **Scale** as needed
- **Encourage residents** to generate their own ideas
- **Repeat** elements or whole program
- Exploit **annual events** such as Earth Day, Mother's Day
- Schedule **periodic** week-long activities

✓ Set goals and **celebrate** success

- CNEC: 92% = everyone can make a difference



Best Practices for Engagement

- CNEC: 36 workshops + 2 Ceremonies

Contact Information and Additional Resources



Andrew Geer

Enterprise: Vice President and Market Leader, Chicago

Rosa Y. Ortiz, AICP, LEED AP

Enterprise: Program Director, Chicago

Dean Porter

Enterprise: Program Officer

Jeffrey Greenberger

Chief Operating Officer
Affordable Community Energy



For additional tools, see: www.EnterpriseCommunity.org/greenresources

Discussion Questions

- Are there other examples of programs successfully marketing to lower income or underrepresented populations?
- What are good venues or outlets to market energy efficiency to specific population segments?
- What are the challenges to marketing to these populations? What are innovative ways to overcome these challenges?
- Are there other questions, best practices, or lessons learned related to marketing to lower income or underrepresented populations you would like to share?

Discussion: Best Practices – Messaging and Venues

- Don't make it just about saving money; people are also motivated by increased comfort, improved safety, and reduced waste.
- Make the message not about sacrifice (i.e., saving money/energy), but what they are getting in return (i.e., not wasting money/energy).
- Don't promote too many messages at once; three key points is about the right amount of information to cover in one session.
- Keep messaging engaging, fresh, and interactive.

Discussion: Best Practices – Messaging and Venues Cont.

- Time is a cost – it is difficult for people working multiple jobs, needing childcare, etc. to attend events or workshops.
 - Go where residents are already: community centers, community development organizations, schools, and churches.
 - Consider friendly competitions that promote community building.
 - Incentivize and recognize them for participating; celebrate success.
 - Provide online resources and send targeted emails; make information mobile friendly.
 - Consider social media or texting programs. A recent [Peer Exchange call](#) discussed social media best practices.

Discussion: Best Practices – Specific Populations

- Many under-represented customers are renters.
 - Target landlords with energy/money saving messages.
 - Target tenants with ideas on easy measures they can control.
- Elderly populations often have more time for attending events and gatherings.
 - Note that literacy or sight/hearing abilities might be more limited; keep messages short, visual, and sized properly.
 - At gatherings, encourage them to share stories about times when they had to be resource conscious in the past.
- When working with ESL populations, don't assume that they want information in their native language; they may prefer English.
- Parents are motivated by messages of safety. Take home activities and activities for children are popular.

Closing Poll

- After today's call, what will you do?
 - Seek out additional information on one or more of the ideas – **61%**
 - Consider implementing one or more of the ideas discussed – **28%**
 - Make no changes to your current approach – **11%**
 - Other (please explain)

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