



EnergySmart



# ENERGY SMART COLORADO Marketing & Outreach Plan



## ENERGY SMART COLORADO **Marketing & Outreach Plan**

### **Introduction**

**The Energy Smart Program will transform the local energy efficiency improvement market and stimulate significant, measurable home energy improvements in the existing housing stock by addressing barriers to access information, capital and a skilled workforce.**

### **Program Overview**

The Energy Smart Program realizes that our communities are faced with tremendous challenges. Rural resorts have a unique demographic in that they are populated by relatively low income full-time residents, who must compete with higher-income second homeowners for housing, all while battling a high cost of living. Income disparity between locals and second homeowners creates particular challenges for local governments in setting and achieving energy retrofit goals, reducing greenhouse gas emissions, and supporting green-collar jobs. Second homeowners, for their part, are an especially hard-to-reach demographic whose homes use significant amounts of energy.

The Energy Smart Program addresses these challenges by increasing access to information, finance, and skilled workers and services. These barriers have prevented a self-sustaining retrofit market from forming in the region, despite historic demand for green retrofits and high levels of general community awareness of the need for energy efficiency improvements. Residential customers need readily available, reliable and consistent information, a suite of financial options that cover high upfront costs, and access to a well-trained workforce in order to catalyze the local retrofit market and to sustain this transformation.

### **The Program will achieve this by focusing on the following:**

#### *Access to Information*

The Program has established Energy Resource Centers (ERC's) in each of the three counties. These Centers increase homeowners' access to information by providing a one-stop shop with step-by-step guidance throughout the home energy improvement decision-making process, by providing access to energy basics, return-on-investment tools, incentive and rebate opportunities, lists of qualified contractors, and personalized consultation. These centers incorporate Home Energy Advisors to ensure that customers are not only brought into the program, but maintain an involvement as they move deeper and deeper into the process. In partnership with local utility providers, the Program uses aggregated data reflecting intensity and total energy use by home type to select neighborhoods for education, outreach, and incentives that will most effectively spur direct home energy improvement action. This data also allows the Program to calculate actual cost savings by house type, size, and construction date, and specific home energy improvement measures—critical analytics previously unavailable.

### *Access to Financing*

In order to increase access to financing, the Program will provide residential customers with simple, accessible, and low-cost financing options.

### *Access to Skilled Workforce*

Finally, the Program increases access to skilled workers by ramping-up existing, green jobs training programs, developing best-practices workshops, equipping contractors with appropriate diagnostic tools, and supporting green policy initiatives. Community colleges in the Partnership Counties have already established green-certification programs for energy auditors and building specialists, and the Program offers tuition assistance to eligible contractors. The Program holds an annual series of best-practices workshops for contractors in each Partnership County, which will teach contractors how to comply with new standards such as IECC 2009 building codes, LEED, Energy Star New Homes and other types of programs. The Program also provides free diagnostic tools for contractors. Lastly, the Program supports stakeholder workshops in order to influence policy changes that support long-term transformation of the green-retrofit industry.

### **Metrics for Determining Success**

The primary goal of the program is to have major penetration in the residential market (an average of 20% savings in 10% of regional properties). An integrated data collection and management resource will be incorporated in order to track program progress, penetration, marketing effectiveness, program outreach, and project completion.

### **Target Markets**

The primary target for the program is residential homeowners and renters. This includes single and multi-family, condos, apartments, low-income housing, and second homeowners.

## Energy Smart Program Goals & Objectives

### Marketing Goals

- Develop strong brand
- Identify target markets / identify barriers to participation
- Create compelling message
- Build broad, positive awareness of brand and brand promise
- Identify Brand Advocates / Ambassadors
- Integrate marketing, community outreach, and city & partner communications in one focused message to the targeted homeowners
- Educate, motivate and engage homeowners/occupants to reduce/overcome the identified barriers to participation
- Drive participation

### Marketing Objectives... Achieve the Following:

- 50% participation through the ERC
- 30% participation through the contractors
- 20% participation through utilities/partners.
- Establish unique users to EnergySmartColorado.com
- Targeted Advertising/Media Impressions
  - TV, Radio, Print stories placed (PR)
  - PSAs
  - Grassroots / City TV
  - Paid TV, Radio, Print
  - Community meetings outreach
  - DTC
  - Information dissemination at ERCs
- Financing mechanisms support
- Coordination: ESP + Local Government + Utilities

### Overall Energy Smart Marketing Strategy

Today's consumers are more time and money constrained than ever. In this day of intense media bombardment, the average person receives over 1000 messages a day. Competition for their share-of-mind has become complicated by the amount of choices when it comes to marketing/advertising. What is clear is that consumers are increasingly turning to friends, family and co-workers as the most reliable sources of ideas and information. The research numbers are impressive with 40-50% still citing paid advertising and news reports as a good source for information and over 90% following their family and friends. This marketing shift to *word-of-mouth* communications has given rise to the success of social/shared media and the importance of consistent brand messaging throughout the campaign.

### Motivating Messaging

Much of this is intuitive - all of us have, at one time or another, inadvertently participated in word-of-mouth communications. We need to ask ourselves what motivates us to tell someone about energy efficiency in our/their home.

Determining what motivates people to spread information about energy efficiency and the Energy Smart Program is key. From a marketing perspective, identified motivators include: helping others, providing education, demonstrating knowledge, creating a social connection, and validating one's own opinion.

### **Message Development**

In order to be successful as a campaign, one needs to be organized and methodical in the dissemination of a *clear and accurate message* so that when the message is passed along it is believable and honest. Message development is an important aspect of this campaign.

### **Recruiting Ambassadors**

Next, if you want to get your message out, about and heard, you must spend the time that it takes to recruit many messengers as brand advocates and/or ambassadors.

### **Consistency**

Back to being believable and honest. If we promise something, we deliver it. If we don't know the answer, we go find it instead of guessing. What is a "clear, accurate message"? The message that is consistent across the organization so that when a consumer calls for information, their experience, from the first call through final action, is the same as well as positive and productive. When they encounter clear, consistent treatment and messages throughout the process, the overall result is successful. Make it Easy - Make it fast.

### **Inspiring Action**

Once the message is heard, you acquire "permission" to create a relationship with your consumer. The cycle moves from attention to permission, permission to learning, learning to trust. Only then do you get consumers to do what you want them to do.

### **Going Viral**

What needs to go viral is the overall experience. It is important that the experience - from the phone call or sign up through the efficiency measure - is a good and valuable one. Then your homeowners will want to tell someone, everyone, about it!

### **Recommendation**

The marketing tactics proposed here are consistent with a strong peer-to-peer, neighbor-to-neighbor, community focused, word-of-mouth campaign. This is also consistent with the State's Bottom Up campaign for job creation. Communication involving ERCs, cities, non-profits, community leaders and utilities emanates from the understanding that homeowners are more likely to make an investment if they have been directly involved in the learning process and able to initiate action with a few first small steps.

The marketing mix will include traditional media but will capitalize on media coverage, neighborhood and community activities and events, and the relationships developed and fostered by ambassadors – both community leaders and contractors.



## Developing a Strong Brand

“What is the single most important objective of the marketing process? We believe it is the process of branding. Marketing is building a brand in the mind of the prospect. If you can build a powerful brand, you will have a powerful marketing program. If you can’t, then all the advertising, fancy packaging, sales promotion, and public relations in the world won’t help you achieve your objective.”

– Ries and Ries, 1999

The Energy Smart logo has been developed and the graphic standards were published with the notion of building a strong, memorable brand to raise Energy Smart awareness while reducing confusion from intersecting campaigns.

Co-branding with partners (outbound message) is acceptable but very dangerous in a brand launch. To create sustainability – it must be able to stand-alone.

Contractors and partners co-branding (including Energy Smart in their materials) with Energy Smart will enhance the brand.

Templates have been created and must be used at all times – internally and externally. If you don’t believe in the brand – why should others?

Forms must be consistently used and wherever possible, tailored for use by utilities and other partners.

Every touch-point must promote the brand; Be true to the brand.



## Audience Analysis

### Identifying Target Markets

Look at the Demographics & Housing Stock of Your County  
(See attached County Profiles)

The demographics with the highest response rate to energy programming are:

- Houses built before 1970
- Income: \$75,000 - \$150,000
- College educated
- Homeowners aged 35-50
- Households with 4+ people and school-aged children
- Female homeowners

The demographics of the second highest responses rate to energy efficiency programs are two-income families, have no children in the home, have above moderate-income level and are older.

Absent other demographic differences, people with significantly older homes are more likely to take energy efficiency actions.

## Target Audiences by Behavior

### *Innovators & Early Adopters (16% of the populations)*

All the research indicates that it is critical that this audience has a positive experience with the program. Innovators are willing to take risks, are youngest in age, have the highest social class, have great financial lucidity, are very social and have closest contact to scientific sources and interaction with other innovators. The early adopters tend to be the opinion leaders in the community and will enter the market once the innovators have tested the waters. These individuals have the highest degree of opinion leadership among the other adopter categories. Early adopters are typically younger in age, have a higher social status, have more financial options, advanced education, and are more socially forward than late adopters. Find out who in the community has started energy efficiency measures without the program and those are your innovators and early adopters.

### *Early Majority (34%)*

Individuals in this category adopt an innovation after a varying degree of time. This time of adoption is significantly longer than the innovators and early adopters. Early Majority tend to be slower in the adoption process, have above average social status, have contact with early adopters, and seldom hold positions of opinion leadership – they are followers.

### *Late Majority (34%)*

Individuals in this category will adopt an innovation after the average member of society. These individuals approach an innovation with a high degree of skepticism and act only after the majority has adopted the innovation. They have below average social status, very little financial flexibility, very little opinion leadership and only interact with those in the majority – the popular actions.

### *Laggards (16%)*

These individuals typically have an aversion to change-agents and tend to be advanced in age. Laggards typically tend to be focused on “traditions”, are likely to have the lowest social status, lowest financial flexibility and are in contact with only family and close friends. Their circle is very small.

## Blended Energy Smart Target Audience

### *Early Adopters/Environmentalists*

These are members of the community who have been active in the environmental conversation for a while and have taken some steps towards greater efficiency. Although the percentage of improvement will not be as high as those who have done no improvements, they will likely have a more positive experience (because they are positive about the topic) and will tell others about it.

### *Energy Improvement-Ready*

Fish where the fish are! These are homeowners who are already planning on doing home improvements and need a simple and easy-to-navigate path to financing, energy efficiency product options and actions and ways to save money while moving towards project completion.

### *Energy Improvement-Persuadable*

These homeowners consider the issues of comfort, noise, health, safety and community perceptions (keeping up with their neighbors) in conjunction with cost savings. They need information about what actions to take (improvement to make) to save energy, reduce costs and reduce overall consumption.

## **Regional Marketing & Outreach**

The mainstream marketing and outreach will focus on the three Energy Smart audiences identified above. All information will be provided to the Energy Smart Resource Centers, contractors and online at EnergySmartColorado.com for distribution. These tactics will include:

### Brand Development

- Logo
- Business Cards, Letterhead
- Signage
- Templates for all disseminated information
- Branded merchandise for contractors and homeowners
- Trade Show/Event Materials

### Print, Broadcast and Radio Campaigns

- Creative Executions
- Overall/Regional Contest
- Partnered Event Marketing Opportunities
- Paid Media Options

### Contractor Marketing

- Contractor Training Support
- Contractor to Homeowner Support
- Contractor Tools

### Financial Marketing Campaign

#### Dedicated Website

- Information & education
- Blog
- Programs, forms, rebates
- Partners
- Case Studies

### Social Media Campaign

#### Press Kits

- Earned Media Opportunities
- 4 general press releases
- PSA development
- Pre-written articles for newsletters

## MARKETING COLLATERAL COORDINATION

PROGRAM ELEMENT	LEAD			COMMENTS
	AGENCY	ERC	JOINT	
Market Research	x			
Marketing Plan	x			
Logo & Brand Elements	x			
Signage: ERC, Lawn, Banners	x			
Website			x	Content supplied by ERCs
Advertising Campaign Creative	x			Input welcomed!
Form Templates	x			Tailored to each County
Power Point Templates	x			
Media Buys - Brand	x			Awareness
Media Buys - Local			x	Local Event Support
Contractor Toolkit/Duffie	x			
Contractor Toolkit Contents		x		
Branded Merchandise	x			
Homeowner Pledge Magnet	x			
Homeowner Brochure	x			
Press Kit	x			Customizable
Public Relations / Program	x			ERCs to distribute
Public Relations / County		x		Local events/activities
PPT Presentation: ES 101	x			Customizable
Tent / Display Booth	x			One panel for ERC input
Contractor Home Visit Guide	x			
Tri-County Contest Development	x			
Video Creation			x	ERC to supply content
Fact Sheets	x			
HOA Party Toolkits	x			
Canvassing Scripts			x	

## **Messaging**

To encourage homeowners to participate in the Energy Smart program, homeowners need straightforward and logical direction concerning energy efficiency choices, delivered from credible sources and certain elements present when they are ready to make choices. Consistently and regardless of the communication delivery means, homeowners need to know how much the program is going to cost them, 2) how their actions are going to save money and 3) how they can save energy. The opposite of this is giving the homeowner a laundry list of options with no sense of cost or return on investment – the result is no action at all.

The message must sell something people want – comfort, relief from high utility bills, a healthy environment and less noise.

Once is not enough! Most consumers need to see/hear or be exposed to an advertising message at least seven times before they will take action. Many people have to repeat things several times before they get convinced (three times is a common number). Repetition can also lead to understanding, as it gives time for the light bulb to go off! What at first may be strange, after repeated exposure becomes clear and understandable. Bottom line is that using friendly repetition throughout the campaign creates familiarity and hence liking. It helps the homeowner remember the things you want them to remember.

## **County Marketing & Outreach**

### **ERC Grassroots Campaigns**

There are two phases to the ERC grassroots campaigns. One is to identify and engage energy ambassadors, those who will lead the targeted audiences to action. Second is to identify and target neighborhoods and HOA where the most work may be accomplished in the most efficient manner. During this systematic approach, ERCs will continue to manage the homeowners who are attracted to the Program by the regional efforts (walk-ins).

The ERCs will also coordinate their activities and events with the active cities in their Counties as well as the local applicable utilities.

### **Energy Ambassadors Campaign**

Modeling action by peers has been proven as an effective way to encourage action more widely. Using trusted peers throughout the community, across a broad range of interests, to promote getting an assessment and highlighting them as local champions has been used by several of the Better Buildings programs to date.

To that end, each ERC shall identify at least two energy ambassadors in each of the following categories:

*Elected & Safety Officials*

Commissioners, Mayors, Fire & Police Chiefs, Sheriffs and other well known, visible elected officials.

*Business Leaders*

Members of the community who, through their business, have set the example for sustainable practices including bankers, manufacturing facilities, tourism-related businesses, auto-dealers, educators, restaurants and retailers.

*Health & Human Services Directors*

These would be physicians, nurses, coaches, recreational personalities/leaders, senior and youth program directors, and non-profit leaders.

*Clubs, Churches and Social Organizations*

These would include Rotary, clergy, Kiwanis, Lions Club, Scouts, community garden organizers, etc.

Each of these energy ambassadors will be asked to obtain an energy assessment of their home and make appearances (at designated meetings and events) to not only talk about their experience but to actively sign up their constituents and network of friends and colleagues (a specific number may be required). They must also agree to be featured in the overall advertising campaign – including print, radio, online and broadcast. Finally, they will also be asked (where applicable) to include their experience in their social network outlets (Facebook, Twitter, Blogs). It is recommended that the ERC, in return, pay for the assessment of these homes. It is also recommended that each ERC partner with local restaurants and retailers to offer referral rewards, limited-time incentives and rewards during launch and lull periods.

Throughout the program, each ERC must collect and distribute success stories in their region. These will be done in the Case Studies portion of the website as well as distributed in e-newsletters and other PR activity.

### **Homeowners Associations / Neighbor-to-Neighbor Campaign**

This program initiative rests on three objectives:

1. A systematic approach – neighborhood to neighborhood allows controlled progress, save times and perpetuates focus.
2. A focus on motivating homeowners – walking them through the first steps to energy efficiency (not just preaching to them).
3. A concerted effort to accomplish as much as one can in one home visit – a second chance may never come.

Each ERC will identify the homeowners' associations / neighborhood organizations in their County. Once identified, each ERC will cluster those groups together so that at least 100 homes are identified in each cluster. For each HOA or Cluster, the following information will be assembled:

- Name of HOA/Clustered group
- HOA Director/Leader (*a great source for how to approach their homeowners*)
- Scheduled meetings & events (social and business)
- Number of homes
- Average age of home
- Demographic profile of home occupants
- Neighborhood aerial map of the homes included

Once the information is assembled, each ERC will work with assigned contractors and non-profit volunteers to map out a strategy – including a systematic timeline/schedule – to perform assessments in the homes focusing on three outreach methods:

- Hosting audit-revelation parties
- Hosting neighborhood sign-up events
- Canvassing the neighborhood with neighborhood volunteers

People are more likely to follow through with an action if they have made a commitment to do it, especially a public commitment. As the research indicates, pledges activate social norms because people want to live up to the expectations of others. Pledges will be used in two phases of the program. First to get people to attend audit-revelation parties or neighborhood sign-up events and second when the contractor asks the homeowner to pledge to do more at the time of the Quick Fixes. Homeowners who have taken the second pledge will be rewarded with their name in the paper. To support this activity, ERCs and contractors will be supplied with:

- Sign up template for events/meetings
- Pledge card/magnet
- Full-page ad design & placement each month

Working with the contractors and neighborhood volunteers, work may be “bundled” much like the Groupon philosophy where as soon as 15-20 homes have signed up for an assessment, it triggers an additional bonus or discounted service. This will require some creativity on the part of the contractors/vendors but as they experience efficiency in numbers, the savings should be passed along for increased participation.

Based on the age of the homes and the demographic profile of the inhabitants, customized aspects of the program may also be developed for more targeted appeal and a greater participation. For example, a specific goal of ten CFLs installed per home could be established on Daylight Savings Month and we could call the Campaign: *Light Up Blue Lake!* or *Change Your Clock /Change Your Bulbs*. Or we could have a local's neighborhood campaign in the off-season that focuses on lighting and call it: *It's Always "Off" Season* for the Ski Towns.

To support these activities, the ERC will be provided with the following tools:

- Home revelation party toolkit
- Homeowner brochures – to stimulate sign up
- Door hangers
- Signage (banners & lawn signs)
- Content for newsletter or email campaigns
- Seasonal suggestions
- Scripts for canvassing
- Logo'd merchandise and/or window sticker

As these efforts are completed, a Map of the Homes that have been assessed will be posted online (assessed home in green) or in materials so that we can take advantage of social normative behavior. That will also provide us with impressive PR content.

Conversion rates should be evaluated throughout the process to determine what is working best.

Volunteers and early registrants (first 10 to sign up today) may receive rewards collected through partnerships developed by the ERCs (retailers, restaurants, movie theaters, concert venues and lodges in the tri-county region).

ERCs will also have a process for post-visit follow up with each homeowner in the program including next steps, a short survey, confirmation of their pledge (for inclusion in the ad – a positive reason for the call), and for quality assurance purposes.

### **City and Utility Outreach**

The Energy Smart Program will benefit tremendously from partnering with local governments and utilities who already have outreach activities in this category including:

Pitkin: Aspen, Snowmass Village, Basalt, Holy Cross Energy, Source Gas  
Eagle: Gypsum, Eagle, Edwards, Avon, Eagle-Vail, Minturn, Red Cliff and Vail,  
Holy Cross, Xcel Energy  
Gunnison: Crested Butte, Gunnison, and Mt Crested Butte, Atmos Energy,  
Gunnison County Electric Association and City of Gunnison Electric

### ***Energy Initiatives & Calendars***

Each ERC will be asked to identify the Cities and Towns that have active energy efficiency initiatives and the names of the program directors. Efforts should be made to include these individuals in meetings and discussions that affect their ratepayers. Efforts should also be made to co-market with applicable City/Town events and share expenses for booth space and other applicable expenses. Calendars – both internal and external - should be coordinated and updated regularly.

Collaboration: On scheduled event days – Earth Day, Community Energy Conservation Days, Bike-To-Work, Family Fun Days and other seasonal celebrations, all efforts should be made to collaborate and not compete for the same or similar audiences.

#### *City Outreach*

Each ERC will be asked to meet with the Public Information Officers in the identified cities and supply them with the following:

1. Press kit
2. Website links
3. Calendar of events – updated monthly
4. Homeowner brochures for distribution
5. Quick information for emails blasts – updated regularly
6. Flyers/posters for City and Housing information boards
7. Digital applications of all materials for web posting
8. Content/PSAs for City television broadcasts

#### *Utility Outreach*

Each ERC will work closely with the local utility to coordinate information, events and activities that include their ratepayers. It is important that the messages do not confuse the homeowners and compliment the overall goal of energy efficiency in the home. The utility representative should be supplied with the following:

1. Press Kit
2. Information for utility inserts
3. Website links
4. Calendar of events – updated monthly
5. Homeowner brochures for distribution

## MARKETING OUTREACH COORDINATION

PROGRAM ELEMENT	LEAD			COMMENTS
	AGENCY	ERC	JOINT	
ERC Training	x			Process and Protocol
Contractor Training - Marketing	x			
Contractor Training - Business Development	x			
Contractor Orientation		x		Program Elements
Contractor Training - Technical		x		Process & Protocol
Financial Package Training			x	JPMs / Alpine Bank
Target Audience Development			x	
Neighborhood ID & Priority		x		
Ambassador Recruitment		x		
HOA/Neighborhood Events		x		
City & Utility Events		x		
County Energy Events		x		
Non-Profit Events		x		
Clubs & Church Events		x		
Tri-County Challenge	x		x	Development / Execution
Contractor Challenge	x		x	Development / Execution
Community Calendar Updates		x		
Survey Participants		x		
Gather Rewards/Incentives		x		Restaurant, Retailers, Lodges, Theaters, etc
Homeowner Follow Up		x		2-3 days post visit
Pledge List - Monthly Ad			x	



## ERCs Operating as Energy Resource Centers

The Department of Energy, Better Building programs exist for contractors and property owners. As the Energy Smart Resource Centers are funded under the Better Buildings Grant each center must, at a minimum, have the following:

- Dedicated space for Energy Smart materials
- Dedicated space for Contractor Outreach
- Simple intuitive materials for homeowner use
- Tools regularly updated and easily accessible by both homeowner and contractors
- Online access to information
- Knowledgeable staff on site at convenient times for contractors and homeowners

Staff and knowledgeable volunteers associated with the ERC should be readily available at all outreach activities including Saturdays Markets, Contractor Meetings and Events, Supporting Partner Programs and Public Meetings regarding Energy Use. These additional hours should be considered when determining “official” regular hours of the Energy Resource Centers. Quality is always better than quantity.



## Contractor Marketing and Support

The importance of contractors to the success of the Energy Smart program cannot be underestimated. Contractors are the Energy Smart Colorado sales force. Most homeowners will remember their relationship with the contractor, not that of the program. Conversely, a negative experience with a contractor will be imputed to the program.

It is estimated that 30% of the Energy Smart program participants will enter the program as a result of their relationship with a contractor. Leveraging existing relationships that contractors have with homeowners and creating a program that will allow those contractors to increase their business creates a win-win for all.

Contractors from other Better Buildings programs consistently reported on the importance of the following elements:

- Program simplicity
- Consistent, ongoing program elements & expectations
- Streamlined, user-friendly paperwork
- Fast payment

Caveats from other programs include:

- Stopping and starting will cause frustration and contractors will lose interest
- Set a standard and stick to it
- Show your commitment to the program as well as to the contractors
- Be realistic and don't over-promise.

Many program contractors are trained on the technical aspects of the programs but still need assistance in converting assessments into home improvement work.

For the purposes of this strategic plan, contractors are defined in the following target groups:

- Analysts/Certified Contractors
- HVAC/Plumbers/Electrical/Vertical Specialty Trades
- Remodeling Contractors
- Solar/Renewable Contractors

Marketing will take a two-tiered approach toward the contracting community. One for the contractors who are enrolled in the program and another for contractors who can generate leads for the program.

For Building Analysts and Certified Contractors enrolled in the program, the following materials will be produced and supplied:



- Home Visit Guide (expectations, talking points, reminders, digestible facts to share with the homeowner)
- Pledge Magnet/Postcard with suggested next steps
- Apparel/Tool Kits/Clip Boards
- 2 Trainings – Sales & Business
  - Converting Assessment to Home Improvement
  - Marketing Your Business with Energy Smart
- Overall Marketing Support for Program
- Signage: Lawn /Truck
- Brochure for Homeowners – Whole Home Approach
- Co-Branded Rewards Card (in development)
- Contractor Contest (in development)
- Contractor Recognition (in development)
- Marketing Partnership Opportunities (in development)

## ERC Outreach to Building Analysts and Certified Contractors

The above collateral will be disseminated through the ERC staff. In addition the ERC staff will interact with the contractors on a regular basis and continually assess the following:

- Feedback on marketing program elements
- Additional marketing materials needed/desired
- Referral sources
- Quality Assurance – monitor and quickly respond
- Perceptions of program – positive and negative

The ERC staff will also conduct orientation and trainings of the contractors as needed and/or requested. Marketing support will be supplied as requested/needed.

The overall Quality Assurance aspect of the program is still under discussion from background checks for the contractors to shadowing contractors on the first assessments. Marketing support (such as designations of Basic to Advanced Contractors or Gold/Silver/Platinum) shall be developed to address this piece as needed.

### **ERC Outreach to Contractors**

It is important to note that there is a significant part of the contractor community that is not engaged in the Energy Smart Program. They cannot be ignored as we work with the identified Analysts.

ERCs shall make Energy Smart Program Presentations to the following Groups/Associations to engage the whole contractor community:

- Home Builder Associations
- Trade Associations
- Permitting & Licensing Entities
- Home Improvement/Lumber Yards/Wholesalers
- Large Companies (over 50 employees)
- Mid-size companies (10-50 employees)

ERCs shall be provided with the following materials

- Program Presentation: Energy Smart 101
- Brochure for homeowners (same)
- Rebates/incentives fact sheets
- Talking points
- Referral incentives (in development)
- Ads for co-branding (in development)

It is also important for the ERCs to go to existing/scheduled Contractor meetings (not just ask them to come to one that has been developed by Energy Smart program). One word of advice from the other BB programs: Listen!

### **In Development: The Energy Smart Marketing Team**

#### **Retail Partner/Vendor Marketing**

There is a significant amount of the population that wants to make energy efficiency improvements on their homes but would never call a contractor or visit an Energy Resource Center.

These are your typical Do-It-Yourself (DIY) consumers who make regular trips to the Neighborhood Hardware stores and Big Box Retailers.

A program is in development to partner with Lowes, Home Depot, Costco, Tru Value, ACE and local co ops to host weekend/evening training sessions and provide Energy Smart program information to consumers and contractors who go this route.

## **In Development: *continued***

### **Multi Family Unit Marketing**

#### **Social Media Campaign**

Community based social media campaign, including blogging, Facebook, YouTube and Twitter

#### **Second Homeowner Initiative**

Discussions underway with home integration companies and property management firms.

### **In-School Program: Energy Smart Curriculum in a Box**

#### **Volunteer Corps**

Non-profit volunteer/intern development – CORE, ORE, EVAS

## **Program Evaluation**

Tracking mechanisms for the programs success include:

- Visits to ERCs
- Contractor referrals
- Website unique visitors
- Advertising impressions – paid and earned
- Media Relations/PR – earned
- Event participation and attendance
- Collateral distribution
- Social Media interaction and activities

## **Program Tactics At-A-Glance**

### **Marketing/Communication Tools**

- Collateral (Ads, forms, fact sheets, postcard/magnet, brochure, signage, trade booth display, stickers)
- Website, SEO, Paid Search
- Video
  - 1 long form (6-8 min)
  - 3 short form (2min)
  - 30-second spot
- Apparel
- Tool Kits

### **Media Planning/Placement**

- Print 20%
- Radio 20%
- Broadcast 15%
- Social 15%: Facebook, Twitter, Blogs (new/existing)
- Events 30%: Home Show, Saturday/Sunday Markets, HOAs

## MARKETING TACTICS

TACTIC	DESCRIPTION	PAID/EARNED	LEAD		
			AGENCY	ERC	JOINT
Print	PSAs	Earned			x
	Newspaper Ads - Awareness	Paid	x		
	Newspaper Ads - Local Events	Paid			x
	Editorial	Earned			x
	Event Listings	Earned		x	
	Special Insert / Magazines	Paid	x		
	Magazine Ads	Paid	x		
	Magazine Editorial	Earned	x		
	Magazine Event Listing	Earned		x	
	Magazine Sponsorship	Paid	x		
Radio	Ads - Awareness	Paid	x		
	Ads - Local Events	Paid			x
	Interviews	Paid / Earned			x
	PSAs	Earned		x	
	Sponsorship (NPR)	Paid			
	Event Sponsorship	Paid			x
Broadcast	Interviews	Paid / Earned			x
	Ad Space	Paid	x		
	Weather Sponsorship	Paid	x		
	Other Sponsorship	Paid			x
Online	Web Updates	Earned		x	
	Newsletters/E-blasts	Earned		x	
	Online Ad Placement	Earned	x		
PSAs	Earned		x		
Community	Informational Meetings	Earned		x	
	Events	Paid		x	
	HOA Events	Earned / Paid		x	
	City/Utility Events	Earned		x	
Articles	Earned			x	
City TV/ Public Access	Earned			x	
Out of Home	Lawn Signage		x		
	Banners		x		
Social	TBD	TBD	x		

**Timeline** 2011 Launch

**Key Messages / Behavioral-based / Action Items**

- Comfort
- Safety
- Indoor Air Quality: Reduce Allergy & Asthma; Health Concerns
- Energy/Environment
- Start Small/Save Big – Getting Started – Start Somewhere
- Program Your Thermostat / Install 11 CFLs
- Rebates/Savings

**Messengers**

- Neighbors; like-homeowners
- Contractors on site
- Home integration companies
- Gas and electric utilities
- Non-profits in the environmental category
- Local retail; home improvement stores

## Eagle County Housing Profile

### Housing units in structures:

One, detached: 7,209  
One, attached: 3,507  
Two: 694  
3 or 4: 1,763  
5 to 9: 2,307  
10 to 19: 1,765  
20 or more: 2,806  
Mobile homes: 2,045  
Boats, RVs, vans, etc.: 15

### Year the House was Built:

1999 to March 2000: 1,446  
1995 to 1998: 3,781  
1990 to 1994: 3,760  
1980 to 1989: 5,906  
1970 to 1979: 4,950  
1960 to 1969: 1,176  
1950 to 1959: 246  
1940 to 1949: 172  
1939 or earlier: 674

County population in July 2009: 53,653 (68% urban, 32% rural)

County owner-occupied houses and condos: 9,655

Renter-occupied apartments: 5,493

% of renters here: 36%

Average household size: 2.7

Median Resident Age: 31.2 years

Males: 54.8% Females 45.2%

People 25 years of age or older with a high school degree or higher: 86.6%

People 25 years of age or older with a bachelor's degree or higher: 42.6%

Size of family households: 3,394 2-persons, 2,024 3-persons, 2,031 4-persons, 898 5-persons, 437 6-persons, 300 7-or-more-persons.

Size of non-family households: 3,182 1-person, 1,820 2-persons, 653 3-persons, 356 4-persons, 68 5-persons, 23 6-persons, 24 7-or-more-persons.

75.3% of residents of Eagle County speak English at home.

20.8% of residents speak Spanish at home (41% speak English very well, 23% speak English well, 23% speak English not well, 14% don't speak English at all).

3.3% of residents speak other Indo-European language at home (75% speak English very well, 12% speak English well, 12% speak English not well, 1% don't speak English at all).

### Most common Industries for Males

Construction (27%)  
Accommodation and food services (22%)  
Professional, scientific, and technical services (6%)  
Real estate and rental and leasing (5%)  
Arts, entertainment, and recreation (4%)  
Admin support ,waste management services (3%)  
Public administration (3%)

### Most common industries for Females:

Accommodation and food services (22%)  
Health care (8%)  
Professional, scientific, and technical services (8%)  
Real estate and rental and leasing (7%)  
Educational services (7%)  
Finance and insurance (5%)  
Construction (4%)

## Pitkin County Housing Profile

Housing units in structures:	Year the House was Built
One, detached: 4,567	1999 to March 2000: 427
One, attached: 909	1995 to 1998: 1,070
Two: 379	1990 to 1994: 1,033
3 or 4: 646	1980 to 1989: 1,994
5 to 9: 1,054	1970 to 1979: 3,002
10 to 19: 1,018	1960 to 1969: 1,540
20 or more: 1,030	1950 to 1959: 382
Mobile homes: 472	1940 to 1949: 78
Boats, RVs, vans, etc.: 21	1939 or earlier: 570

County population in July 2009: 16,043 (47% urban, 53% rural)

County owner-occupied houses and condos: 4,021

Renter-occupied apartments: 2,786

% of renters here: 41%

Average household size: 2.1

Median Resident Age: 38.4 years

Males: 53.5% Females 46.5%

People 25 years of age or older with a high school degree or higher: 96.3%

People 25 years of age or older with a bachelor's degree or higher: 57.1%

Size of family households: 1,636 2-persons, 686 3-persons, 605 4-persons, 210 5-persons, 80 6-persons, 20 7-or-more-persons.

Size of non-family households: 2,438 1-person, 849 2-persons, 209 3-persons, 65 4-persons, 6 5-persons, 18 6-persons.

87.9% of residents of Pitkin County speak English at home.

6.7% of residents speak Spanish at home (49% speak English very well, 21% speak English well, 23% speak English not well, 7% don't speak English at all).

4.5% of residents speak other Indo-European language at home (85% speak English very well, 13% speak English well, 2% speak English not well).

Most common Industries for Males:

Accommodation and food services (23%)

Construction (14%)

Professional, scientific, technical services (11%)

Real estate; rental and leasing (6%)

Arts, entertainment, and recreation (6%)

Agriculture, forestry, fishing and hunting (4%)

Finance and insurance (4%)

Most common industries for Females:

Accommodation and food services (19%)

Health care (9%)

Professional, scientific, technical services (9%)

Educational services (9%)

Arts, entertainment, and recreation (6%)

Real estate and rental and leasing (6%)

Administrative and support and waste

management services (3%)

## Gunnison County Housing Profile

Housing units in structures:	Year the House was Built:
One, detached: 5,437	1999 to March 2000: 432
One, attached: 400	1995 to 1998: 1,163
Two: 468	1990 to 1994: 869
3 or 4: 509	1980 to 1989: 1,702
5 to 9: 534	1970 to 1979: 2,404
10 to 19: 468	1960 to 1969: 832
20 or more: 453	1950 to 1959: 502
Mobile homes: 823	1940 to 1949: 221
Boats, RVs, vans, etc.: 43	1939 or earlier: 1,010

County population in July 2009: 15,350 (45% urban, 55% rural)  
County owner-occupied houses and condos: 3,301  
Renter-occupied apartments: 2,348  
% of renters here: 42%

Average household size: 2.3

Median Resident Age: 30.4 years

Males: 54.2% Females 45.8%

People 25 years of age or older with a high school degree or higher: 94.1%  
People 25 years of age or older with a bachelor's degree or higher: 43.6%  
Size of family households: 1,494 2-persons, 661 3-persons, 599 4-persons,  
188 5-persons, 53 6-persons, 34 7-or-more-persons.

Size of non-family households: 1,528 1-person, 748 2-persons, 275 3-persons,  
65 4-persons, 16 5-persons, 2 6-persons, 3 7-or-more-persons.

93.4% of residents of Gunnison County speak English at home.  
4.2% of residents speak Spanish at home (56% speak English very well, 17% speak English well, 18% speak English not well, 9% don't speak English at all).  
2.3% of residents speak other Indo-European language at home (63% speak English very well, 16% speak English well, 14%

Most common Industries for Males  
Construction (23%)  
Accommodation and food services (18%)  
Educational services (8%)  
Agriculture, forestry, fishing and hunting (4%)  
Real estate and rental and leasing (4%)  
Professional, scientific, technical services (4%)  
Public administration (3%)

Most common industries for Females:  
Accommodation and food services (19%)  
Educational services (15%)  
Health care (8%)  
Real estate and rental and leasing (5%)  
Professional, scientific, and technical services (5%)  
Food and beverage stores (4%)  
Public administration (3%)