Community Based Social Marketing

9-25-2014
The Small Town Energy Program

A 3-year grant from the U.S. Department of Energy to the Town of University Park, Maryland (UP), August, 2010 through July, 2013.

“To create a model residential energy transformation program that serves as a roadmap for other small towns.”
STEP Structure

Leverage

• STEP functions like an “app”, sitting atop existing utility and State residential efficiency programs and incentives.
STEP Structure

Transaction Barriers

• The Coach makes it simple, transparent and trustworthy – working independently with clients at each and every step.
STEP Structure

Small Town CBSM

• STEP *only* used existing, trusted “small town” CBSM channels for program outreach.
CBSM 💚 Small Towns
CBSM 💚 Small Towns
CBSM ❤️ Small Towns

• 80% of the US lives in 350 metro areas, within which half live in jurisdictions of 25,000 or less.

• The average jurisdiction in the US is only 6,200.

• In Maryland:
  – Only 17 cities with populations >15,000
  – 131 towns and villages, average population 2,174
Small Town CBSM

STEP CBSM Sequence...

1. Mayor’s announcement
2. Town list serve, newsletter
3. Councils, wards, HOAs
4. Door-to-door
5. COMMUNITY LAUNCH EVENT
6. Regularly repeat #2 and #3
7. “house parties”
8. clubs, churches, school, PTA

...and the killer green sign
Measurable Impacts

- **32%** of owner-occupied homes in town signed up for STEP (275)

- **25%** of owner-occupied homes in town had a HPwES audit (215)

- **18%** of homes in town completed a whole-house retrofit, avg 15% savings

- **65%** audit-to retrofit conversion rate

- **2%-10%** program penetration in 3 other pilot communities (only 1 year)
## Cost / Benefit

<table>
<thead>
<tr>
<th>Metrics</th>
<th>STEP Values (12/31/12)</th>
<th>% of our IOU’s Entire HPwES Program*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Market (homes)</td>
<td>5,000</td>
<td>1%</td>
</tr>
<tr>
<td>Audits</td>
<td>318</td>
<td>9%</td>
</tr>
<tr>
<td>Retrofits</td>
<td>155</td>
<td>13%</td>
</tr>
<tr>
<td>Audit to Retrofit Conversion Rates</td>
<td>40%-64%</td>
<td>24%-30%</td>
</tr>
<tr>
<td>2012 Hard Marketing Costs</td>
<td>&lt;$10,000</td>
<td>$323,717</td>
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</tbody>
</table>

Lessons Learned

• Client surveys consistently identify the Coach as the most valuable part of the program, with a 97% approval rating.

• Neighbors become the most effective program ambassadors - leveraging a key small town dynamic;

• STEP is scalable and replicable:
THANK YOU

Chuck Wilson
(Former STEP Program Director)

UPEnergyCoach@gmail.com