



Center for
Sustainable Energy[®]
CALIFORNIA

San Diego Hero Alliance

Community-Based Social Marketing Pilot Program

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Image courtesy Maj. Paul Greenberg, USMC

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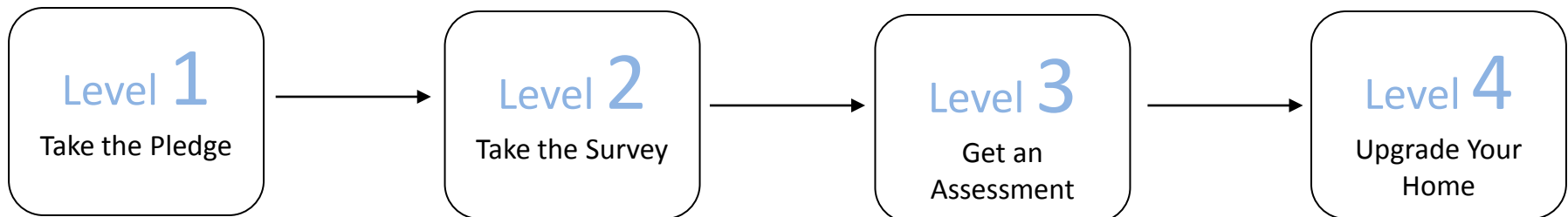
Image courtesy Lance Cpl. Alexandra M. Harris, USMC



Image courtesy U.S. Navy

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/RrNO5IY7 Pls RT!

29 min 28 sec ago

San Diego #military and

View Edit Devel



"It's about taking action, like the military, to reduce your utility bills and improve the quality of life for your family."

Latest Tweets

Marines Corps Base Hawaii opens green building t.co/msbwrYo
#USMC #energyefficiency

16 hours 13 min ago.

#SanDiego #veterans find out ways to reduce your utility bills before summer hits! Come say hi @MiraMesa farmers mkt t.co/8jOMV0IL

17 hours 52 min ago.

Air Force launches energy conservation program t.co/slnvMGYW #USAF #energyefficiency

21 hours 46 min ago.

[Join the Conversation](#)

[Classic Residential, Inc.](#)

Oceanside, CA
(619) 818-5793

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

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

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

Energy Hero Feedback:

★★★★★ (2 responses)

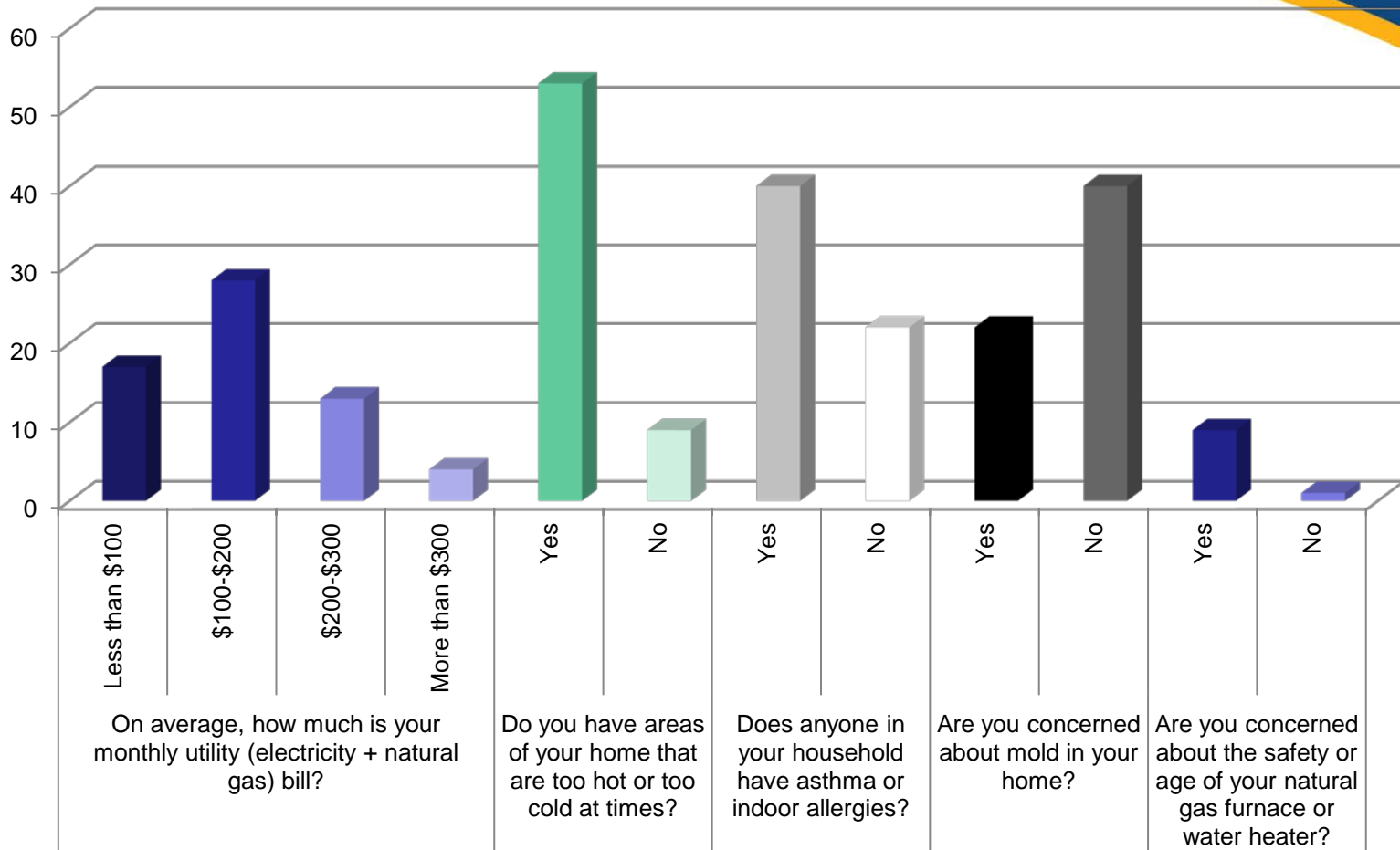
ASI was nice and respectful and they cleaned up. We were very, very happy with them. They made a mistake... [Read more](#)

[Del Mar Restoration](#)

Del Mar, CA
(619) 379-3456

www.delmarrestoration.com

Energy Hero Feedback:



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

Be a Hero in Your Home ... Take Charge of Energy Savings

www.sdhero.org



We are Energy Heroes!



San Diego Hero Alliance

The San Diego Hero Alliance is a group of veterans and other members of the military community committed to making their homes more energy efficient, healthful, comfortable and durable.



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