



City of Davis: Residential Energy Efficiency Symposium

Residential Program Design Overview

by

Kat A. Donnelly, Ph.D., P.E.,
Kirstin Pinit, Director of Strategy
Empower Efficiency
September 1, 2015

Based on Marketing and Market Research

Neighbor to Neighbor Energy Challenge

- 14 towns Across Connecticut (97,000 households)
- \$4.2m pilot funded by DOE to:
 1. Show that community-based strategies are a cost-effective way to drive demand for residential upgrades
 2. Demonstrate that Direct Install assessment could be marketed as a first step to deeper improvements (historical upgrade rate <10%)
 3. Prove that investing in state-of-the-art data tracking systems improve community-based program results



*CT. Gov. Malloy
announces N2N*

Empower Program Objectives & Goals

Objectives

- Increase customer engagement in energy actions, including habits, one-time behaviors, and deeper behaviors, like incentive programs, deeper upgrades, solar, EV, etc.
- Use data gathered through personalized customer interactions to foster movement along the “customer journey” and increase program engagement over time

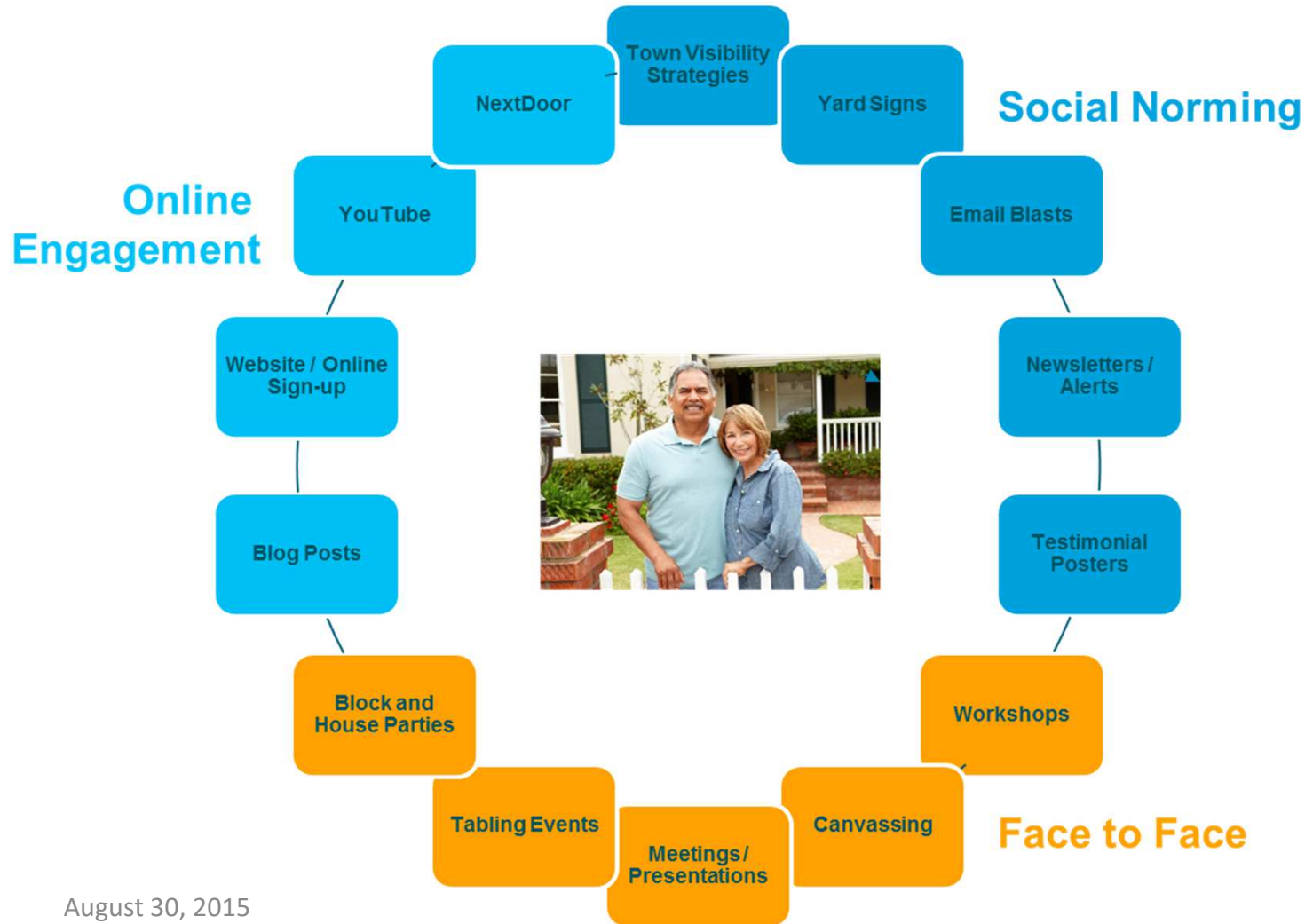
Goals

- Increase visibility of energy efficiency actions and programs
- Achieve behavioral actions
- Increase participation in existing programs

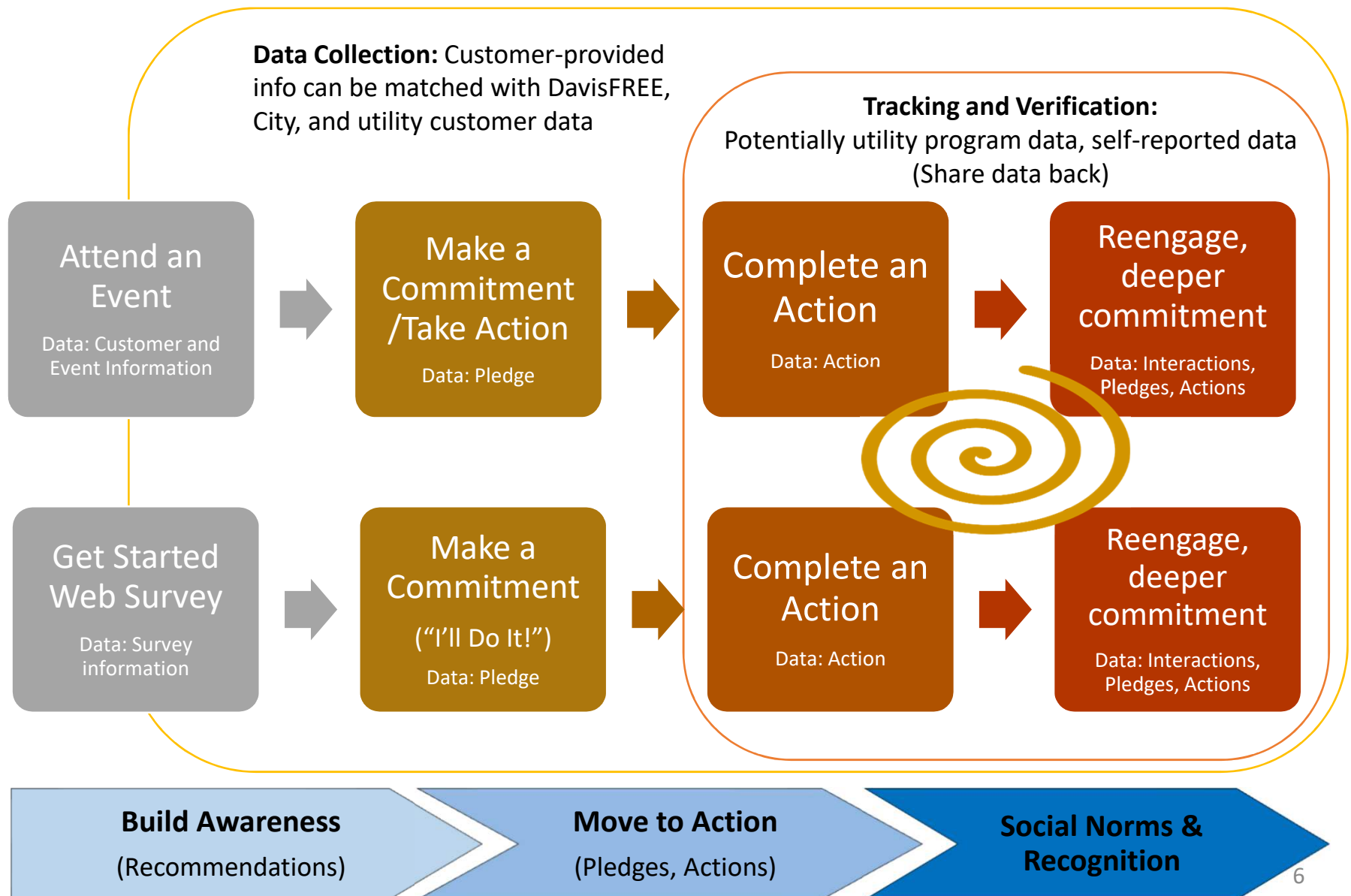
Program Approach (Community-Based Social Marketing)

- Partner with cities and local organizations to co-create and co-brand a hyper-local community movement
- Leverage partner and customer existing social networks to spread messaging and generate trust within a community through face-to-face interactions
- Encourage grassroots volunteerism and local community partnerships
- Attempt to move customers along their individual journey to deeper commitment to energy conservation and efficiency through harder and harder actions

Multi-Touch Engagement / Multi-Channel Tactics (Examples)



Data Collection and Tracking/Verification



Moving Participants from Awareness to Action

Meet each customer where they are and give them support based on interest or pain point

Marketing activities support stages of participation (examples)

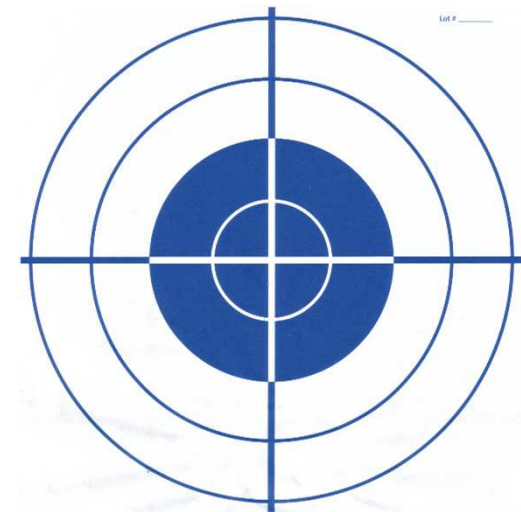
- Build awareness; establish trust; multi-touch
- Re-engage participant, multiple calls to action
- Collateral material reinforce message/brand
- Demonstrate alignment with city partner and CBOs
- Public recognition and encouragement

Messaging Priorities: Meet them where they are ready to act

1. Get started with a 2-min survey
2. Commit and complete conservation/EE behavior actions
3. Get an assessment

Supporting Messages

- Attend a workshop
- Host a house party
- Volunteer with us



Targeted Messaging to Rebate-Ready / Home Upgrade-Ready

Database supports customer journey

(examples)

- Repository for data from many sources
- Trigger email messages reminders, invitations, recognition
- Trigger staff tasks (e.g. time-based personal follow-up)
- Enables personalized messages based on persona, values segmentation, etc.
- Tracks results by correlating program participation to customer activities

Measuring Progress

Entry-level participation

- Account referrals, log-ins
- Energy action commitments
- DIY Energy Audit

Commitments to act

- Recommendation clicks from survey
- Pledges made at events
- Self-reporting through surveys and in person

Referrals

- Connection to Empower Outreach staff
- Connection to other community members
- City/CBO connections to participants

Example Targeting

- Participants complete multiple actions
- Program refers to home upgrade, solar, EV

Leveraging Partnerships to Create a Lasting Energy Efficiency Culture

Kat A. Donnelly, Ph.D., P.E.



Building a More Energy Efficient Future: A National Perspective
San Francisco, CA

About Us

Behavior & Culture Change Specialists

- Empowering Customers and Communities
- Overcoming Barriers & Increasing Energy Savings
- Providing Seamless Program Delivery



Key Questions

- What makes engagement partnerships successful?
- Why are community-based or locally targeted partners effective in reaching customers?
- How are partnerships changing customer engagement?



Key Questions

- What makes engagement partnerships successful?
- Why are community-based or locally targeted partners effective in reaching customers?
- How are partnerships changing customer engagement?



Engagement Barriers

1. Discovering the right partners
2. Mobilizing your champions
3. Releasing ownership
4. Facilitating responsibility
5. Supporting contractors



Discovering the Right Partners



Mobilizing Your Champions



Releasing Ownership

<http://www.envisioncharlotte.com/energy/>



The image is a screenshot of a website banner. At the top left is the Envision Charlotte logo, which consists of a grid of colored squares (blue, green, yellow) and the text "ENVISION CHARLOTTE UNITING FOR A SUSTAINABLE CITY". To the right of the logo are three navigation links: "WHO WE ARE", "WHAT WE DO", and "GET INVOLVED". The main part of the banner features a low-angle photograph of a modern glass skyscraper against a blue sky. Overlaid on the bottom left of the photo is the word "ENERGY" in large, bold, white capital letters. To the right of "ENERGY" is a white rectangular box containing the text "Reduce energy use in Uptown Charlotte by 20% in five years." At the bottom of the banner, there is a white bar with the text "The goal is ambitious" on the left and the Duke Energy logo and slogan "DUKE ENERGY | Smart Energy Now." on the right.

ENVISION CHARLOTTE
UNITING FOR A SUSTAINABLE CITY

WHO WE ARE WHAT WE DO GET INVOLVED

ENERGY Reduce energy use in Uptown Charlotte by 20% in five years.

The goal is ambitious

DUKE ENERGY | Smart Energy Now.

Facilitating Responsibility



Supporting Your Contractors



Key Questions

- What makes engagement partnerships successful?
- Why are community-based or locally targeted partnerships effective in reaching customers?
- How are partnerships changing customer engagement?



We are social creatures



Trusted messenger influence



People need a reason



Key Questions

- What makes engagement partnerships successful?
- Why are community-based or locally targeted partners effective in reaching customers?
- How are partnerships changing customer engagement?



Community



Contractor



Customer

Join Your
Neighbors



“The energy assessment is a no brainer.”

Sue Berescik
East Hampton, CT

Join Your
Neighbors



“Awareness and education will help us see energy improvements as an investment.”

Mark Wilson
Glastonbury, CT

Join Your
Neighbors



“Not only do the homeowners win, but residents in need do too.”

Dawn Egan
Director,
Weston Warm Up Fund

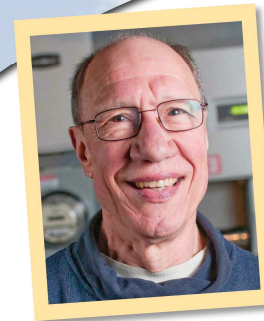
Join Your
Neighbors



“Neighbor to Neighbor makes it easy for us to help residents save money.”

Evelyn Solla-deCambre
Windham Area
Interfaith Ministry
Windham, CT

Join Your
Neighbors



“A Neighborhood Energy Workshop inspired me to become an ambassador for the Challenge.”

Bob Giddings
Cheshire, CT

“ My wife and I have been involved in energy conservation and renewable energy since the 1970's.

In January we upgraded our solar PV system and the next month we saw our usage drop from 300 kilowatts per hour to 116 kilowatts per hour.

I came to a Neighborhood Energy Workshop and was inspired to become an ambassador for the Challenge in Cheshire. I'm looking forward to helping to educate and motivate my neighbors to become more energy efficient.

”

www.CTEnergyChallenge.com

www.CTEnergyChallenge.com

www.CTEnergyChallenge.com

www.CTEnergyChallenge.com

www.CTEnergyChallenge.com

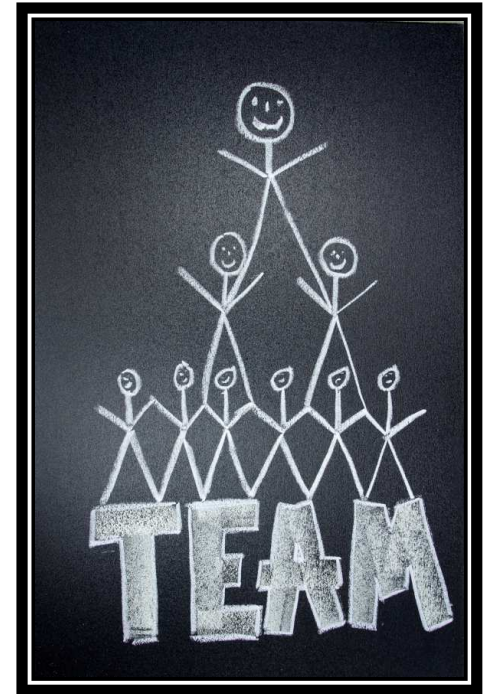


Utility Company



A Way Forward

- *Lead from the Top*
- **Model Behavior** *from the Middle*
- *Mobilize from the Bottom*





Leveraging Partnerships to Create a Lasting Energy Efficiency Culture

Kat A. Donnelly, Ph.D., P.E.

For Questions or More Information:

KDonnelly@EmpowerEfficiency.com



April 16, 2014

Building a More Energy Efficient Future: A National Perspective
San Francisco, CA