

How to Design and Market Energy Efficiency Programs to Specific Neighborhoods

September 27, 2011

Moderator: Scott Ledford
ICF International

DOE's Technical Assistance Program (TAP) supports the Energy Efficiency and Conservation Block Grant Program (EECBG) and the State Energy Program (SEP) by providing state, local, and tribal officials the tools and resources needed to implement successful and sustainable clean energy programs.



- The Department of Energy's (DOE) Technical Assistance Program (TAP) is transitioning to a new era of assistance to state and local governments with a reduced set of resources beginning the week of September 30, 2011.
- Effective September 12, 2011, the TAP will commence an assessment of the current program.
- New requests for direct technical assistance will not be considered until the assessment period has concluded at a date to be determined.
- DOE will maintain a waiting list for all requests during this assessment time.

We encourage you to:

- 1) Get involved with peer exchange:
 - One-on-one peer exchange
 - Small group peer exchange
 - Regional peer exchange calls

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Technical Assistance Program Peer Exchange Hub - Beta Version

Learn more about how you can engage in the U.S. Department of Energy (DOE) Technical Assistance Program (TAP) peer exchange program for State Energy Program and the Energy Efficiency and Conservation Block Grant Program grantees. DOE TAP facilitates peer exchange among state, local and tribal governments by coordinating one-on-one peer exchange, organizing group peer exchange calls, conducting regional peer exchange calls, and hosting regional peer exchange meetings.

Grantee Testimonial
We recently heard from Columbia, MO about one-on-one peer exchange with Knoxville, TN:
"[Knoxville] and I connected right after you put us together. She was very helpful with what exactly they had done, the process they followed and the lessons she learned. She also provided the documentation to support what we discussed [the Knoxville Sustainability Plan]."

One-on-One Peer Exchange
TAP can connect you to peers that have volunteered to share specific expertise, lessons learned and resources developed as a result of their energy efficiency or renewable energy projects. Submit your peer exchange request in the "How to Access" section below.

Small Group Peer Exchange
TAP can schedule a small group conference call to address a specific topic of interest. There calls are often informal and led by grantees, and TAP can facilitate as needed. To access small group peer exchange see the "How to Access" section below.

Regional Peer Exchange Calls
Regional Calls are a forum for grantees to interact with other energy practitioners in their region. Each call highlights a theme relevant to the region, and features a grantee speaker and a TAP speaker, both with experience in the selected topic area. To find out about upcoming regional peer exchange calls, [contact your regional coordinator](#).

Regional Peer Exchange Meetings
The 2011 TAP Regional Peer Exchange meetings featured SEP and EECBG grantees sharing information on that were implementing similar projects overcame common barriers, and for participants to return to their offices with renewed energy, insight and actionable steps. Materials from the 2011 TAP Regional Peer Exchange meeting are provided below.

How to Access
To find out about upcoming peer exchange activities or to request a one-on-one or small group peer exchange on one of the topic areas listed below, please send an email to solutioncenter@ee.doe.gov or [contact your regional coordinator](#). Please include your name, state/local government and your request.

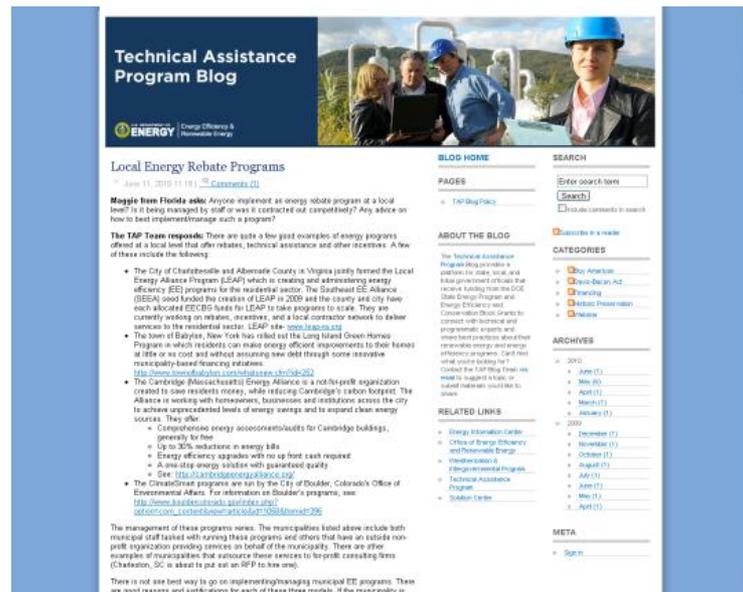
We encourage you to:

2) Explore our online resources via the [Solution Center](#)



3) Access the TAP Blog!

<http://www.eereblogs.energy.gov/tap/>



4) Ask questions via our call center at 1-877-337-3827 or email us at solutioncenter@ee.doe.gov

- Understand your target market
- Design a program that meets the identified needs and leverages available resources
- Market your program effectively

- What area are you targeting and why?
 - Building stock, age, potential for energy savings
 - Demographics, ability to pay, eligibility for other programs
 - Neighborhood perspectives, networks, owners associations
 - Need for concentrated investment of public and private resources (foreclosures, rental vacancies, etc.)
- Who are you targeting?
 - Homebuyers and existing homeowners
 - Rental property owners and/or tenants
 - Commercial/non-residential property owners
 - Prospective owners and/or tenants

- What will motivate owners/businesses to participate?
 - Desire to improve comfort and/or energy efficiency
 - Need for health and safety repairs and/or code corrections
 - Make improvements to enhance livability and/or tenant appeal
 - Rehab the property to standard condition
- What resources do they have to invest?
 - Savings
 - Ability to borrow funds (i.e., loans or credit cards)
 - Sweat equity

- Tie EE improvements offered and funding levels to needs of target market:
 - Look at typical available resources (owners', grantee's, other's) to determine what level of investment might be feasible and attractive to applicants
 - Create incentives to participate, such as low-cost energy audits and/or rebates
- Analyze funding limits versus property needs
 - Determine eligible expenses and per property investment limits (if any) in advance
 - Consider typical property needs when structuring incentives
 - Ensure program rules are transparent and applicants treated fairly

- Determine financing options:
 - Are funds granted to beneficiaries or must they be repaid?
 - Are other resources available to invest, such as:
 - DOE WAP or SEP funds?
 - Utility energy efficiency program funds?
 - State tax incentives?
 - HUD HOME and/or Community Development Block Grant funds?
 - USDA weatherization funds?
 - Loan products from private lenders?
 - Community Development Financial Institutions?
 - Database of State Incentives for Renewable Energy (DSIRE)

- Evaluate staff capacity to manage the program as designed
 - Can existing staff manage the program?
 - Can other offices/departments contribute expertise and staff time?
- Identify local partners (e.g., associations, influential community leaders) to champion your program

- Identify challenges to getting the word out, such as:
 - Absent property owners
 - Non-English speaking tenants and owners
 - Lack of neighborhood-based institutions (e.g., places of worship, community centers, public libraries) for local connections
 - Ineffective media channels for targeted communities

- Strategies that can work:
 - Public meetings about the program and presentations and/or displays at other public meetings
 - Neighborhood meetings at local places of worship and neighborhood community centers
 - Homeowner and neighborhood association meetings
 - Newspaper and TV news stories
 - Neighborhood phone-a-thons
 - Informational mailings
 - Door-to-door contact with flyers, EE leave-behinds
 - Engaging local contractors to bring clients

- County of Volusia, FL: **Michelle Leigh**, Sustainability Manager
- City of Seattle: **Andrea Petzel**, Community Power Works Project Manager - Home Sector
- Greater Cincinnati Energy Alliance: **Lilah Glick**, Marketing and Community Outreach Director

Volusia County EECBG/NSP Project Partnership

Michelle Leigh, Sustainability Manager
Volusia County's Office of Sustainability and
Energy Management

- Volusia County received \$2.4 million from the Department of Energy through the EECBG Program.
- With that funding, seven program activities were identified one of which was to partner with the county's Community Assistance Program with funding received through the Neighborhood Stabilization Program.

- The core mission of the program was to leveraging Neighborhood Stabilization Program (NSP) funds with EECEBG funds to maximize the sustainability of affordable housing purchased with NSP funds which totaled \$5,242,831.
- The NSP program required rehabilitation of foreclosed homes purchased from banking institutions. EECEBG funds was used to provide “green rehabilitation” during the rehab process to make the home more affordable.
- The county also partnered with the Florida Solar Energy Center to provide pre- and post-retrofit analysis on the homes.

- The EECBG funds were utilized in the rehabilitation of foreclosed homes that were located in the Neighborhood Stabilization Program (NSP) target areas.
- In Volusia County, the target areas for the NSP were developed pursuant to the Housing and Economic Recovery Act of 2008.

- Based on the NSP established criteria, Community Assistance initially targeted selected census tract block groups within the Cities of Deland, Edgewater, Holly Hill and Orange City, including unincorporated Volusia County areas that are adjacent to these cities.
- In April 2010, based on additional research the target areas were expanded to include identified census tracts within the cities of DeBary, Lake Helen, New Smyrna Beach, Ormond Beach, and South Daytona that meet these criteria.

- Working with the Community Assistance staff and the Florida Solar Energy Center, staff members of OSEM created an approved equipment list for rehab items to be purchased with EECBG funding.
- This was an important component of the program because it was easy to communicate with the contractors working on each of the homes while ensuring compliance with the EECBG guidelines.

- The Community Assistance Division developed a marketing plan to reach to appropriate citizens within the county.
- They selected two real estate brokers through a competitive procurement process to market the properties, one for the eastside target areas and the other for the westside target areas.
- They are conducting outreach and marketing to first-time homebuyers, and to the real estate sales community to inform them of the County's NSP and the features of the NSP homes.

- Additionally, the Community Assistance staff have conducted three workshops directly aimed at informing potential first-time homebuyers about the County's NSP program and the NSP homes. As more homes are completed and become available, there will be additional workshops for potential homebuyers.

- This project was an excellent opportunity for two county divisions to work collaboratively on a project to benefit the citizens of Volusia County.
- As of mid-September 2011, 35 homes have been purchased under the NSP program of which EECBG funds will be used on 25.
- Community Assistance has incorporated “green” standards in the rehabilitation of all the NSP homes including purchasing of ENERGY STAR appliances.



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www.volusia.org
www.greenvolusia.org



City of Seattle Community Power Works

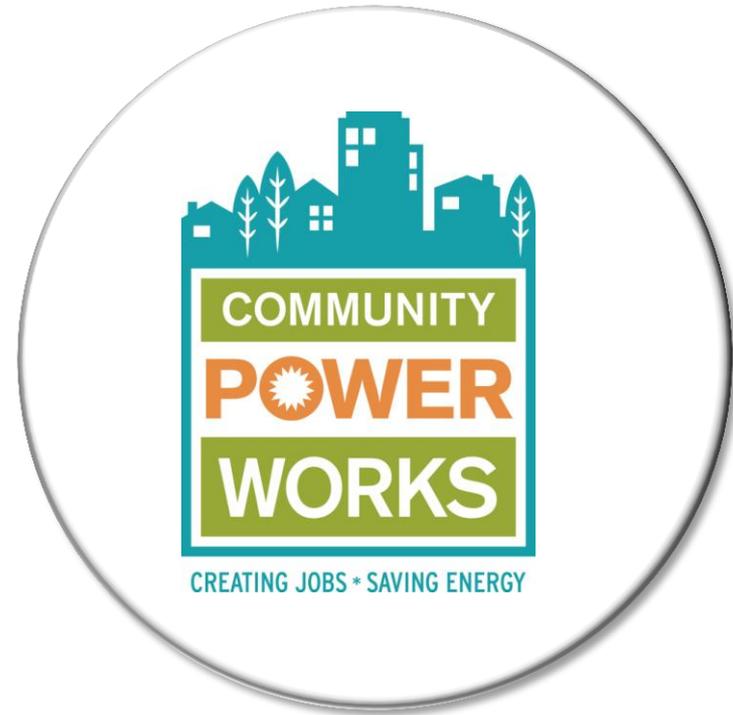
Andrea Petzel

Community Power Works Project Manager -
Home Sector

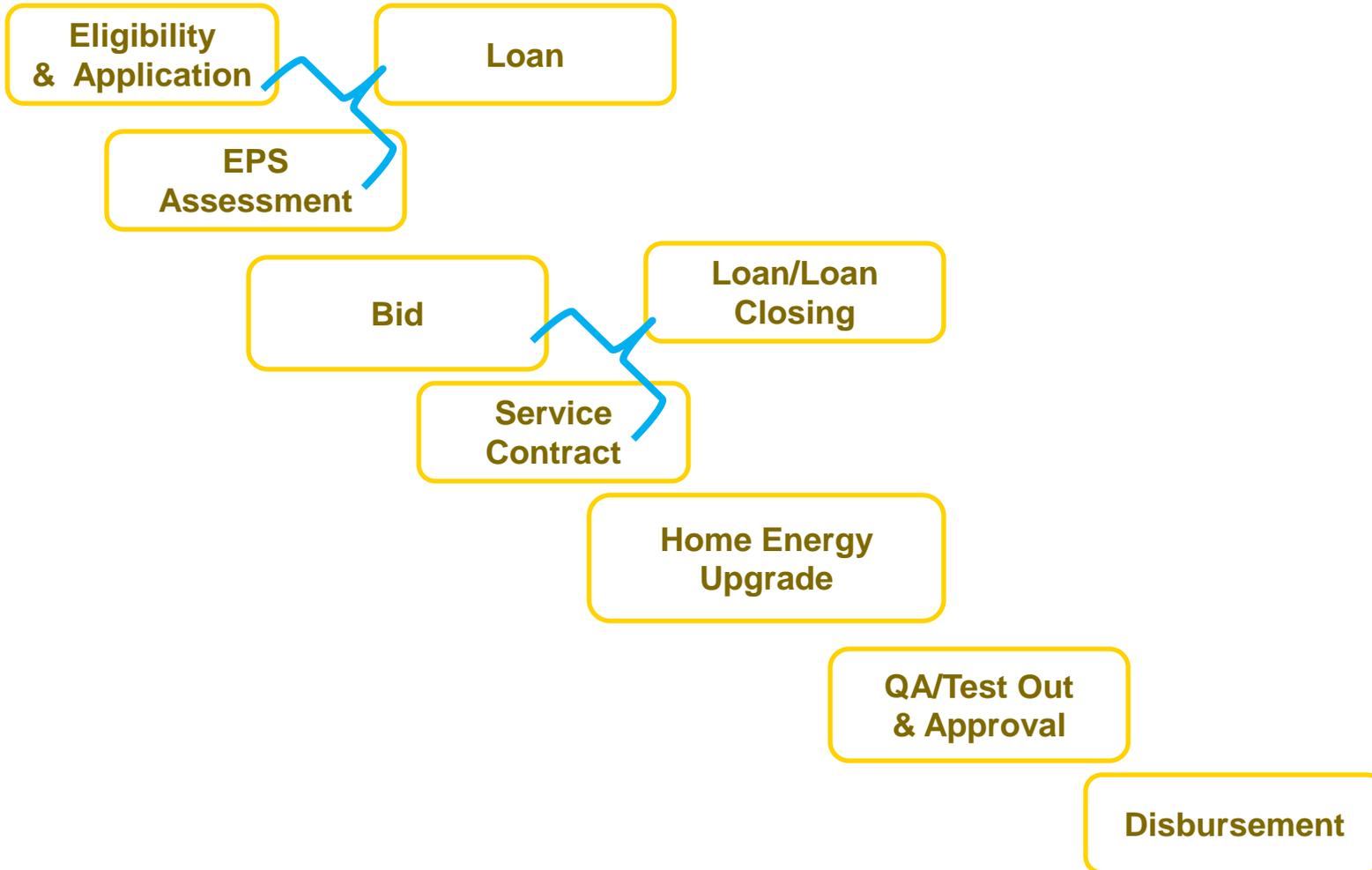
- \$20 million DOE Better Buildings grant: launched April 19th, 2011
- We are a neighborhood building upgrade program to achieve deep energy savings and create jobs.
- Program Goals:
 - 2,000 home upgrades by June 2013
 - 15% savings in each home upgraded
 - Reduce the cost of upgrades with new incentives and rebates
 - Create affordable financing mechanisms
 - Reach out to diverse homeowners
 - Create community access to jobs



Community Power Works Neighborhood Map



- Developed to create and retain living wage green jobs
 - Wage rates
 - Hiring standards from Quality Training Providers (QTPs)
 - Goals for hiring targeted workers (50%) and technical hours worked (33%)
 - Business Ownership rates:
 - 80-100% small business
 - 30% Minority
 - 10% Women
 - Increase opportunities for Veterans



Initial Challenges:

- Diversity:
 - 98118 most diverse zip code in the country
 - 59 languages spoken
- Initial focus on micro-messaging for:
 - Non-English
 - Low- to mid-income
- Unclear marketing roles
 - Contractors & Auditors
 - CPW program

Summer Focus on Building Awareness

- Neighborhood events
- Teen talent
- Free t-shirts
- Advertising in community newspapers
- Social media

Fall Focus on Driving Demand, Closing the Sales

- Sales bonuses and new homeowner incentives
- Sales Training
- PR – media buys, earned media, & social media
- Community presence – champions & leaders



Greater Cincinnati
**Energy
Alliance**



- Non-profit 501c3 organization
- Energy Efficiency/Renewable Energy Services
 - Education/Outreach
 - Project Management
 - Financing
- Market Focus
 - Residential
 - Non-profit Commercial



Campaign Overview:

- A major Door-to-Door Campaign in the Greater Cincinnati Region
- 9 AmeriCorps Members
- July 19 - September 8
- Provide Education on Energy Alliance Programs & Services

Goals:

- Knock on 15,000 doors
- Assumption: (1/3 home, 1/3 assessment request, 50% schedule assessment)
- 876 Assessments
- 200 Improvements



Americorp NCCC members D.J. Bernat, Billy Biferie, Othaly de la Cruz, Justin Tucker, Rachel Lebeaux, Sammy Hirsch, Jeremy Kahn, Starr Spencer, Alicia Volk, and Michael Carter.

- Based on number of members and days in field estimated # homes able to reach
- Create budget and expected results

Canvass Assumptions:

Each team of 2 can reach 25 houses/ hr (4 teams)

Total Households reached: $158 * 4 * 25 = \underline{15,800}$

AmeriCorps Budget: \$13,000

Description

Housing- Rental unit per month
Ipad
Training (lunches) - 2 days
Community event (snacks) 2 days
Celebration lunch (reporting) 1 day
Brochures
Kitchen Magnets*
Energy Alliance Buttons
Door Hangers
Duke CFL post card
Media Outreach- WVXU*
Canvass supplies (safety kits,etc.)
Miscellaneous

- AmeriCorps NCCC Proposals
- Conduct mapping analysis and selected neighborhoods
- Create project plan with timeline, media outreach, responsible parties, etc.
- Create training program
- Develop collateral materials
- Reach out to municipal and community partners



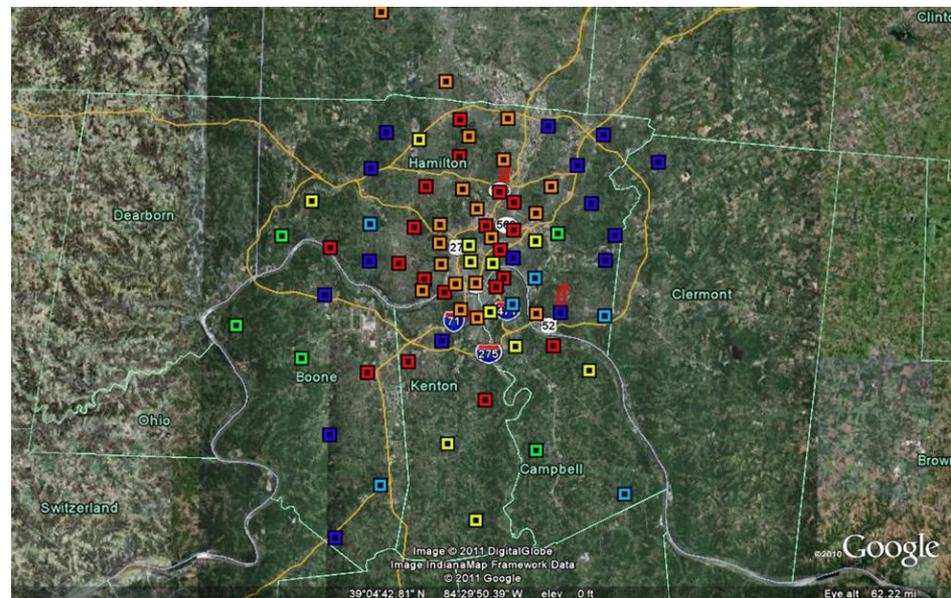
Canvass Mapping Methodology

- Service Area: Greater Cincinnati including Hamilton County (Ohio), and Boone, Kenton, and Campbell Counties (Kentucky).
- Total service area population: 1,171,241 (2010)
- Total occupied housing units: 475,998
- 3 Data sources:
 - ACEEE/ UC study provided data on housing market and EE potential.
 - Existing Energy Alliance retrofit customers
 - Anecdotal knowledge of staff and partners
- Other considerations: Walkability (side walks and hills), large lot sizes, areas of zip code that was outside of service territory, and previous canvassed areas



Canvass Analysis: ACEEE/UC

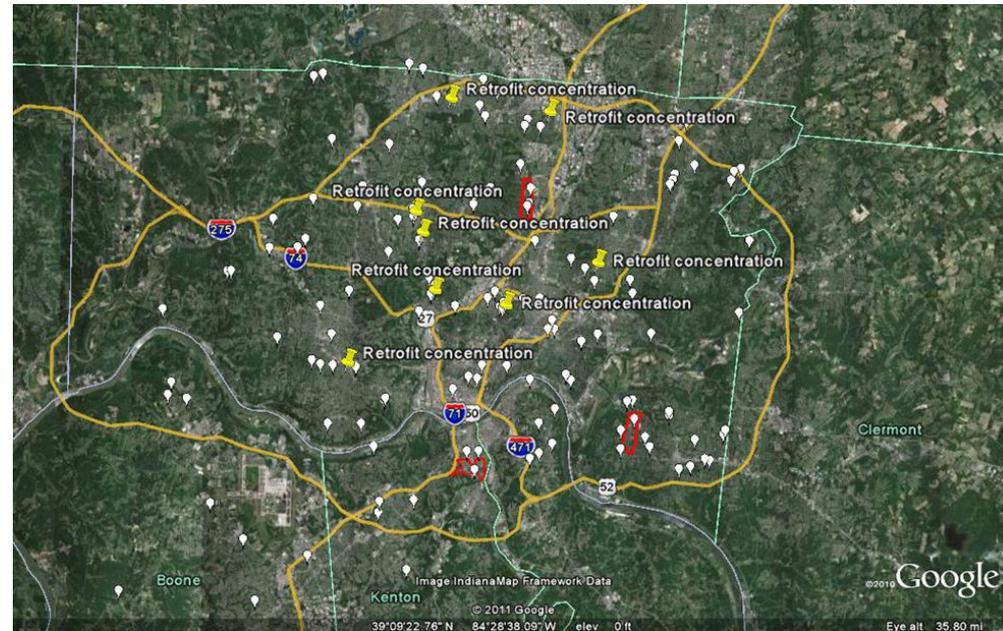
- Ranked all service area zip codes: including household income, college education levels, owner occupied building percentages, etc.
- 80,000 homes identified
- Number of mortgage holders in those neighborhoods totals only 13,867
- Plan to work with local planning to develop lists of mortgage holders
- Each zip code was ranked on a scale of 0 to 5



ACEEE market study zip code map

Canvass Analysis: Existing Retrofits

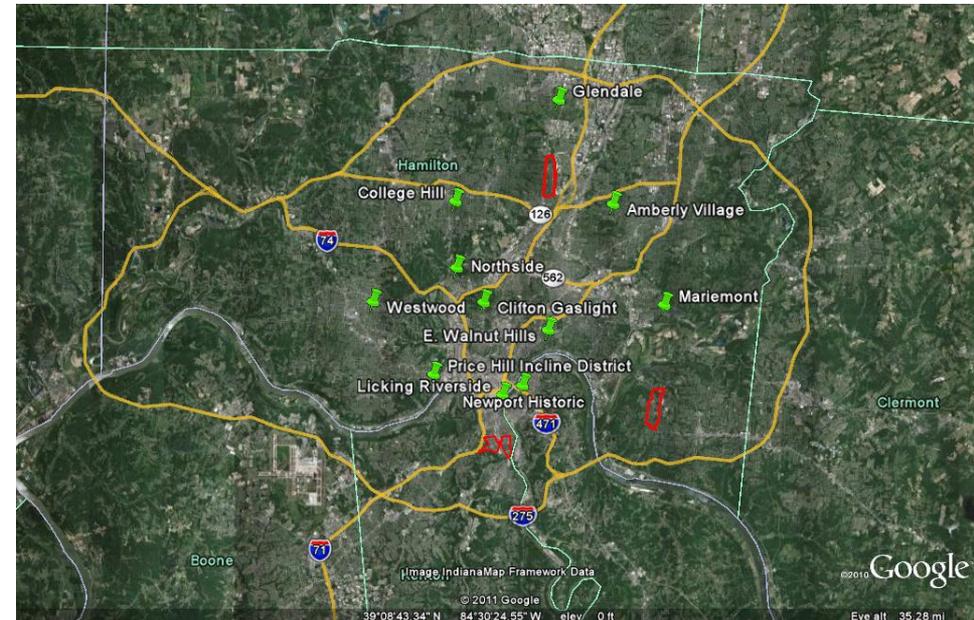
- Yellow pins shows areas of retrofit concentrations outside of the target zip codes (ACEEE/UC study)
- White markers = completed retrofits
- Plan to obtain homeowner lists from county planning departments to help map efficient routes in these neighborhoods.



Existing retrofit concentration map

Canvass Analysis: Anecdotal Knowledge

- Developed a list of 11 possible canvass areas
- Consideration given to high homeownership rates, older housing stock, and higher household incomes.
- Progressive minded and college oriented neighborhoods played a strong factor



Anecdotal *target area map*

2 Day Professional Training Program:

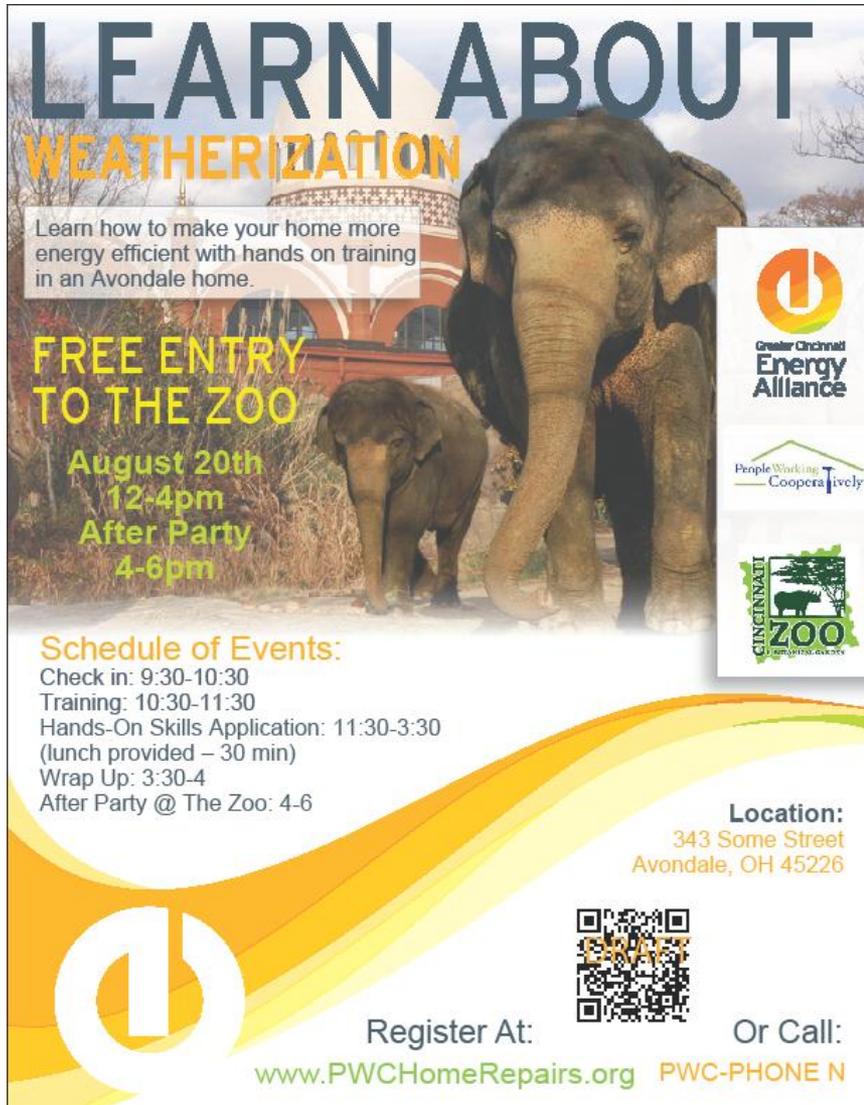
- Energy Alliance Programs and Services
- Goals of the Summer Canvass
- Background on the Greater Cincinnati Region
- Technology Training: iPads and data management
- Energy Assessment, Retrofit, and QA
- Canvass 101 Techniques
- Practice Canvass Spiel and Canvass Scenarios
- Canvass Mapping and Management
- **Final Quiz!**



2 Day Energy Alliance Training

Canvassing preparations and daily reporting	4
Door to door canvassing*	25.5
Calls to interested residents	5
Community Events/ Tabling**	5
Total Hours	41.5

Weekly Tasks



LEARN ABOUT WEATHERIZATION

Learn how to make your home more energy efficient with hands on training in an Avondale home.

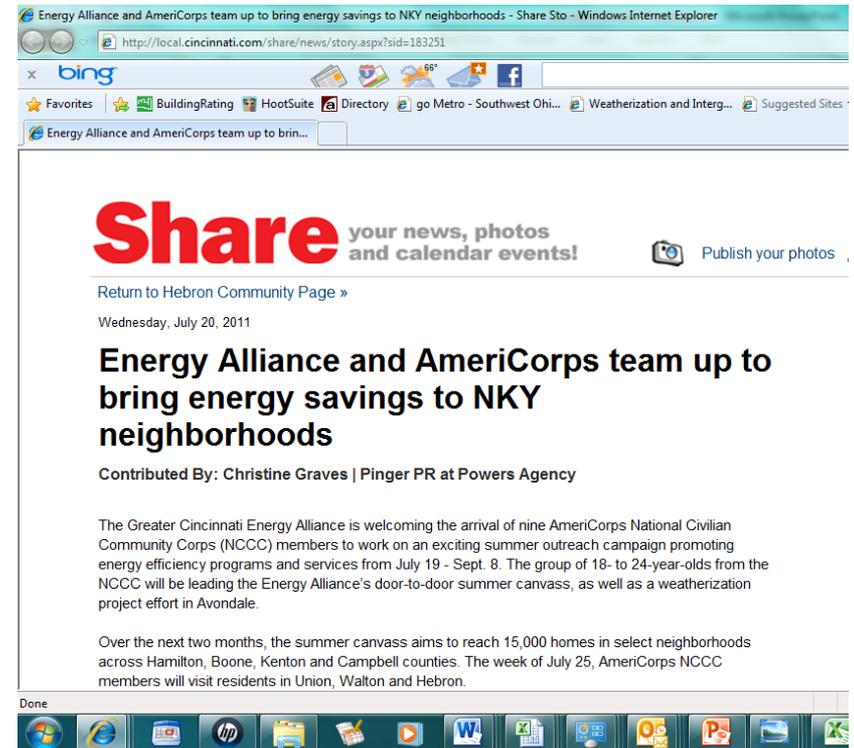
FREE ENTRY TO THE ZOO

August 20th
12-4pm
After Party
4-6pm

Schedule of Events:
Check in: 9:30-10:30
Training: 10:30-11:30
Hands-On Skills Application: 11:30-3:30
(lunch provided – 30 min)
Wrap Up: 3:30-4
After Party @ The Zoo: 4-6

Location:
343 Some Street
Avondale, OH 45226

Register At: www.PWCHomeRepairs.org Or Call: PWC-PHONE N



Energy Alliance and AmeriCorps team up to bring energy savings to NKY neighborhoods - Share Sto - Windows Internet Explorer

http://local.cincinnati.com/share/news/story.aspx?sid=183251

bing

Share your news, photos and calendar events! Publish your photos

Return to Hebron Community Page »

Wednesday, July 20, 2011

Energy Alliance and AmeriCorps team up to bring energy savings to NKY neighborhoods

Contributed By: Christine Graves | Pinger PR at Powers Agency

The Greater Cincinnati Energy Alliance is welcoming the arrival of nine AmeriCorps National Civilian Community Corps (NCCC) members to work on an exciting summer outreach campaign promoting energy efficiency programs and services from July 19 - Sept. 8. The group of 18- to 24-year-olds from the NCCC will be leading the Energy Alliance's door-to-door summer canvass, as well as a weatherization project effort in Avondale.

Over the next two months, the summer canvass aims to reach 15,000 homes in select neighborhoods across Hamilton, Boone, Kenton and Campbell counties. The week of July 25, AmeriCorps NCCC members will visit residents in Union, Walton and Hebron.

131,458 impressions
Press Releases:5
Press Hits:21
Weekly social media posts

Canvass Results

Canvassed Communities (32): Newport, Ft Thomas, Union, Walton, Hebron, Clifton, Ft Mitchell, Mt Washington, Hyde Park, Mt Lookout, North Avondale, Montgomery, Northside, Anderson Twp, Columbia Tusculum, Madeira, Oakley, Sycamore Twp, Symmes Twp, Glendale, Loveland, Covington, East Walnut Hills, Terrace Park, College Hill, Westwood, Deer Park, Florence, Blue Ash, Pleasant Ridge, Green Twp, Bridgetown.

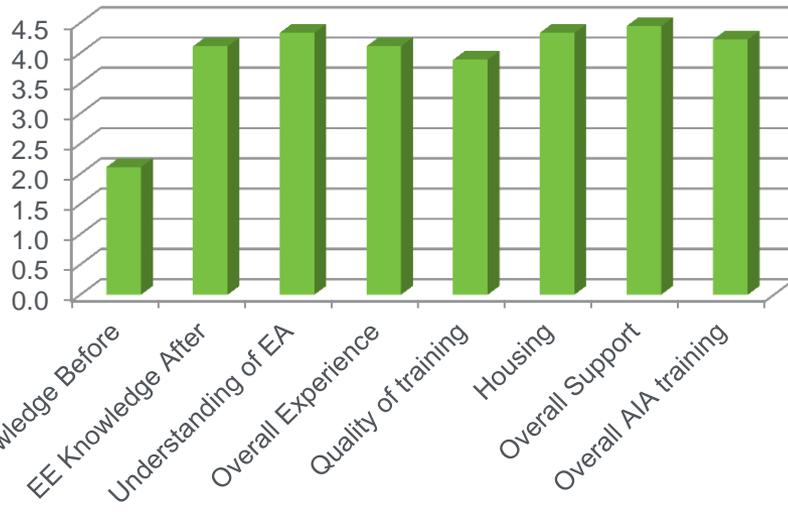
Data Results:

- Canvass Days 36
- Tabling Events: 8 **(151 People reached & 34 interests)**
- # Houses: 13064
- Door Hangers: 9080
- Spoken To: 2350 **(18% of houses)**
- Audit Requests: 162 **(7% of spoken to)**
- Interested in Audit: 475 **(20% of spoken to)**

Special Projects: Repair Affair, Avondale In Action: Weatherization 101, Energy, Economics, & Environment Summit.



AmeriCorps Member Feedback:



Overall Observations:

- Progressive, low to moderate income households more interested
- “McMansions”, cul-de-sac neighborhoods, higher income, and Kentucky communities not as interested
- ACEEE and UC data indicated the higher income areas would be the best fit, but anecdotal data proved otherwise
- More preparation needed, reach out to communities earlier, permitting needs, and other unforeseen issues.



Next Steps:

- Conversions of requests to assessments and retrofits
- Post card mailer
- Final Report

Community events and workshops: (Since 2/11/2010)

- Over 120 community outreach opportunities
- Reached 4,500+ people
- Average 6+ outreach opportunities/ month

Door to Door Canvasses:

- 3 canvasses with local volunteers in Covington, Wyoming, and Mt Washington reaching out to over 2,000 households (95 volunteers)
- Summer campaign with 10 AmeriCorps members
 - Reached out to 13,000+ households
 - Spoke with 2,350+ households
 - Over 670 interested in Home Energy Assessment

Traditional Advertising: (Since 10/23/2009)

- 53 Press Hits
- 15 Press Releases
- 7 Paid ads

Social Media: (Month of August)

- 1105 followers on Facebook
- 612 followers on Twitter
- 9018 Monthly website page views

Results as of September 15, 2011

Over 880 energy evaluations completed

Over 260 energy upgrades completed

Lilah Glick

Marketing and Community Outreach Director

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www.greatercea.org

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For the most up-to-date information and registration links, as well as archived webcast materials, please visit the Solution Center webcast page:

www.wip.energy.gov/solutioncenter/webcasts