

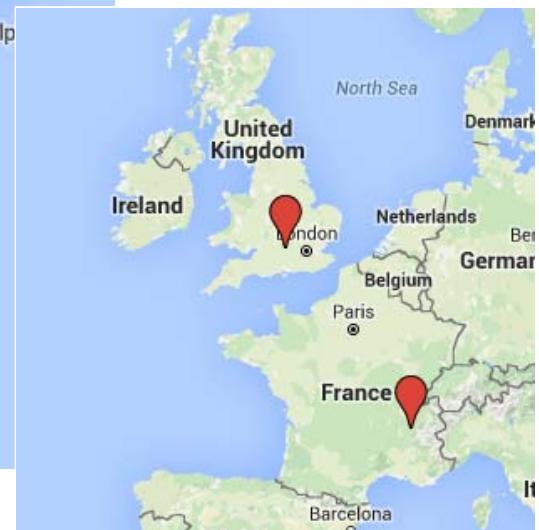
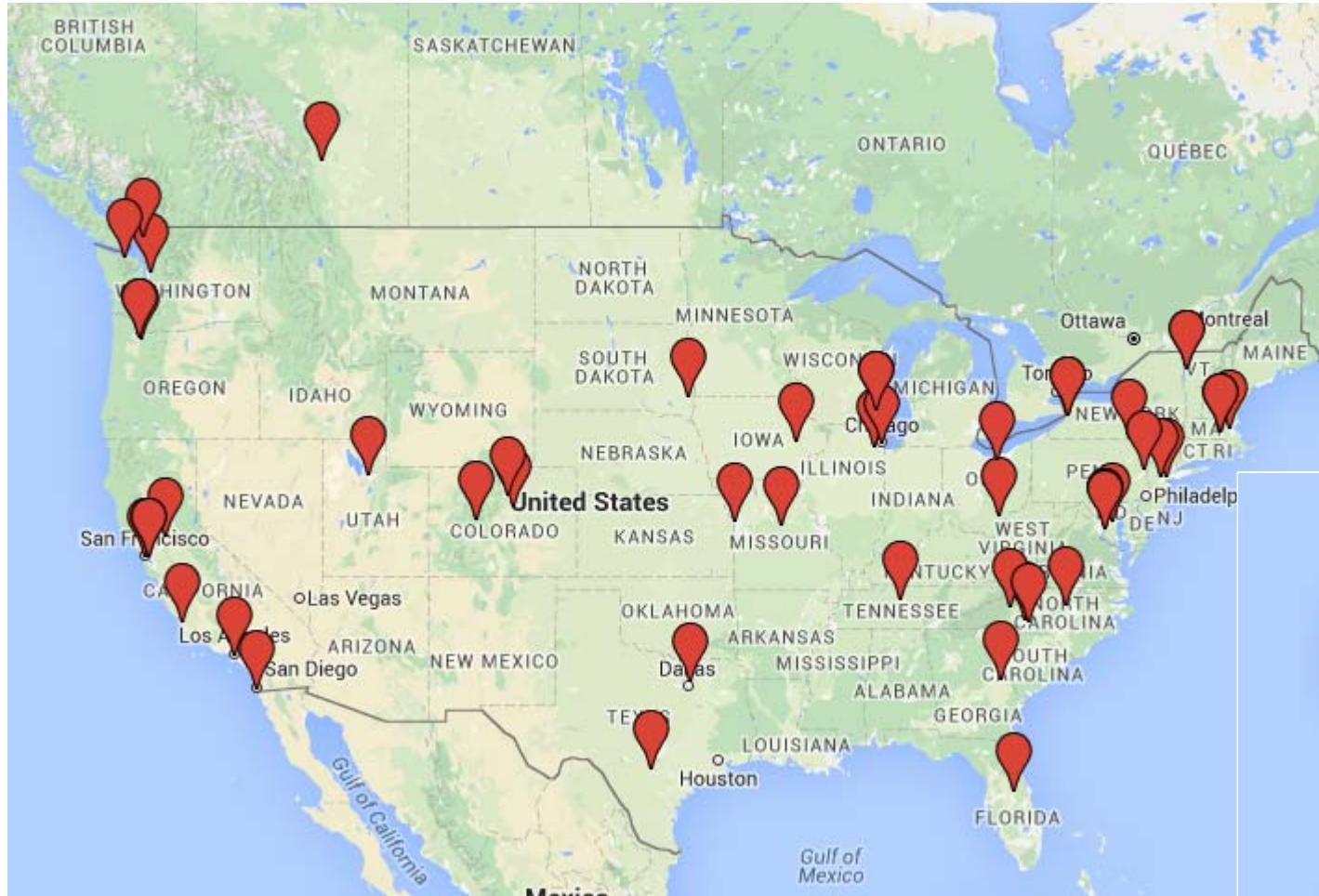


**Better Buildings Residential Network Peer Exchange Call Series: *Bullseye: Top Strategies for Targeted Marketing (101)***

May 12, 2016

*Call Slides and Discussion Summary*

# Call Attendee Locations



# Call Participants – Network Members

- Boulder County
- Center for Sustainable Energy
- City of Aspen Utilities and Environmental Initiatives
- City of Kansas City
- CLEAResult
- County of San Luis Obispo
- Duke Carbon Offsets Initiative
- Johnson Environmental
- Puget Sound Energy
- Pure Eco Environmental Solutions
- PUSH Buffalo
- South Burlington Energy Committee
- The Oberlin Project
- TRC Energy Services

# Call Participants – Non-Members

- 80/20 Sustainable Solutions
- Alliant Energy
- AppleBlossom Energy Inc.
- Ballarat Consulting
- Blue Ridge EMC
- Building Services Controls Ltd.
- California Public Utilities Commission
- Cascade Natural Gas
- City of Calgary
- City of Chicago
- City of Milwaukee
- Clallam County PUD
- Eastern Research Group
- Eko Smart Solutions
- Energy Wise Solutions
- EnergyLink
- EnerScore Inc.
- Fruitfull Energy
- Groundswell
- Global Social Compliance Programme

# Call Participants – Non-Members

- Hart
- ICF International
- Nexant
- Off The Grid Renovations
- Plant Vogtle
- Public Service Enterprise Group Incorporated.
- PUSH Green
- Sacramento Metropolitan Air Quality Management District
- StopWaste
- The Insulation Man, LLC
- UL LLC
- UpGrade Ohio
- XLR8SUN

# Agenda

- Agenda Review and Ground Rules
- Opening Poll(s)
- Brief Residential Network Overview
- Featured Speakers
  - Catalina Lamadrid, Principal, Innova Energy Group
- Discussion
  - What targeted marketing strategies have you employed to craft successful outreach initiatives and communications?
  - What challenges have your program experienced engaging specific demographics?
  - What tips or best practices have you found in communicating with hard-to-reach market segments?
  - Other questions/issues related to targeted marketing strategies?
- Closing Poll(s) and Upcoming Call Schedule

# Opening Poll

- Which of the following best describes your organization's experience with the call topic?
  - Some experience/familiarity – **63%**
  - Limited experience/familiarity – **19%**
  - Very experienced/familiar – **12%**
  - No experience/familiarity – **3%**
  - Not applicable – **3%**

# Better Buildings Residential Network

**Better Buildings Residential Network:** Connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient.

**Membership:** Open to organizations committed to accelerating the pace of home energy upgrades.

## Benefits:

- Peer Exchange Calls 4x/month
- Tools, templates, & resources
- Recognition in media, materials
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- Residential Program Solution Center guided tours

**Commitment:** Provide DOE with annual number of residential upgrades, and information about associated benefits.

*For more information or to join,* [energy.gov/eere/better-buildings-residential-network/join](http://energy.gov/eere/better-buildings-residential-network/join)



**Program Experience:**  
**Catalina Lamadrid**  
**Principal**  
**Innova Energy Group**



May 12, 2016

# Hispanics and Energy

Catalina Lamadrid, PMP, CEM, CDSM  
Principal, Inova Energy Group

# Who are Hispanics?



Hispanic or Latino refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin **regardless of race**.

Origin can be viewed as the **heritage, nationality group, lineage, or country of birth** of the person or the person's parents or ancestors before their arrival in the United States.

U.S. Census



**50.5**

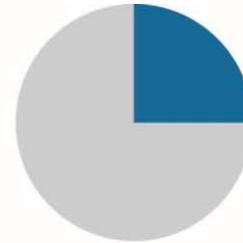
Million  
Hispanics

**27 years**

Median age of Hispanics  
vs. 37 for all US population



1 in 6 residents are Hispanic



**16.3%**

of the Population  
in 2013



**56%**

Of the population  
growth from  
2000 to 2010

**40%** Share of Hispanics  
new to the U.S.  
between 2000-2010



1 in every 4  
children



**75%**

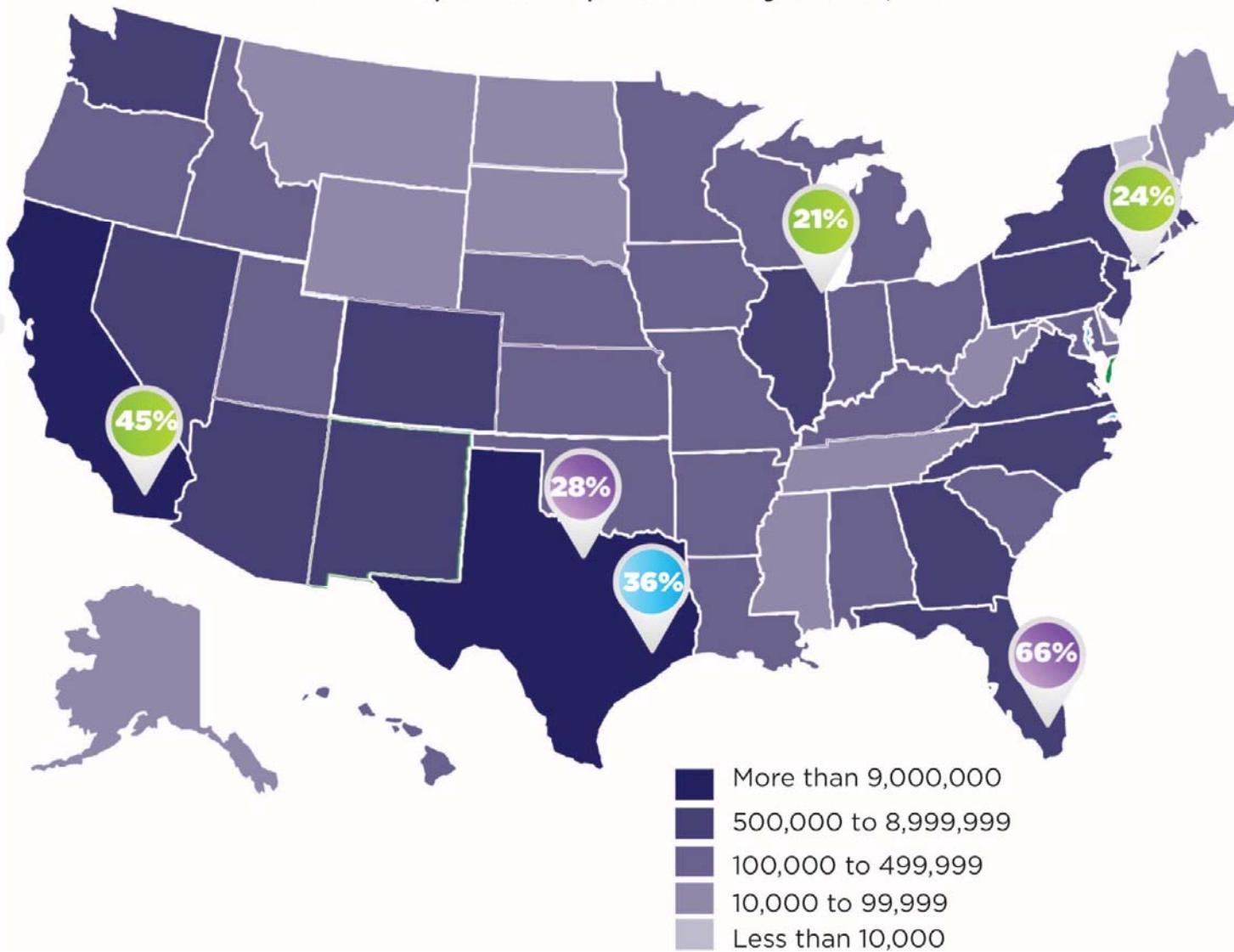
Speak spanish  
at home

**\$1 Trillion**

In buying power

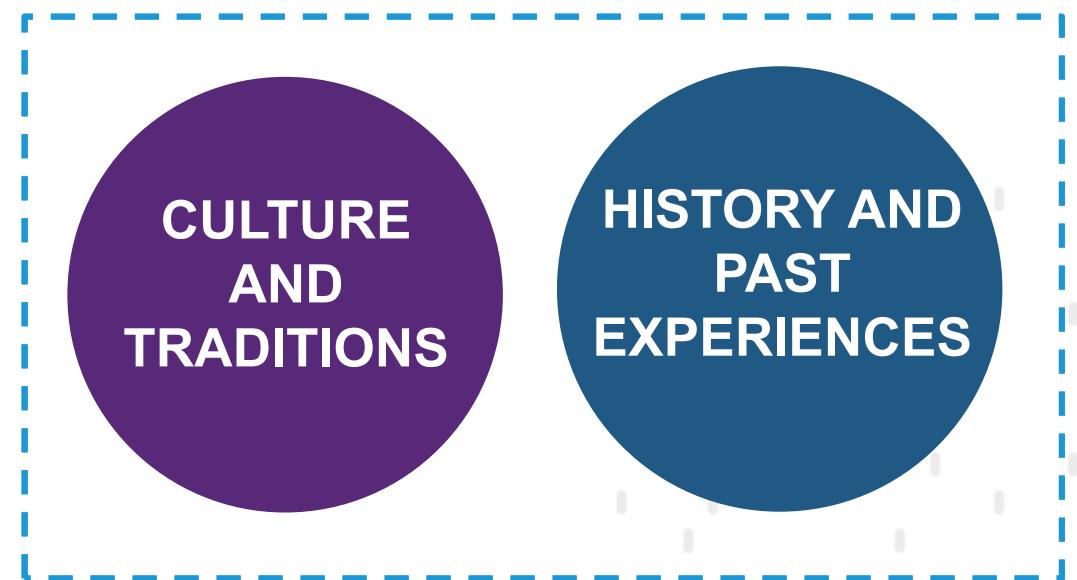
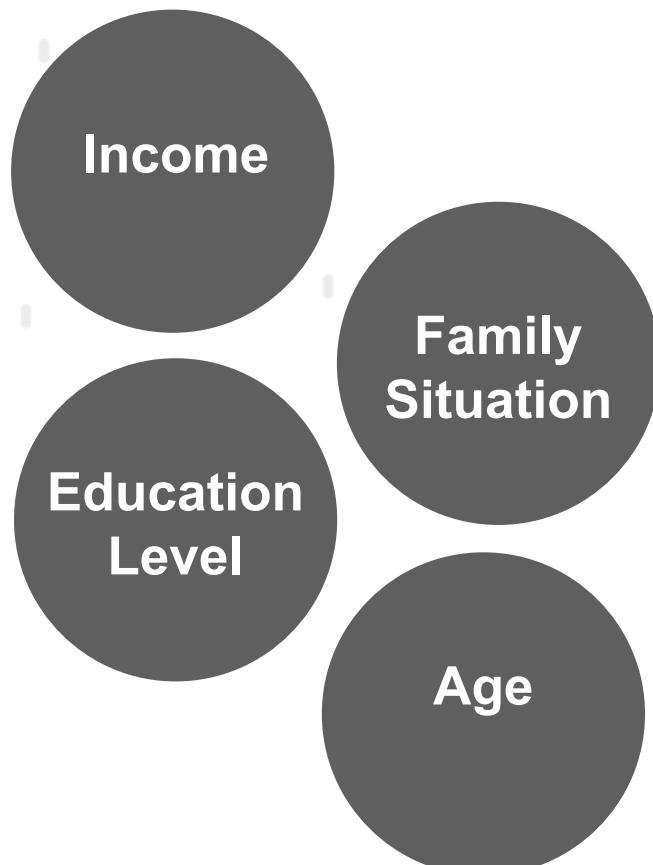
65.5%	Mexican
9.1%	Puerto Rican
3.6%	Salvadoran
3.5%	Cuban
2.8%	Dominican
2.3%	Guatemalan
1.9%	Colombian

## U.S. Hispanic Population by State, 2012



# Hispanics Relationship with Energy

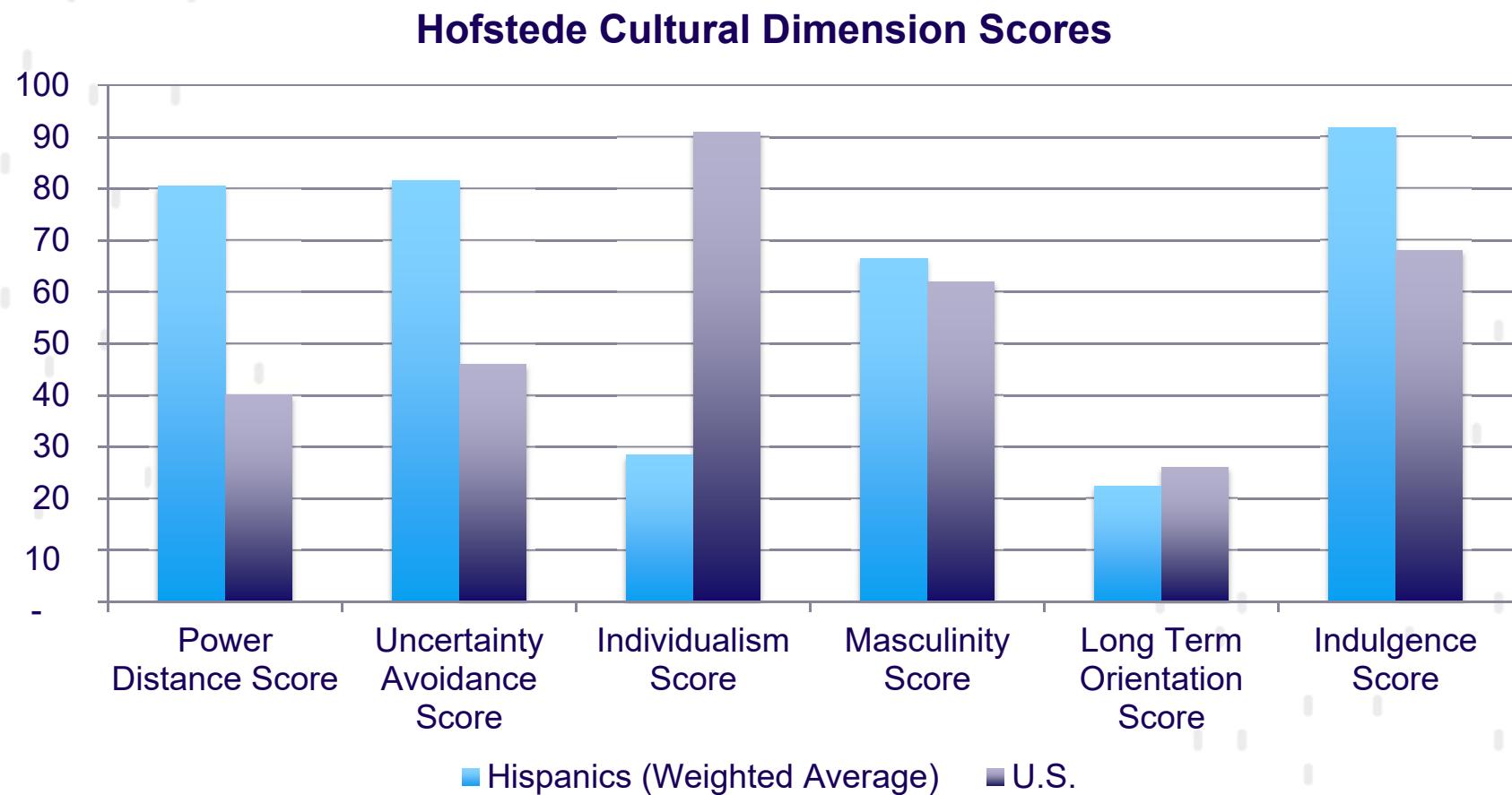
Influenced by:



# Culture and Beliefs



# Culture and Beliefs



# Hispanics Relationship with Energy

## Electric Power Sector in Latin America



- Few options: single government-owned utility, monopoly, few competitors.
- Coverage varies.
- Limited interaction with utility.
- Customer service culture practically non-existent.
- Subsidized residential rates but high industrial rates (primarily Mexico).
- Zero to limited energy efficiency programs.

# Hispanics Relationship with Energy

- Leaving lights on – **SAFETY**
- Washing clothes with hot water – **TRADITION AND COMFORT**
- Televisions and Set Top Boxes – **STATUS**
- Keep using appliances until they break – **EFFICIENT BEHAVIOR**



## Targeted Marketing Initiatives

- Understand behaviors and develop strategies for modification.
- Coordinate education activities through trusted organizations.
- Focus on personal contact and relationship building.

**DIFFERENT  
BEHAVIORS**

**TRUSTED  
SOURCES**

**RELATIONSHIP  
BUILDING**

# Targeted Marketing Initiatives

- Develop culturally relevant marketing strategies and tactics.
- Develop profiles and customize language and approach.
- It matters who says the message.

CULTURAL  
RELEVANCE

LANGUAGE

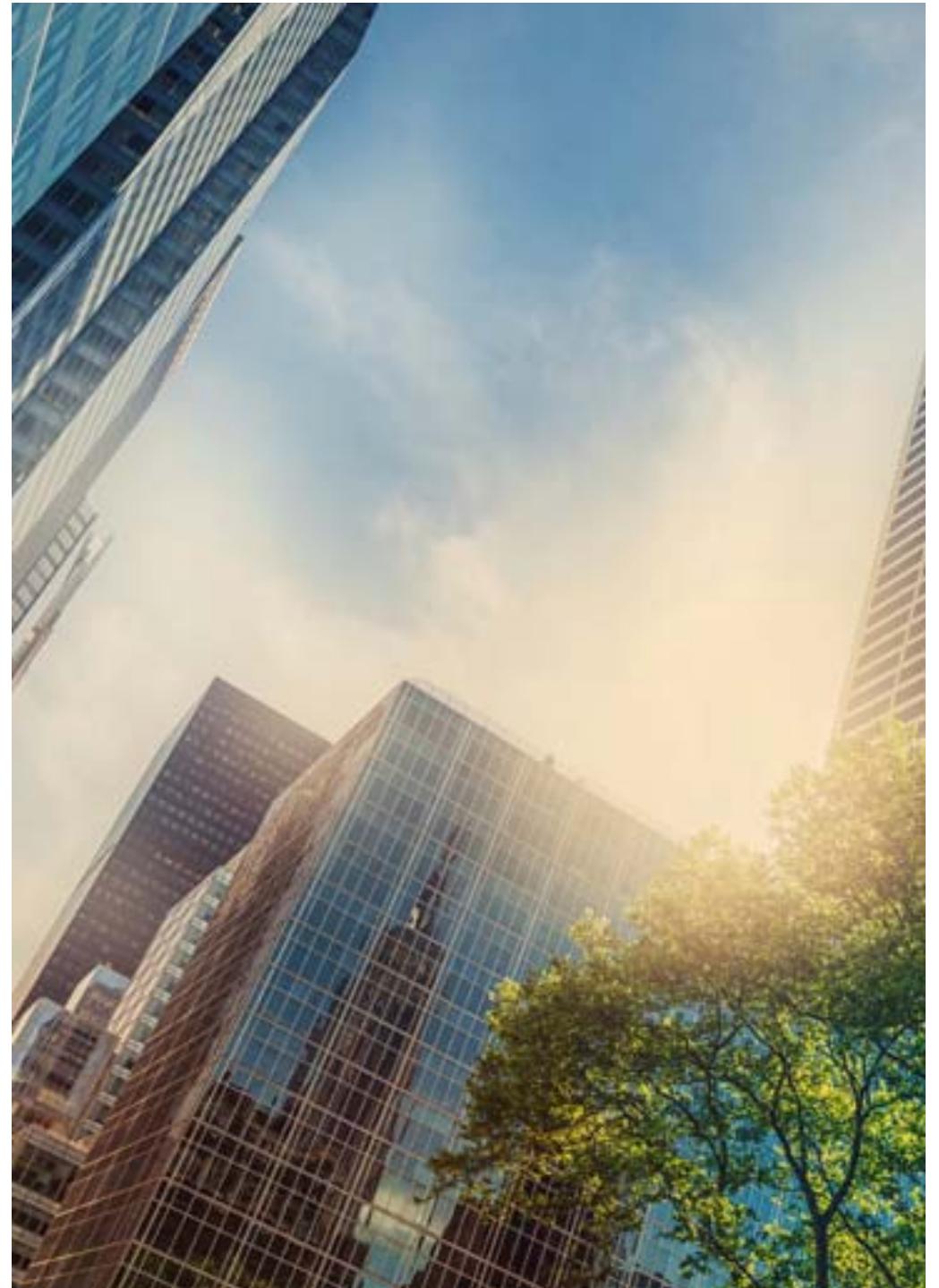
CONNECT WITH  
AUDIENCE

# THANK YOU

## Questions?

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Catalina Lamadrid, PMP, CEM, CDSM  
Principal  
[www.inovaenergygroup.com](http://www.inovaenergygroup.com)



# Presentation Highlights: Innova Energy Group

- Of the Hispanic population, 20 million are new to the U.S.:
  - **Relationships with energy, and utilities, may be very different** if they are coming from countries in which low coverage, frequent blackouts, and no recourse for frustrations is much more common.
- The U.S. Hispanic population has a **varied history, culture, appearance, and context**:
  - Make sure your organization understands the specific demographic (e.g. country of origin, age, race) you are trying to reach.
- Try marketing campaigns that **speak to the cultural identity of the community**:
  - Hispanic populations tend to be very community-oriented.  
**Create community challenges that speak to this collectivism** (e.g. use money from energy savings in the community to improve a local park or library)

# Related Resources in the Residential Program Solution Center

Explore marketing resources:

- Learn how to frame your marketing and outreach efforts by understanding your local market in the [Marketing & Outreach – Assess the Market](#) handbook.
- Tip: [Adapt messages to your primary target audience's needs](#)
- [Messaging Quick Link](#) provides curated resources about how to make your materials resonate with your target audience.



- While you're there, see the latest [Proven Practices](#) post on [Evaluating Residential Program Success](#).
- The Solution Center is continually updated to support residential energy efficiency programs—[member ideas are wanted!](#)

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# Residential Program Solution Center Navigational Example

Better Buildings Residential Program Solution Center

Enter your keywords |

EERE » BTO » Better Buildings Neighborhood Program » Solution Center Home » Handbook Index

Solution Center Home

About

**Handbook Index** (circled)

Quick Links

Proven Practices

Energy Data Facts

Glossary

BROWSE BY:

Program Components

Program Design Phases

Content Types

**Marketing & Outreach – Assess the Market**

[Where Am I?](#)

[PDF of handbook](#) [Print this page](#)

Description Step-by-Step Tips for Success Examples Toolbox Topical Resources

## Step-by-Step

By researching who comprises your program's target audiences, what their needs are, what motivates them to change their behavior, and what prevents them from undertaking home energy upgrades, you will be able to [craft relevant messages](#) and delivery approaches that will inspire them to take action.

The following steps can help your program assess the market for home energy upgrades.

[Expand All](#)

- ▶ Develop a market research plan based on available resources and research techniques
- ▶ Conduct audience research to determine who should be the focus of your marketing and outreach
- ▶ Categorize your target audiences to narrow the focus of your marketing and outreach efforts

Strategy Development	4. <a href="#">Develop a Business Model</a>	4. <a href="#">Make Design Decisions</a>		4. <a href="#">Make Design Decisions</a>	4. <a href="#">Make Design Decisions</a>	4. <a href="#">Make Design Decisions</a>	
	5. <a href="#">Create a Business Plan</a>	5. <a href="#">Develop Implementation Plans</a>	1. <a href="#">Develop Evaluation Plans</a>	5. <a href="#">Develop Implementation Plans</a>	5. <a href="#">Develop Implementation Plans</a>	5. <a href="#">Develop Implementation Plans</a>	

# Closing Poll

- After today's call, what will you do?
  - Seek out additional information on one or more of the ideas – **50%**
  - Consider implementing one or more of the ideas discussed – **36%**
  - Other (please explain) – **14%**
  - Make no changes to your current approach – **0%**

# Discussion Highlights

- In many communities, **cultural norms emphasize repairing and continuing to use appliances**, so there can be resistance to upgrades. Understanding cultural definitions is an important part of outreach and education that matches community needs.
- When translating outreach messages into another language, use the dialect that represents the majority of the community. **Taking the time to tailor materials can be a powerful tool to reach your audience.**
- Think through all aspects of your program to **identify aspects that may be barriers to participation:**
  - **Use respected communities members on promotional materials to convey your message** as utilities may not be trusted sources of information.
  - **Try to partner with contractors who are members of the target community** to serve as trusted ambassadors and form a valuable connection with customers.

# Peer Exchange Call Series

***We hold one Peer Exchange call the first four Thursdays of each month from 1:00-2:30 pm ET***

Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation

## Upcoming calls:

- May 19: Walking the Talk: Employer Assisted Programs (301)
- May 26: Spring Forward: Top Strategies for Growing and Scaling Your Program (301)
- June 2: Five and Dime: Revisiting Strategies for Lowering the Costs of Delivering Energy Efficiency (101)
- June 9: Swipe Left, Power Down: Using Interactive Media to Instill Behavior Change (301)

*Send call topic ideas to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com)*

*See the Better Buildings Residential Network Program [website](#) to register*

# Annual Member Reporting and Recognition

We are eager to hear about and recognize your accomplishments from 2015!

- Share your number of upgrades, and any related benefits
- New template makes it easier

 **Better Buildings**  
U.S. DEPARTMENT OF ENERGY

**Reporting & Recognition Template**

**BETTER BUILDINGS RESIDENTIAL NETWORK**

Please submit your organization's number of upgrades and associated benefits from fiscal year (FY) 2015 using this template by **May 13, 2016** to [bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov), or provide the information requested below in another format, such as via email, a document, spreadsheet, graphic, or chart.

Organization name: \_\_\_\_\_

Name of contact: \_\_\_\_\_

**REPORTING & RECOGNITION**

**UPGRADES:**  
**Home energy upgrades completed in FY 2015 (October 1, 2014 – September 30, 2015)**\*  
The Better Buildings Residential Network defines a **home energy upgrade** as: Any transaction intended to improve a residential building's (e.g., single-family home, multifamily unit, multifamily building) enclosure or mechanical system (e.g., insulation, air sealing, windows, HVAC, ducts, hot water).  
\*Note: If your organization does not directly complete home energy upgrades, please provide information related to the most significant aspect of your work concerning residential energy efficiency in the section below. Home Performance with ENERGY STAR® Sponsors, Georgetown University Energy Prize participants, and members that joined after March 31, 2016, do not need to report to the Residential Network.

**BENEFITS:**  
Benefits associated with completed upgrades (feel free to attach more information):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Suggestions for benefits to include:  
► Energy saved  
► Money saved by consumers  
► Economic impacts  
► Trainings, assessments completed  
► Partnerships  
► Health benefits  
► Environmental benefits (e.g. greenhouse gas or water savings)  
► Jobs created or workers trained or certified

**Benefits Examples from FY 2014 Reporting**  
► 78,530 MMbtu annual energy savings; \$60,250,000 lifetime cost benefit  
– Efficiency Maine  
► 250,080 17 kWh saved annually; \$62,006.91 annual cost savings; 33,599.62 therms saved annually  
– Civic Works, Baltimore, MD

**Brag a little!** Are there any other accomplishments you'd like us to know about? Please share below or attach any relevant annual reports or accomplishment information.

\_\_\_\_\_

\_\_\_\_\_

If you have any questions, please email the Residential Network at [bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov).

Learn more at [betterbuildings.energy.gov/bbn](http://betterbuildings.energy.gov/bbn)

U.S. DEPARTMENT OF  
ENERGY