
July 9, 2015

**Call Slides and Discussion Summary**
Agenda

- Call Logistics and Opening Poll #1
- Introductions
- Residential Network and Peer Exchange Call Overview
- Opening Poll #2 and #3
- Setting the Stage: Pet Market Statistics
- Featured Speaker
  - Julie Saporito, Program Administrator, City and County of Denver (*Network Member*)
- Discussion
  - What opportunities exist for leveraging the pet market to promote residential energy efficiency?
  - What are some lessons learned from deployment of pet-based marketing? Have these campaigns resulted in increased program demand?
  - What are the best ways to integrate pet-based marketing into overall energy efficiency program marketing strategies?
  - Are there other questions related to leveraging pet-based marketing in the residential energy efficiency sector?
- Closing Poll
Opening Poll #1

Which of the following best describes your organization’s experience with the call topic?

- No experience/familiarity – 75%
- Limited experience/familiarity – 25%
- Very experienced/familiar – 0%
- Some experience/familiarity – 0%
Call Participants

- Boulder County, CO
- BPI
- City of Columbia, MO
- City and County of Denver
- Clean Energy Works
- Energize NY
- Midwest Energy Efficiency Alliance
- Opportunity Council
Call Participant Locations
Better Buildings Residential Network: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.

- **Membership:** Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.

- **Benefits:**
  - Peer Exchange Calls
  - Tools, templates, & resources
  - Newsletter updates on trends
  - Recognition: Media, materials
  - Optional benchmarking
  - Residential Solution Center

For more information & to join, email bbresidentialnetwork@ee.doe.gov.
Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation
- Upcoming calls:
  - **July 23, 12:30 ET**: Think Again! A Fresh Look at Home Performance Business Models and Service Offerings
  - **July 23, 3:00 ET**: Hit The Road: Lessons from Applying a National Campaign to a Local Context
  - **August 13, 12:30 ET**: Assessments : The Good, the Bad, and the Ugly
  - **August 13, 3:00 ET**: Tailored Marketing for Low-Income and Under-Represented Population Segments
- Send call topic ideas to peerexchange@rossstrategic.com.
How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.

Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.
Web portal of residential EE upgrade program resources, & lessons learned to plan better, avoid reinventing the wheel.

- **BB Neighborhood Program, Home Performance with ENERGY STAR Sponsors**

- **Provides:**
  - Step-by-step guidance
  - Examples
  - Tools
  - Templates
  - Lessons learned
  - Best practices
  - Tips

- Continually add content to support residential EE upgrade programs—member ideas wanted!

https://bbnp.pnnl.gov/
Does your family own:

- A cat – 67%
- A dog – 33%
- Another type of pet – 17%
- A fish – 0%
- No pets – 0%
Opening Poll #3

Do you know someone who sets their home thermostat with their pet in mind?

- Yes – 67%
- No – 33%
- Maybe – 0%
Setting the Stage: Pet Market Statistics
U.S. Homeowners Own a Lot of Pets…

According to the 2011-2012 APPA National Pet Owners Survey, 62% of U.S. households own a pet, which equates to 72.9 million homes.

Number of U.S. Households that Own a Pet (MILLIONS):
- Dog: 46.3
- Cat: 38.9
- Freshwater Fish: 11.9
- Bird: 5.7
- Small Animal: 5
- Reptile: 4.6
- Equine: 2.4
- Saltwater Fish: 0.7

Total Number of Pets Owned in the U.S. (MILLIONS):
- Freshwater Fish: 151.1
- Cat: 86.4
- Dog: 78.2
- Bird: 16.2

Graphic source: https://www.pinterest.com/pin/450641506435723840/
....and They Spend a Lot of Money on Them...

<table>
<thead>
<tr>
<th>Year</th>
<th>Billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$60.59 Estimated</td>
</tr>
<tr>
<td>2014</td>
<td>$58.04 Actual</td>
</tr>
<tr>
<td>2013</td>
<td>$55.72</td>
</tr>
<tr>
<td>2012</td>
<td>$53.33</td>
</tr>
<tr>
<td>2011</td>
<td>$50.96</td>
</tr>
<tr>
<td>2010</td>
<td>$48.35</td>
</tr>
<tr>
<td>2009</td>
<td>$45.53</td>
</tr>
<tr>
<td>2008</td>
<td>$43.2</td>
</tr>
<tr>
<td>2007</td>
<td>$41.2</td>
</tr>
<tr>
<td>2006</td>
<td>$38.5</td>
</tr>
<tr>
<td>2005</td>
<td>$36.3</td>
</tr>
<tr>
<td>2004</td>
<td>$34.4</td>
</tr>
<tr>
<td>2003</td>
<td>$32.4</td>
</tr>
<tr>
<td>2002</td>
<td>$29.6</td>
</tr>
<tr>
<td>2001</td>
<td>$28.5</td>
</tr>
</tbody>
</table>

Between 2009 and 2013, pet ownership increased from 53.6% to 56.5%.

This drive has been influenced by the amount of Gen Y and Gen X adults that have decided to get pets. In 2013, there were 29 million Gen Y and Gen X pet owners, which was 3.7 million more than Boomer pet owners.

### Top 10 pet-owning states (percentage of households that owned a pet)

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vermont</td>
<td>70.8%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>67.6%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>65.6%</td>
</tr>
<tr>
<td>Oregon</td>
<td>63.6%</td>
</tr>
<tr>
<td>Maine</td>
<td>62.9%</td>
</tr>
<tr>
<td>Washington</td>
<td>62.7%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>62.4%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>62.1%</td>
</tr>
<tr>
<td>Idaho</td>
<td>62%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>61.8%</td>
</tr>
</tbody>
</table>

### The 10 states with the fewest pet-owning households (percentage of households that owned a pet)

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rhode Island</td>
<td>53%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>53%</td>
</tr>
<tr>
<td>California</td>
<td>52.9%</td>
</tr>
<tr>
<td>Maryland</td>
<td>52.3%</td>
</tr>
<tr>
<td>Illinois</td>
<td>51.8%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>51.3%</td>
</tr>
<tr>
<td>Utah</td>
<td>51.2%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>50.7%</td>
</tr>
<tr>
<td>New York</td>
<td>50.6%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>50.4%</td>
</tr>
</tbody>
</table>

“There are now more dogs in Seattle than children, by a lot:
about 153,000 dogs to 107,178 kids
according to figures from the U.S. Census and the Seattle Animal Shelter”

Program Experience: City & County of Denver (Network Member)
We’re cooler than you this summer

Julie Saporito, Program Manager for the Denver Energy Challenge at the City & County of Denver

DenverEnergy.org
Strategies and Lessons Learned

• **Natural Partnerships:** Animal Shelter is a City agency (and within our department)

• **Goals:** Engage residents in energy efficiency for their home

• **Research:** Texas Utility ran a similar campaign: “Dog Days of Summer”

• **Verification:** Have local vet verify content, obtain stats related to weather in your area

• **Promotion**
  – Posters and takeaway flyers at the shelter
  – Online presence via social media and website

• **Other Priorities:** Our local shelter is focused on “pets in cars” and has a bilingual audience. Translate documents.

• **Larger Promotion:** Engage local news, materials in local shelters, vet office, attend pet specific events, winter messaging for pets?
Promotional Materials

We’re Cooler Than You this summer

More than 6,100 residents and their pets have taken the Denver Energy Challenge and will be cooler this summer because their home is no longer wasting energy. It’s not too late to join them! To help you get started, we’ve put together a list of pet-friendly energy efficiency tips to build awareness for safe, comfortable indoor temperatures and practices to avoid wasting energy without stressing the pets who are home without you.

When Are the Hottest Days of Summer?

Temperatures above 90 degrees can begin as early as May and last through Sept. in Denver.

How Many People Have Pets in Denver City/County?

1.6 dogs/household
1.9 cats/household

How Hot Was It Summer of 2012?

Denver had over 65 days of temperatures over 90 degrees last summer.

How Hot Is in Denver This Year?

It is expected to be warmer in 2013 with above average temperatures. OUCH!

Thermostat Settings

Set your thermostat no higher than 80 degrees for your dog or cat while away. If your pet has a health condition, check with your vet on a good temperature setting, and don’t turn off your AC if your pet is indoors. Remember, pets don’t perspire like humans to keep cool. They only perspire through their foot pads and will pant to cool themselves.

Don’t have an AC system?

Close blinds on your south and west facing windows during the day to help keep the house cool. Close your house during the day and then open it at night when the air temperature cools down. If you have a basement, allow your pet to spend time there where it will be cooler.

Lights and Ceiling Fans

Leave off lights and ceiling fans in rooms you’re not using whether you’re home or away. Natural lighting is more soothing for your pets and they don’t feel the effects of ceiling fans like you do.

TV, Radio or Music Playing

Leave home electronics turned off while you’re away. Leaving TV’s, radios or music may keep your pet active in the daytime hours versus getting rest and relaxation while you’re away. This is especially relevant for cats who are typically nocturnal by nature.

Air Leaks

Be sure that your windows, doors and fireplaces are sealed. Make sure to seal any ceiling penetrations as well. Don’t let precious cool air out of your home during extreme outside heat of the summer. Air leaks cause your AC to turn on more frequently, which uses more electricity and leads to higher electricity bills.
More than 7,555 Denver residents have taken the Denver Energy Challenge and will be cooler this summer because their house is no longer wasting energy. It’s not too late to join them!

More than 6,100 Denver residents have taken the Denver Energy Challenge and will be cooler this summer because their house is no longer wasting energy. It’s not too late to join them.

We took the Denver Energy Challenge. You can too!

Contact a FREE Energy Advisor and see what energy upgrades make sense for your home.

720-865-5520
DenverEnergy.org

There’s No Catch. So Call Today.
Lessons Learned: City & County of Denver

- Collect data to determine if the campaign directly results in new program sign-ups
  - Denver received informal feedback on the campaign which showed it was popular and well-received, but did not have an explicit data collection process; this is an additional layer to figure out how to incorporate
- Verify priorities of any partner organizations first
  - Denver partnered with a local shelter, which was great for verifying the campaign messaging, but whose priority messaging in the summer was not leaving pets in cars
- Use broader, more encompassing language to reach the largest audience
  - E.g, “We’re cooler than you” vs. “The dog days of summer”
- Consider bilingual materials
Addtional Marketing Examples

- TXU Energy and SPCA of Texas Dog Days of Summer campaign
- Alliance to Save Energy Video: Living Efficiently - Pet Owners
Energize New York used Facebook to advertise benefits to pets for well-insulated homes.

DOE posted a success story about the sound benefits of insulation to pets, who are often disturbed during storms.
Discussion Questions

- What opportunities exist for leveraging the pet market to promote residential energy efficiency?
- What are some lessons learned from deployment of pet-based marketing? Have these campaigns resulted in increased program demand?
- What are the best ways to integrate pet-based marketing into overall energy efficiency program marketing strategies?
- Are there other questions related to leveraging pet-based marketing in the residential energy efficiency sector?
Discussion: Leveraging the Pet Market for Energy Efficiency

- This is a very new area with big opportunity for promoting energy efficiency upgrades given the market statistics; it’s another tool in the toolbox to help meet program goals.

- Most actions are based on behavior change, e.g., turning the fan or TV off when not at home.
  - This is a fun, light touch entry point for people who may never have thought about home energy efficiency. The challenge is figuring out how to move from this to deeper retrofits.

- Tie all the pieces together to make the campaign stronger (social media, vets and shelters, TV)
  - Engage with the local news source if possible.
Discussion: Ideas for Other Opportunities to Market via the Pet Angle

- Consider winter energy efficiency messaging/tips, as well as summer.
- Advertise where you might find many engaged pet owners (e.g., Furry 5k runs, Vet offices).
- Offer free audits to vets willing to partner (to verify messaging and post/distribute campaign materials)
- Have fun with it!
Closing Poll

- After today's call, what will you do?
  - Consider implementing one or more of the ideas discussed – 75%
  - Seek out additional information on one or more of the ideas – 13%
  - Other – 13%
  - Make no changes to your current approach – 0%
Thank you!

Please send any follow-up questions or future call topic ideas to:
peerexchange@rossstrategic.com