



Better Buildings Residential Network Driving Demand Peer Exchange Call Series: *Leveraging Holidays and Other Events*

Call Slides and Discussion Summary

November 7, 2013

Agenda

- Call Logistics and Introductions
- Peer Exchange Call Overview and Announcements
- Lessons Learned: Featured Speakers
 - California Center for Sustainable Energy
 - Minnesota Center for Energy and Environment
- Discussion
 - How has your program leveraged (or considered leveraging) holidays or other seasonal events (e.g., Earth Day, winter holidays) to market energy assessments and upgrades?
 - What strategies or approaches have been most effective?
 - What challenges are there with this approach?
 - What are the advantages/disadvantages of leveraging existing holidays/events vs. creating your own events?
 - Other questions/issues related to outreach/marketing around holidays/events?
- Future Call Topics Poll

Call Participants

Boulder County, CO

Buffalo, NY

California Center for Sustainable Energy

Center for Energy and Environment (MN)

Clean Energy Durham

City and County of Denver, CO

Energize NY

City of Kansas City, MO

Midwest Energy Efficiency Alliance

PUSH Green (Buffalo, NY)

Spirit Foundation (MO)

**Leveraging Holidays & Other Events
Lessons Learned: California Center for Sustainable
Energy (CCSE) – Earth Day 2012 & 2013**

Earth Day 2012



Three simultaneous home tours in City of Chula Vista, CA

- **Leveraged “Earth Week” activities** conducted, promoted by City to help promote home tours.
- **Demonstration homes** serve as “showroom for contractors work,” meet satisfied homeowners, guided tours conducted by contractors.
- **Co-marketing involved:** email blasts from the City to residents; City’s online newsletters, calendars, placement of fliers in City public buildings, offices.
- **CCSE marketing:** canvass/flier drop to 1,200 homes each neighborhood; press releases to local daily, weekly newspapers; use of datebooks, online calendars; placement of three sets of 25 two-sided directional “open house” style signs to direct people to each home.
- **Results:**
 - Fig Ave house: 64 attendees, 22 energy assessment signups
 - Mora house: 36 attendees, 7 signups
 - Sanchez house: 28 attendees, 7 signups
 - **Totals for Day: 128 attendees, 36 signups**

Earth Day 2013



Tour of high performance home – energy efficiency, solar and electric-plug-in car in Scripps Ranch, City of San Diego, CA

- **Leveraged “Earth Month” activities** conducted by Scripps Ranch Community Association and Sustainable Scripps Ranch. Home Tour promoted at other events – Community Fair, CCSE’s home performance community event, Scripps Ranch community meetings.
- **CCSE worked with “champion”** that represented both organizations and with the contractor to promote the event (first of three home tours) to market event.
- **Demonstration home** - “showroom for contractors work,” meet satisfied homeowners, contractor conducted guided tours.
- **CCSE provided marketing materials to Scripps Ranch organizations:** copy for publications, web site, email blasts; fliers to distribute at community meetings.
- **CCSE marketing:** canvass/flier drop to 1,000 homes; press releases to local daily, weekly newspapers; datebooks, online calendars; set up 25 two-sided directional “open house” style signs.
- **Results:**
 - First home tour: 80 attendees, 24 energy assessment signups (April)
 - **Totals for Three Home Tours: 196 attendees, 62 signups** (April, May, June tours)

**Leveraging Holidays & Other Events
Lessons Learned: Minnesota Center for
Energy and Environment**

Lesson Learned: Minnesota Experience

- Minnesota Center for Energy and Environment (MNCEE) is a non-profit organization promoting responsible use of energy and natural resources
- MNCEE offers whole home residential energy efficiency programs
- Ice dams are an issue in MN, and get people's attention
 - Ice dams occur when warm air from the house leaks into the attic and melts snow on the roof, which then refreezes at a cold spot (e.g. eaves or soffit) and forms a frozen dam and ice build-up
 - Ice dams can cause significant roof damage and allow water to leak into the ceilings and walls below
 - Most frequent recommendations are attic insulation and air sealing
 - Can cost \$1,000 to get a crew just to clear ice dams.

Leveraging Ice Dams to Market EE

- MNCEE has marketed its programs as a solution to preventing ice dams from forming
 - Attic air leaks and insufficient insulation are major contributors to ice dams
- Sent direct mailings on how to prevent ice dams through EE measures during a bad ice dam season a few years ago
 - Tremendous response: approximately 1,000 people were motivated to contact MNCEE because of the ice dams
- MNCEE has prepared for the upcoming season
 - Mailer ready to send – will target neighborhoods with older housing stock
 - Door hanger – will drive around city and put on homes where ice dams are visible
 - Press release and B-roll footage ready to provide to media

Discussion Questions

- How has your program leveraged (or considered leveraging) holidays or other seasonal events (e.g., Earth Day, winter holidays) to market energy assessments and upgrades?
- What strategies or approaches have been most effective?
 - What holidays/events are most appropriate for this type of outreach?
 - What has worked best for timing, content, and/or delivery of holiday-related marketing?
- What challenges are there with this approach, and how have you overcome them?
- What are the advantages/disadvantages of leveraging existing holidays/events vs. creating your own events?
- Other questions/issues related to marketing and outreach associated with holidays/events?

Discussion: Holiday Ideas

- Halloween
 - DOE Secretary Chu slaying energy vampires at <http://www.facebook.com/notes/steven-chu/slaying-energy-vampires/460907386856>
- Holiday Carols and Gifts
 - Denver rewrote carols to promote energy efficiency:
 - 2012 video: <https://www.youtube.com/watch?v=j58OkqNuRMM>.
 - 2013 video coming soon to YouTube
 - MNCEE to offer the opportunity for people to “give the gift of a Home Assessment Energy Audit” in 2013 – results TBD
- New Year
 - Send media contacts resolutions, e.g. “Top 5 things to do to save energy in the New Year”

Discussion: Seasonal Events

- Target promotions and advertising for winter heating and summer cooling
- National Night Out (MN)
 - Opportunity to work with neighborhood groups to promote program offering
- Connect EE and pet safety (Denver)
 - Summer campaign in partnership with animal shelter (see flier →)
- Pool Party
 - New York hosted pool-side program information and sign-up
- Be sensitive when marketing EE after storms/disasters (CO floods)



We're Cooler Than You
this summer

denver energy CHALLENGE

How Hot Was Denver Summer of 2012?
Denver had over 65 days of temps above 90 degrees last summer

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.

How Hot In Denver Summer of 2013?
This summer, Denver is expected to be warmer with above average temps. OUCH!

Before summer hits, why not contact a free energy advisor and see what energy upgrades make sense for your home?

There's No Catch. So Call Today!
720.865.5520 | DenverEnergy.org

The Denver Energy Challenge is a free energy advisor program provided by the City & County of Denver.

DENVER ENVIRONMENTAL HEALTH

Discussion: Effective Strategies

- Leverage event partner resources
 - Identify a “champion” who wants to help make the event successful
 - Co-market
 - Opportunity to publicize via other channels and to new networks
 - Can reduce recruitment costs and expand program reach
- Be strategic - participating in events takes time and resources
 - Target events that can best achieve your purpose (e.g., brand awareness, participant signups)
 - Earth Day Events or Sustainability Fairs may be better than other events since people are more receptive to energy efficiency ideas
 - Don't expect more than raising awareness at large unrelated events (e.g., rock concerts)
- Work with engaged neighborhoods and organizations that already have a strong presence

Discussion: Effective Strategies cont.

- Be proactive
 - Research and anticipate the issues people will respond to
 - Adapt mailings to target the issue
 - Be prepared to respond to needs when they arise
- Take advantage of social media
 - Posts are typically short-lived, which fits well with quickly changing holiday or seasonal themes

Future Call Topics

- Which of the following previously suggested topics are of interest for future Driving Demand calls? Poll responses:
 - Social Media for Long-Term Branding – 100%
 - Outreach/Marketing with Schools – 63%
 - Capitalizing on Emergency Repairs – 63%
 - Extending Service Territories – 50%
- Other Ideas Suggested:
 - Additional angles to marketing that have driven demand in EE
 - Determining an area or neighborhoods readiness for energy efficiency programs? Should you start with air sealing or geothermal?
 - Program sustainability fees