

# CTA Campaign

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# Mission

## Statement

Striving for lower energy costs and making housing more affordable by enacting equitable pricing and incentives for weatherization.



## Goal

50% renewable energy grid in Harrisonburg by 2025



Clean Energy for All  
Harrisonburg

# Research

## The Problem:

Harrisonburg makes \$5 million per year selling electricity via HEC

- Protective of venues
- Pushback on renewables
- Hard to get city support

## Weatherization

- Attic insulation
- Air ceiling (caulk/weather strips)
- Led lights
- Low-flow shower heads

## The Opportunity:

- Less school absences
- Lower energy bills
- Help LMI residents weatherize their homes
- Healthier city
- Employment opportunities

# Infographic

## PROS OF WEATHERIZATION



8,500 jobs supported

18% annual heating consumption savings

\$283 annual energy cost savings

7% annual electric consumption savings

For every \$1.00 invested in weatherization, \$1.72 is generated in energy benefits and \$2.78 in non-energy benefits.

Source:  
<https://www.energy.gov/sites/prod/files/2019/07/f64/WAP-Fact-Sheet-2019.pdf>



# Campaign Objective

Cookout to promote 50 By 25 goals

Show Harrisonburg residents the importance  
of weatherization

Target audience: Harrisonburg homeowners,  
Harrisonburg City Council

# Print Media Poster

- To be printed and posted on walls and large poster containers in cities
- Will help reach city goes and pedestrians in the city to increase knowledge of the cause



We Have  
the Energy  
to Change.



Join us April 3, at the 50 by 25  
Cookout.  
Where: City Council Lawn  
When: 11am-3pm

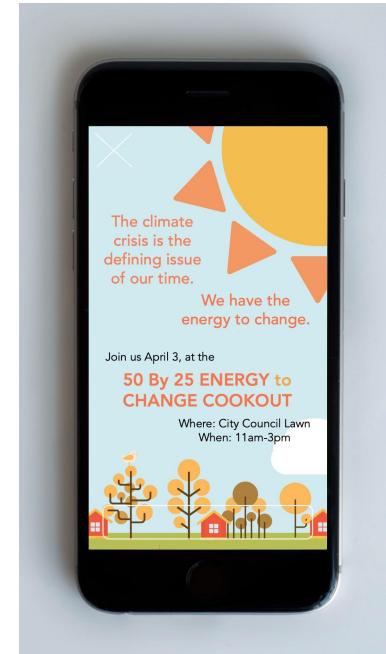
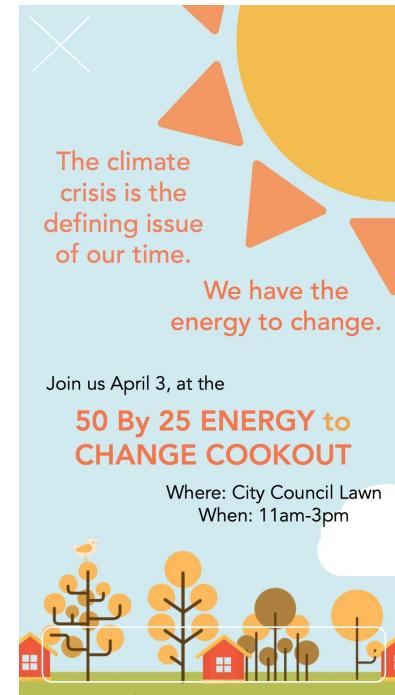


<https://www.50by25harrisonburg.org/the-call-to-action>.

# Screen Media

## Social Media Story

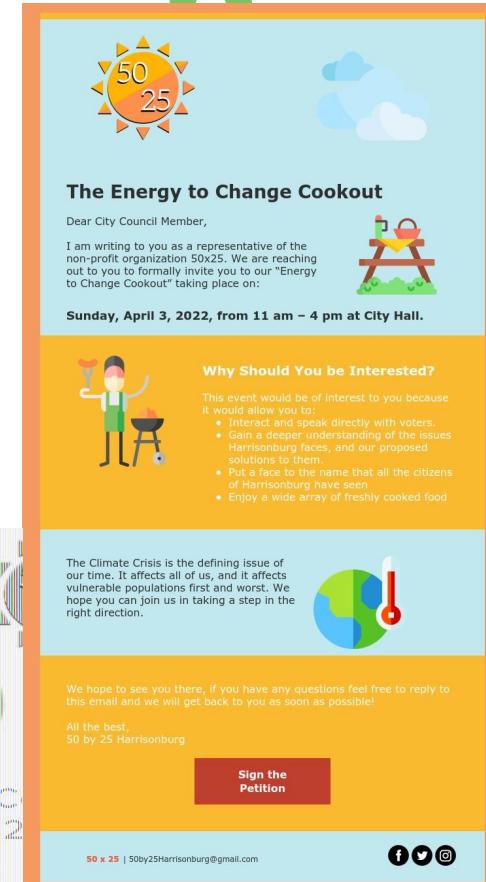
- To be posted on a 50 By 25 Instagram and Facebook account, possibly pay to reach more people
- Encourages millennials, older generations
- Gen Z can see and let parents know



# Free Choice Media

## Local Event Logo & Invitation

- Email speaks directly to target audience, inviting them specifically to the event
- Logo will be distributed and will help put a face to associate the event with.



# Citations

(2021). 50x25 Call to Action [JPEG]. Retrieved from <https://www.50by25harrisonburg.org/the-call-to-action>.



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