



Marketing and Driving Demand Collaborative Intro

November 2, 2010



AGENDA



1. Resources For You
2. M&DD Communication
3. Collaborative Set Up
4. Learning frame for the group – key questions
5. Peer learning – LA County & Oregon share their experiences with market research and outreach strategy development

Next Meeting:

Thursday, December 2nd at 2:00-3:15 ET

- Resources are stored on the BetterBuildings Google Group page called “Marketing and Driving Demand (M&DD)” [DIRECT LINK to Page](#)
- Resources include:
 - Collaborative Presentations
 - Reports & presentations from LA County, Oregon, and others
 - Proposed activities of the M&DD Collaborative
 - BetterBuildings branding guidelines & logos
 - M&DD Challenges, Needs, Strategies, Resources (CNSR) chart
 - BetterBuildings Program Element Flowcharts
 - Important links such as <http://drivingdemand.lbl.gov/>
 - LBNL Driving Demand report
 - Case studies
 - Presentations
 - DD list serve signup

- **Purpose:** limit number of emails in your inbox, website URLs to remember, list serves to follow by communicating via current systems
- **Three Prong Approach:**
 - Monthly discussion calls
 - Resource inquiries & DD questions can be sent to your peers through the *existing* BB email group:
betterbuildingsalliance@googlegroups.com
 - Info about meetings, new resources & answers to common questions will be posted in the weekly BB Insider Blast
- Be sure key staff are receiving and reading the Insider Blast and are on the BB grantee discussion list.
 - Join **Insider Blast** email Cassie Goldstein at Cassie.Goldstein@ee.doe.gov or visit <http://www.eere.energy.gov/betterbuildings/welcome.html>
 - Join the [Google Group](#)

- **Monthly discussion call**

- Send proposed agenda items to mcfuller@lbl.gov
- Most popular/useful topics will be selected for discussion
- Agenda sent out prior to call so only those interested need to participate
- We will line up experts for direct Q&A on specific topics as needed, but often grantees will be sharing their own experiences

- **Help Desk**

- Email help desk [MDD_HelpDesk@dante.lbl.gov] with questions, needs for resources, anything
- Will respond within **48 business hours**
- We can help you submit a formal Technical Assistance (TA) request if more extensive resources are needed.
- Common questions will be compiled and shared with the group

Collaborative Set Up *continued...*



- **Research & Best Practice Collection** will include...
 - Compiling market segmentation data & other relevant research
 - Guidance on how to run pilots and design “experiments”
 - Do’s and Don’ts of social media
 - Info on pricing strategies (assessments, audits, other fees)
 - *What else is needed?*
- Send any **sample docs/reports/materials** to mcfuller@lbl.gov and documents will be posted online

Learning Process Questions



- What strategy are you employing to increase the interest in energy upgrades for home and buildings?
- Why do you think your strategy will work? What are your assumptions?
- How will you know if it works? What metrics will you use to determine if your strategy is working?
- What is your process for improving the program once you get feedback?

WIN: What's Important Now



- Upcoming Webinar:
 “Driving Demand: Working With and Learning from Contractors”
 Tuesday, November 9th
 2:00 - 3:15pm EST
 [REGISTER](#)
- Next **M&DD Collaborative discussion** call is
 Thursday, December 2nd
 2:00-3:15pm ET
 Please mark your calendars
- Send feedback on this call and ideas for the next call to mcfuller@lbl.gov