

MEASURING THE IMPACT OF SOCIAL MARKETING AND OUTREACH

Presented at IEPEC conference

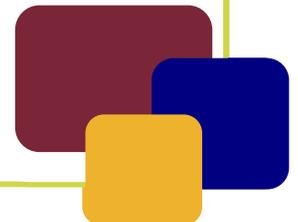
10 June 2010

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Presentation Overview

What do we hope to share?

Offer a Program Overview

Share our Evaluation Methods

Share Selected Pieces of the Evaluation

Describe where the program is headed and how it may challenge evaluation methodologies

Customer Behavior Change (CBC)

What is it?

Launched in Colorado in 2009 as an indirect program of Xcel Energy

▶ Program Objectives:

- ▶ Raise awareness of energy efficiency and conservation amongst residential and business customers
- ▶ Customers signing up for Xcel Energy programs
- ▶ Customers changing energy use behaviors

▶ Program Components:

- ▶ Outreach to residential customers primarily at large shows and community events
- ▶ Outreach to business customers via workshops and trainings
- ▶ Advertising to raise general awareness and drive traffic to Responsiblebynature.com

Residential CBC

This program is targeted at all Colorado natural gas and electric residential customers

- ▶ Primary emphasis is placed on:
 - ▶ Community-based events, such as home shows and green festivals
 - ▶ Partnerships with local, regional, and state government agencies where possible, as well as non-governmental agencies
 - ▶ Online messaging through ResponsiblebyNature.com and other local websites



- Sponsorship of local Earth Day events
- Conservation messaging through Xcel Energy's newsletters and bill inserts to residential customers
- Publication of reference education materials (in English and Spanish)
- Print, radio, and online advertising

Business CBC

This program is targeted to all Colorado natural gas and electric business customers, with stronger emphasis on small- to mid-sized customers.

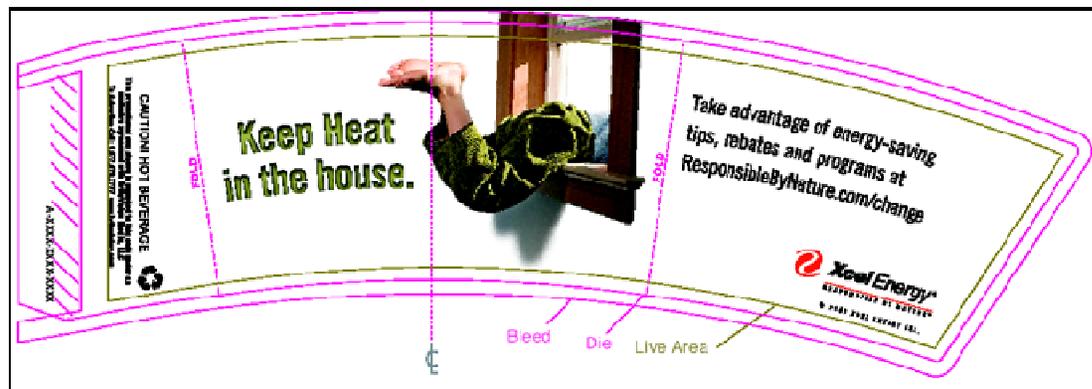
- ▶ Goal: Provide business customers with information on what they can do to reduce energy usage.
- ▶ Primary emphasis is placed on:
 - ▶ Energy efficiency and conservation messaging through email and print newsletters;
 - ▶ Focused customer segment events and sponsorships through business and trade associations;
 - ▶ Customer outreach through energy efficiency workshops; and
 - ▶ Customer employee behavior change campaign (Smart Energy Employees).



Evaluation Methods

CPUC ordered that the program be evaluated in 2010

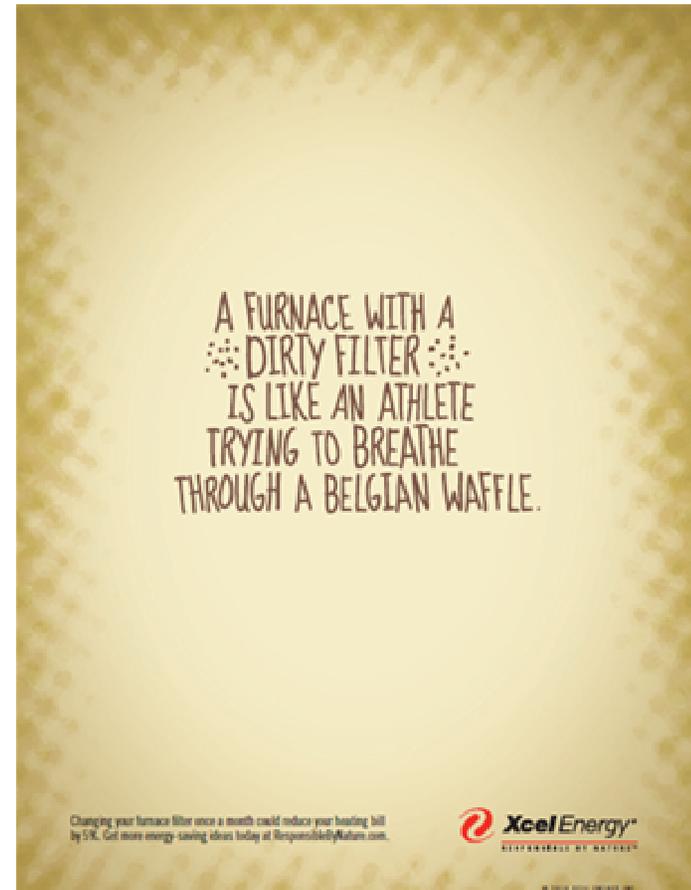
- ▶ Review program artifacts
 - ▶ Marketing and media plans and collateral
 - ▶ Event participation reports, which will be the basis of the participant sample with segmentation appended
 - ▶ Web statistics on the CBC campaign site ResponsiblebyNature.com
- ▶ Review current research
 - ▶ Ad tracking results
 - ▶ Omnibus study findings
 - ▶ CO Attitude Awareness & Use Study (AAU)



Evaluation Methods

(Continued)

- ▶ Conduct depth interviews:
 - ▶ Program management
 - ▶ Brand/ Advertising and Corporate Communications
 - ▶ Event management firm
 - ▶ Advertising agency
- ▶ Develop a logic model
- ▶ Survey residential and business participants
- ▶ Evaluate program cost overall



Depth Interviews

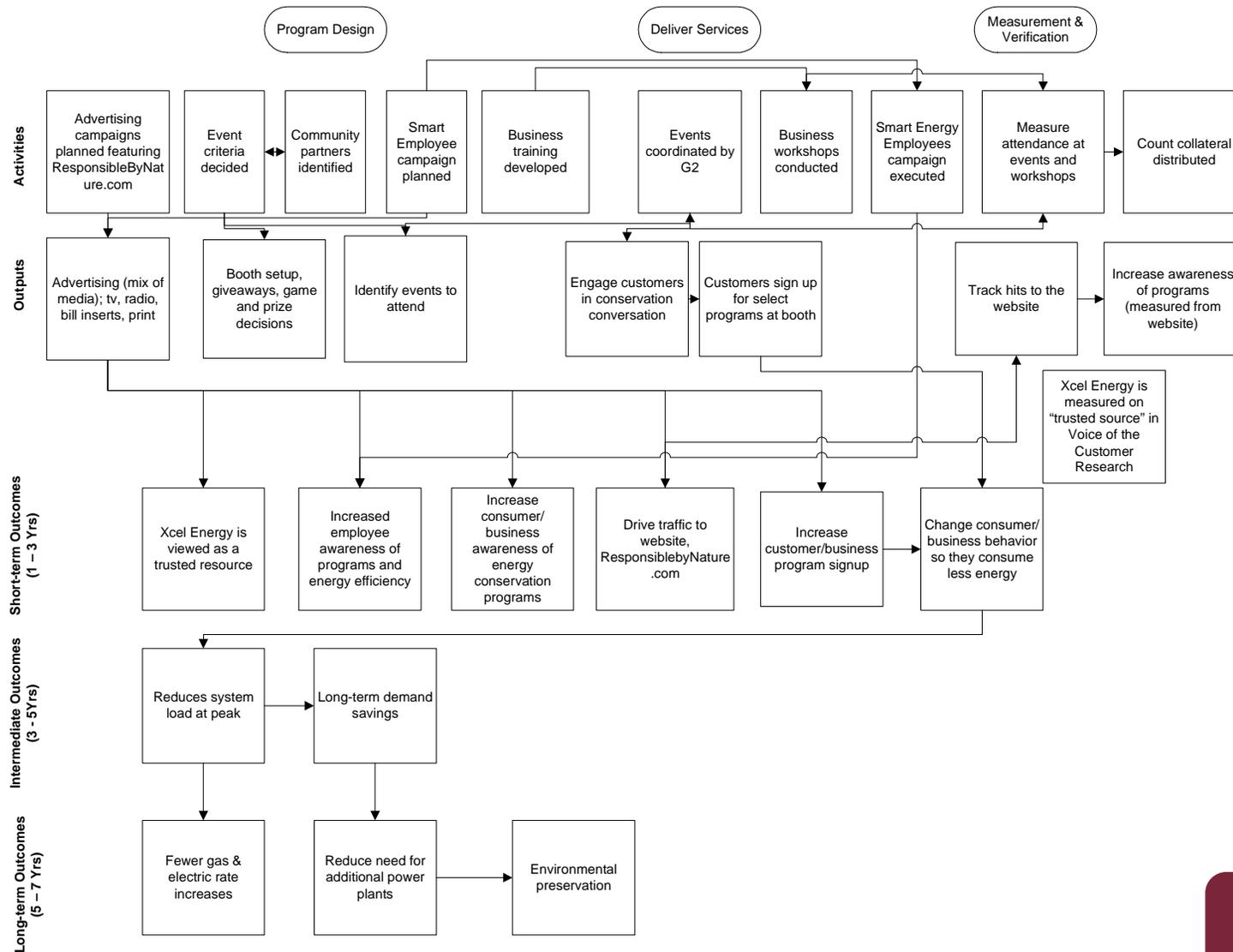
Themes:

- ▶ His or her role and responsibilities in the program
- ▶ Program Design Issues
- ▶ Delivery
- ▶ Administration
- ▶ Implementation
- ▶ Customer Response
- ▶ Future Trends



With emphasis on “how do you know” to pull out indicators

Customer Behavior Change Logic Model

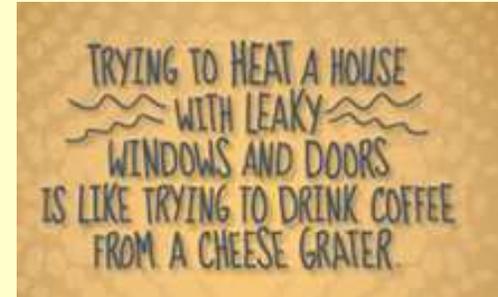


Participant Surveys

Themes:

► Awareness of

Energy savings tips
Energy savings programs
Responsiblebynature.com aka RBN campaign website
Community-based outreach events/ workshops



► Action Taken

Visited RBN website
Did something to save energy in past 12 months
 Which actions?
 Action was direct result of attending event or workshop?
Program participation? Rebate?



Participant Surveys

Themes:

► **Attitudes**

- Saving energy versus other household or business concerns
- Environmental issues versus other concerns facing the country
- The importance of friends and family opinions in energy related decisions
- Aware of the ways I am using energy in my home or workplace
- I know what I can do to control my energy bills
- By using less electricity, I am doing my part to help the environment or save costs

► **What they Value**

- Increased knowledge
- Information most likely to act on
- Channels of most interest



Participant Surveys

Themes:

► **Barriers to Action**

How challenging is it to incorporate energy saving actions?
What 3 things are the most challenging?

“It’s not easy
to be this cool.
You have to
work at it.”



► **Interest in Social Marketing (Residential Only)**

Introduce concept of house party....
Would they attend?
Would they host?

So What?

Already we've had to ask ourselves

- ▶ “What behaviors are we asking customers to change?”
- ▶ “Do we have indicators to determine whether behaviors are changing?”
- ▶ “To what extent can we measure energy savings from behavior change?”

At the end of the evaluation we should

- ▶ Understand customers' level of engagement in behavior change
- ▶ Understand which CBC efforts influence energy-saving actions/ move customers along the continuum from awareness to action
- ▶ Establish baseline of program participation and behavior change against which future program design can be measured

Now What?

The Evaluation Continues:

► **Our Efforts -**

Fielding Surveys and determining interest in other potential outreach efforts

Benchmarking other Behavior Change Programs

Reporting on Findings

Program manager is looking for direct impacts so we're trying to close the loop with data collection

► **Your contribution -**

Provide feedback on methods and logic model

If you are aware of other outreach and education programs, please provide information

Contact Information

Merci, Thank you.....

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