

Energy Action Aquidneck & Jamestown

October 2009



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Building a Community Initiative

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Building a Community Initiative

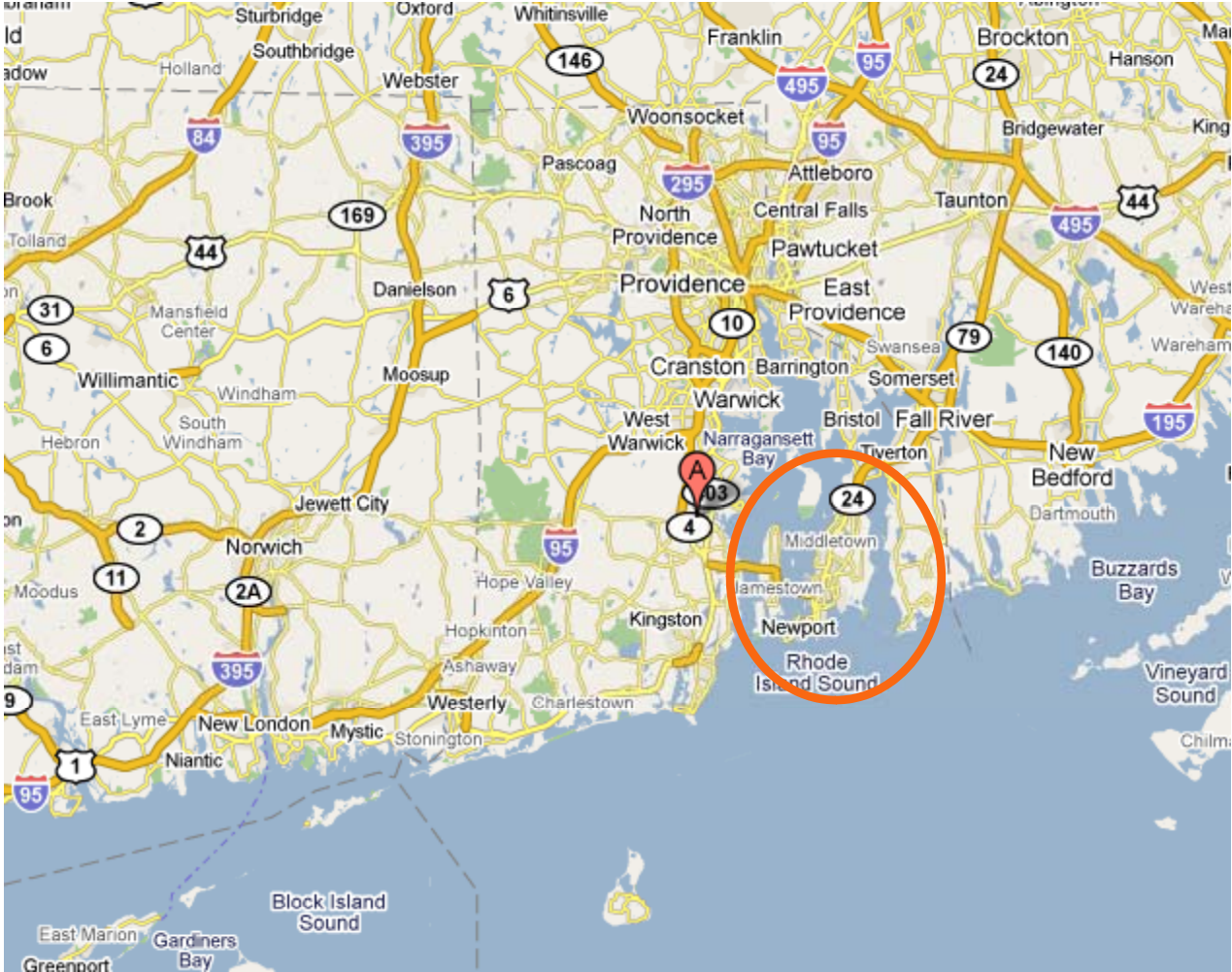
National Grid priorities

- ◆ Secure energy for its customers at the lowest cost
- ◆ Increase energy efficiency across Rhode Island
- ◆ Create a partnership with the community

Background

- ◆ The distribution system serving Aquidneck Island is currently heavily loaded and is in need of an upgrade.
- ◆ Load reduction through targeted energy efficiency can help ease the load, reduce the risk of overloading, and potentially defer the need for new distribution system components, protecting customers both financially and environmentally.
- ◆ Issue affects both commercial and residential sectors
- ◆ Aquidneck Island has shown incredible initiative and dedication to reducing its carbon footprint as a community.
- ◆ There were grassroots activists interested in bringing this initiative to the community.
 - ◆ In fall 2008, community leaders hosted an Energy Forum for the whole Island, drawing over 200 participants. Volunteers moved forward in campaigning regulators and National Grid to establish a community initiative on the Island.

Map of Aquidneck Island and Jamestown, Rhode Island



Aquidneck Initiative Areas of Focus

- ◆ Create an energy efficiency movement that is embraced by the Aquidneck Island and Jamestown community and can be sustained by the community once the company's direct involvement phases out.
- ◆ Work to make energy efficiency offerings responsive to the energy needs of the local community.
- ◆ Provide start-up marketing, data, and feedback for an energy efficiency campaign on the Islands.
- ◆ Inform and educate the community regarding the load constraints in the region.

Aquidneck Initiative Areas of Focus

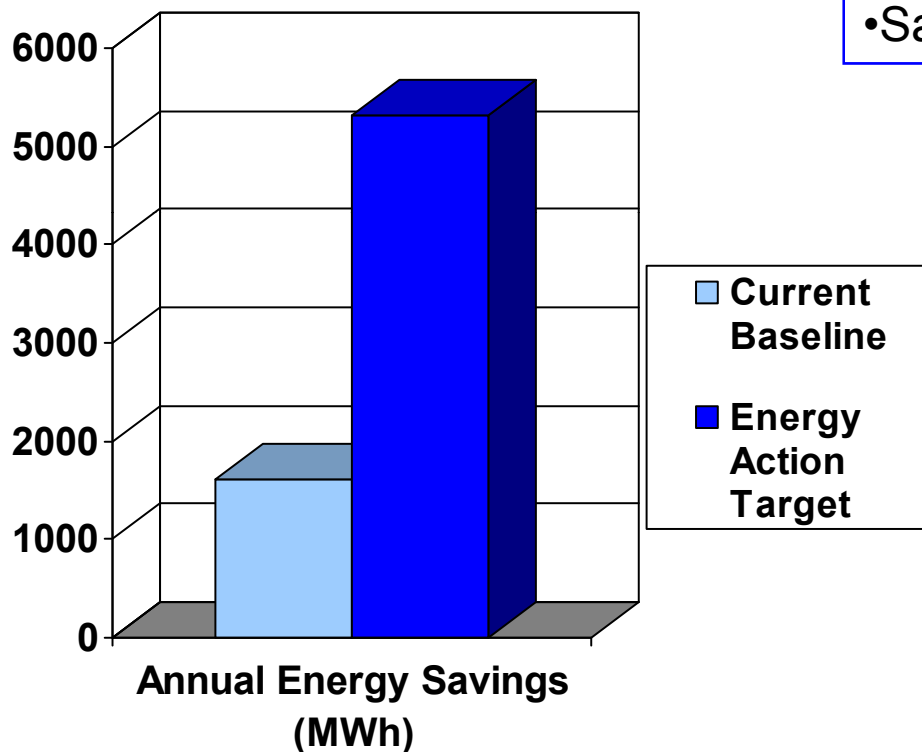
- ◆ Promote additional energy efficiency and demand management incentives in areas directly affected by the constrained feeders.
- ◆ Achieve deeper, more comprehensive savings with each customer
- ◆ Meet regulatory requirement to "leverage community involvement in energy efficiency implementation."
- ◆ Empower community involvement and ownership of energy efficiency improvements while maintaining control of National Grid message and results.

Aquidneck Initiative Goals

- ◆ Increase adoption of electric and gas energy efficiency measures for residential, commercial and municipal accounts
- ◆ Increase energy savings to 1-2% of community's consumption by 2010
- ◆ Engage communities of Aquidneck Island including Portsmouth, Middletown, Newport and Jamestown
- ◆ Create a community engagement model that can be used across regions

Aquidneck Initiative Goals

◆ Triple Overall Savings:



• Save 2455 Tons of Carbon a year

• Equivalent to taking 307 cars off the Road each year

Program and Marketing Challenges

- ◆ This is not a unique program but instead a new packaging of already existing National Grid energy efficiency programs
- ◆ The energy efficiency programs are at various stages of success
- ◆ Multiple energy efficiency program brands are already in place
- ◆ The role of the local affinity group is not defined
- ◆ There is no local funding to help move this forward

Aquidneck Marketing Plan Objectives

- ◆ Create an energy efficiency **movement** that is embraced by the community and can be sustained once the company's direct involvement phases out.
- ◆ **Educate** residential customers on the reality of their energy use and the benefits of energy efficiency.
- ◆ Create **highly visible** and educational examples of energy efficiency that rally the whole community
- ◆ Ensure marketing efforts **increase awareness** of National Grid as a provider of Energy Efficiency Programs.
- ◆ **Increase** the rate of Small Business energy efficiency penetration
- ◆ **Motivate** residents to adopt energy efficiency practices at home (and keep adopting energy efficiency practices)

Aquidneck Marketing Plan Strategies

- ◆ Utilize messaging and tactics recommendations that are consistent with the broader energy efficiency marketing plan.
- ◆ Use demographic data to create segment specific messages for the island population.
- ◆ Create a cross channel approach that can be implemented cost effectively.
- ◆ Leverage the grassroots power of local affinity groups by defining their role in the implementation and program delivery.

Marketing Plan Messaging Recommendations

- ◆ Continue to utilize “Energy Efficiency” as descriptor in marketing communications.
- ◆ Incorporate “savings” into marketing communications but continue secondary focus on environmental benefits
- ◆ Ensure utilizing “customer friendly” language in all marketing communications.
- ◆ Link to EnergyStar brand to increase credibility of National Grid’s energy efficiency efforts.

Energy Action

A graphic consisting of several overlapping, curved lines in shades of blue and green, flowing from the left side towards the center of the page.

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Aquidneck & Jamestown

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Energy Action Marketing Concept Calendar

ITEM	PHASE I		PHASE II				PHASE III									
	2009 JULY	AUG	SEPT	OCT	NOV	DEC	2010 JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
EH Makeover	Announce/Promote-----		Entries-----			Finalists-----	Winners-----	Ongoing Coverage-----				Open Homes -----		Follow Up Coverage-----		Tracking Begins
Email Blasts/ Bill Stuffers	Email	Stuffer	Email	Stuffer	Email	Stuffer	Email	Email	Email	Stuffer	Email	Email	Stuffer	Email	Email	
Soft Launch Radio	-----															
Hard Launch Radio	-----															
Feet on Street		Door Hangers	Radio Quiz of Day	Phantom Load	Radio Energy Tips	Radio Energy Tips	Radio Energy Tips									
			Banners	Radio												
			Radio Quiz -----													
Micro-Site	Development-----		Launch-----	Ongoing-----												
Energy Home Tours	-----														-----	
Light Bulb Swap				*					*					*		
Small Biz Mini Audits			Launch/Ongoing-----													
Energy Kits Res., Comm.			Identify/Approach Influencers									Distribute Kits-----				
EnergyACTION Neighbors			-----										-----			
EnergyACTION Coffee Hours			*			*		*		*		*		*	*	

Marketing Energy Action

◆ Digital Media

- ◆ Email blast sent out to all residential electric customers in specific RI zip codes
- ◆ www.powerofaction.com/aquidjames was established to support all efforts for Aquidneck and Jamestown
- ◆ Developed an events calendar with descriptions for all upcoming events to post on the new webpage
- ◆ Web banner was designed and can be used in free placements

◆ Event Marketing

- ◆ Tablecloths and pop-up display booths were developed for field use by program managers and community groups.

Residential E-mail

July 2009 ThinkSmartThinkGreen.com



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Sign up for your **FREE** home energy audit



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Dear Neighbor,

Don't look now, but homes all across Jamestown and Aquidneck are about to become more energy efficient! You're invited to partner with us and your neighbors and friends to help launch EnergyAction Aquidneck & Jamestown - an ongoing community energy initiative.

Free Home Energy Audit

Take the first step right now by signing up for a free home energy audit - valued at \$600. Our energy experts will evaluate your home and give you details on budget-stretching rebates available from National Grid.



With some simple, easily installed measures, you'll reduce your energy bills, increase year-round comfort, and create a healthier living space. Plus you'll be doing your part to help the environment.

Sign up for your FREE home energy audit
at www.thinksmarthinkgreen.com
or call 1 888 633 7947



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And stay tuned for more exciting news about EnergyAction Aquidneck & Jamestown



Getting Community Involvement

Energy Independence Day



Celebrate America Concert

Marketing Energy Action

- ◆ Media and Marketing

- ◆ Radio spots promoting free audit and daily energy quiz ran from 9/7-10/9 on local radio station
- ◆ Flyer and Poster were designed and printed.
- ◆ Text paragraph promoting audits and the community initiative were inserted into all September bills.
- ◆ A "blue box" ad was included on the November electric bills only, and a more elaborate four color bill insert was designed for December bills.

Residential Flyer & Posters



**Join the movement
that's sweeping across
Aquidneck & Jamestown!**

A national **grid** community initiative

Find out how you can save on your energy costs and contribute to the well-being of our communities. Join Energy Action: Aquidneck and Jamestown, an ongoing community initiative from National Grid.

Sign up for a **FREE home energy audit**, valued at \$600, where our energy experts will evaluate your home and provide you with more details on these rebates available from National Grid:

- 50% off insulation and air sealing upgrades
- Up to \$1000 for a high efficiency heating system
- \$300 for a high efficiency hot water heater
- Up to \$600 for qualifying central air conditioning systems
- Plus additional rebates on energy-efficient pool pumps, thermostats, room A/Cs, and refrigerators

Visit www.thinksmarthinkgreen.com/service/rigas.html
to sign up for your **FREE** home energy audit.
Or call 1-888-633-7947 and ask about
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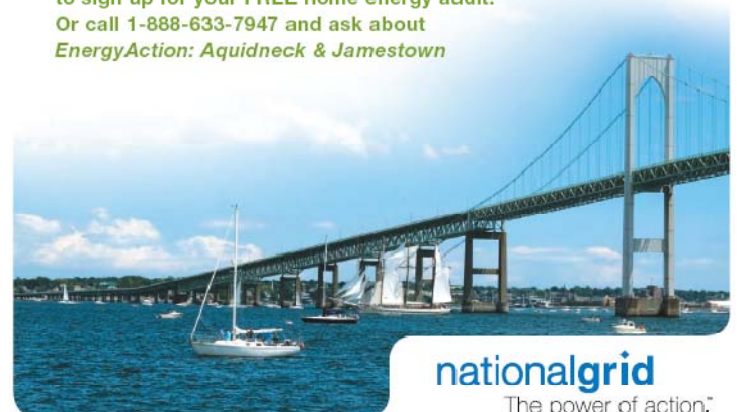
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Continuing to Market Energy Action

- ◆ Ambassador/influencer kits were developed to send to key influencers in the community (two versions for influencers of residential and business customers).
 - ◆ welcome letter, talking points, facts and figures about EE, tips for efficiency, etc.
- ◆ Energy Makeover Contest
- ◆ Evaluating additional efforts including door hangers, print ads, home tours...

Measure Our Success

Marketing:

- ◆ Impressions
- ◆ Response rates
- ◆ Program leads
- ◆ Website hits
- ◆ Click through rate to email marketing efforts
- ◆ Media coverage
- ◆ Feedback from EE team and community partners

Measure Our Success

Energy Efficiency:

- ◆ Generate interest to increase energy savings
- ◆ Meet or exceed segment specific goals
 - ◆ EnergyWise 225 participants
 - ◆ Low Income 22 participants
 - ◆ Small Business 330 participants

Lessons and challenges

- ◆ Developing trust in the community takes time and physical presence.
- ◆ Great efficiencies can be realized if you use the community's pre-existing networks/relationships
- ◆ It's worthwhile to have a variety of different partners:
 - ◆ Naval Station Newport
 - ◆ Newport County Chamber of Commerce
 - ◆ Aquidneck Island Planning Commission
 - ◆ Rhode Island Interfaith Power and Light
 - ◆ Thompson Middle School
 - ◆ Raytheon
- ◆ Community partners may have their own identities and need to be treated equal to any business partnership.
- ◆ Larger businesses may not be the right target for these initiatives, but they can be extremely helpful in reaching out to their own employees.
- ◆ Balancing corporate control and the need for community empowerment is very challenging.

More Lessons about Community Involvement

- ◆ Look to see where they already are
 - ◆ Volunteer led Neighborhood Energy Saving Contest
 - ◆ RI IP&L bringing together communities of worship
- ◆ Provide a menu options that enhance marketing efforts
 - ◆ Distribution of door hangers
 - ◆ Sharing efficiency program information at events
 - ◆ Helping to organize a turn in drive or other one time events

The next community initiative

- ◆ Utilize the Energy Action creative framework to provide a community identity for any town we serve
- ◆ Review the measurements and results from this project
- ◆ Reapply the lessons learned from this first project to further develop program and enhance execution

The next community initiative



**Join the movement
that's sweeping across
Anytown!**

A nationalgrid community initiative

Find out how you can save on your energy costs and contribute to the well-being of our communities. Join Energy Action: Anytown, an ongoing community initiative from National Grid.

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