



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.



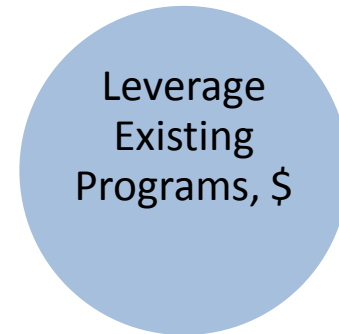
“To create a model residential energy transformation program that serves as a roadmap for other small towns.”



STEP Structure

Leverage

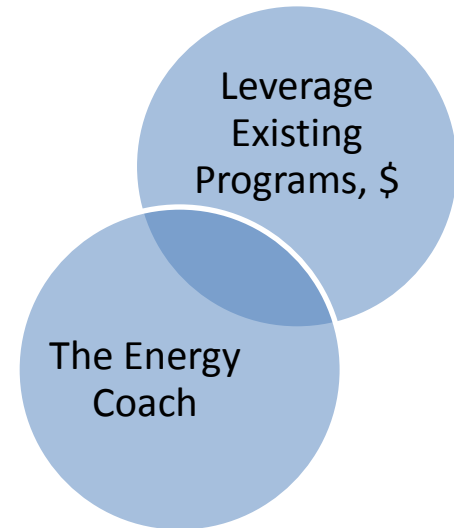
- STEP functions like an “app”, sitting atop existing utility and State residential efficiency programs and incentives.



STEP Structure

Transaction Barriers

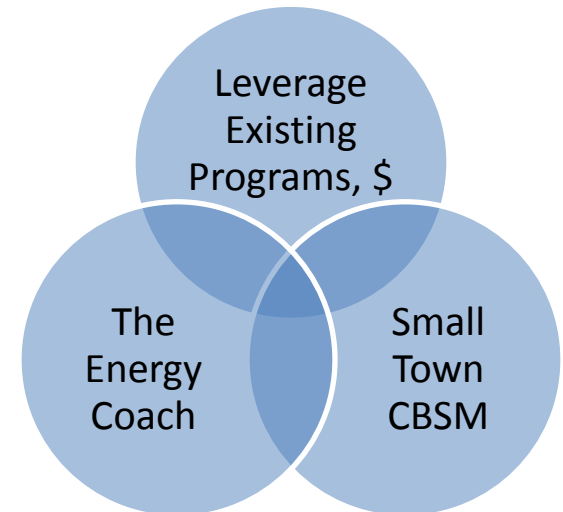
- The Coach makes it simple, transparent and trustworthy – working independently with clients at each and every step.



STEP Structure

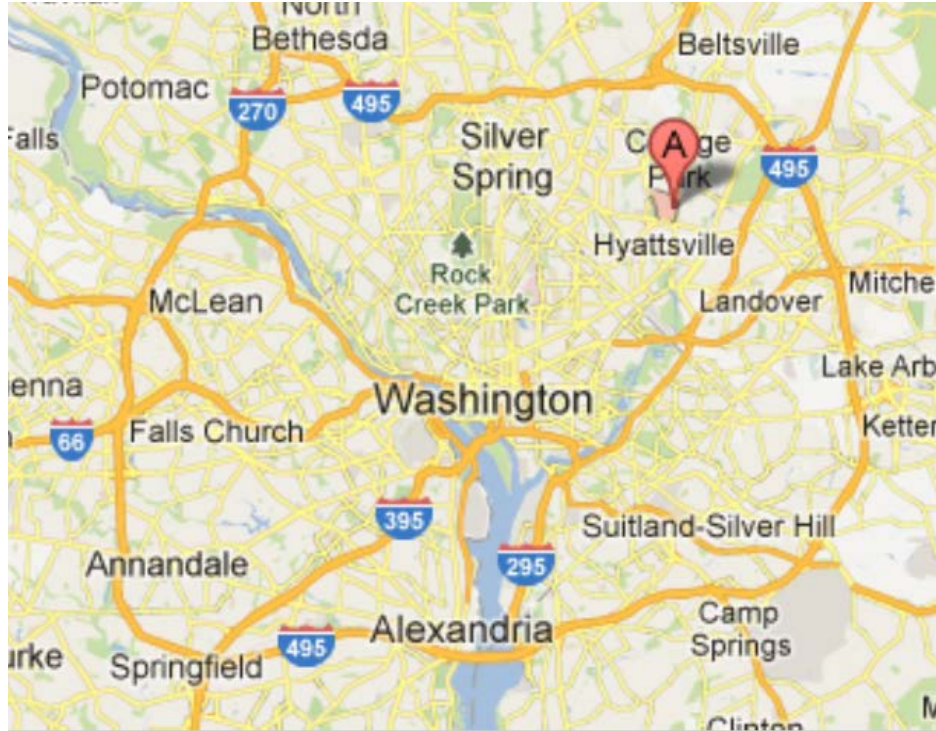
Small Town CBSM

- STEP *only* used existing, trusted “small town” CBSM channels for program outreach.

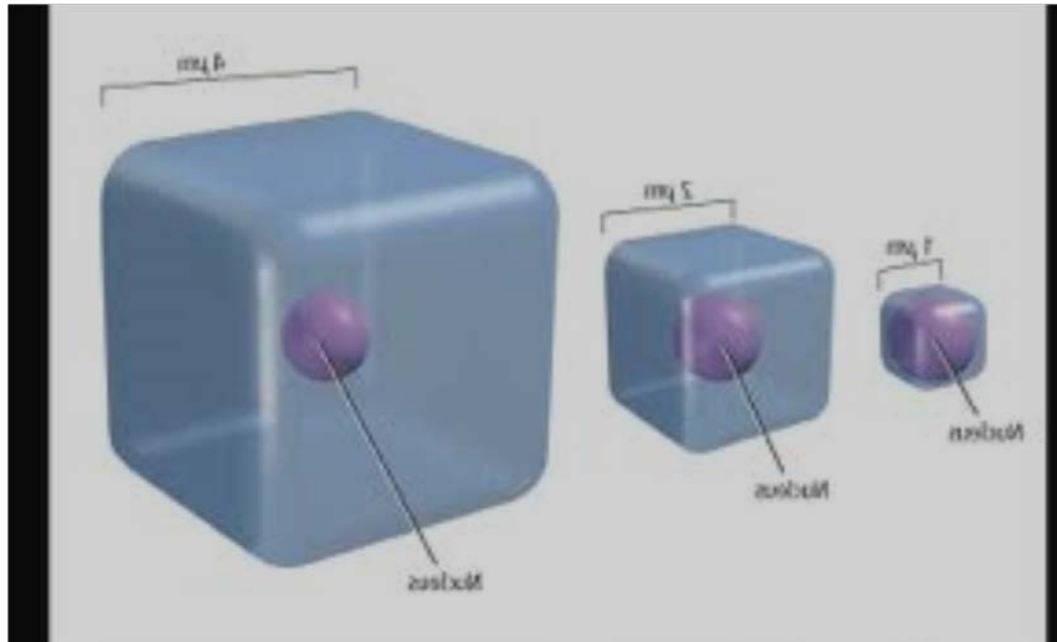


CBSM Small Towns

STEP | SMALL TOWN
ENERGY PROGRAM



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

Metrics	STEP Values (12/31/12)	% of our IOU's Entire HPwES Program*
Potential Market (homes)	5,000	1%
Audits	318	9%
Retrofits	155	13%
Audit to Retrofit Conversion Rates	40%-64%	24%-30%
2012 Hard Marketing Costs	<\$10,000	\$323,717

* Potomac Electric Power Company 2012 EmPOWER Maryland Semi-Annual Report, January 31st, 2013

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:
<http://energy.gov/eere/better-buildings-neighborhood-program/tool-kit-framework-small-town-energy-program-step>





THANK YOU

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