



# **Better Buildings Residential Network Peer Exchange Call Series: *Leveraging Seasonal Opportunities for Marketing Energy Efficiency***

***Call Slides and Discussion Summary***

June 11, 2015

# Agenda

- Call Logistics and Introductions
- Opening Poll
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
  - Michael Walton, Executive Director of [green|spaces](#) (*Residential Network Member*)
  - Anna Joyce Gayle, Project Manager of [Zappling](#)
- Discussion
  - Discussion questions
- Closing Poll

# Call Participants

- Boulder County, Colorado
- Building Performance Institute
- Center for Energy and Environment (CEE)
- Center for Sustainable Energy
- City of Plano
- Clean Energy Works
- D & D Heating & Air, Inc.
- Duke University
- Graham Services
- Greater Cincinnati Energy Alliance
- green|spaces
- North Carolina Building Performance Association
- PECO
- Philadelphia Gas Works
- San Francisco Dept. of Environment
- Snohomish County PUD
- State of Illinois Department of Commerce and Economic Opportunity
- Wisconsin Energy Conservation Corporation (WECC)
- Zappling

# Call Participant Locations



# Opening Poll

- Which of the following best describes your organization's experience with the call topic?
  - Some experience/familiarity— **62%**
  - Limited experience/familiarity— **23%**
  - Very experienced/familiar— **15%**
  - No experience/familiarity— **0%**
  - Not applicable—**0%**

# 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](mailto: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







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+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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### 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
- 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:
  - **July 9, 12:30 ET:** Social Media and Messages that Matter: Top Tips and Tools
  - **July 9, 3:00 ET:** The Dog Days of Summer: Capitalizing on the Pet Market
  - **July 23, 12:30 ET:** Think Again! A Fresh Look at Home Performance Business Models and Service Offerings
  - **July 23, 3:00 ET:** Hit the Road: Lessons from Applying National Campaigns to a Local Context
- Send call topic ideas to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com).



# 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%

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U.S. DEPARTMENT OF ENERGY

**HOME ENERGY PROS** Connecting home energy professionals

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### Peer Exchange Archive: Program Sustainability

Program Sustainability | Workforce/Business Partners | Financing and Revenue | Data and Evaluation | Multifamily/Low Income Housing | Working with Utilities | High Road Workforce Agreements | Marketing and Outreach | Other Calls

Peer exchange call summaries are listed below as available. Please check back periodically for new summaries.

**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
  - Templates
  - Lessons learned
  - Best practices
  - Tips
- Continually add content to support residential EE upgrade programs—**member ideas wanted!**



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

# Participant Input Poll #1: Infographics

Which of the following would be the best basis for an infographic to help market a residential energy efficiency program and its benefits (Pick one):

- **PROBLEMS – SOLUTIONS**: House graphic with common problems and corresponding energy efficiency measures that get the most energy & monetary savings, comfort, and health benefits – **63%**
- **REAL ESTATE**: Illustrate the value energy efficiency has on home sales and savings over the lifetime of home ownership – **19%**
- **HEALTH**: Show energy efficiency's impact on common indoor air quality issues, asthma, mold, & allergies – **19%**
- **KIDS**: Illustrate potential issues from homes, such as indoor air quality issues, asthma, mold, & allergies, on kids and benefits from energy efficiency upgrades – **0%**

# Participant Input Poll #2: Infographics

Which of the following would be the best basis for an infographic to help market a residential energy efficiency program and its benefits (Pick one):

- **CONFIDENCE**: Trust qualified contractors to do work as opposed to hiring someone who doesn't demonstrate any credentials – **53%**
- **QUALITY**: Trust residential energy efficiency work that is subject to a rigorous quality assurance system – **27%**
- **FINANCIAL PLANNING**: Communicate the value of including residential energy efficiency investments into financial plans resulting in comfortable, healthy retirement plans – **20%**
- **PETS**: Illustrate how energy efficiency upgrades make family pets comfortable and enjoy better indoor air quality, especially when home alone during the day, and during extreme weather – **0%**

**Program Experience: green|spaces**  
*(Network Member)*

# Program Experience: green|spaces

- green|spaces is a non-profit based in Chattanooga, TN focused on enhancing community sustainability.
- The **Empower Campaign** brings sustainable practices, including residential energy efficiency, to low-income and underserved neighborhoods, focusing on low- to no-cost interventions to reduce energy use in the home.
- The campaign primarily conducts outreach via text message.
  - A study of the target neighborhoods found most people have access to text-enabled cell phones, but not everyone had regular access to a computer or internet.
  - Use banners at community events and promotions from program partners to enroll resident's cell numbers in the outreach campaign.

# Seasonal-Specific Messages: green|spaces

- Chattanooga experiences high winter and high summer electricity loads.
- **Summer** - Text messages to campaign participants include 5 actions each home can take to save energy, such as:
  - Set the thermostat to 78 degrees
  - Replace filters
  - Use a fan over air conditioning when the weather permits
  - Best practices for appliance use (i.e., keep the refrigerator and freezer full)
- **Fall** - Similar texts are sent during winter with 5 actions, such as:
  - Set the thermostat at 68
  - Assess attic insulation
  - Use window film kits to seal indoor air
- **Spring**: Springtime messaging promotes higher investment interventions to coincide with when families receive their earned income tax credit and may have the capital on hand.

# Examples & Lessons Learned: Energy Vibe



The logo for Energy Vibe features a stylized green leaf icon on the left, followed by the word "ENERGY" in blue and "VIBE" in blue, with a green leaf icon integrated into the letter "Y".

# ENERGY VIBE

The human solution to our energy challenge.

[www.energyvibe.com](http://www.energyvibe.com)



**FLATS**  
AT CONSTITUTION SQUARE



**ENERGY**  
**VIBE**



## Thermostat Challenge JULY 14-20

### Set it.

Program your thermostat with heating and cooling setpoints according to your weekly schedule.

### Post it.

Enter to win \$100 to Relay Foods by posting a picture of you and your programmed thermostat on Facebook or Twitter. Tag @Flats130 and include the hashtag #setandforget.

### Forget it.

Once you have programmed your thermostat, the temperature will automatically adjust according to your scheduled settings. So sit back and enjoy your summer while the savings roll in!



Program your thermostat to be eligible to win a \$100 gift certificate to **relayfoods!**

Visit [flats130.energyvibe.com](http://flats130.energyvibe.com) for details



# See you at Oktoberfest!

Mezzanine Level of Flats 130  
Thursday, Oct. 16: 6-8 PM



This Oktoberfest, EnergyVibe invites you to raise a pint and toast to greener living. The first 50 residents to take the Flats 130 Sustainability Pledge will bring home a free growler!



[flats130.energyvibe.com](http://flats130.energyvibe.com)

Did you know we can help you program your thermostat for free?



It only takes 5 minutes to save energy automatically all year:

1. Use your phone to log in to [flats130residents.com](http://flats130residents.com)
2. Navigate to "Repair Requests" to schedule a time to have your thermostat programmed
3. Fill out the personal program schedule

Or, visit [flats130.energyvibe.com/posts](http://flats130.energyvibe.com/posts) for simple DIY instructions.

Step 1: Use your phone to visit [flats130.energyvibe.com](http://flats130.energyvibe.com)

Step 2: Take the sustainability pledge

Step 3: Pick up your free Oktoberfest growler



# Be Energy Efficient Residents







**Anna Gayle**

**Thank you!**

# Seasonal Campaign Examples: Energy Vibe

EnergyVibe ran two energy efficiency intervention and awareness campaigns in a residential multifamily property in DC.

- **July - "Set It and Forget It"**

- The campaign offered residents the help of maintenance staff to program their thermostats.
- If residents took a selfie with their programmed thermostat and sent it in via social media, they were entered into a raffle for a gift card.
- Although residents were active on the property's social media page, only one resident participated.

- **Oktoberfest**

- The first 50 residents to sign an energy pledge received a growler of beer. The program gave away every growler before the night was over.
- The event was marketed through the same streams as the thermostat challenge, but saw much greater participation.

# Lessons Learned: EnergyVibe

- Knowing your audience (and what motivates them) is more important than seasonal relevance.
  - The residents were more interested in attending a social event, especially one centered around happy hour, than winning a prize.
- Initiate planning for events 3 months in advance and market events 1 month in advance.



# Additional Examples

- City and County of Denver
  - Holiday [carol rewrite](#)
  - Lesson: Seasonal messages may result in better success if they are delivered in smaller communities
- Philadelphia
  - Engaged their local weather website so every time the temperature went above 90° a promo popped up for their residential EE program
- Department of Energy “[Energy Vampires](#)” Halloween Campaign
- See November 7, 2013 [Peer Exchange call summary](#) for more info on:
  - California Center for Sustainable Energy – Earth Day
  - Minnesota Center for Energy and Environment – Ice Dams

# Discussion Questions

- What opportunities exist for seasonal marketing campaigns promoting residential energy efficiency?
- What are some lessons learned from deployment of seasonal marketing? Have these campaigns resulted in increased program demand?
- What are the best ways to integrate seasonal campaigns into overall program marketing strategies?
- Are there other questions related to leveraging seasonal marketing in the residential energy efficiency sector?

# Discussion: Other Opportunities for Seasonal Marketing

- **The Super Bowl:** Opportunity to promote ENERGY STAR TVs and other efficient appliances.
- **Earth Day:** The Center for Sustainable Energy made the programs Facebook, Twitter, and website pages green to acknowledge Earth Day and “greened” the pages of other organizations.
- **Severe Weather Events:** Projections show climate change will increase the frequency of severe storms and weather events, providing an opportunity to include residential energy efficiency in emergency preparedness and recovery messaging.

# Discussion: Other Opportunities for Seasonal Marketing (Cont.)

- **Every Day:** PECO uses "usage reduction" terminology in outreach to low-income residents to empower individuals with the idea they have the ability to control their usage in day-to-day behaviors.
  - When individuals meet their usage goals, they receive a congratulatory letter. If they don't meet their goals, they receive an "Oops!" letter.
  - PECO always communicates the dollar and usage amount together to make energy use more visible to individuals.
  - For monthly energy efficiency tips with a seasonal marketing component, check out Zappling's EnergyVibe website specific to affordable multifamily housing: <http://multifamily.energyvibe.com/>

# Participant Input Poll #3: Infographics

Which of the following would be the best basis for an infographic to help market a residential energy efficiency program and its benefits (Pick one):

- **PROBLEMS – SOLUTIONS**: House graphic with common problems and corresponding energy efficiency measures that get the most energy & monetary savings, comfort, and health benefits – **67%**
- **CONFIDENCE**: Trust qualified contractors to do work as opposed to hiring someone who doesn't demonstrate any credentials – **22%**
- **REAL ESTATE**: Illustrate the value energy efficiency has on home sales and savings over the lifetime of home ownership – **11%**
- **QUALITY**: Trust residential energy efficiency work that is subject to a rigorous quality assurance system – **0%**
- **FINANCIAL PLANNING**: Communicate the value of including residential energy efficiency investments into financial plans resulting in comfortable, healthy retirement plans – **0%**

# Closing Poll

- After today's call, what will you do?
  - Consider implementing one or more of the ideas discussed—**64%**
  - Seek out additional information on one or more of the ideas—**36%**
  - Make no changes to your current approach—**0%**
  - Other (please explain)—**0%**

# Thank you!

Please send any follow-up questions or future call topic ideas to:  
[peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com)