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 2\textsuperscript{nd} at 2:00-3:15 ET
Resources for You

• 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
Communication

• **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](http://www.eere.energy.gov/betterbuildings/welcome.html)
  - Join the **Google Group**
Collaborative Set Up

- **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