

## Multifamily Energy Reduction Goals Surpassed

The holding company of three electric operating utilities enlisted the expertise of PowerDirect Energy (PDE) to bring tenants residing in Multi-Family buildings served by the area housing financing authority into compliance with energy reduction requirements. The goal was to recruit the multi-family housing owners and property managers of 410 properties encompassing 22,000 tenant units and encourage them to install



- Program goal of 140%
- 107% Program realization rate

an Energy Conservation Kit consisting of six (6) CFLs and two (2) LED night lights in each unit.

### Impact

PDE exceeded its client's program goals by 140% with over 35,000 tenant units enrolled within just 8 months. The projected realization rate was also surpassed, with a 107% program realization rate. At the same time, the financial investment of the client was greatly reduced through the use of on-site facility management personnel for the installation of the energy-saving measures, rather than through procurement of a traditional direct install vendor. The result was an efficiently-executed, professionally managed program that exceeded all program goals, came in under budget and within the allotted timeframe.

### Solutions

To accomplish the ambitious objective, PDE redefined the scope of the program initially set by the utility and developed a comprehensive approach for securing buy-in from multi-family housing owners/property managers, educating tenants regarding the benefits of the energy-saving kit measures, and ensuring the installation of the Multi-Family Energy Conservation Kits in a timely manner. Small motivating incentives were offered to property managers by PDE to reward their maintenance personnel for their added work and to ensure kit installation in tenant units.

### Program Execution

#### Prospect Identification

Utilizing its vast marketing and database capabilities, PDE was able to quickly and efficiently identify the most qualified decision-maker at each prospective property, who would ultimately serve as the conduit for communication with tenants. Once the list of prospects was established, a phone survey was initiated to 9% of owners/manager to determine motivations and appeals for the program. Findings indicated that more than 60% of tenants were low-income, suggesting an extra effort would need to be made in order to clearly communicate program goals and objectives and quell any fears of a scam on the part of the tenants.

#### Program Solutions

PDE created an array of high-quality marketing materials, including direct mail pieces, e-blasts, template copy for inclusion in property newsletters, flyers, etc. and distributed them to owner/manager prospects and participants. PDE established a call center for program recruitment and customer inquiries; provided the sourcing, procurement, packing and shipping of all Energy Conservation Kits; managed undeliverable shipments; and created a detailed tracking and reporting mechanism to monitor the program's success. Follow up phone recruitment and door-to-door outreach to select larger property owners/managers were also initiated to generate awareness of and participation in the program, ensure that each would accept responsibility for accepting the delivery of kit shipments, and install them in tenant units in a timely manner.