

# A Tale of Two Cities

## Marketing Energy Efficiency to “Red” and “Blue” Customers

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**E Source**

# Presentation Outline

## **Our Goals: What Do We Want?**

A World of Stereotypes

Do Conservatives Want to Save Energy?

Politically Polar Opposites: Boulder, CO, vs. New Berlin, PA

Plowing Ahead, Political Stigmas Aside ...



# What Are We All Working Toward?

- Reduction of greenhouse gas emissions
- Smarter energy consumption
  - Energy-savings goals and targets
  - Saving money
- Smarter energy production
  - Shifting away from fossil fuels and toward renewables



Source: gapatton.net



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Source: andrewhorvath.com





Source: motherjones.com



Source: Shutterstock



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SUN JUN 09, 2013 AT 10:00 AM PDT

## Conservatives: hating what you like, because you like it

by [Dante Atkins](#) ♥ for [Daily Kos](#)

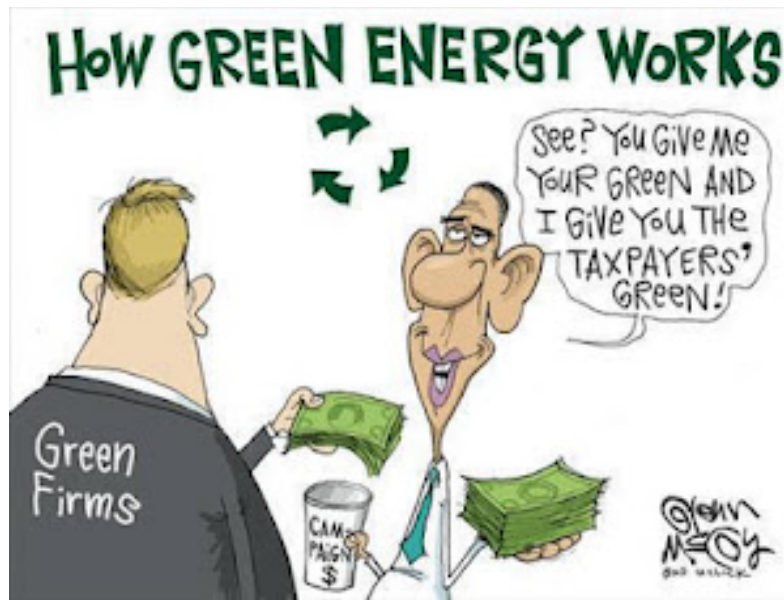
Source: dailykos.com



Source: e bireflections.com







Source: usactionnews.com



Source: newsbusters.org



Source: yoganonymous.com



Source: info.firstcarbonsolutions.com



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# They Already Are.

I do **NOT** conserve energy.



**97% DISAGREE!**



**99% disagree**



# Motivations for Saving Energy



89% of conservatives



87% of liberals



38% of conservatives



63% of liberals



# Primary Motivation for Saving Energy



**Conservatives**



**91%**



**9%**



**Liberals**



**72%**



**28%**



# Willingness to Change Energy Consumption Behavior



92% of conservatives



92% of liberals



63% of conservatives



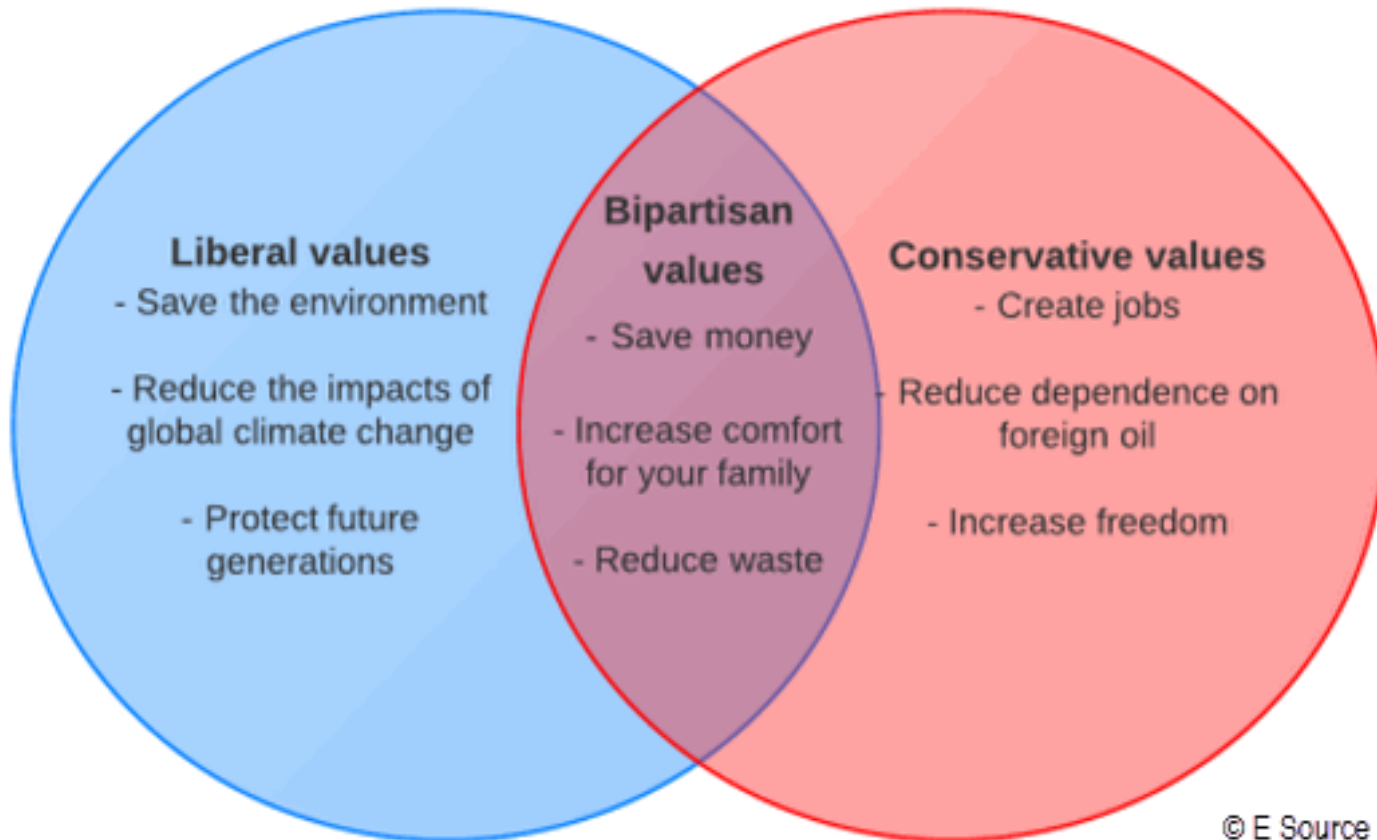
85% of liberals





# What Did We Learn from the Numbers?

**Play to Their Motivations.  
Play to Their Values.**



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# Boulder, Colorado

“25 Square Miles Surrounded by Reality”



Source: boulder-video-production.com





# New Berlin, Pennsylvania



Source: lewisburgpa.com



Source: SEDA-COG Energy Resource Center



Source: jimlong.net



# Boulder, Colorado

- Highly educated
- High-income earners
- White-collar families
- Influx of new, young residents
- Environmentally conscious
- Health-conscious
- Outdoor activists
- Tech-savvy
- **LIBERAL!**



Source: erinkummer.blogspot.com



Source: reconfig.co





# New Berlin, Pennsylvania

- Lower education levels
- Low-income earners
- Aging population, younger generations are leaving
- Blue-collar families
- Manufacturing and agriculture
- Traditional values
- Limited tech use
- **CONSERVATIVE!**



Source: wikimedia.org



Source: baltimoresun.com



# Energy Efficiency (EE) and Renewable Energy (RE) Successes in Boulder *and* New Berlin!



Source: bhgrealestate.com

## But ... HOW?!



# Boulder, Colorado



RESPONSIBLE BY NATURE®



**energySMART**

*Your Efficiency Solutions*



**Boulder Residents' Values,  
Beliefs, and Interests**





# = EE and RE Results in Boulder



Source: energysmartyes.com



Source: friendschoolboulder.org

Everybody wins  
with Xcel Energy's  
Windsource® program.

Get details and sign up at  
ResponsibleByNature.com.



Source: Xcel Energy








# Messaging


- Savings
- Comfort
- Convenience
- Safety
- Control
- Environment
- Energy Independence
- Jobs
- Social Norms

... but depends on target audience!

 **BUSINESSES SERVED:**  
3,112

 **BUSINESSES REBATES GIVEN:**  
\$1,955,185

 **HOMES SERVED:**  
11,052

 **HOMES REBATES GIVEN:**  
\$1,361,870



# New Berlin, Pennsylvania



**New Berlin Energy Independence Project**





# Local Ownership and Projects Champions



Source: SEDA-COG Energy Resource Center



Source: SEDA-COG Energy Resource Center



Source: SEDA-COG Energy Resource Center



# Using Existing Channels

- Church congregations
- Local newsletter: *New Berlin Herald*
- Service organizations
- Local events
- Borough meetings



Source: newberlinlutherans.com

**The New Berlin Herald**  
Issue No. 19 January 2012  
A publication sponsored by The New Berlin Heritage Association  
in cooperation with the New Berlin Energy Independence Committee  
P.O. Box 223, New Berlin, PA 17855-0223

You Profit  
Organizations  
US POSTAGE  
PAID  
Permit #1  
New Berlin  
PA 17855

ECRWSS  
Postal Customer  
New Berlin, PA 17855

**New Berlin Energy Independence Project  
UPDATE**

**New Berlin Fire Company  
to Receive \$47,000 to  
Conserve Energy**

As a result of the energy assessments provided to New Berlin's nonprofits through the New Berlin Energy Independence (NBEI) Project, the Fire Company is slated to receive Community Development Block Grant funding amounting to \$47,300.

An application for funds was written by SEDA-COG's Energy Resource Center and submitted by the NBEI Committee in January 2011. The Union County Board of Commissioners has allocated \$47,300 towards the implementation of energy conservation measures recommended for the Fire Company and Social Hall through a comprehensive energy assessment provided to the Fire Company through a Federal Appalachian Regional Commission grant in the fall of 2010.

The Fire Company's John Benfer, Garth Miller and Marvin Wagner knocked on 163 doors to complete a survey required to determine that the Fire Company was eligible to receive the funds. With these funds, the Fire Company intends to invest in a lighting upgrade as well as upgrades in mechanical systems at both the Fire Department and the Social Hall. Implementation of these recommended measures will save the Fire Company an estimated 9,296 kWh of electricity and 2,159 gallons of propane per year.

Source: SEDA-COG Energy Resource Center



# Messaging and Marketing That They'll Notice

- Traditional media channels
- Face-to-face
- Trustworthy messengers



Messages:

- Save money
- Reduce waste
- Retain wealth within region



Source: energy.gov





# Informational Town Meetings

Gauging community  
interest and developing  
project committee



Source: SEDA-COG Energy Resource Center

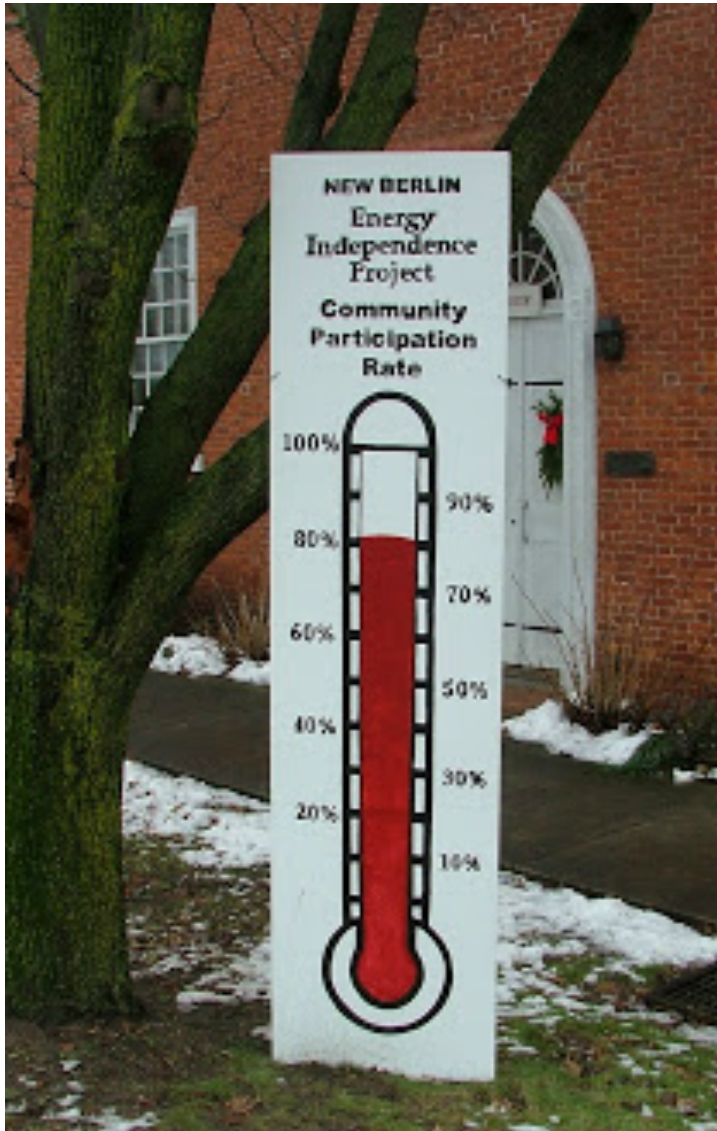
Source: SEDA-COG Energy Resource Center



Learning about rebates and  
incentives from PPL  
Electric Utilities



# Tracking Progress and Sharing News



Source: SEDA-COG Energy Resource Center



Source: SEDA-COG Energy Resource Center





# Hands-On Learning and Instruction



Source: SEDA-COG Energy Resource Center



Source: SEDA-COG Energy Resource Center



Source: SEDA-COG Energy Resource Center



# Results: Efficiency Projects



Source: SEDA-COG Energy Resource Center

**Efficiency saves the day at the New Berlin Integral Yoga Center**

Source: SEDA-COG Energy Resource Center

**Home energy assessments for 135 households**





# Results: Renewable Energy Projects



Source: SEDA-COG Energy Resource Center



Source: SEDA-COG Energy Resource Center



# Results: In Numbers

- 10 percent communitywide energy-use reduction
- 30 percent and greater savings documented by many households and organizations
- 3 years
- 36 income-qualifying homes weatherized
- 135 home energy assessments
- 12 nonresidential facilities received energy-tracking tools
- 15 nonresidential energy audits
- \$200,000 annual residential energy savings



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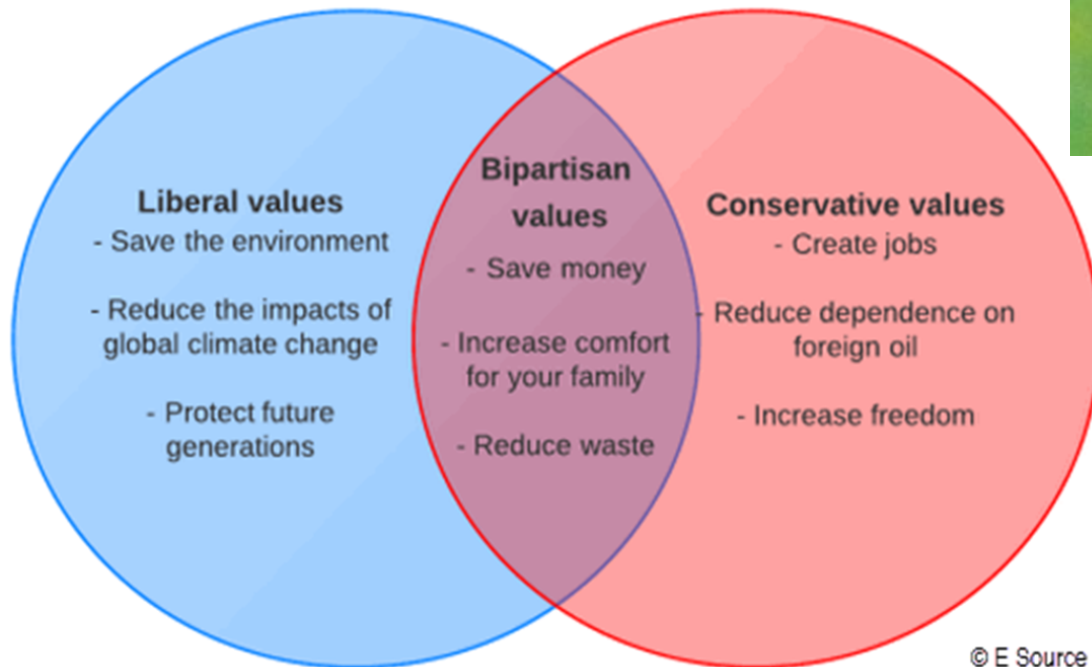


# If They're Not Listening ... It's Not Them, It's *You*.



Source: [access-consciousness-blog.com](http://access-consciousness-blog.com)

Remember these:



© E Source



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Source: gapatton.net

**If we achieve them, does it matter what we say to get there?**



# For More Information

## Katie Ruiz

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