PA Initial Reactions to Non-Participant Study Findings

April 15, 2020
Findings from NP Study 2 (Market Characterization and Barriers Study)

**Participation Rates**

- **Rent**: 30%, 40%
- **Low Income**: 35%, 35%, 41%
- **Moderate Income**: 30%, 32%
- **Speak English not at all or not well**: 30%, 32%
- **Speak English well or very well**: 30%, 32%

**Awareness Rates**

- **Rent**: 56%, 87%
- **Low Income**: 65%, 79%, 86%
- **Moderate Income**: 62%, 70%
- **Speak English not at all or not well**: 62%, 70%
- **Speak English well or very well**: 62%, 70%
Summary

- **Takeaways**
  - Evaluations helped identify areas for improvement
  - Rent vs. own appears to be the most challenging barrier, especially in smaller (3-9 unit) buildings

- **Themes related to opportunities:**
  - Tailoring marketing message
  - Leveraging local actors
  - Improving processes
  - Working w/ landlords
Tailoring Marketing Message – Already Underway

- In-language marketing – producing creative in the language it will be circulated in as opposed to translating from English
- Placement of non-English marketing in the most effective channels
- Relevance - promoting various benefits of programs aside from just energy (including comfort)
- Focus on ease of participation
Relevance – promoting occupant health

Ensuring that customers know that programs are intended for everyone

Tailoring the message to individual customers – benefits and participation path
Arbella's Mass Save® Discount

We’re teaming up with the sponsors of Mass Save to help you save money and energy. With Arbella’s Mass Save partnership, you can save 5% on your home insurance, qualify for rebates and discounts, and lower your energy bills! All you have to do is complete a no cost in-home energy assessment and send the assessment to your local independent Arbella agent.

Below is a list of Mass Save participating sponsors:

- Berkshire Gas
- Blackstone Gas Company
- Cape Light Compact
- Columbia Gas
- Eversource
- Liberty Utilities
- National Grid
- Unitil
Geographic concentration of non-participants is an opportunity. History of working with these communities (Renew Boston, Efficient Neighborhoods+, etc.) but there are always opportunities to improve.

CAPs are identified as trusted partners – PAs maintain close relationships with CAPs and continue to align and cross-promote programs.

Many other ongoing and ad hoc partnerships.

Municipal Partnerships
- Reminder that recruitment and selection was driven by NP data
- Note that there are additional strategic partnerships

CBO partnerships – National Grid trial.
Serving Limited English Populations

Spanish and Portuguese chosen by municipal partners

Bilingual, local volunteers on Municipal teams

Translated materials to be provided

Connect to Mass Save website featuring human Spanish/Portuguese translations

Mass Save Interactive Voice Response (IVR) offered in multiple languages, Lead Vendors offer languages lines for additional support

Auditors who speak Spanish and Portuguese, upon customer request
## Municipal Outreach Tactics

<table>
<thead>
<tr>
<th>Outreach to senior centers, councils on aging</th>
<th>Local cable access TV advertising/video</th>
<th>Speak at neighborhood/community meetings</th>
<th>Hold landlord, renter, business info sessions</th>
<th>Partnership with schools and K-12 environmental clubs</th>
<th>Print materials at service agencies and community groups</th>
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<td>Info on city websites</td>
<td>Water bill inserts</td>
<td>Local radio campaigns</td>
<td>Farmers markets</td>
<td>Door to door canvassing</td>
<td>Use of municipal social media</td>
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<td>Press conference with mayor</td>
<td>Letter from mayor to all residents</td>
<td>Printed local newsletter</td>
<td>Tabling at community events</td>
<td>Speak at chamber of commerce</td>
<td>Small business champions/advoates</td>
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HTR focus of tactics:
- Renters ★
- Moderate income ★
- LEP customers ★★
- Small business ★★
Working with Local Actors – Workforce Development

Enroll In One of Our Smart Building Technology Programs

Are you looking for an exciting new career that will remain relevant in the future?
Are you a hands-on learner who thrives on practical training?
Are you a Green Energy enthusiast, looking to get your foot in the door of a rapidly expanding field?

✔ Then RCC’s Center for Smart Building Technology offers many programs that could be a great fit for you!

What is a Smart Building?

Smart buildings deliver essential automated building services such as lighting, cooling and heating, and air quality, at the lowest cost and environmental impact over the building lifecycle. In order for smart buildings to run at maximum efficiency, the buildings must be maintained by skilled, technology-savvy facilities managers and technicians, trained on digital automated maintenance systems.

The City of Boston is filled with smart buildings; but there aren’t enough technicians trained on smart building technology to ensure that the buildings are running properly. Our SBT Program will provide you with the skills and certifications needed to fill these in-demand jobs.

Associate Degree Program

Students who enroll in the associate degree program will learn to:

- Use smart building technology to collect and analyze efficiency data
- Build, install, repair and maintain digital energy conservation systems
- Program technology to enhance overall energy efficiency
- Prepare and present reports on energy efficiency

Students who successfully complete the Program will receive an Associates of Science in Engineering. Graduates can directly join the workforce, or transfer to Massachusetts Maritime Academy’s Facilities Management Program. Fill out the online application to enroll today!

Building Operator Training (LEVEL 1 Certification Prep)

Building Operator Certification® (BOC) is the leading training and certification program for COMMERCIAL building engineers and maintenance personnel. The Spring 2020 BOC Prep course begins on February 5, 2020. To register for the course, please fill out the registration form and return it, in-person, to the RCC Enrollment Office (Building 3, Room 210). If you have questions about the registration process, please contact Assistant Dean Kandiyoti Val at: kval@rcc.mass.edu or 781-791-1207.
Overall strategy:
- Provide options that work for a diverse set of customers
- Focus on ease of participation for each path

Examples:
- Pre-weatherization barrier mitigation
- Income verification
- Energy saving packages

Increasing effort and impact
Important notes

- Spanish more than 3 times as prevalent as next language
- Spanish speakers more disbursed than other non-English speakers
- Other languages tend to be more geographically concentrated

Approach

- Systematic support for most common languages
- More tactical support for other languages
Working with Landlords

- Study corroborated that rental units in small buildings are a particular challenge
- Already underway
  - Presentations at landlord groups/associations
  - Case studies w/ landlords focusing on ROI
- Opportunities for improvement
  - More targeted outreach to small building landlords – hardest to reach
  - More engagement – Mass Landlords – Greater New Bedford Landlords Meetings