September 8, 2010 Strategic Communications Planning Retreat Summary Matrix

	Commercial & Industrial Customers	Communities & Institutions	Energy Industry	Residential Customers
Key Audiences	* Building Operators * Building Users * Service Providers	* Municipalities * Local Energy Commissions (as part of Municpalities) * Schools	* Utilities * Energy Efficiency & Renewable Energy Service Providers * Oil Companies	* Single-family homeowners, tenants and landlords, new construction and existing home buyers * Multi-family landlords and tenants
Key Objectives	* Increase awareness, Interest, and action for Energy Efficiency. * Adopt systemic review of build energy usage (You can't manage what you don't measure).	* Complete and report on community-level assessments of energy use costs for buildings and operations. * Adopt local energy commissions consistent with RSA 38-D (HB 189 (2009 session).	* Change Existing Business Model * Facilitate increased energy efficiency, renewables & distributed generation, improved reliability and energy independence * More "thought leadership" and modeling of green behaviors	* Continuous energy reductions, with specific targets for household behaviors and municipal smart growth zoning changes * Incorporate energy decisions in daily life, with specific targets for trrans-portation and building energy use.
Major Barriers	* The perception is energy efficiency is expensive * "Business as usual" impedes change. * Finances and access to capital change is the biggest impediment .	* Tight budgets * Technological and procesural knowledge gaps * Need for long-term services * No clear roadmap to navigate EE/EC/SE(RE) options * Information accessibility, consistency, quality * Municipal learning curve * Need for others to tell the stories * Election cycle and shifting priorities * Perception of government	* Current economic conditions * Regulatory constraints (including enviro compliance) * Cost of EE / RE options * "Externalities" are un-priced * Inertia or lack of motivation * Limited skilled workforce pushing change * Risk aversion / need to redefine self interests * Limited view of options (multi-use profit centers) * Need for a more active/targeted legislative role	* Perception that EE is cost prohibitive * Inertia with current habits * Lack of appropriate knowledge/information * Intangibility of EE measures * Lack of positive peer pressure or concern * Lack of effective service and skilled craftsmen
High Priority Strategies	* Communicate funding for business seeking designations * Identify, communicate and educate about designations * Communicate stories of designated building * Create and promote a energy efficiency clearinghouse * Leverage participants success stories and up selling * Publish "lost opportunities" * Expand outreach to contractors and trade groups * Recognize leading contractors * Utilize early adopters for outreach * Incorporate social media	* Partner with existing organization * Use industry to get info out (e.g., in bills) * Make a "video/webinar" of success * Use WMUR "ticker" * Use LECs to get message out * PSA in newspaper * Existing list-servs (Plan-link, town clerk) * Speak to leaders in each generation * Existing annual conferences * Speakers bureau * One-on-one assistance * Peer-to-peer exchange	* Heating Oil Systems Benefit Charge * New Business Model ("political campaign", a new market place) * Give customers more choices (rates, resources, financing) * Rebrand energy industry (make it cool) * Promote local bio-fuels (high efficiency combustion) * Expand vision beyond traditional energy technologies * Expand focus to non-traditional audiences * Leverage smart grid (smart phone apps tally your savings) * Energy consumption index	* Tap into broadly held beliefs and values * Promote existing energy tools * Use real-world success stories * Use existing community resources, and leverage existing credible relationships * Utilize triggering events * Teach the teachers * Provide appropriate procedural information