New Construction
Multifamily Building
Recruitment—
A “Full Contact” Game

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The Kickoff Play

MF sector is complex

Difficult to gather high-quality data

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

1. Characterize the market
2. Understand energy saving opportunities
3. Design programs to meet goals
A Tough Opponent

Why is MF complex?

- Variation in definitions
- Billing data indicators rare
- Multiple decision makers
- Drawn out timeframes
- Lack of motivation
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
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:
  - Case studies
  - Allow prior

- Project Mgrs:
  - Reduce quantity
  - Extend timeframe
  - Single family treatment

Privately owned condos/townhomes

Extend timeframe

IEPEC Long Beach 2015
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
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
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
Coaches

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