



# Delivering Best Practices to Consumers: 2005 Communications Strategy



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# Communicating about HVAC and Best Practices

- Where we've come from
- What we've learned
- Where we are today
- Where we all fit in
- Where we're going



# Where we've come from

- Tools and training based approach
- Marketing materials to sell the “box” and system approach in summer – Cool Change
- PR in summer and winter





## Where we've come from

- 2004 yielded great PR results:
  - Single AP article reached 4M+ in 22 markets
  - 4 min. Today Show story mentioned ENERGY STAR cooling products
  - 850,000+ reached in 4 Hispanic markets with superb print features
  - Radio News Release reached 8M
  - Redbook and Natural Home Magazine mentions: 3.5M+ circulation
  - TV footage picked up by 28 stations, reaching more than 1M viewers
    - Interviews with spokespeople in 6 markets reached add'l 500,000+



## What we've learned

- HVAC isn't as simple as "looking for the label" – even with thermostats
  - not a 30 second sound byte
- A common national vocabulary is needed for "Best Practices"
- (Whole house) Guide to Energy-Efficient Cooling and Heating was needed, and still is



## What we've learned

- Contractors like information from 3<sup>rd</sup> parties like ENERGY STAR, but don't use a lot of templates
- Summer cooling PR works
- We've got a long way to go!
  - consumer education
  - stronger HVAC infrastructure



# Where we are today

- Best Practices Working Group and communications subgroup
- New communications materials
  - (Revised) Guide
  - Bill stuffer template
  - Home Sealing brochure
  - Duct Sealing brochure
  - Marketing Language



# Where we are today

- Revising Guide
  - Year-round use
  - Mentions new construction
  - Find the right contractor
  - Get the right size and a quality installation
  - Maintain your equipment
  - Seal your home
  - Seal your ducts
  - More







### Benefits of ENERGY STAR H<sub>2</sub>O

- Improved comfort especially during peak heat or cold.
- Lower energy use, which may mean lower costs.
- A quieter home by reducing outside noise.
- Fewer holes where pollen, dust, pollutants can enter your home.
- Reduce the moisture in your home's attic to last longer.

Learn more about Home Sealing and you  
every summer you and rickies on Ho

## Getting the Proper Size and a Quality Installation

Larger capacity systems are intended to meet the needs of a larger heating or cooling load. However, if the unit is too large for your home, you will experience less comfort and increased costs. Over-sized equipment will operate in short run times or cycles, not allowing the unit to reach efficient operating or design room temperatures throughout the house. In addition, oversized equipment will not run long enough to remove humidity from the air. This can leave you feeling cool but not comfortable.

Don't assume that the size of your new system will be the same as your old equipment. Changes, such as additions or insulation improvements, may have been made to the house since the original equipment was installed, or the equipment may have been too large from the start. Expect the contractor to gather information about your house such as the level of insulation, type and size of windows, and floor area. Your contractor can calculate the right size for your heating and cooling equipment by using Manual J, or an equivalent calculation that takes these and other factors into consideration.



When installing your new heating and cooling equipment, your contractor should do the following to ensure a quality installation:

### Quality Cooling Installation CHECKLIST:

- ☐ Replace the indoor coil of the equipment when replacing the outdoor unit. You should have a mate hold one. An old coil will not run efficiently with a new outdoor unit.
- ☐ It's estimated that more than 10% of central air conditions are incorrectly charged during installation, so be sure that your contractor knows that the level of refrigerant charged by the airflow across the indoor coil meets the manufacturer's recommendation.
- ☐ Place the condenser in an area that can be protected from rain, snow, or migration, as recommended by the manufacturer. Use a cover over your outside equipment during the winter to protect it from snow and ice.
- ☐ Provide adequate space around the equipment for service and repair.

### Quality Heating Installation CHECKLIST:

- ☐ Test and verify proper airflow (if a furnace or heat pump)
- ☐ Verify your furnace or boiler has been tested for proper burner operation and proper venting of the gas gases. The vent piping should be inspected for leaks or deterioration and repaired or replaced as necessary.
- ☐ Provide adequate room around the equipment for service and maintenance.



# Where we are today

- Bill stuffer
  - Maintain
  - Choose ENERGY STAR
  - Get the right size
  - Have it installed properly



Request *The Guide to Energy-Efficient Heating & Cooling* and make your home more energy efficient.

To receive a free copy of the guide, visit [www.energystar.gov](http://www.energystar.gov) or call 1-888-STAR-YES (1-888-782-7937) and learn how to:

1. Maintain your equipment
2. Choose ENERGY STAR qualified HVAC products when it's time to replace
3. Get the right-sized equipment for your home
4. Have equipment installed properly

Products that earn the ENERGY STAR® are more green than gas because they meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.  
[www.energystar.gov](http://www.energystar.gov)



CO-BRANDED  
SECTION



# Where we are today

- New Duct Sealing brochure





## Where we are today

- New Home Sealing “brochure”
- Home Sealing details online coming soon





## Where we are today

- What about Cool Change?
  - can use materials for summer outreach, but...
- Summer PR will continue
  - Radio
  - TV
  - Trade publications
  - Consumer publications
  - Newspapers



## Where we are today

- Programmable thermostats
  - Covered on both bases
  - Sold off the shelf at retail, so Cool Change works for you!
  - Consider hatching a summer co-marketing plan to present to “EEPS”



## Where we all fit in

- EPA provides materials and national PR overlay
  - w/feedback from Working Group on materials
- Manufacturers, Energy Efficiency Program Sponsors, ACCA + distribute materials (sometimes produce own), and spread the Word
- Retailers like Sears, Home Depot and Lowe's can provide Guide and consumer education



## Where we all fit in

- Consider working together on consumer/media education
  - Partner on educational ad placements
  - Build in quotes from other leaders in the working group to support a media kit/pitch
    - share an event, spokespeople, ideas
  - What other unique leveraging possibilities are there?





## Where we're going

- Lest we forget
  - New specification? No specification?
- HVAC is nearly 50% of energy bill – not going away!
- Adaptability is key



# Where we're going

- Next steps
  - Stay in the loop – be on working group calls or just get the notes
  - Provide feedback on Guide – ask me
  - Didn't receive last Cool Change e-mail? Get on the new HVAC list by e-mailing [coolchange@drintl.com](mailto:coolchange@drintl.com) (don't be confused, we just work off of one spreadsheet!)
  - Watch for an e-mail with word of new marketing materials rollout
  - [energystar.gov/nationalcampaigns](http://energystar.gov/nationalcampaigns)



# Where we're going

- Specific questions/comments?
  - Overall plan – [reed.wendy@epa.gov](mailto:reed.wendy@epa.gov)
  - Guide and Marketing Language – Denise Durrett, [durrett.denise@epa.gov](mailto:durrett.denise@epa.gov)
  - Bill stuffer – [hoffmeyer.dale@epa.gov](mailto:hoffmeyer.dale@epa.gov)
  - Home Sealing brochure – [anderson.doug@epa.gov](mailto:anderson.doug@epa.gov)
  - Duct Sealing brochure – [vonschrader.chandler@epa.gov](mailto:vonschrader.chandler@epa.gov)
  - PR outreach – [reed.wendy@epa.gov](mailto:reed.wendy@epa.gov) with Dale Hoffmeyer