San Diego Hero Alliance

Community-Based Social Marketing Pilot Program

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San Diego Hero Alliance

• Using community-based social marketing strategies to promote home energy upgrades to San Diego military and veteran homeowners
• Layered on top of Energy Upgrade California rebate program
Progress

• Full program launch in March 2012

• Energy Heroes
  • Level 1 Energy Heroes (took the pledge): 132
  • Level 2 Energy Heroes (took the survey): 55
  • Level 3 Energy Heroes (got an assessment): 13
  • Level 4 Energy Heroes (completed an upgrade): TBD

• Website includes social norming, homeowner testimonials and contractor ratings (Yelp-style)
BE A HERO IN YOUR HOME ...

Take charge of energy savings

1. Take the Pledge
2. Take the Survey
3. Get an Assessment
4. Upgrade Your Home

Home | About | Testimonials | Be An Energy Hero | Blog

Help Us Meet Our Energy Hero Goals

Month

Year

Recruit Your Friends

Latest Tweets

How much insulation should be installed in your attic? Find out at our workshop on July 25 - register at t.co/Rn05TY7 @ PIs RT!

"It's about taking action, like the military, to reduce your utility bills and improve the quality of life for your family."
**Classic Residential, Inc.**
Oceanside, CA  
(619) 818-5793  
[www.classicresidentialinc.com](http://www.classicresidentialinc.com)

* This business is veteran owned or employs one or more veterans.

Energy Hero Feedback:

🌟🌟🌟🌟 (1 responses)

We completed our energy assessment and have consulted with our contractor on the necessary upgrades. The energy... Read more

**MOCARD Inc.**
Chula Vista, CA  
(619) 426-2096  
[www.mocardgroup.com](http://www.mocardgroup.com)

Energy Hero Feedback:

🌟🌟🌟🌟 (1 responses)

I was very impressed with the company. The workers were very pleasant and neat, and they were always on time. > See... Read more

**ASI Hastings Heating and Air**
San Diego, CA  
(619) 590-9300  
[www.asiheatingandair.com](http://www.asiheatingandair.com)

* This business is veteran owned or employs one or more veterans.

Energy Hero Feedback:

🌟🌟🌟🌟 (2 responses)

ASI was nice and respectful and they cleaned up. We were very, very happy with them. They made a mistake... Read more

**Del Mar Restoration**
Del Mar, CA  
(619) 379-3456  
[www.delmarrestoration.com](http://www.delmarrestoration.com)

Energy Hero Feedback:
On average, how much is your monthly utility (electricity + natural gas) bill?

Do you have areas of your home that are too hot or too cold at times?

Does anyone in your household have asthma or indoor allergies?

Are you concerned about mold in your home?

Are you concerned about the safety or age of your natural gas furnace or water heater?
Topics for discussion

- Messaging for the military community
  - Patriotic messaging around energy efficiency not effective
- Building relationships with the military community
  - Commit to serving those who have served
  - Offer unique incentives and resources
- Website reviews and testimonials
  - Great for social norming and helping people choose a contractor