

Driving Demand: Marketing, Communications, and Outreach

| Challenge | Needs | Strategies & Tactics | Resources | Actions/Next Steps |
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| 1. Sustain and build national-scale “buzz” about the value of retrofits | <ul style="list-style-type: none"> Improved terminology used to describe and sell “energy audits,” “weatherization,” and “retrofits” Consistent messages that can be used nationally and at the local level to generate interest and drive demand for retrofits Information and case studies on the value of energy efficiency to demonstrate economic and non-economic benefits | <ul style="list-style-type: none"> Rebrand “Retrofit Ramp-Up Program” as “BetterBuildings” Develop national-scale marketing plan that can complement local efforts to drive demand Connect national marketing efforts to local work Create visibility for successfully retrofitted homes/buildings (e.g., yard signs with common logo/design for those who have upgraded their property) | <ul style="list-style-type: none"> LBNL report and case studies on “building demand” Retrofit Roadshow and national coalition of organizations promoting retrofit work | <ul style="list-style-type: none"> Develop BetterBuildings Driving Demand/Marketing Plan DOE develop list and relationships with national stakeholder associations (e.g., American Bankers Association, National Realtors Association) to help grantees partner with their members at the local level Leverage VP’s Middle Class Task Force press releases to help with branding of BetterBuildings in the Fall of 2010 |
| 2. Sustain and enhance grantee project team marketing expertise | <ul style="list-style-type: none"> Market research on different populations that includes best practice marketing strategies and tactics Marketing campaign document templates and sample RFPs for grantee teams Access to professional marketing services List of other actors that may be interested in working with grantee project teams | <ul style="list-style-type: none"> Educate and use contractors and realtors as marketing teams for retrofits | <ul style="list-style-type: none"> Sample RFP from Kansas City Information from Retrofit Roadshow Other grantees and their experiences | |

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| <p>3. Effective outreach strategies for specific audiences (e.g., urban low income neighborhoods, rural areas, landlords/tenants)</p> | <ul style="list-style-type: none"> Market research and best practices for outreach to specific audiences | <ul style="list-style-type: none"> Work with local organizations, businesses, and community groups to get information out (e.g., community fairs, churches, business storefronts) Meet with customers on their terms and through their communications channels (e.g., give choice of web or phone access to program info) Leverage existing communications mechanisms used by local target audiences (e.g., retailers, realtors, Angie's List) Especially for tenants, provide information on low-investment efficiency measures (e.g., window sealant) | <ul style="list-style-type: none"> Information from Retrofit Roadshow Other grantees and their experiences Green For All Fact Sheet: Increasing Demand for Home Retrofits: Community-Based Outreach and Mobilization (http://greenforall.org/resources/driving-demand-for-home-retrofits) Home Performance Resource Center: Best Practices for Energy Retrofit Program Design: Marketing Recommendations (http://.hprcenter.org/publications/best_practices_marketing.pdf) | <ul style="list-style-type: none"> Identify best practices for successful door-to-door canvassing |



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| <p>4. Effective communication of the full suite of retrofit benefits</p> | <ul style="list-style-type: none"> • Case studies on the value of energy efficiency to demonstrate economic and non-economic benefits | <ul style="list-style-type: none"> • Tailor benefit messaging to specific audiences (e.g., comfort of homes to residences, building quality, cost savings, marketing opportunities to small businesses) • Keep messages simple, straightforward, and credible • Bundle benefits to create greater incentives (e.g., link retrofits to water conservation) • Educate actors along the “lifecycle” of home sales: realtors, lenders, homeowners, building owners, appraisers, inspectors | <ul style="list-style-type: none"> • LBNL report and case studies on “building demand” • Information from Retrofit Roadshow • Other grantees and their experiences | |



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| <p>5. Effectively convert interest into action for audits and retrofits</p> | <ul style="list-style-type: none"> • Customer education about likely audit findings and how to work with contractors to implement findings | <ul style="list-style-type: none"> • Provide rebated audits for those that implement retrofits or other incentives • Provide a “one-stop” shop and toll-free number for retrofit information • Have auditors discuss options for retrofit work when reviewing findings (i.e., a “kitchen table sell”) • Have auditors do some immediate implementation of retrofits (direct install) • Implement Energy Conservation Audit Disclosure (ECAD) Ordinance, requiring an energy audit before performing sale of home | <ul style="list-style-type: none"> • LBNL report and case studies on “building demand” • Information from Retrofit Roadshow • Other grantees and their experiences | <ul style="list-style-type: none"> • Identify best practices and model design for “energy concierge” approach |

