

# LAKE COUNTY, FLORIDA

## Marketing and Outreach Program for Energy Efficiency

### DATES

2/2011 - 1/2012

### PROJECT SERVICES

- Energy Challenge Programs
- Marketing and Outreach
- Community Engagement
- Energy Education

### PROJECT HIGHLIGHTS

- Designed, implemented and managed a public education and outreach marketing campaign
- Educated residents and small business owners about energy efficiency and conservation



# LAKE COUNTY

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## FLORIDA

In 2009 Lake County was awarded an estimated \$2,807,500 from the EECBG program. Part of this grant was used to implement incentive programs where County residents and small businesses were enticed to invest in energy upgrades in order to reduce their electricity consumption. The residential and small commercial (RSC) rebate incentive was also intended to promote job creation in the County within the energy efficiency and conservation sector through building retrofits and improvements. By creating a rebate program residents and small businesses are incentivized to purchase products and services to improve their buildings performance.

Carbon Solutions America (CSA) and the marketing firm, Global 5 Communications teamed up to provide professional services to the County to implement these community programs. The project team developed a series of marketing and educational tools to encourage residents and business owners to participate in the programs, as well as educate them on the potential environmental and economic savings they may achieve. Finally, CSA worked with the County to monitor the program to measure the success of the participants.