

Coordinated Marketing Subcommittee Detail in Support of Strategic Plan

(NEET Marketing Work Group), December 2008

Goal 1	Through a coordinated regional outreach and communications effort, drive increased energy efficiency.
A.	Seek to promote the needs of utilities across the region by seeking commonality among them.
B.	Provide specific actions for consumers to take (especially, "call your utility," or, visit www.xyz.com).
C.	Develop a tool kit for use by utilities in the region as each sees the way clear.
D.	Develop and implement consistent messaging. <ul style="list-style-type: none"> 1 Drive home why people should engage in efficient use of energy 2 Residential customer messaging to focus on "why". 3 Communicate the why. The call to action is: call -- or, visit the website -- to find out how. 4 Needs to be compelling and personal.
E.	Develop graphics and style guide for using tool kit elements. <ul style="list-style-type: none"> 1 Logo and/or tagline to be used consistently 2 Web elements 3 Clear guidelines and usage requirements for third parties 4 Call to action 5 Ad templates 6 Direct mail 7 Radio scripts 8 Social networking tools 9 Central landing place (website) – directs to specific utilities 10 PR, media relations tools 11 Peer to peer viral elements
F.	Consider future regional awareness campaign run by utility partnership – after initial effort is established.
G.	Channel strategy: local organizations and individuals. <ul style="list-style-type: none"> 1 Tool kit: self-service elements with general guidelines. 2 Value proposition that's compelling for NGOs and individuals. 3 Viral elements for peer to peer promotion.
Goal 2	Research will inform the outreach and communications effort.
A	Ask research to analyze existing segmentation studies and determine sufficiency. <ul style="list-style-type: none"> 1 Review / aggregate / analyze existing segmentation studies (BPA, Snohomish PUD, PSE, etc.). 2 How effective are existing communications? 3 Define segments and determine what motivates. 4 Direct toward key messages. 5 Review and incorporate best practices.

B	Ask research to focus on defining segments and motivations behind changing behavior.
1	Who will be our “early majority” audience?
2	What messages will resonate with them, yet have spillover engagement?
C	Encourage research to review and incorporate existing best practices.
1	Examine past regional efforts – what lessons and best practices can we take?
2	How will we do pre- and post- awareness measurement?
3	How can we better coordinate methodologies and approaches to make information comparable/consistent across the region?
Goal 3	Establish a forum for regional coordination.
A.	Type of structure for future implementation dependent on funding and informed by research outcomes.
1	Consider continued participation in this subcommittee.
2	This subcommittee could give direction to a third party.
3	NEEA is a definite possibility.
B.	Where structure is housed and how it is framed is fundamental to success.
C.	Must be representative of the region and its varied interests.
D.	Coordinating body, like this subcommittee, can provide direction to a day- to-day implementation body.

Goal 4	Achieve participation by most utilities and energy organizations.
A	Develop plan with goals and outcomes.
B	Define decision-makers and identify barriers to participation.
C	Create the opportunity through development and provision of a useful tool kit.
D	Define successful level of participation.
E.	Channel strategy by utilities and utility organizations.
1	Specific style and usage guidelines.
2	Energy efficiency awareness building.
3	Program promotion.
4	PR, media relations.
Goal 5	Gain support from businesses and local and state governments.
A.	Develop a plan and schedule for how these entities could be involved.
B.	Be prepared to meet a different value proposition.

C.	Value of third-party participation lies with validation, credibility and adding local relevancy.
D.	Channel strategy: a defined way for government and business to participate.
1	Clear guidelines and usage requirements.
2	Compelling value proposition.
3	For both promotion of energy efficiency generally and for product promotion.
Goal 6	Create and apply a framework for measuring results.
A.	Work with planning and evaluation experts to identify what measures and determine how to measure.
B.	Quantify participation by businesses and other third parties.
C.	Work with planning and evaluation experts to identify what measures and determine how to measure.
D.	Analyze public awareness and media coverage.
Goal 7	Identify and secure funding.
A.	Explore BPA role in funding (ratepayer funds).
B.	Explore NEEA model (based on kWh sales) and role in funding.
C.	Sustainability of funding is key to overall success.
D.	Keep start-up costs modest and assign execution to utilities, businesses and local and state governments.
E.	Encourage the Executive Committee to address funding and prioritization for all Work Groups.
F.	Look into how potential funding from business and government might be leveraged.