

# Hard To Reach Efforts

National Grid



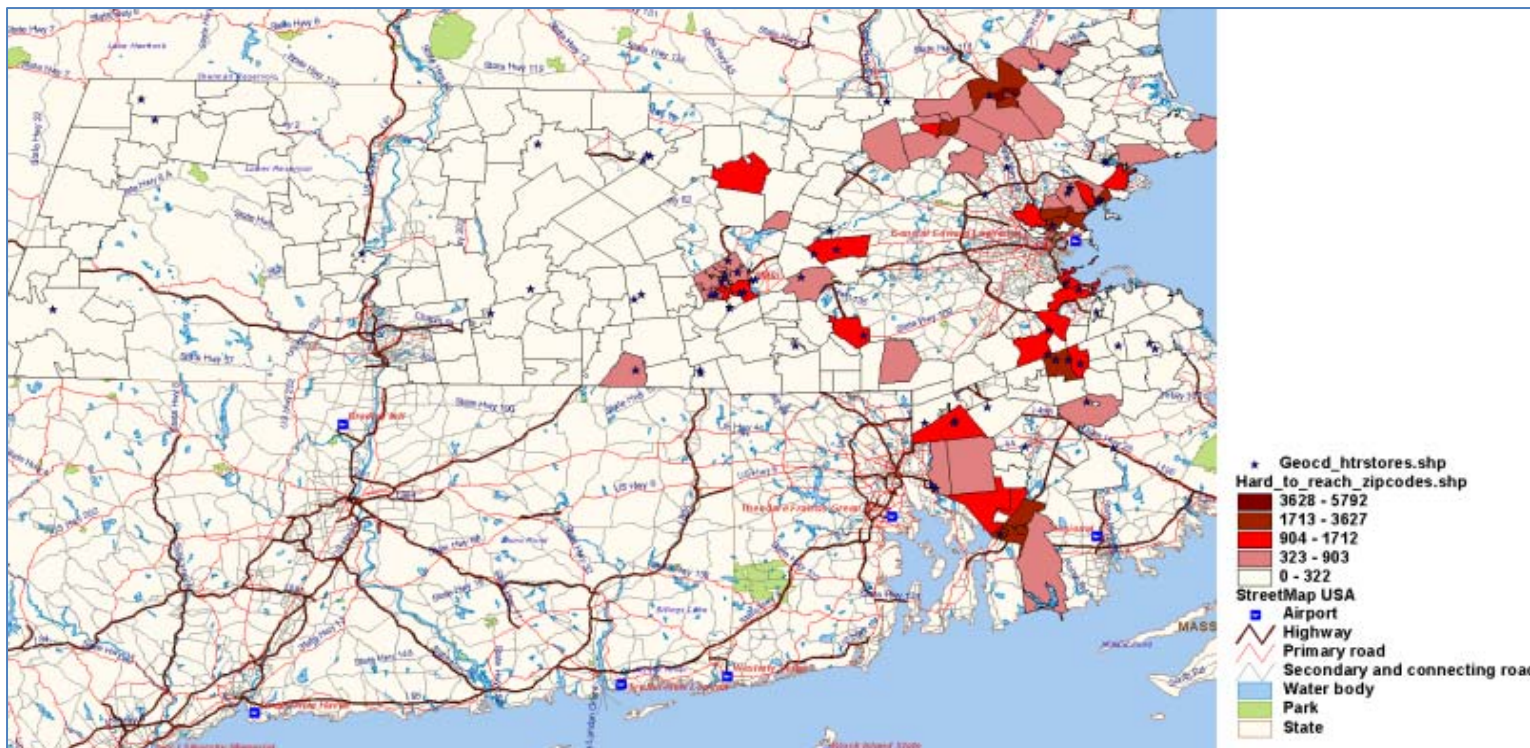
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# Hard To Reach Customer Initiative

- Goal of 500,000 CFLs in the HTR segment (statewide)
- HTR Identified as Lower Income (non LI participants), non English speaking customers
- Mapped highest concentration of Seniors >65, 60-120% median income, and nonEnglish speaking groups (Hispanics, Portuguese, Chinese & Korean)
- Conducted focus groups of Hispanic and Portuguese customers



# Focus Groups - Takeaways

- Provide materials in Spanish and English
- Benefits of savings, but emphasize impact on future generations
- Simple images “Twist”
- Educate on variety of bulbs



# Outreach Tactics – Hispanic customers

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## **Retail Outreach**

(Ocean State Job Lots, Dollar Store, **Salvation Army, Goodwill**, Price Chopper, Building 19)

Bulb inventory (buy-downs), collateral materials with the theme of direct mail campaign

## **Direct mail:** Bristol, Essex, Middlesex county Hispanic customers

Bilingual

Includes customer survey with a call-in or mail-in option

Delivery of 2 spiral bulbs with informational materials

Phone support for questions and follow-up

## **Transit Advertising** – inside and outside of buses

Worcester transit system

# Outreach Materials

Survey materials – bilingual

Delivery box and insert

Bus signage



Here's a new **twist**  
on saving money.

Save up to \$50 over the lifetime of  
a bulb with ENERGY STAR® CFLs.

For more information, visit [MassSave.com/Worcester](http://MassSave.com/Worcester)



¡Gracias por tu decisión de cambiar  
de focos incandescentes, tradicionales  
y atornillar un CFL nuevo!



Si cada familia en los Estados Unidos  
reemplazara solamente un foco  
incandescente en su hogar con un foco  
quillificado ENERGY STAR®, en un año  
tendríamos la energía suficiente para  
alumbrar más de 3 millones de hogares.

El CFL en esta caja puede ayudarte a  
ahorrar \$100 en ahorros en tu cuenta de  
electricidad sobre la vida del foco.

¡Hay varias formas en que tú y tu familia  
pueden continuar su viaje de ahorro de  
energía! Mass Save, una combinación

de servicios públicos en Massachusetts,  
proveedores de servicios de eficiencia  
energética, y organizaciones estatales  
se han reunido para ofrecer una variedad  
de ofertas e incentivos que te asistirán en  
los ahorros de energía de tu vida diaria.

Hay reembolsos disponibles para  
productos y electrodomésticos como  
extensiones eléctricas avanzadas,  
refrigeradores, purificadores de aire  
portátiles, televisiones y más.

Para más información sobre estas ofertas  
e incentivos, visita [MassSave.com](http://MassSave.com).



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Thank you for replacing your  
incandescent light bulb with  
a new, energy-efficient CFL!



If every family in America replaced just one  
incandescent bulb in their home with an  
ENERGY STAR® qualified CFL, in one year  
we would save enough energy to light more  
than three million homes.

The CFLs in this box can help you save  
\$100 in savings on your electricity bill over  
the lifetime of the bulbs.

There are lots of other ways that you and  
your family can continue on your energy  
saving journey! Mass Save, a combination

of Massachusetts utilities, energy  
efficiency service providers, and state  
organizations have teamed up to provide  
a wide range of incentives and offers to  
assist with your daily energy saving.

Rebates are available for products and  
appliances such as advanced power strips,  
refrigerators, room air cleaners, televisions  
and more.

For more information on these offers  
and incentives, visit [MassSave.com](http://MassSave.com).



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# Worcester campaign

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- ◆ 5 - 6' CFL sculptures
- ◆ Call for Worcester Artists
- ◆ Community centers (City Hall, Boys and Girls Club, Worcester Youth Center)
- ◆ Community Event/ Family Day
- ◆ Energy Trivia
- ◆ Information Station
- ◆ Change the World campaign with EPA
- ◆ Transit Advertising



# Next Steps

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Evaluate success and engagement

Additional customer segments