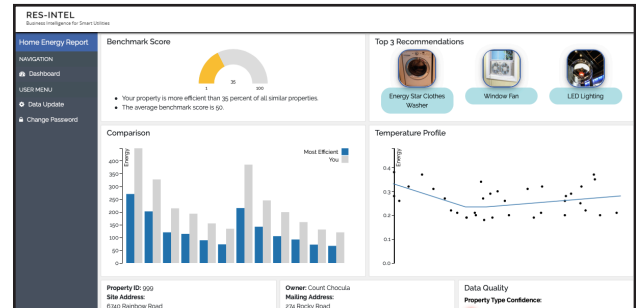


Energize!: A Community-based Energy Benchmarking Competition to Save the Environment

Energize! leverages the Benchmark.AITM toolset to improve energy efficiency program results through a residential building renovation competition. Energize! recruits residents to perform home retrofits—those that perform the most retrofits or achieve the greatest energy savings win the competition and receive rewards. Energize! can be tailored to the unique composition of each locality (e.g. school districts) and integrates with existing EE programs as well as cost-effectively leverages big data and modern marketing automation tools to reduce staffing demands.



Automated benchmarking: Single and multifamily residential property owners receive a benchmark report and custom conservation recommendations based on their energy usage profile.



Online competition: Energize! recruits residents in their areas to perform retrofits. The area with the most residential retrofits or energy savings wins the competition.



Community-based social marketing: Energize! markets the competition using local governments and community media such as existing school, local business and neighborhood newsletters.



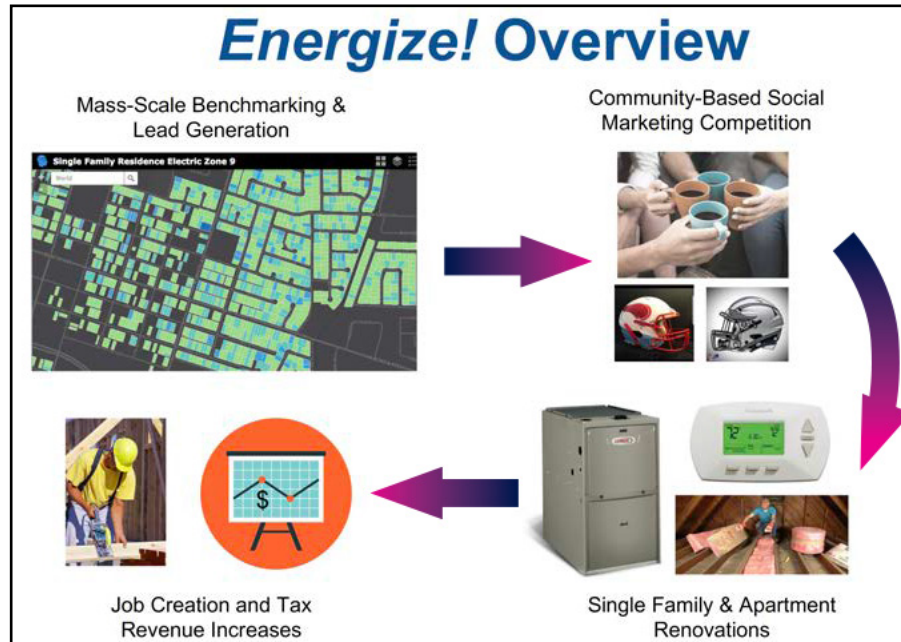
Marketing automation: Energize! slashes the time and cost of implementing competition programs while improving customer experience and increasing participation.



Increase Participation and Uptake in EE Programs

You've poured staff time and resources into developing an enticing energy efficiency program to help residents reduce their energy bills and their carbon emissions at the same time. But why do so few people take advantage of rebates and incentives designed to benefit them? Studies have shown that people are more likely to participate in programs when recommended by someone they know, and even more likely when engaging in friendly competition against their neighbors. Energize! harnesses the data from Res-Intel's Benchmark.AITM toolset to build trust between utilities, governments, and residents through community-based marketing hyper-targeted to the people who need it most.

Benchmarking for the Masses



The first step of Energize! includes Res-Intel's **Residential Characterization**, powered by the Benchmark.AI toolkit. Property owners receive a benchmark report with a 1-100 score of their building's energy use, along with customized conservation recommendations based on their energy usage profile through the Benchmark.AI Customer Dashboard.

Next, localities **develop a competition** according to their needs to recruit residents in their districts to perform retrofits. The school district (or other geography) that performs the most residential retrofits, or achieves the greatest energy savings, wins the competition.

Community-based social marketing enables cost-efficient recruitment mechanisms by utilizing local governments and community media to market the competition. The Energize! program media is inserted into existing school, local business bulletin boards, and neighborhood newsletters. Municipalities act as the implementing agency and coordinate with stakeholders, administrators, direct mail, and other marketing channels.

Finally, marketing automation provides a range of benefits including creating customized messaging, improved customer experience, as well as saving time and money by reducing the number of staff required to implement the program. The end result? Increased participation of persuasively engaged participants and a more successful EE program.

An Innovative Program with Proven Results

In 2017, Res-Intel implemented a behavioral marketing pilot program in partnership with Southern California Edison and SoCal Gas. The results suggested that the program could have saved an estimated 33 million kWh if expanded to the participating utilities' entire service territory. Since then, Res-Intel has benchmarked properties for every major California utility. Res-Intel is the first company to combine mass-scale benchmarking, community-based social marketing, and marketing automation to improve the results of EE programs.

Want to power up your program with Energize!? Learn more about Res-Intel's solutions for benchmarking and behavioral marketing programs.

Learn more

Learn more about Benchmark.AI and Res-Intel's solutions for multi-family residential (MFR) characterization and behavioral marketing programs.

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