



NASEO Request for Information (RFI) – Implementation Options for Home Energy Performance-Based Whole-House Rebate Program and High-Efficiency Electric Home Rebate Program, Category 3-Indication of Vendor Interest

22. CONTACT:

Energy Circle LLC.

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23. OVERVIEW OF EQUITY, DIVERSITY, INCLUSION, AND ACCESSIBILITY (DEIA)

Energy Circle is committed to building and fostering a diverse, equitable, and inclusive culture both internally within our team and externally with our clients and partners. We acknowledge that diversity inspires innovation, enhances perspective, and is a necessary asset in the rapidly changing digital marketing landscape. Energy Circle is an Equal Opportunity Employer, and we strive to assemble a team of thoughtful, talented, and diverse employees who are invested in issues directly related to our mission, including environmental justice. We believe the more people with different backgrounds, cultures, perspectives, and experiences, the more successful our company will be, and we are always on the lookout for volunteer opportunities that support our mission in the surrounding community.

24. EXAMPLES OF CURRENT PROGRAMMING:

- [Community Action Council of Howard County](#) - Marketing of weatherization service upgrades to moderate income homeowners in Maryland.
- [Efficiency Vermont](#) (VEIC) - Homeowner lead generation and awareness, website search engine optimization.
- [Switch is On](#) (Building Decarbonization Coalition) - consumer facing website for electrification promotion
- [Clean Energy Connection](#) - Electrification contractor database and directory for California.
- Low and Moderate Income Marketing on Behalf of Multiple Contractors across the United States
- [Sacramento Municipal Utility District \(SMUD\)](#) - Heat Pump Marketing Training
- Sales & Marketing Training for Utility & Association Contractor Networks (PG&E, Duke Energy, Building Performance Association, Efficiency Vermont)

25. SERVICES TO SUPPORT STATE ENERGY OFFICES:

Homeowner Marketing and Demand Generation

- Campaign development and design
- Rebate and incentive awareness marketing
- Lead generation campaigns
- Social media campaigns and custom audience development
- Branding, naming and logo (identity) development



Content & Video Development

- Long and short form copywriting and technical writing
- Video production
- Infographic design & production
- Collateral development (brochures, flyers, bill inserts)

Contractor Recruiting, Engagement and Training

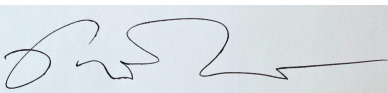
- Learning Management System (LMS) development, implementation and management
- Organization, recruitment and support of technical/building science training
- Direct delivery of business operations training for sales, marketing and customer service by CEO, Peter Troast
- Engagement communications management and execution

Technology Development Services

- Website creation and management
- Contractor database and directory development
- Online surveys, questionnaires, calculators and planning tools
- Specialized web projects including incentive and rebate finders, product databases

AUTHORIZATION

Energy Circle authorizes NASEO to publish and distribute this response to the NASEO RFI on its website and through other means to the states and general public. We have included no confidential or proprietary information in our response.

Signature: 	Printed Name: Peter Troast
Title: Founder and CEO	Organization: Energy Circle
Date: May 19, 2023	Phone/email: (207) 847-3644