



Greater Cincinnati
**Energy
Alliance**

*Keeping It Simple from the
Customer's Perspective*

7/11/2012

Residential Program Design



Home Performance with Energy Star Program

- Customer Engagement
 - Energy Alliance marketing
 - Contractor marketing
- Request assessment
 - \$50 energy assessment (\$400 value)
- Assessment delivered
- Customer invests in home energy upgrade
 - 35% retrofit cash incentive
 - 6.99% unsecured, 10-year loan, up to \$20,000
- Quality assurance
- Payment to contractor





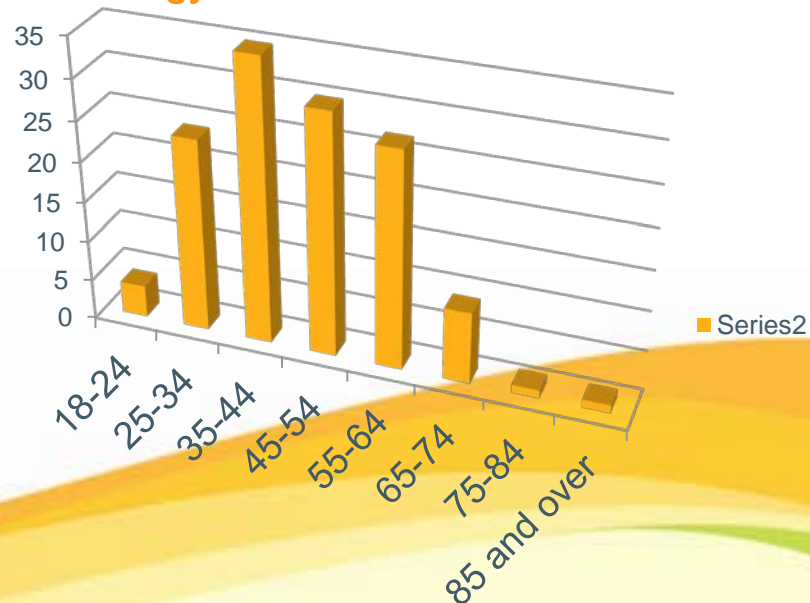
Target Audience

Outreach Targets:

Affinity groups, Municipal/ Community Leaders, Chamber of Commerce, Partner organizations, Neighborhood Groups, Realtors and Appraisers, Nonprofits, Corporations, Schools and Churches, Funders, Media, & Volunteers

- Home Owner
(1-4 units)
- Older/ Historic Homes
(Benefits all existing buildings)
- Middle – Upper Income Households
- Women
- Older Home Owners
(78% over 34 years old)
- Green/ Sustainable Interests
- College Degree

Energy Alliance Customer Profile



Selling the Program



Key Sales/ Education Talking Points:

- **Save Time and Money!**
 - 20-30% average annual savings
 - 5-7 year pay back
 - Cash neutral or positive
 - One-Stop-Shop
- **Comfort and Safety**
 - Maintain a constant temperature throughout the home
 - Address moisture issues
 - Health and safety testing of combustion appliances
- **Quality Assurance**
 - Contractors are pre-qualified
 - Pre and post test outs
 - Energy Alliance 3rd party oversight
- **Deferred Maintenance**
 - Replace outdated mechanical equipment
 - Properly sized for weatherized homes
- **Testimonials!**



Marketing Milestones



Timeline:

- **January 2009** Founded
- **January 2010** hired 2 Community Outreach Advisors
- **April 2010** \$17 Million Better Buildings Grant
- **July 2010** Earned media campaign generating 750 leads
- **October 2010** hired Community Outreach Director
- **November 2010** Phone Blitz and Covington Canvass
- **December 2010** Rebranded Energy Alliance
- **February 2011** New Website, Compass, and Surveyor
- **October 2011** Marketing Strategic Plan
- **November 2011** First paid media campaign
- **December 2011** Hired Energy Advisor
- **2012** \$100K paid media investment, Hardware store pilot, ambassador program, & 2 new marketing team members

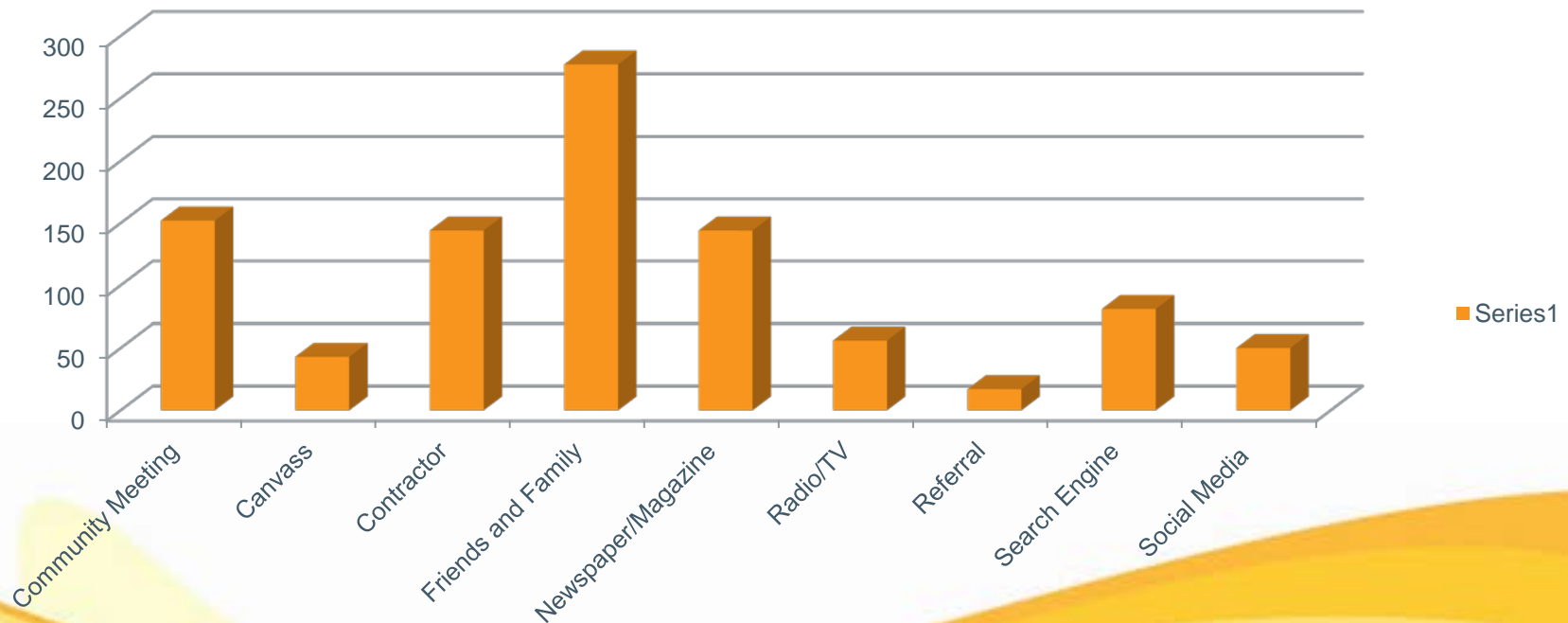


Marketing Strategies



The Energy Alliance has taken a multi-pronged approach in marketing its residential program including both traditional and non traditional strategies.

Energy Assessment Leads



** Measured through online sign-ups*

Marketing Activities to Date



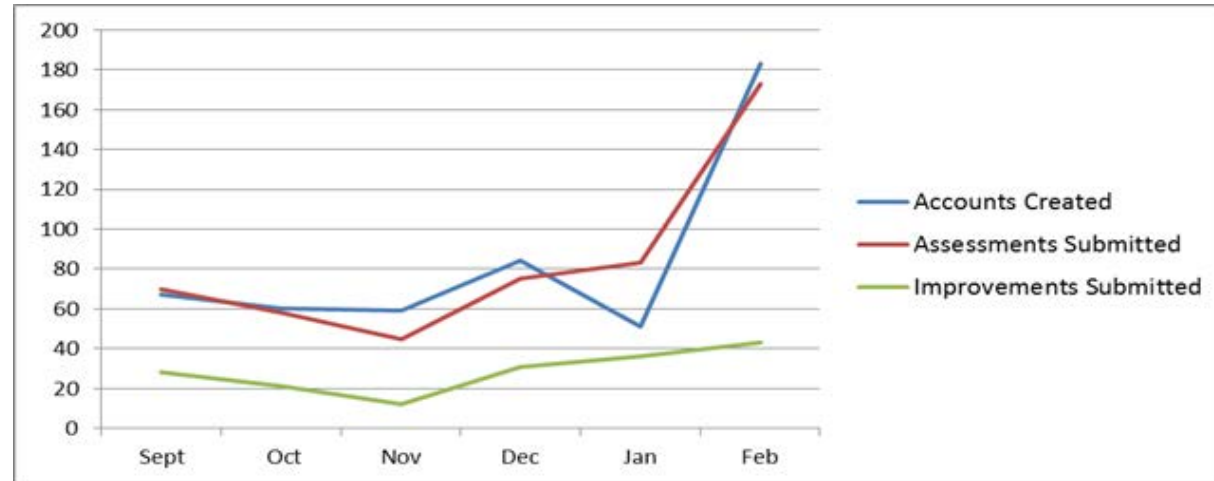
Deliverables:

15,000+ reached through
Community Canvasses
175+ community events/
workshops
29,186 total unique visitors
1,238 Facebook fans
854 Twitter Followers
401 Linked In Members
18 Press Releases
83 Press Hits

Paid Ad Campaigns:

November 2011- Federal Tax Incentive
Cincy Chis Fashion Show and ad space
Reds on Radio
Cincy Magazine
23,000 households received post card mailers

Pipeline Production Trends (9/2011 – 2/2012)



Overall Program Results to Date:

930+ Retrofits
2,000 Assessments
\$8,500 Average project Size
60 Approved Contractors

Community Partnerships



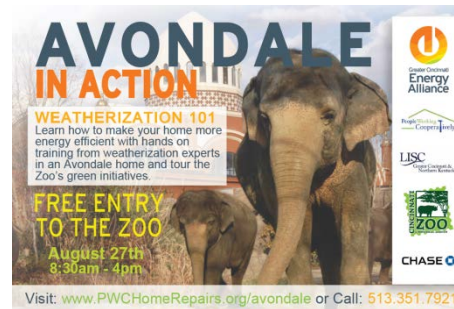
Forest Park Residential Energy Efficiency Program



50% off home improvement projects in Forest Park

- Initial \$60,000 grant
- Renewed for \$20,000
- Completed over 50 home projects
- Potential for an additional 50+ homes
- 15%+ in home energy savings

Community Partnerships Examples:



- **AmeriCorps Canvass** in cooperation with PWC, LISC, and Cincinnati Zoo
- **Green Your Home Contest** with Uptown Consortium, Cincinnati Zoo, and Tristate Wholesale
- **NKY Restoration Weekend** including city of Bellevue, Historic preservation Association, and private contractors

Energy Advisor Program



EA Role with Customer:

- Understanding GCEA offerings and services
- Registering for the program
- Selecting a contractor
- Interpreting Energy Assessment Report
- Improvement Road Map
- Accessing financial incentives
- Resolving customer complainers

EA Job Duties:

- Reactive Calls
- Proactive Calls
- Instant Messenger
- Customer Advocate
- Contractor Liaison
- Weekly Reports



**Ryan Scalf ,
Energy Advisor**

Strategic Plan



The Energy Alliance provides quality education and outreach to the Greater Cincinnati region about the benefits of energy efficiency, with the goals of having 3,400 residential home energy improvements invested by May 2013.

Strategies to drive leads to invest in home energy improvements:

- Retroactive Market
- Workshops and Events
- Traditional Media
- Social Media
- Partnership Opportunities
- Canvassing
- Workforce Development and Support
- Technology Investment and Training
- Advocacy For Energy Efficiency Policies



Summary of New Initiatives



- Energy Advisor and Instant Messaging Online
- Paid Advertisement Campaigns: Cincinnati Reds, Cincinnati Magazine, WCET, Radio, online, Cincinnati Enquirer, etc.
- Nonprofit Fundraising Program
- Outreach Events: (5-8/ month)
- Summer Canvass
- Real Estate Outreach
- Corporate Campaigns
- Homeowner Certificate of Completion
- Referral Cards
- Hardware store partnership

