

The NeighborWorks H.E.A.T. Squad

NeighborWorks of Western Vermont

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December 3, 2011

Who is NeighborWorks of Western Vermont?

- 25 year old Non profit Housing Organization located in West Rutland, Vermont
- Part of a network of 250 housing organizations across the country
- 5 NeighborWorks Organizations in Vermont
- Homeownership/Rehab/Lending

NeighborWorks of Western Vermont Mission

“ ...to transform lives by promoting safe and affordable housing focusing on sustainable homeownership.....by developing self reliance of the individual through education, counseling, technical and financial service.”

WHY ARE WE HERE?

The background features a stylized illustration of a two-story house with a gabled roof, situated on a green hill. A light-colored path leads from the bottom center towards the house. Above the house, there is a sunburst or starburst pattern of light rays. The entire scene is set against a light blue sky.

- Sustainable Homeownership
 - Saving money on the household budget
 - Education/support with information
 - Construction Management
 - Lending Organization

- H.E.A.T. Squad
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NeighborWorks H.E.A.T. Squad

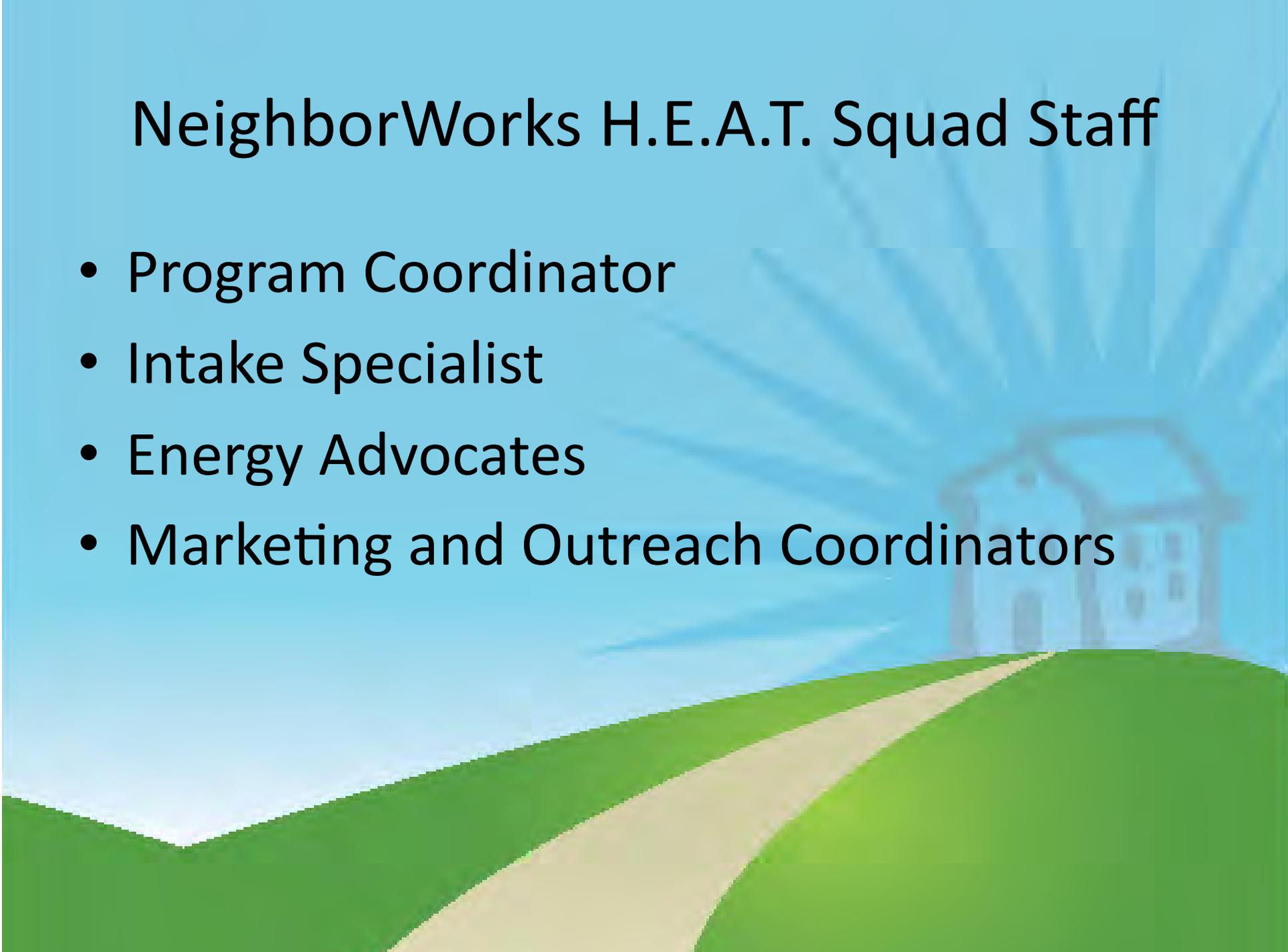
ONE-STOP-SHOP

Removing Barriers

- Whom Do I call?
- What does this report mean?
- What is most important?
- How am I going to pay for all of this?

NeighborWorks H.E.A.T. Squad Staff

- Program Coordinator
- Intake Specialist
- Energy Advocates
- Marketing and Outreach Coordinators



One Outreach Strategy: Neighbor-to-Neighbor

- Among the skeptical, resistant, fearful, the only trusted source for advice and aid is family and neighbors
- Robert Cialdini “People will do things they see other people doing”

First Management Strategy: Breakthrough Approach

- “Successful Change Programs Begin with Results” by Robert Schaffer in *The Harvard Business Review*, 1991

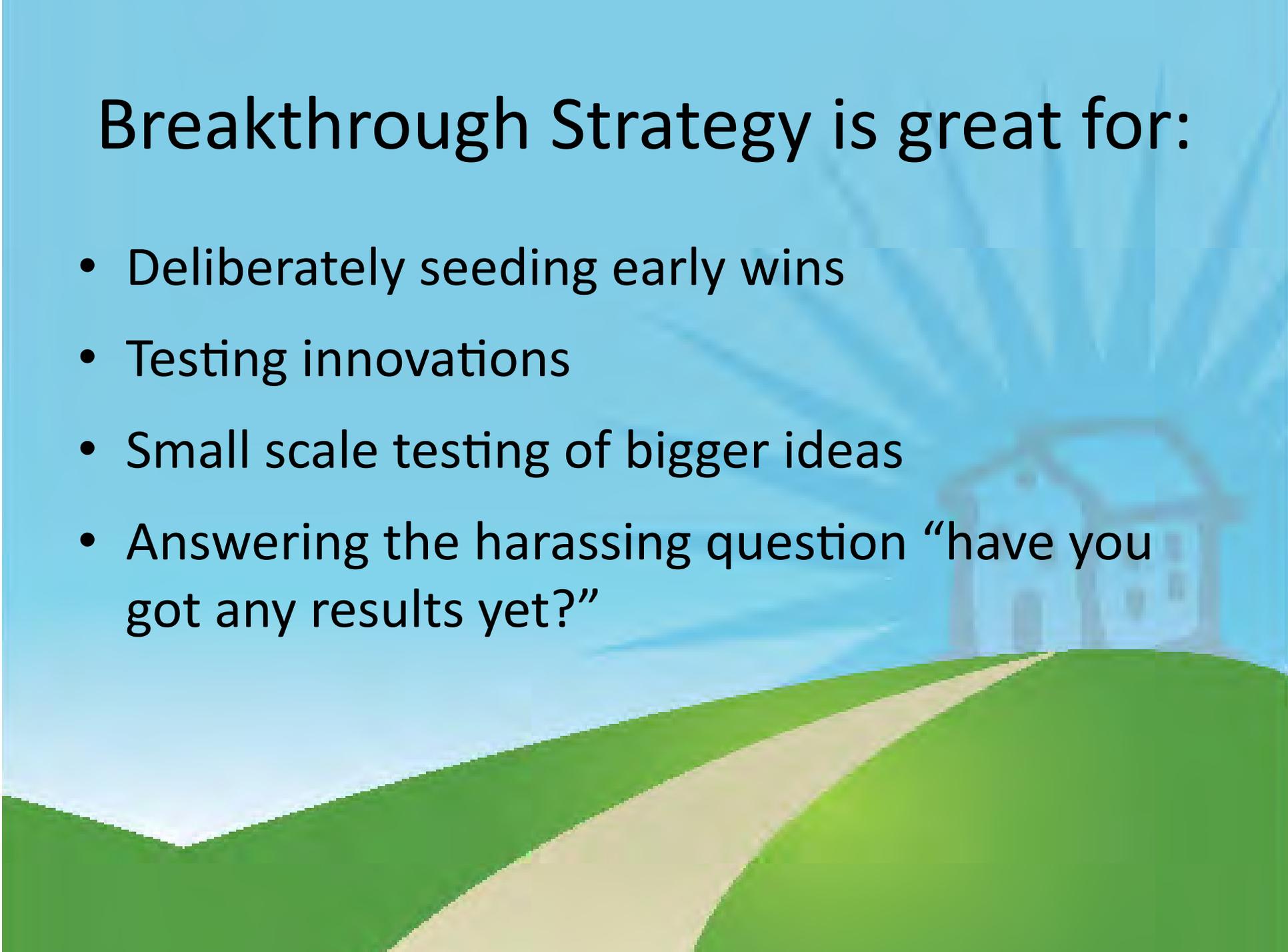
Typical pitfall of most change programs

- Too much process
- No reinforcing results
- Things take forever
- Lost among other priorities



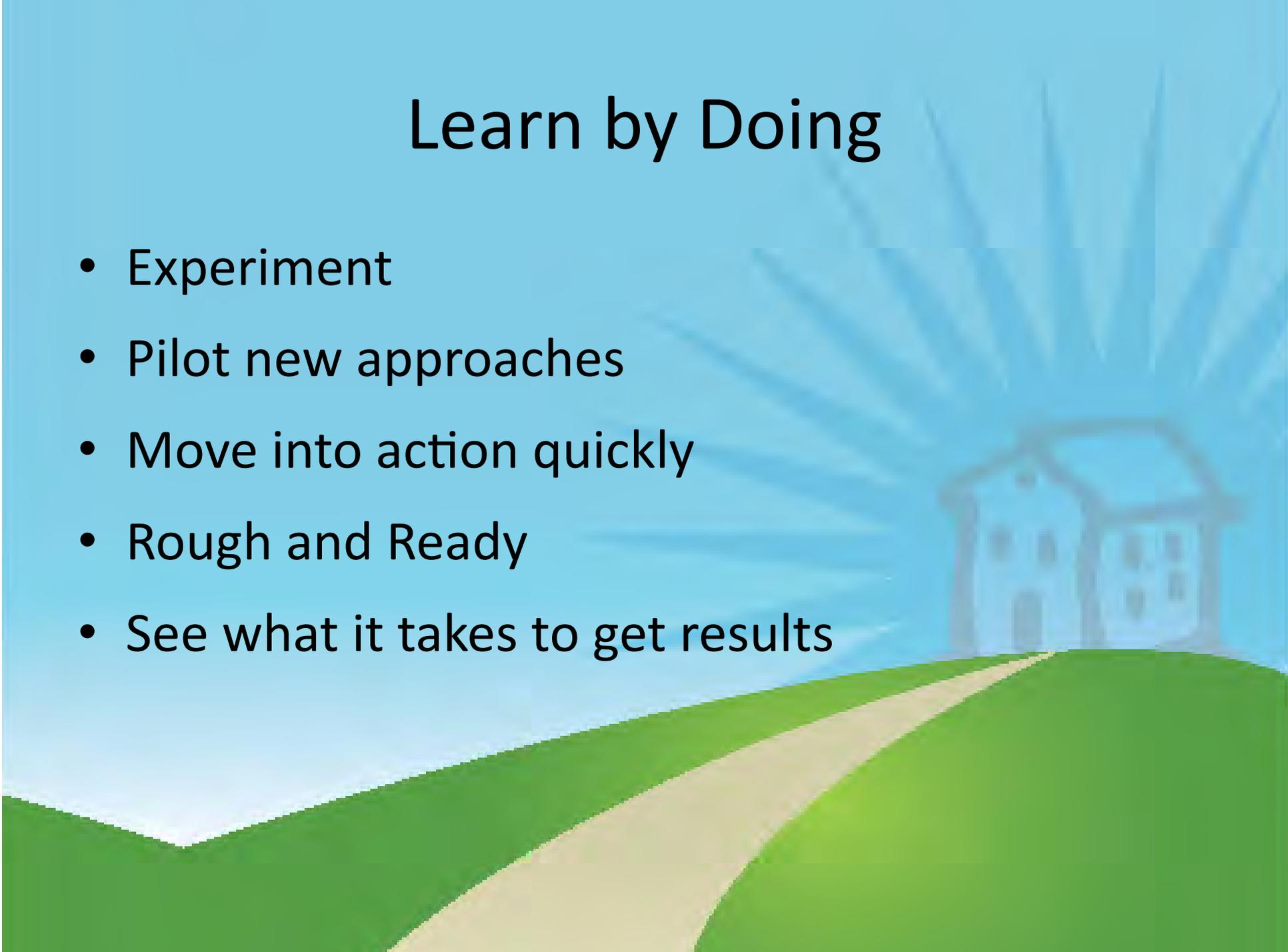
Breakthrough Strategy is great for:

- Deliberately seeding early wins
- Testing innovations
- Small scale testing of bigger ideas
- Answering the harassing question “have you got any results yet?”



Learn by Doing

- Experiment
- Pilot new approaches
- Move into action quickly
- Rough and Ready
- See what it takes to get results



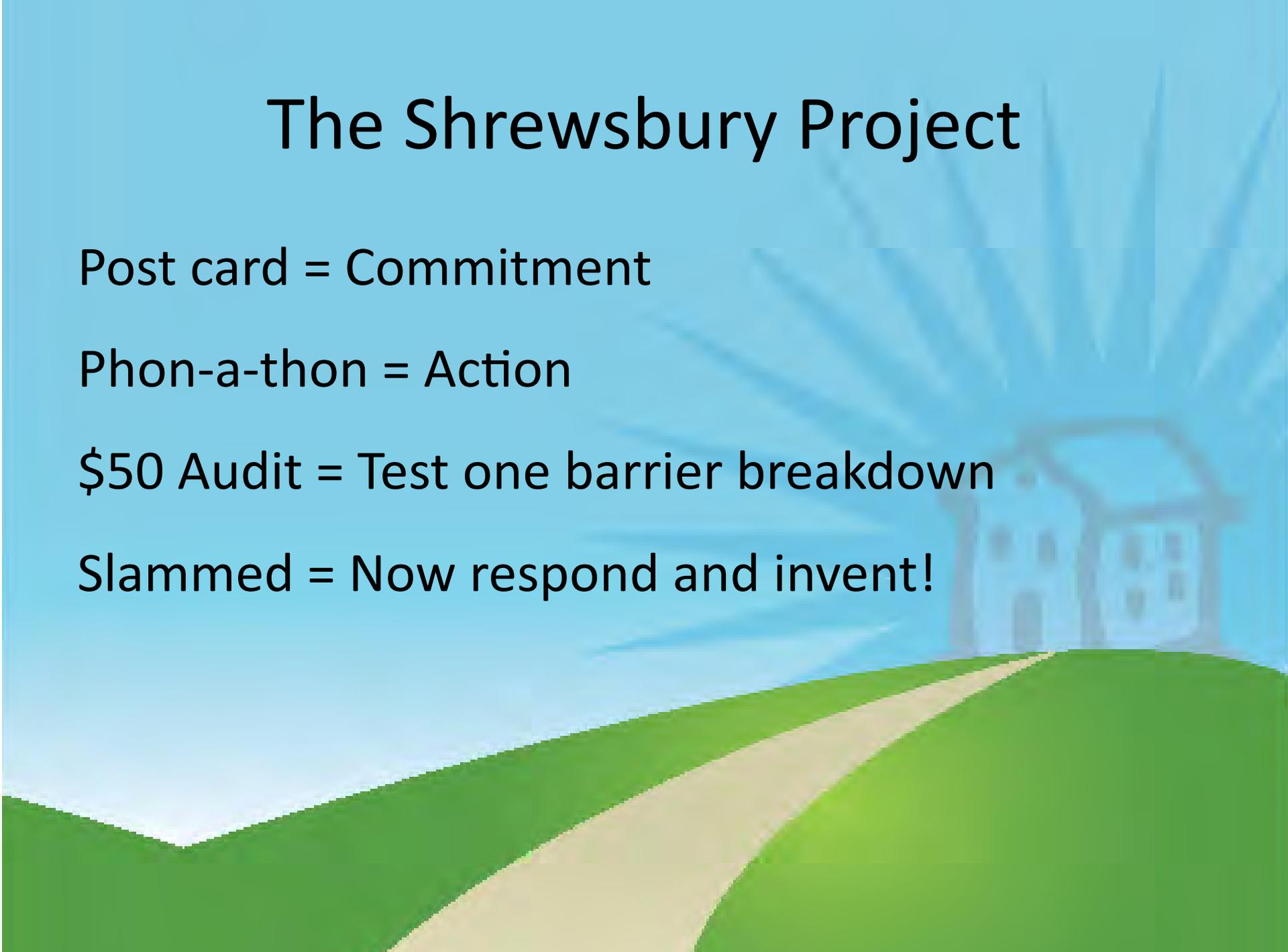
The Shrewsbury Project

Post card = Commitment

Phon-a-thon = Action

\$50 Audit = Test one barrier breakdown

Slammed = Now respond and invent!



Outreach Initiatives

- Town by Town Competition
- Program Presentations to Community Leaders
- Energy Parties
- Engaging Civic Groups
- Partnering with Employers
- VEEP



Marketing Messages

- Segmented the market into 4 demographics
- Targeted messages that would speak to specific groups
- Used to support the neighbor to neighbor campaign



““Early Adopters””

Female, Professional,
Middle-Upper Income,
Single or Head of Household, 25-54

CALLS TO ACTION:

- Take **CONTROL** of your home energy costs. **GET WHAT YOU PAY FOR!**
- TAKE** the **FIRST STEP**: **CALL** the NeighborWorks H.E.A.T. Squad today to schedule your Energy Check-Up. They'll help you with the rest!
- DO IT** for yourself and those who depend on you.
- Make a change, feel the difference, **FEEL YOUR POWER.**



HEADLINE/THEME:

Feel Your Power!

Senior Population

Senior Population,
Senior Women Living Alone, 65+

CALLS TO ACTION:

- Stop burning through your retirement savings on outdated heating systems that don't keep you warm. **GET WHAT YOU PAY FOR!**
- Stop stressing about the rising cost of heating your home: call the NeighborWorks H.E.A.T. Squad today to schedule your Energy Check-Up.
- Don't wait until next winter, call TODAY, start saving TOMORROW.
- Save your money...**SAVE YOUR ENERGY!**



HEADLINE/THEME:

Save Your Energy!

Environmentalists

Environmentalists/Locavores/
Sustainable Living Populace (Includes youth, teens, and
activist youth groups)

CALLS TO ACTION:

- Save energy, save the planet.
- Do your part; small improvements make a big difference!
- JOIN the Challenge; BE the solution; SET an example. SPREAD the word.
- Stop wasting money on inefficient energy practices! ACT NOW and make your home count! Call the H.E.A.T. Squad today to schedule your Energy Check-Up.



HEADLINE/THEME:

*Knowledge is POWER.
Make a Difference.*

Rural Population

– to be disseminated primarily through a Neighbor-to-Neighbor campaign, via local community groups, town landfills, hardware stores, church suppers, game suppers, town meeting, anywhere the rural population congregates socially, civically, or otherwise.

CALLS TO ACTION:

- Stop wasting money, get an **AFFORDABLE** Energy Check-up Today.
- Take **CONTROL** of your home energy costs.
GET WHAT YOU PAY FOR!
- **MAKE THE CALL** to the NeighborWorks H.E.A.T. Squad today to schedule your Energy Check-Up.
- **JOIN YOUR NEIGHBORS** in saving money and energy.



HEADLINE/THEME:

*Tighten Up!
Save Your Money!*

Workforce Development

- Currently have 14 Contractor Companies
- Meet Quarterly
- 2 way Communication
- Address Needs
 - Equipment Loan
 - Training
 - Labor Pool



Workforce Development

Partnered with Vermont Green and BROOC

-Weatherization training

- Installer Training
- Blower Door
- IR
- Crew Chief



Results So Far 11/15/2011

- 871 Completed Home Energy Check-Ups
- 388 Complete or in the process projects
 - 169 Test Outs
 - 219 In Upgrade Process
- 45% Conversion Rate
- 57 Loans Issued
- 20% are Households below 80% Median Income

Projects by the Numbers

- Average Cost of an upgrade **\$6,827**
- Average Loan Amount **\$10,515**
- Average EVT Incentive **\$1,639**
- Average Energy Cost Saving **\$907**
- Average % Energy Saving **35%**

Direct Jobs Created

- 5 H.E.A.T. Squad Members
- 2 Home Performance w/Energy Star BPI Certified Companies (6 People)
- 3 BPI certified Auditors
- 21 Weatherization Workers
- 2 Office Assistants

Total: 37 Jobs