New Construction Multifamily Building Recruitment—
A "Full Contact" Game

Head Coach: Pam Rathbun – Tetra Tech

2015 IEPEC Conference — Long Beach, California
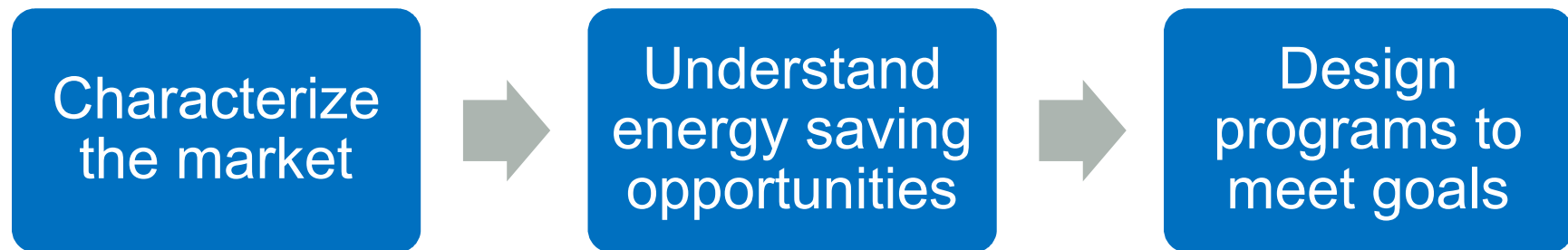
The Kickoff Play

MF sector is complex

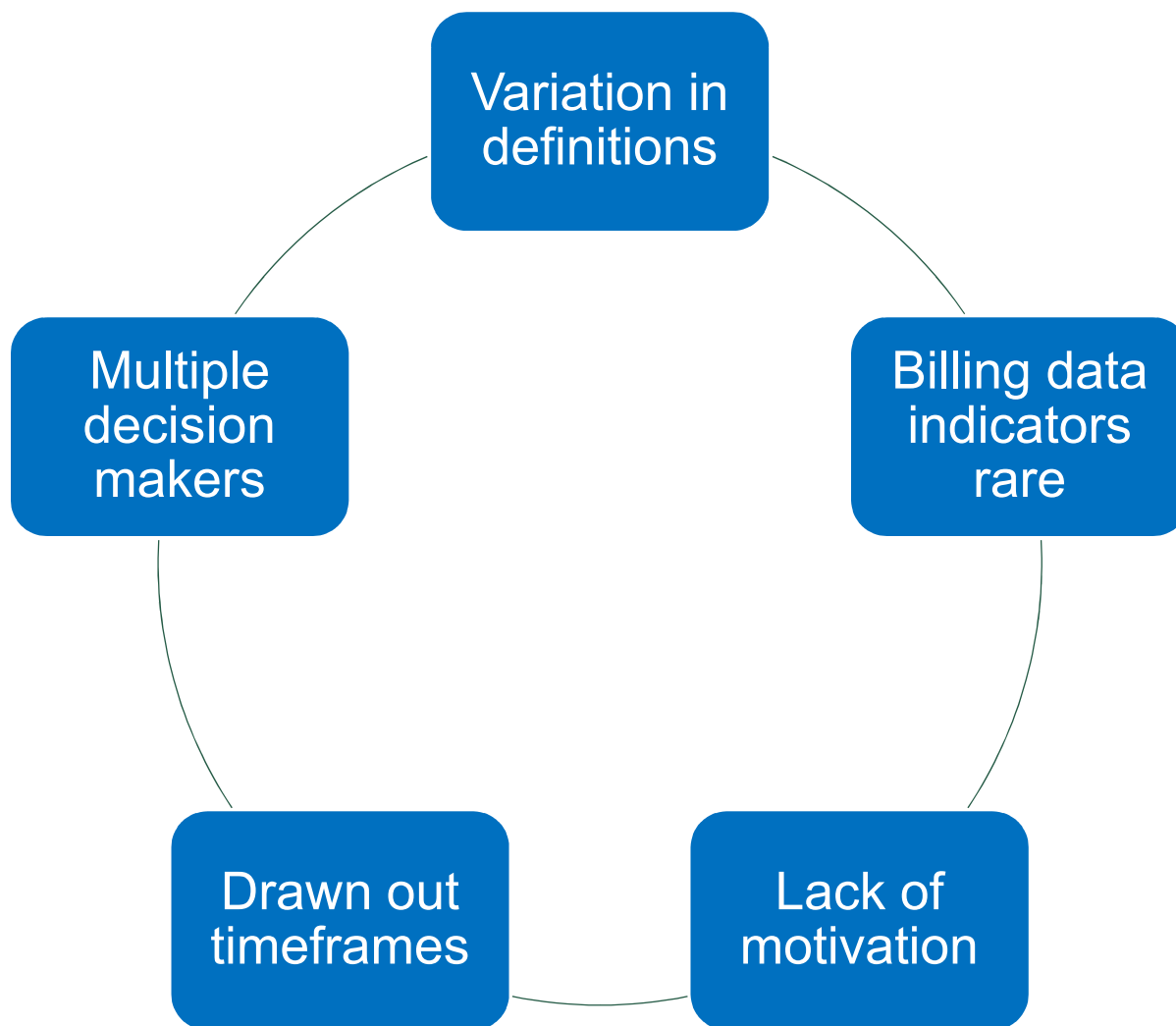Difficult to gather high-quality data

Lessons learned

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High-Quality Data is Needed to Better Target the MF Market

| Characterize the market | → | Understand energy saving opportunities | → | Design programs to meet goals |

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A Tough Opponent

Why is MF complex?

Variation in definitions

Billing data indicators rare

Lack of motivation

Drawn out timeframes

Multiple decision makers

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Three Game Plans

- Baseline Study in NY

- High-rise New Construction Study in MA

- High & Low-rise New Construction Market Effects Study in CA
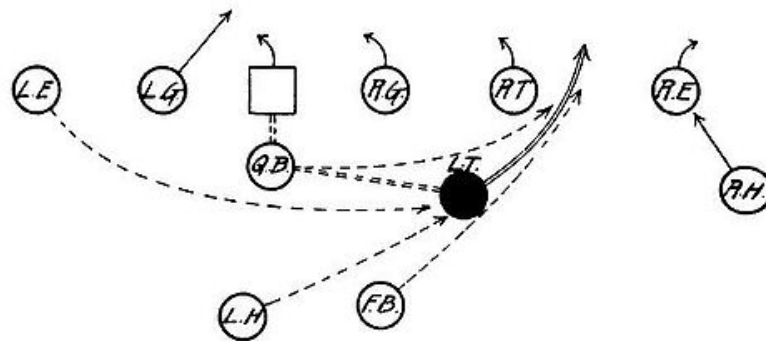
Baseline Study in NY

MF's Defense

Survey response

Property Manager contact information

New Construction records

How to advance our play:

Add Web

More surveys

Web searches

Reduce quota

Prioritize

Tax assessment

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High-rise New Construction Study in MA

MF's Defense

Nonparticipant recruitment

High program penetration

Timing of unit access

How to advance our play:

Reduced targets

Mystery shop

Plan review

Flexible scope

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New Construction Market Effects Study in CA

MF's Defense

| Onsite Property Manager refusals |
| High-rise costly |
| Construction delays and code |
| Privately owned condos/townhomes |
| Market-rate owners |

How to advance our play:

Asset Mgrs Project Mgrs

Case studies Reduce quantity

Allow prior
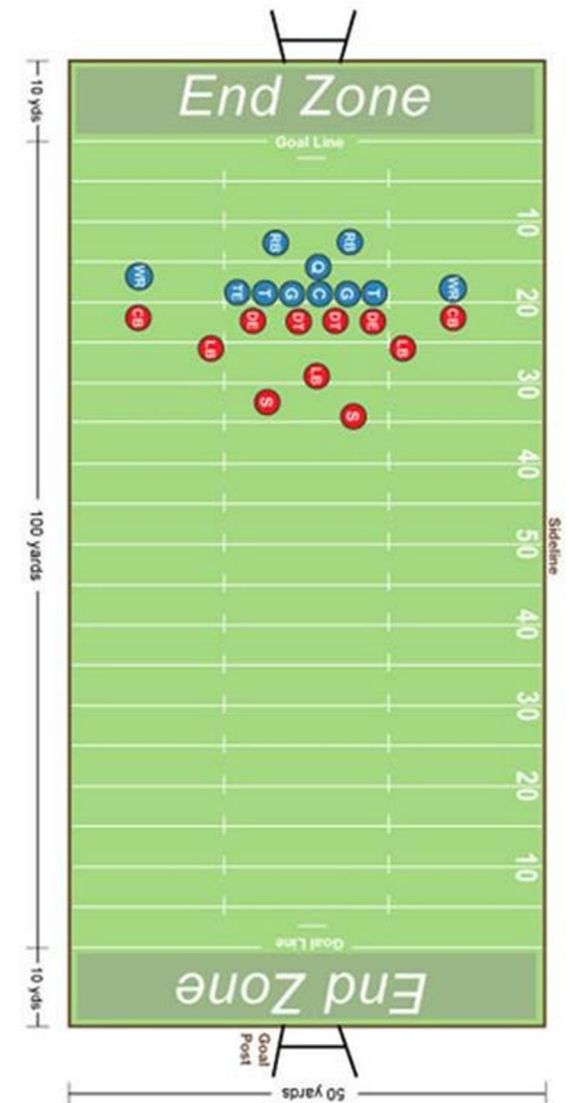
Single family treatment

Extend timeframe

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Plays to Avoid

- **Data sources**
  - ☐ Not vetting sample sources
  - ☐ Expecting accurate PM contact data
  - ☐ Assuming consistent building plans
- **Recruiting**
  - ☐ Avoid property manager approval
  - ☐ Avoid overwhelming facility mgrs
  - ☐ Avoid inexperienced recruiters
  - ☐ Recently completed projects

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How to Win at the MF Game

Be a cheerleader for recruiters and field staff

Engage the referee (client)

No rookies – only all stars for MF

Open lines of communication

Have the right uniform for on-sites

Understand and provide clear definitions of MF

The First Down Pass

- **Design**
  - ☐ Use census proportions
  - ☐ Clearly identify benefits
  - ☐ Non-monetary incentives
  - ☐ Separate single family research

- **Data collection**
  - ☐ Professional associations
  - ☐ Single respondent contact
  - ☐ Email and phone as outreach tools
  - ☐ Create a sense of urgency

Be flexible

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Post-Game Play by Play Analysis

- The multifamily sector is complex
- Baseline data is attainable
- Incorporate winning plays from previous projects
- Read the full paper

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Coaches

- **Head Coach:**
  - ☐ Pam Rathbun, Tetra Tech
- **Assistant Coaches:**
  - ☐ Carol Sabo, Tetra Tech
  - ☐ Amber Watkins, DNV GL
  - ☐ Dorothy Conant, *Independent Consultant*
  - ☐ Zack Tyler, NMR Group