

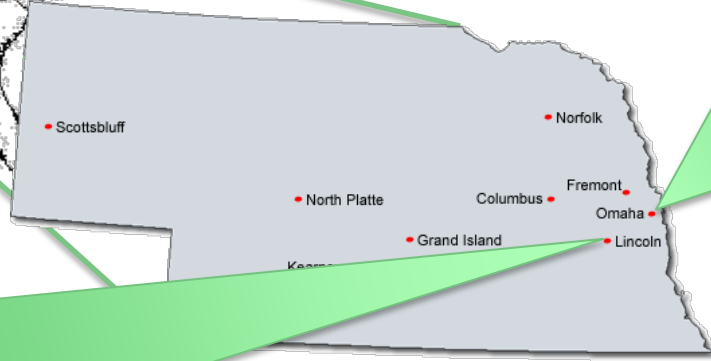


reEnergize

building energy smart communities



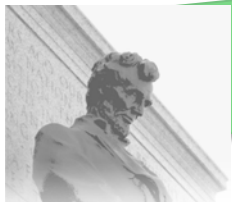
Where?



City of Omaha Stats

- Founded: 1854
- Current Mayor: Jim Suttle
- City Population#: 408,958 (42nd largest city)
- Greater Omaha Population#: 1.2 Million within 50 miles
- Five Fortune 500 companies
- Many Historic Neighborhoods
- "Best Bang for the Buck City"*
- "America's Fastest Recovering City"*

US Census, 2010
*Forbes Magazine, 2009



CITY OF LINCOLN
NEBRASKA
MAYOR CHRIS BEUTLER
lincoln.ne.gov

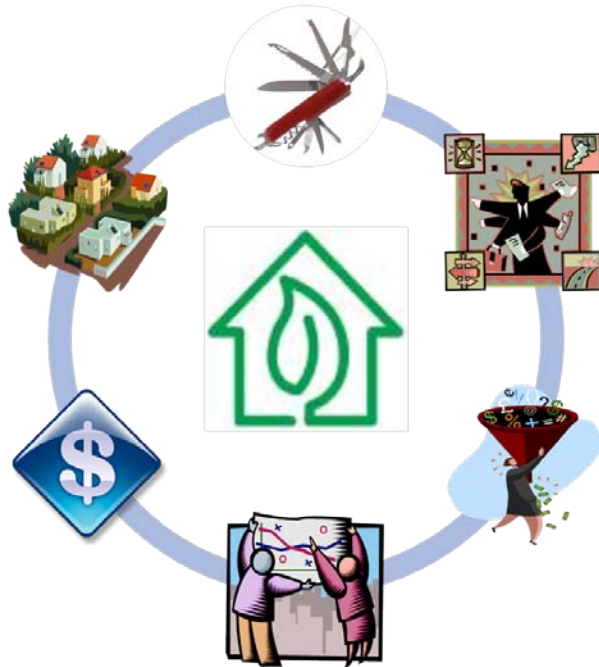
City of Lincoln Stats

- Founded: 1856
- Current Mayor: Chris Beutler
- City Population#: 258,379
- Capital of Nebraska
- Home to University of Nebraska
- Many Historic Neighborhoods

US Census, 2010
*Forbes Magazine, 2009



Driving Consumer Demand to Transform the Energy Upgrade Market



- **Access to Quality Consumer Information**
- **Access to a Skilled Workforce**
- **Access to Financing**



Grant Persona

- Focused on how consumer market demand can drive consensus on workforce qualifications and alignment of multi-agency and grassroots efforts
- Ambitious
 - ~3,200 residential evaluations & upgrades
 - 260 commercial and non-profit evaluations
 - Striving for 25% energy reduction

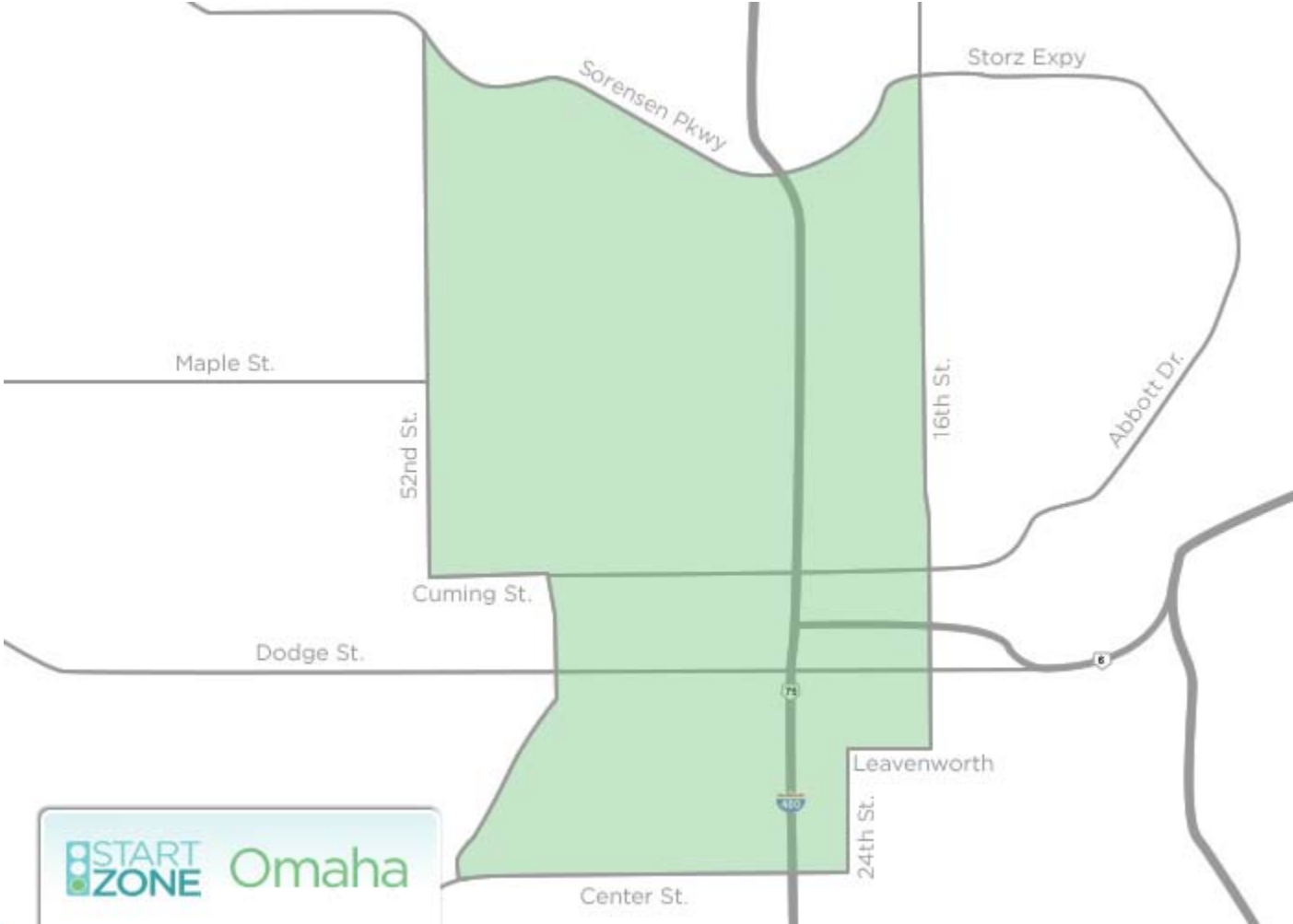


Grant Persona

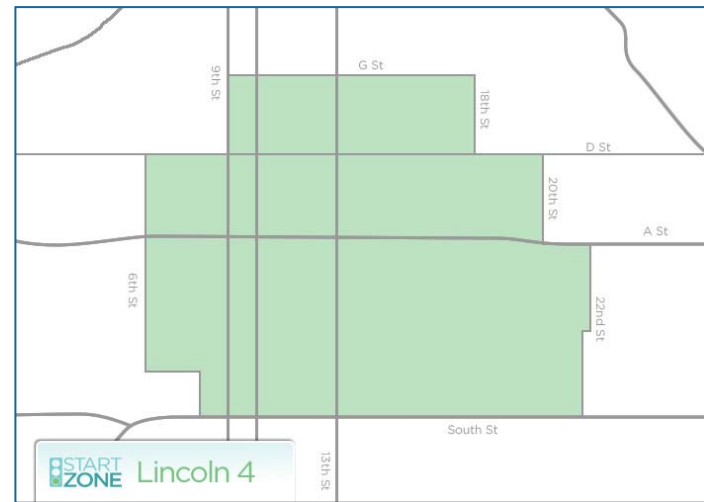
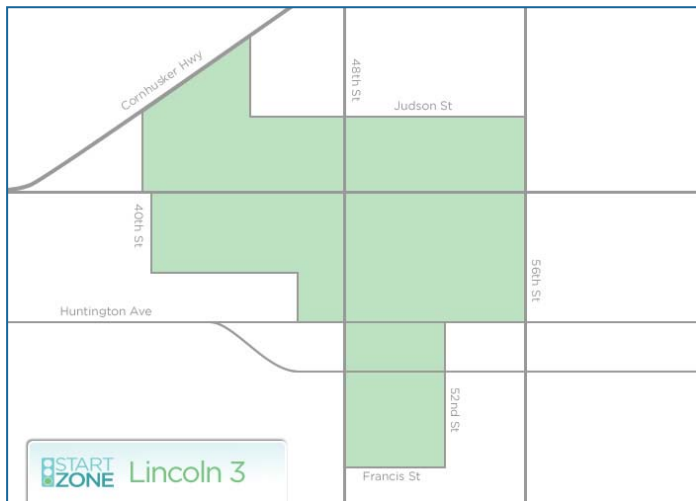
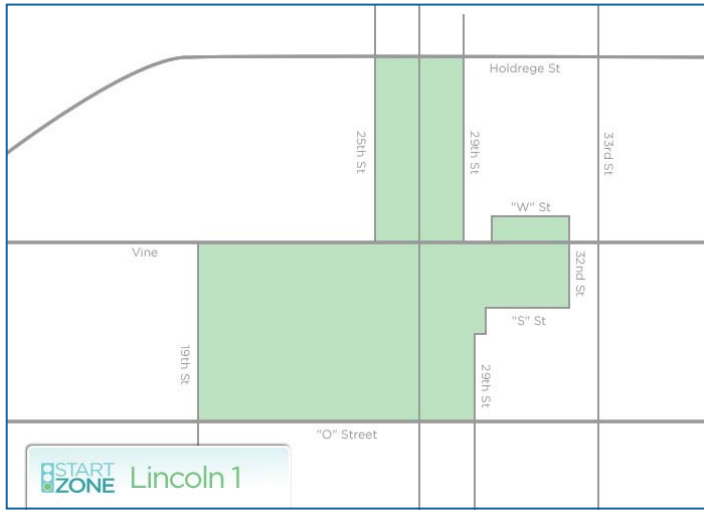
- Streamlined
 - Standard Contract Requirements
 - Capability and Capacity Standards
- Being the Change We Want to See in the World
 - Full diagnostic energy evaluation
 - Strengthening collaboration between organizations
 - Importance of a Living Wage



Omaha Start Zone

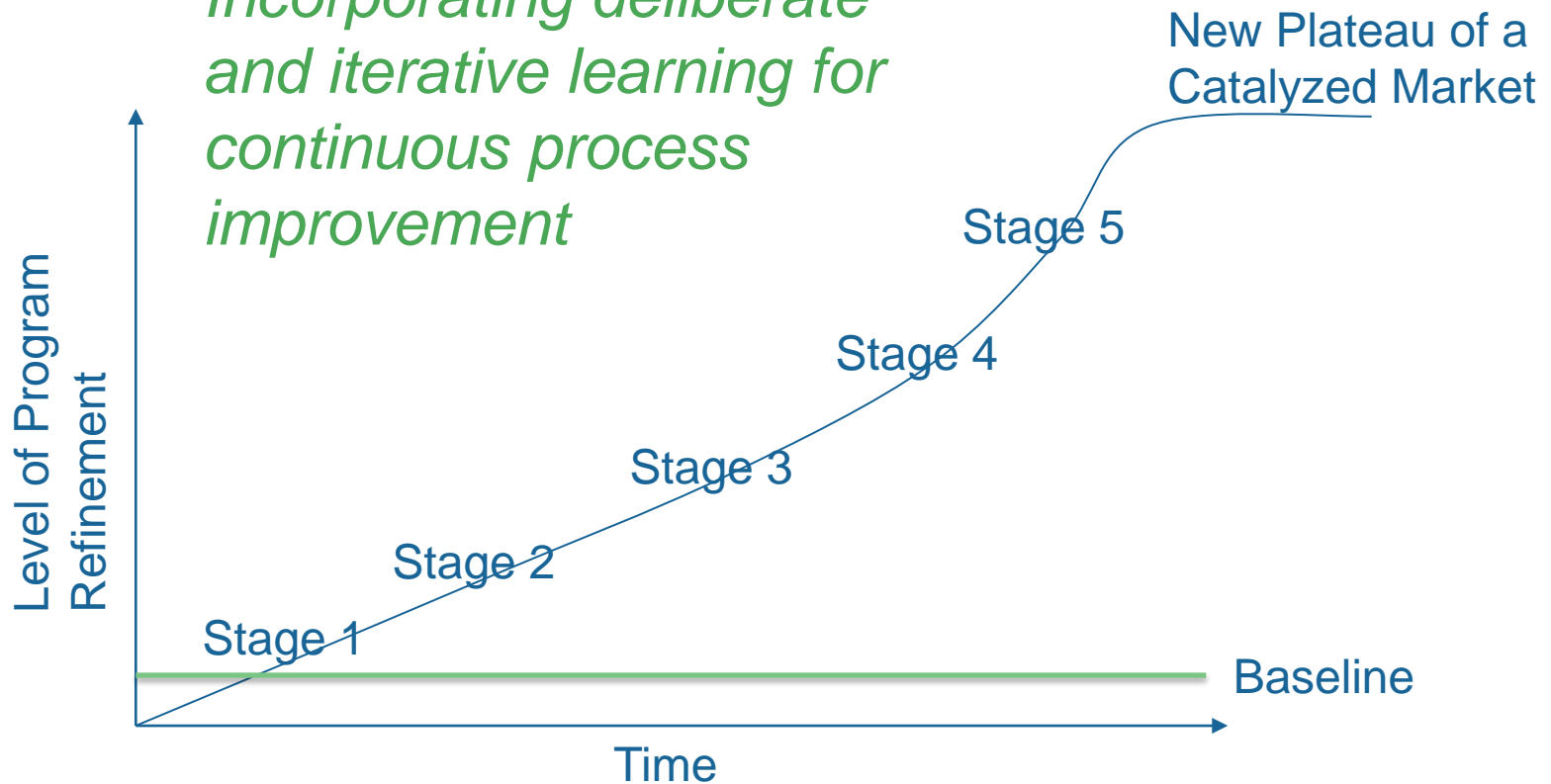


Lincoln Start Zones



Framework for a Dynamic Approach

Incorporating deliberate and iterative learning for continuous process improvement



Marketing and Engagement Strategy

Main Table of Contents

Main Table of Contents.....
Preface.....
Overall Program Marketing and Engagement Strategy
Stage 1 Marketing and Engagement Strategy.....
Stage 2 Marketing and Engagement Strategy.....
Stage 3 Marketing and Engagement Strategy.....
Stage 4 Marketing and Engagement Strategy.....
Stage 5 Marketing and Engagement Strategy.....
Appendix A: Leverage Partner Pledges
Appendix B: Grassroots Organizations
Appendix C: Elected Officials and Nonprofits
Appendix D: Brand Book.....



www.reEnergizeProgram.org



TARGET MARKETS

- Consumer
- Evaluators & Energy Upgrade Contractor
- Stakeholders
 - Leverage Partners
 - Grassroots Organizations
 - Community Influencers
 - Elected Officials
 - Others...

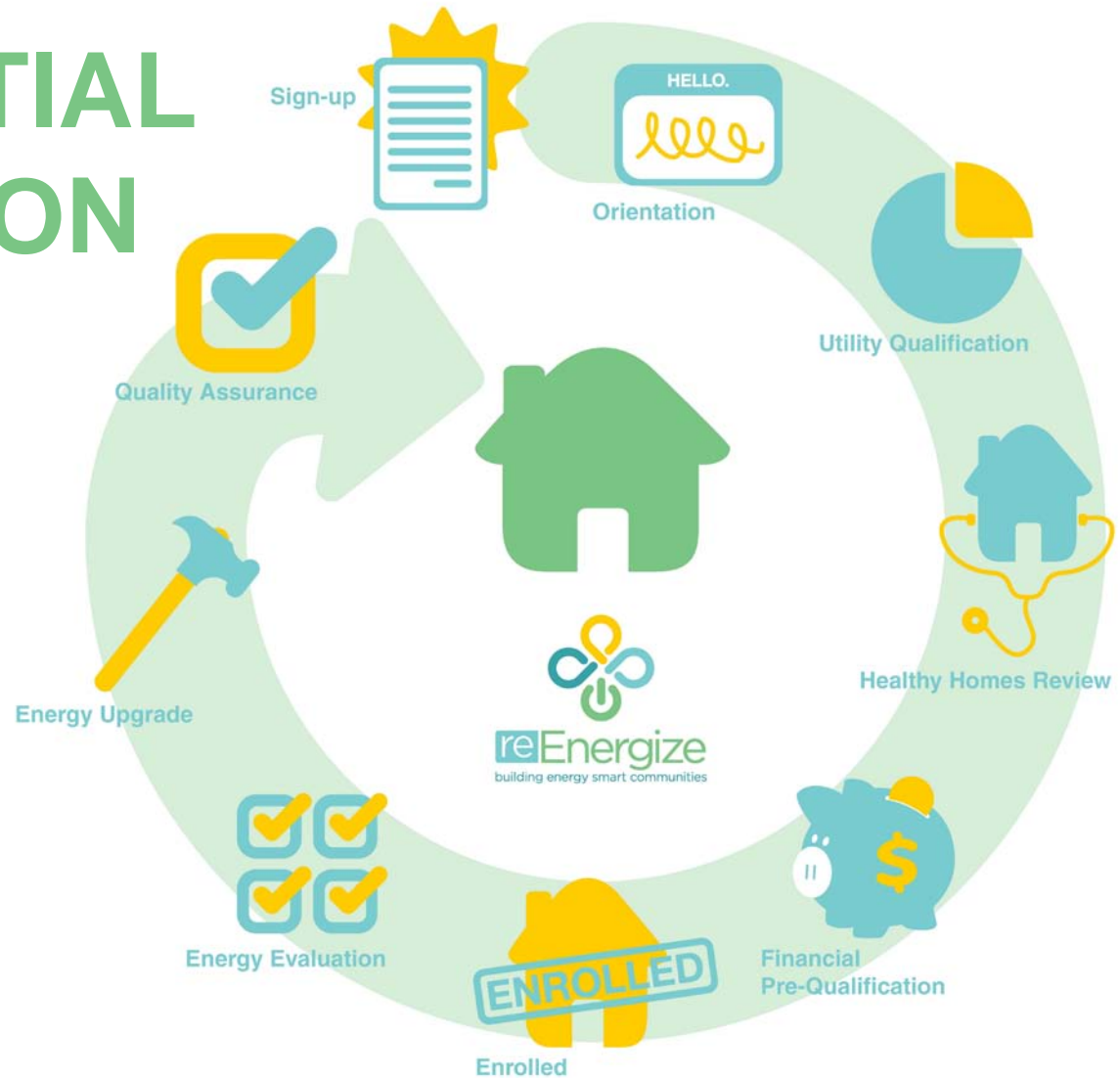


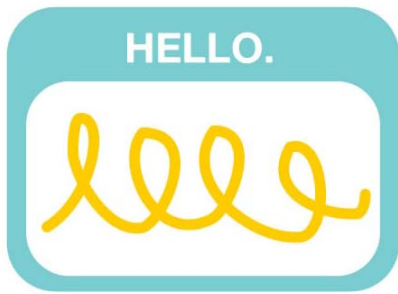
RESIDENTIAL MESSAGING

- Participant Navigator
- Holistic approach
- ID most cost-effective solutions
- Streamlined the process
- Pre-Qualified Evaluators and Upgrade Contractors
- Quality Assurance & pre-/post-evaluations
- Striving for 25% reduction
- Brings value to your home



RESIDENTIAL NAVIGATION





Orientation

- In Person
- Via Webinar
- On-Line





Healthy Home Review

- Visual Checklist Inspection of home by trained Healthy Home Inspectors
- Identify issues that will preclude a successful energy upgrade
- Identify issues that can be referred to other community based service organizations





Home Energy Score

- In late 2010, the reEnergize Program was invited to pilot the DOE's new Home Energy Score
- Incorporating the Home Energy Score checklist into the Energy Evaluation process
- Exploring market-building concepts related to Home Energy Score, including:
 - Highlighting via MLS
 - Point of Sale Reporting
 - Certificates provided
 - Participants will have option for disclosure



Key Lessons Learned

- Speak (and write) with an authentic voice
- Navigators can help keep the process moving
- Everyone has a “bad” contractor story
- Must emphasize the value beyond the financial incentive

