

Category 2: Program Elements

Contact Information

Laura Wilson, lwilson@buildingdecarb.org, Building Decarbonization Coalition

Approach to Equity, Diversity, Inclusion, and Accessibility

The Building Decarbonization Coalition (BDC) takes Equity, Diversity, Inclusion, and Accessibility (DEIA) seriously. We integrate DEIA principles and best practices by ensuring we address the following four areas:

- Language access – We provide educational resources on energy efficiency and electrification in multiple languages adapted to the community's priorities.
- Genuine relationships – We engage, support, partner with, and help build the capacity of local residents, faith groups, youth groups, healthcare providers, environmental justice groups, tenant advocates, and other Community Based Organizations (CBOs) to promote energy efficiency and electrification in their communities.
- Web accessibility – We design our web experiences so people with physical disabilities, situational disabilities, and socio-economic restrictions on bandwidth and speed have equal access to information and functionality.
- Cultural experiences – We understand community preferences and then work with community leaders to create culturally relevant experiences focused on family, food, and electrification.

Experience

BDC leads and manages the [Switch Is On](#) campaign in California. We provide information on 270 incentives from more than 60 providers (including low- and middle-income programs), manage more than 1,000 residential contractors, collaborate with 80+ local governments, 150+ neighborhood block leaders, and dozens of media outlets, CBOs, energy providers, and program administrators. BDC also implements targeted supply-chain integrated marketing initiatives across the country.

Program Elements

Type of Services: Marketing, Education and Outreach

Program Summary

America has several different climate zones, building types, and diverse cultures. A one-size-fits-all message and approach will not work nationwide. Effective marketing campaigns

understand the uniqueness of local conditions, the importance of trusted messengers, and the value of clear strategy and continuous improvement.

BDC's Supply-Chain Integrated Community-Based Social Marketing Program (Program) provides scalable campaign infrastructure, a unified state-wide campaign, and a network of localized campaigns that are carried out by trusted voices in the community.

We work with local governments and corporate partners to educate, inspire, and empower local residents, community groups, contractors, and other influencers. All partners benefit from being part of a larger campaign, while also adapting proven best practices and implementing their own micro-campaigns targeting their constituents. We consolidate disparate programs into a one-stop-shop user experience where customers can find qualified and responsive service providers, access real-time information about available rebates and incentives, and take informed action at the right time—confidently. As success stories mount, our content and media teams help tell the stories of people who have upgraded their homes and are happy they did.

Our program includes the following Marketing, Education and Outreach (MEO) services:

- Customizable Campaign Plan – a flexible and effective plan that draws on years of best practices and helps state agencies create a consistent and clear information architecture for a network of local campaigns.
- Educational Website and Social Media Channels – engaging and informative content that delivers electrification information in various formats to meet the diverse needs of customers and stakeholders.
- Contractor Directory – a reliable and qualified network of electrification contractors that can help customers complete projects with excellent customer service and fair pricing.
- Rebate Directory – a user-friendly database of federal, state and local rebates that helps customers, contractors, and retail staff find out how much financial assistance they can get for their projects.
- Corporate Partnerships – educating and empowering companies about electrification trends and opportunities, training sales staff, facilitating workforce development events, and creating compelling content and stories.
- Community Ambassadors – a distributed network of trusted local messengers who share their electrification stories and experiences with their neighbors, friends, and family members.
- Community Based Organizations – educating and supporting trusted CBOs with a suite of resources to lead effective engagement efforts in their communities.
- Events & Experiences – creating memorable, culturally relevant, and inspiring experiences that get people excited about building electrification.
- Earned Media – showcasing neighbors on the evening news and in local newspapers to help residents gain confidence and trust in electrification.
- Targeting & Paid Media – strategies for increasing awareness and favorability, and driving demand for electrification.

Who Might be Interested in our MEO Program?

- **States** that want to:
 - Use an existing implementer to process HOMES and HEEHR rebates
 - Manage programs and process rebates in-house for HOMES and HEEHR, but want a best-in-class MEO program
 - Work with a program administration partner that specializes in efficient program management and application processing for HOMES and HEEHR, but that is not an expert in marketing
 - Work with different program administrators for HOMES and HEEHR, but want to have a uniform consumer message that avoids confusion
- **Program administration partners** that want to bid on HOMES/HEEHR program RFPs, and want to add a proven marketing program to strengthen their bid
- **Local governments, market partners, utilities, and community groups** who want to educate, inspire, and help their customers and constituents upgrade their homes

Other Comments

Founded in 2018, BDC is a 501(c)3 nonprofit that works with diverse stakeholders across the building sector to decarbonize the built environment. We have hundreds of members that include the largest manufacturers of HVAC, water heating and home appliances, wholesalers and retailers, large tech and commercial real estate companies, local governments, nonprofits, contractors, builders, and more. We have been working with our members and other diverse stakeholders to deliver an established and trusted whole home electrification inspiration campaign successfully state-wide in California for the last two years.

RFP and Contract Language

If SEOs or other Program Administrators are interested in securing our program support, we encourage you to inquire about our approach to and experience with:

- Surfacing top contractors
- Targeting and nurturing customers
- Data privacy
- Continuous improvement and optimizing the user experience
- Maximizing transparency and incentive value to customers
- Engaging an entire community and empowering people with effective content
- Expanding the number of contractors who participate
- Working with communities to design and implement local campaigns

Building Decarbonization Coalition authorizes NASEO to publish and distribute this response to the NASEO RFI on its website and through other means to the states and general public. We have included no confidential or proprietary information in our response.”

A handwritten signature in black ink, appearing to read "Panama Bartholomy", written on a light-colored background.

Panama Bartholomy
Executive Direct

Category 3: Indication of Vendor Interest

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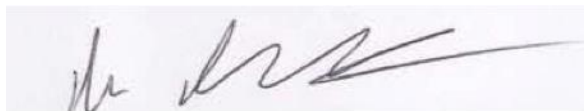
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