Nevada Power’s Hispanic Outreach Campaign

ENERGY STAR® Presentation:
Lighting Partner Meeting
March 3, 2006

Presenter:
John Hargrove
Senior Program Manager
Nevada Power/ Sierra Pacific Power Cos.
Objective: reach and teach Nevada Power’s Latino customers about ENERGY STAR/energy efficiency

Why?
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Why?

- Approx. 25% of the population and growing
- 64% of survey respondents own their homes
- Distinct culture – may choose ceiling fans over A/C
- Underserved – Spanish is primary language for 62% of survey respondents
We didn’t want this to be business-as-usual
So we got ourselves a good team

Ecos → Hispanic Outreach Events
Energy educators →
Univision/Entravision →
Hispanic community leaders →
Nevada Power PR/R&R →
The Home Depot →
D&R →
Strategy for Reaching Hispanic Customers

- **Targeted, family-oriented events**
  - Festive/music
  - Kids’ activities
  - Energy efficiency workshops

- ENERGY STAR and utility representatives – SPANISH SPEAKING

- Spanish bill inserts, in-store promotions, etc.

- Media, retail, community partners
Strategy for Reaching Hispanic Customers

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• ENERGY STAR and utility representatives

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¡Una Fiesta sólo para Usted y su Familia!
Venga a Celebrar el Ahorro de Energía

¿Sabía usted que the Home Depot y Nevada Power están trabajando juntos para hacer cambios? Los productos certificados de ENERGY STAR® usan hasta un 70% menos electricidad——ahorrándole dinero en su cuenta de electricidad.

Venga y participe en:
- Premios gratis y la oportunidad de ganar aparatos electrodomésticos nuevos
- Programas de radio en vivo
- Diversiones para la familia
- Talleres para aprender a instalar ventiladores de techo
- Productos ENERGY STAR con precios especiales

EVENTOS (Home Depot)
9 de julio
de las 11 AM a la 1 PM
1401 E, Charleston
Las Vegas
16 de julio
de las 11 AM a la 1 PM
1235 MLK
North Las Vegas
23 de julio
de las 11 AM a la 1 PM
4750 W, Tropicana
Las Vegas
30 de julio
de las 11 AM a las 3 PM
1401 E, Charleston
Las Vegas

Nevada Power.
Your trusted community partners
Retail Partners: Nevada Power customers are making energy-saving decisions, every day, in retail outlets.
Why the festive, family atmosphere?

Snow cones are fun...

Learning about energy can be fun too...

Teach the kids...

Teach their parents too!
Events: festive, family-oriented, kid friendly, fun

Snowflakes in July...

ENERGY STAR rep helping kids craft their fans
Media coverage

7/19/06

Las Vegas
record:
117°
The Hispanic Outreach campaign is reaching and teaching Latino customers – parents and kids

Direct involvement of utility management is critical to demonstrate success and effectiveness – GET THE BOSS OUT THERE!!