



GOALS

- Improve awareness
- Change attitudes
- Greater program participation
- Reduced call center volume
- Reduced peak demand
- Deeper home retrofits
- Improved energy code compliance



METRICS

- Website views
- Email open rates
- Percent seeing utility as a resource
- Influence of message
- Call handle times
- Customer Satisfaction
- KW saved per participant
- Number of rebated measures
- Number/type of actions taken
- Number attending contractor trainings



METHODS

Quantitative:

- Surveys
- Secondary data
 - Web analytics
 - Customer database
 - AMI data
 - Evaluations

Qualitative:

- Interviews
- Focus groups
- Case studies
- On-site
- Literature reviews



ACHIEVEMENTS

