



Solving the Problems of Residential Energy Efficiency Programs: The Mastermind Session



MASTERMIND SESSION

- The Set-up
- Identify the Problem or Opportunity
- Step 1 – Explain Problem or Opportunity
- Step 2 – Questions to Clarify Problem or Opportunity
- Step 3 – Idea Phase
- Step 4 – Host Reports



mastermind

solving problems, exploiting opportunities



“If you want to be exceedingly successful, I would recommend these things:
1) Know very clearly what you want
2) **Be a member of a Mastermind group”**

*Andrew Carnegie,
America's 1st billionaire, circa 1908*



DESCRIPTION

A Mastermind Group is a meeting of individuals who focus their attention on solving a specific problem or developing an opportunity.



HOST

The individual who presents his or her problem or opportunity for the group to focus its attention and wisdom.



VALUE FOR THE HOST

By focusing the attention of a group on a specific issue, the host draws on a combined 100+ years of experience to receive solutions and ideas that directly benefit his or her situation.



VALUE FOR PARTICIPANTS

We all share common problems and opportunities, the ideas we generate for one of us will usually benefit the rest of us.



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HOST REPORTS

- What are your top take-away ideas
- What is your quick action plan



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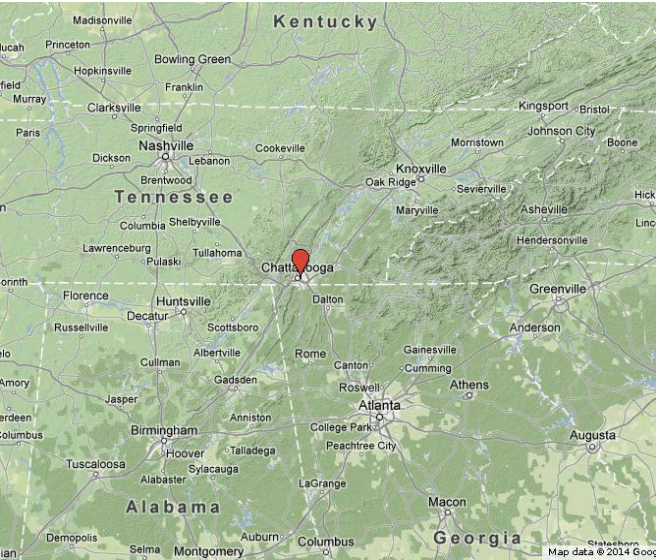
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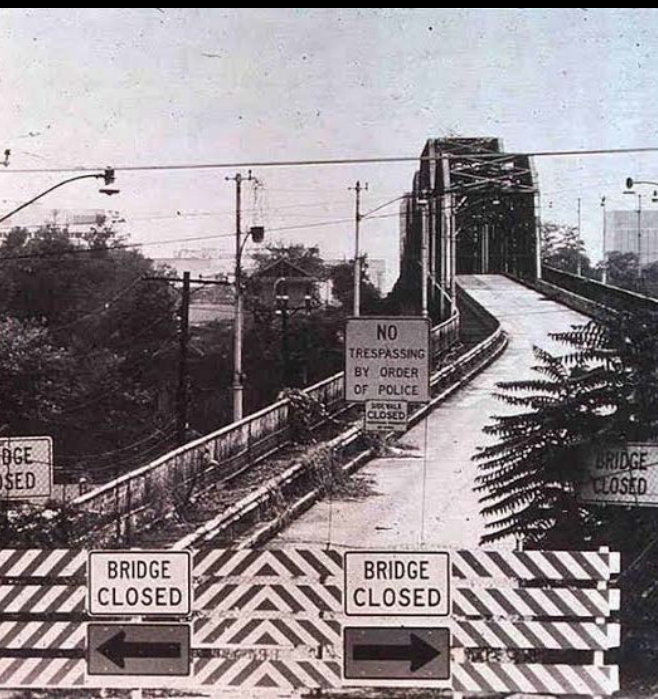
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MASTERMIND SESSION

1. Chattanooga (Our City)
2. green|spaces (Our Organization)
3. Empower (Our Program)
4. Questions (Our Mentors)

WHERE IN THE WORLD IS Chattanooga, TN









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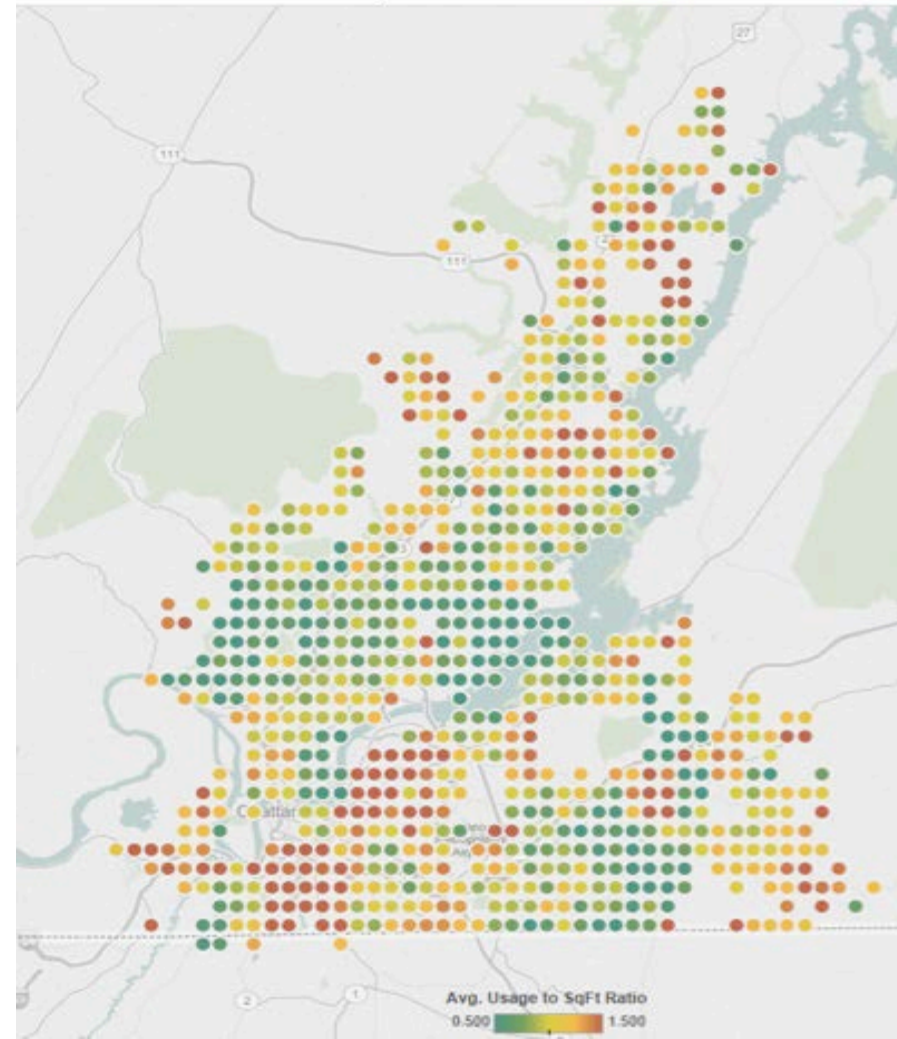


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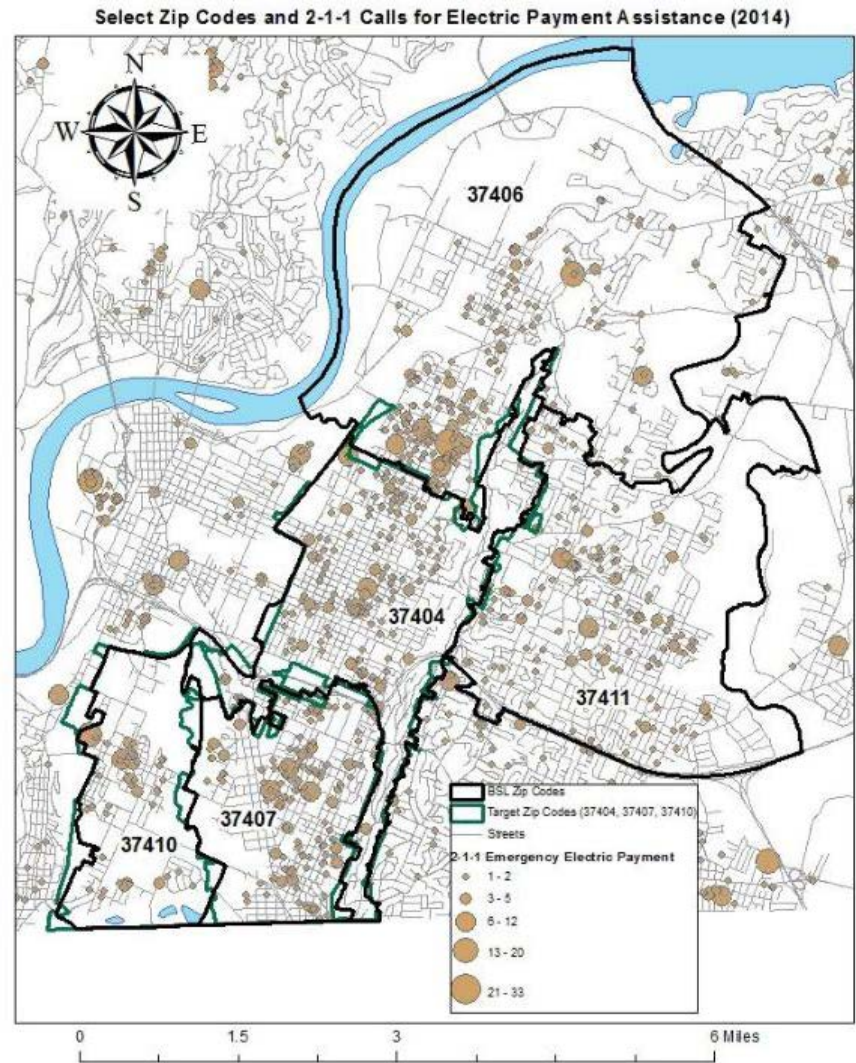
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- 1 IDENTIFY THE FOCUS AREA
- 2 LISTEN
- 3 COORDINATE
- 4 ENGAGE
- 5 ANALYZE AND EXPAND

January 2012 & 2013



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How can Empower Chattanooga engage residents (in a free assessment, free in-home workshops, or to receive free seasonal tips by text) concerning energy efficiency when it is low or nonexistent on their priority list.

RESPONSES

- Offer something free, ex. one LED bulb
- Working with schools to meet with school children and engage their parents
- Engage faith leaders
- Play up healthy homes, get referrals from health department for assessments
- Go through neighborhood groups or subgroups from schools
- Provide credits that could be put toward upgrades instead of a bulk incentive
- Host a block party to meet with homeowners
- Customers who receive an assessment get incentives from providing a referral
- Get building owners to develop pride in their buildings
- Have homeowners round up to the nearest dollar on their electric bill and share these profits with the program
- Turn energy efficiency into a game or competition
- Door-to-door canvassing using AmeriCorps
- Offer a lottery or raffle for customers who complete an assessment
- Convert electric heating to ductless heat pumps and use money to buy down cost on bulk purchase
- Include tips in mailer for customers who need efficiency upgrades
- Engage local businesses
- Advertise the utility costs as part of the rental price to make efficient properties more enticing

What approaches can help Empower Chattanooga tell the story about the benefits of energy efficiency improvements, including non-energy benefits, and connections to other programs and their benefits?

RESPONSES – PART 1

- Use PSAs or social media and share success stories
- Documentary to highlight of the stages of the program through completion
- Working with neighborhood schools and create a multi-year program
- Get testimonials and funny anecdotes from contractors
- Set up a chalkboard in a community gathering place and get feedback about the program
- Include a bragline about the program in your outreach
- Promote building envelope and window upgrades for natural light to enrich children's educational experience and health
- Train retired community members or youth to promote the program and connect them to other local resources
- Send out a Vine or short video showing a customer testimonial
- Put signage to show a house participating in the program and how much was invested in upgrades
- Take advantage of the assessments being completed to get more information on the process from customers
- Find out where people fall out of the program and follow up to find out why
- Write articles about upgrades being completed to generate awareness

RESPONSES – PART 2

- Get real dollar-for-dollar energy savings from the program
- Create visuals of what an ideal, efficient community looks like – share it in a community gathering place
- Tell the residents that you're going for the GUEP and get them inspired to share their information and sign up for the program
- Use ambassadors or similar name, pay them a small sum to promote the program
- Create posters using photos that community members submit that show efficient actions
- Consider hosting a photo contest based on this idea
- Engage the local city council or elected officials to host a Earth Day event to share your success so far
- Use a cute mascot
- As part of follow up make sure customers are seeing the energy savings they should be achieving
- Connect with aging populations to hand out emergency kits and promote the program
- Have local companies connect with their employees



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