

Regional Building Decarbonization Technical Committee

Meeting date: March 4, 2025

Agenda Item #: 5 (Attachment B)

Communications & Community Engagement Programs

Agenda item type: Discussion

Summary

Overview of the \$19 million Communications & Community Engagement program that is part of DRCOG's \$199.7 million Climate Pollution Reduction Grant.

Background

Communications & Community Engagement are integral functions of DRCOG's Climate Pollution Reduction Grant, as they touch every aspect of the program, from workforce development to rebates and incentives to reaching low-income and other communities. Staff will present an overview of this program, focusing on:

Communications: The selected consultant will work in tandem with DRCOG staff to create a compelling, robust program brand; develop marketing and advertising concepts; produce advertising copy and design for all chosen media; and implement a strategic public relations plan.

Community Engagement: In coordination with DRCOG staff, the selected consultant will develop and execute an engagement plan tailored to both residential and business participants. The consultant also will administer and oversee a sub-grant program to award funds to community-based organizations (CBOs) to participate in and promote DRCOG programming including stakeholder outreach and direct advisory experience to staff.

Website Development: The website will build Decarbonize DRCOG program brand equity by educating and informing, as well as encourage awareness, consideration and action related to program initiatives including energy advising services; rebates and incentives; low-income communities' services; workforce development; and the Building Policy Collaborative.

Action by others

None

Previous discussion/action

None

Recommendation

None

Attachment

Staff presentation



For more information

For more information, please contact Chris Selk, program manager for communications, at 303-350-5465 or cselk@drcog.org.





Communications and Community Engagement Programs

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The challenges

- Few people know what a heat pump is or how it operates. If they DO know, they don't think they work in Colorado (but they do and – fun fact – are very popular in chilly Scandinavia)!
- More broadly: Building decarbonization is a technical concept that doesn't necessarily resonate on a personal level.





How we are going to meet the challenges

Crafting marketing and community engagement campaigns that:

- **IDEATE:** Research, discovery, brand development
- **CREATE:** Memorable public awareness campaign
- **MOTIVATE:** Behavior change



Communications and Community Engagement Program

Communications and Marketing \$15 million contract



Working with our communications and website consultants, DRCOG will ensure a cohesive program strategy encompassing:

- A creative, memorable brand
- A campaign that inspires people to action
- Public relations, media strategy and targeted advertising buys
- A user-friendly, attractive website
- Customizable content toolkits for area stakeholders

Community Engagement

\$4 million contract

- **Innovative approach that awards ~\$50,000 subawards** to community-based organizations (CBOs) that participate in an advisory capacity or create connections to the community
- Participation incentives for engagement events and stipends for Advisory Board participation
- Transcreation and interpretation services
- Language- and culturally diverse collateral design and advertisement placement



Oversight Committee's Role in Communications and Community Engagement

We value your partnership!

- We will report on our progress and metrics on both communications and community engagement; if we are missing the mark, we welcome your strategic advice on improvement
- You are ambassadors for Building Decarbonization! We are grateful for your willingness to share details with your respective agencies and communities, and to bring back information that will help us successfully market this program. PLEASE call or email with ideas regarding participation by CBOs!

