Act Locally
A neighborhood approach to residential energy efficiency

By Bernadette Doolan
About PECI

- PECI is an energy efficiency solutions company

- Private nonprofit with offices in:
  - Portland, OR
  - San Francisco, CA
  - Santa Ana, CA
Utah Home Performance

- Launch July 2010
- Funds allocated by March 2012
1. Contractor and Analyst Companies are recruited to be Program Partners and receive training.

2. Homeowner takes online energy survey and receives referral for Participating Partner.

3. Program Partner conducts Home Performance Assessment (HPA) and provides a comprehensive report with recommendations for achieving at least 20% energy savings.

4. Homeowner receives bids from Program Partner for energy efficiency work.

5. Homeowner reserves funds from Utah Home Performance.

6. Participating Contractor performs energy efficiency improvements that achieve at least 20% energy savings.

7. Program Partner conducts final Home Performance Assessment.

8. Homeowner receives a check.

- 883 completed projects
- 6500 homeowners accessed online resources
- 2044 HPAs conducted
- 48% HPA to retrofit conversion rate
- $2000 per home available for upgrades

Preserve Energy for UTAH
following the path towards energy efficiency
Know Thy Consumer

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

-Peter Drucker
International management consultant and self-described ‘social ecologist’
Reach Thy Consumer

• Message locally
• Motivate energy-efficient improvements
• Motivate behavior change
Build Trust & Local Advocates

- Speak to Utahns
- Honor culture and values
- Create familiar materials
- Distribute message on local platforms
- Target local influencers
Local Influencers
LOHAS
Lifestyle of Health and Sustainability

• Early adopters
• Highly influential
• Cover a wide age-range
• Dedicated to personal and planetary health
• Make environmentally friendly purchases
• Purchase green products
• Support advocacy programs
• Active stewards of the environment
• Motivated by ideals
Pilot: Target LOHAS
Avenues & Sugarhouse Neighborhoods

Outreach map

Local Reputation

Community fixtures

Information Carriers

Local Reputation

Trusted Source

Local Channels

Community Role Models

Community Drivers

Neighborhood Platforms
Trusted and Local Messaging

Outreach Map

- Local Reputation
  - Neighborhood Council

- Community fixtures
  - Neighborhood Council Members
  - Business Owners

- Information Carriers
  - State & Local Representatives
  - Local Advertising Promotion
  - Library Workshops
Nobody Came
Reality Check

Energy efficiency is not a draw by itself

“Who wants to spend their evening learning about energy efficiency?”
Expanded Approach
Go Where LOHAS Go

Expanded Approach

- Local Companies: 50 leads per hour
- Local Events: 25 leads per hour
- Local Stakeholders: 43% increase in HPA
- Local Information hubs: 50% increase in website use

50-80% Conversion Rate

Funds allocated 8 months ahead of schedule
In Conclusion

• Segment & Target
• Message locally
• Pilot for best practice
• Stay flexible
• Explore new paths
Thank You for Coming…