



***Ni hao! Howdy! ¡Hola!:***  
***Tales from Community Outreach Events***

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# What this Presentation Covers

- Description of two community outreach programs
- Evaluation methodology: ethnography and intercepts
- Results: what we saw and heard
- Recommendations: how to make the most out of events

# Howdy! California Flex Your Power Campaign (Rural)

- Focuses on rural areas
- Statewide, part of a larger campaign
- Features booths at community events
- Provides simple things people can do to lower energy consumption and their bills.



# Howdy! California Flex Your Power Campaign (Rural)

## Booths

- Staffed by local groups
- Featured trivia games, Bingo, prizes, discussions and brochures



# Ni hao! ¡Hola! PACE Energy Efficient Outreach Program

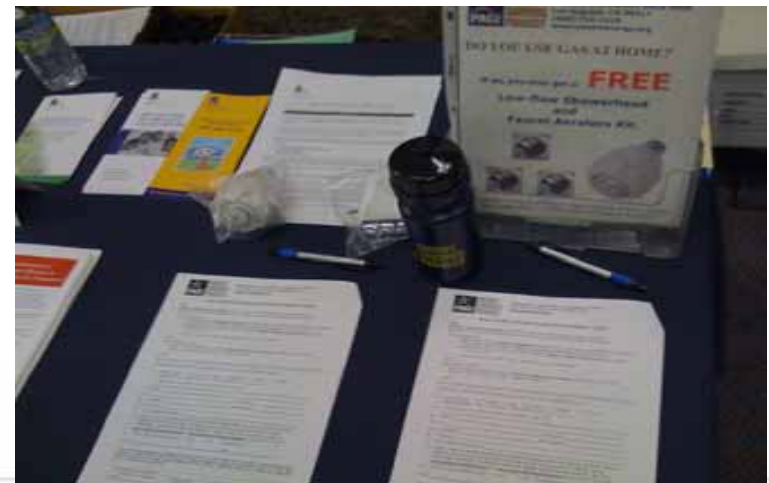
- PACE = Pan Asian Consortium in Employment
- Targets Chinese, Korean, Vietnamese and Hispanic populations
- SoCalGas – So. California
- Outreach booths, seminars, presentations, and material translation
- \$1M annually



# Ni hao! ¡Hola! PACE Energy Efficient Outreach Program

## Booths:

- Had multilingual PACE staff
- At a variety of events - for both adults and families
- Offered faucet aerators and showerheads
- Provided general EE info and connected to rebates



# Community Outreach Events

- Event types vary
- What is their value?
  - Supplements traditional outreach tactics
  - Can enable one-on-one conversation
  - Can target hard-to-reach communities



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# Our Task:

## Answer These Research Questions

- **What is the likelihood that these events will induce behavior change?**
- What is the change in awareness of energy saving opportunities as a result of the events?
- Who are the events reaching out to?
- What education/information is provided?
- Were participants directed to other EE programs?  
How many? Which ones?



# Methods

## Used a mixed method approach

- **Ethnography involves direct, first hand observation of human behavior**
  - Nuanced, contextualized and qualitative
  - Real time, also catches social/cultural characteristics and attitudes
  - Open ended
  - Includes everyone
- **Intercepts are brief in-person surveys**
  - Quantitative
  - Interact with people immediately “after the act”
  - Close ended
  - Focuses on the individual

# Results

- **Outreach events are worthwhile**

Rural:

- 60% - ↑ awareness
- 75% - info was new
- 73% - will install CFLs

Non-English:

- 86% - ↑ awareness
- 56% - info was new
- 71% - will install CFLs

- **Not all events are created equal**



# How to Make Events More Impactful

## 1. Know your audience

- Know what they know about EE
- Be able to easily answer: how does this booth relate to me?
- Games + prizes = families
- Showerheads + aerators = adults

## 2. Games and prizes can attract attention, but make sure that the message gets through

- Most questions were on giveaways
- People did not engage with staff or take literature



# How to Make Events More Impactful

## 3. Get the right people to staff the booth

- Attract interest
- Speak the local language
- Are known and trusted
- Increase conversation length and message effectiveness
- Don't forget to train staff



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# How to Make Events More Impactful

## 4. Know your event

- Confirm expected attendee type
- Select the booth location if possible
- Check event schedule, ID possible distractions
- Some events just don't work out

## 5. Be prepared to customize the message for each person/audience

- Train booth staff to identify 'hot buttons' and have multiple messages ready

# How to Make Events More Impactful

## 6. Don't forget to monitor

- Provides feedback on messaging
- Checks that training principals are carried out
- Verifies counts and participation



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# Review

1. Know your audience
2. Consider games and prizes carefully
3. Get the right people to staff the booth
4. Know your event
5. Be prepared to customize the message
6. Monitor

# Contact

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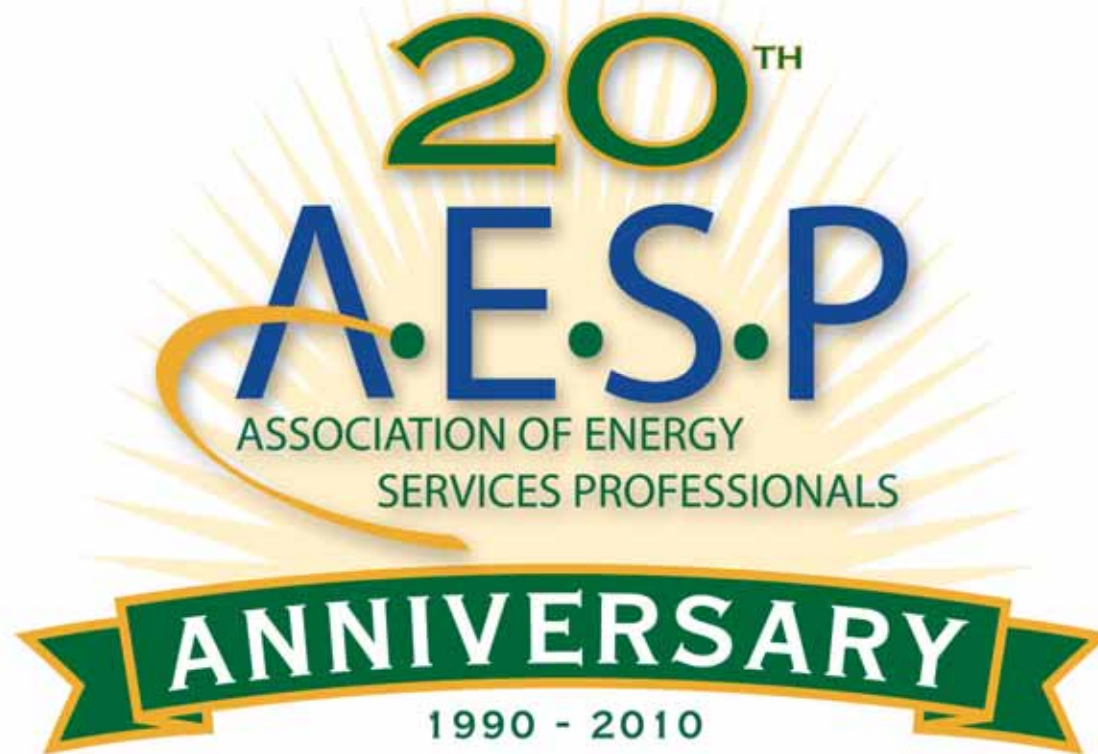
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