TRANSFORMING AN ISLAND COMMUNITY AND ECONOMY: REPOWER BAINBRIDGE
The average Bainbridge Island home uses **61%** more energy than an average PSE-served home.

- An island
- 8,000 homes
- 50% built before 1980
- Exceeded substation capacity
- Neighbor influence
- Water transit
The Solution

- 2011 to July 2013
- Targeted, integrated marketing
- Island dashboards
- Residential and business energy champions
- Community leaders
Coupled with Community Events

**FINAL BOARDING CALL**
**LAST CHANCE TO GETAWAY FROM HIGH ENERGY BILLS**
**APRIL 13, 2013**
**10am-4pm @ Woodward Middle School**

**$800 SPECIAL EVENT OFFER!**
(for attendees only)

- **FREE WORKSHOPS**
- **GUEST SPEAKERS**
- **TRADE ALLIES**
- **LENDERS**

**EVENT ATTENDEES:**
**200% OF GOAL!**

**68% OF ATTENDEES TOOK THE $800 SPECIAL REBATE OFFER**

**35% OF ATTENDEES WHO TOOK THE SPECIAL EVENT OFFER MADE TWO OR MORE UPGRADES**
MARKETING DRIVES RESULTS

2012

2013

Marketing initiatives
MARKETING DRIVES RESULTS

BAINBRIDGE WEB INQUIRIES

Marketing initiatives
Web inquiries
MARKETING DRIVES RESULTS

BAINBRIDGE WEB INQUIRIES

BAINBRIDGE INSTALLS

Marketing initiatives
Web inquiries
Single install
Multiple install
• 36% home assessment participate rate
• Average of 2 improvements per home
• Community adoption
• Transitioned from program outreach to contractor referral
- Boost local economy
- Created 52 jobs

DOLLARS PUT BACK INTO THE COMMUNITY

$4.5 million TO BAINBRIDGE
Thank you!

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