



### Additional Resources: Information Campaign

Goals and Strategies	
<b>Goals</b>	<ul style="list-style-type: none"> <li>750 Homes Take Action Toward Carbon Reduction per Year</li> <li>Additional goals might include: new “My Account” users, Windsource® participation, program participation</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>Communicate the greenhouse gas reduction goal to a broad audience</li> <li>Provide segmented feedback on energy use (e.g. by neighborhood)</li> <li>Overall branding of the implementation campaign</li> <li>Track and publicize progress over a baseline</li> <li>Use neighborhood maps to incentivize action</li> <li>Use data to inform to motivate carbon reduction actions</li> <li>Leverage City and Xcel Energy communication outlets</li> <li>Educate about what people can do, like around smart thermostat rebates or Windsource®</li> </ul>

Additional Information	
<b>City Resources</b>	<ul style="list-style-type: none"> <li>About Town had the highest success when publicizing Home Energy Squad through City channels</li> <li>The local newspaper and newsletter are the preferred ways for Edina residents to get City information</li> <li>There’s strong City social media following—the most popular posts are about people</li> </ul>

<b>Feedback-based Campaigns</b>	<ul style="list-style-type: none"> <li>Research in the Psychological Bulletin found that goal-based, computerized feedback was most effective in energy conservation</li> <li>Energy savings resulting from feedback on energy consumption typically fall in the region of 5-20%<sup>1</sup></li> <li>Research has found that the more engaging (real-time, digital) feedback is, the more effective it is</li> <li>A recent E Source study showed that consumer spend an average of 114 minutes per year thinking about their energy bill.</li> </ul>
---------------------------------	--

<sup>1</sup> [Abrahamse et al., 2005](#), [Darby, 2006](#), [Fischer, 2008](#), [Ehrhardt-Martinez et al., 2010](#), [Faruqui et al., 2010](#), [Roberts and Baker, 2003](#) and [Spence et al., 2014](#)



<p><b>Information Campaign Best Practices</b></p>	<ul style="list-style-type: none"> <li>• <b>Why should the audience participate/care about your message?</b> (Starter ideas below) <ul style="list-style-type: none"> <li>○ Contribute to a community goal</li> <li>○ Be a good citizen</li> <li>○ Combat climate change</li> <li>○ Better future for our children</li> <li>○ Money savings</li> <li>○ Try to make data personal</li> </ul> </li> <li>• <b>Distribute a clear ask</b> (Starter ideas below) <ul style="list-style-type: none"> <li>○ Get an HES visit</li> <li>○ Track your energy usage on My Account</li> <li>○ Sign up for Windsource®</li> </ul> </li> <li>• <b>Meet the audience where they're at</b> (Starter ideas below) <ul style="list-style-type: none"> <li>○ Print publications are a preferred method of communication for Edina residents</li> <li>○ Is there an opportunity to leverage community gathering places?</li> <li>○ What touch points do all Edina residences have in common?</li> </ul> </li> </ul>
<p><b>Define your audience and the action you want them to take:</b></p>	<ul style="list-style-type: none"> <li>• <b>Residential homeowners</b> <ul style="list-style-type: none"> <li>○ Why they should care:</li> <li>○ Key actions you want them to take:</li> <li>○ How you can best reach them:</li> </ul> </li> <li>• <b>Residential renters</b> <ul style="list-style-type: none"> <li>○ Why they should care:</li> <li>○ Key actions you want them to take:</li> <li>○ How you can best reach them:</li> </ul> </li> </ul>

**Statement on potential City outreach channels from the Edina Energy Action Plan:**

**Media Outlets**

The City uses a variety of social media platforms to communicate with residents. Their portfolio includes: Facebook, Foursquare, Blog, Twitter, and YouTube. The City of Edina website is also used by residents and businesses to look up information. Additional channels are listed below:

**\*\*About Town:** A quarterly publication of the City of Edina produced to keep Edina residents informed of new activities and programs that are important to them. Articles of interest about citizens and community history are included as well. The magazine is distributed to all households in the City and most businesses, with a total circulation of 25,000.

**City Extra:** An email subscription that provides residents with updates from City Hall, City departments, and City facilities.



*Edition Edina:* A newsletter summarizing news of the City of Edina, based on the City Council's six strategic priorities: infrastructure, commercial and mixed-use redevelopment, workforce, communication and engagement, community vision and aviation noise.

*Edina to Go:* A smartphone app to facilitate communication with the City.

*Friday Report:* A weekly Friday Report for the City Council about current City operations and activities, prepared by the City Manager. It previews matters that will concern Council Members in the near future.

*\*\*Sun-Current:* A newspaper delivered weekly to Edina's residents.

Results from the 2013 Edina Residential Survey show that the top two principal information sources for residents about city government and its activities were the local newspaper (37%) and the City newsletter (35%). Other sources of information included the City website (12%), word of mouth (6%), Star Tribune (5%), cable television (4%), and "scattered" (2%).<sup>2</sup> The City also has the capacity to produce videos.

### ***In-person Outreach***

Edina hosts a variety of annual events and structured outreach opportunities that could bring program awareness to residents and businesses. These events include: Lighthouse Night, Fall into the Arts Festival, Barnyard Boogie, Indoor Music in the Park, Pumpkin Festival, Winter Ice Festival, Taste of Edina, Edina Dialogue Forum, Edina Art Fair, Parade of Boats, Annual Independence Day Parade and Fireworks, Night to Unite, Outdoor Concerts, and Movies in the Park.

---

<sup>2</sup>[http://edinamn.gov/corecode/uploads/document/uploaded\\_pdfs/corecode\\_edina/2013%20Edina%20Survey%20Results\\_62.pdf](http://edinamn.gov/corecode/uploads/document/uploaded_pdfs/corecode_edina/2013%20Edina%20Survey%20Results_62.pdf)