

## USING THE POLL TO ADVANCE YOUR WORK

Energy Efficiency for All's recent public opinion poll reveals valuable insights about the public's level of support for various energy equity proposals, as well as the types of messages about these issues that resonate most with voters of different demographics. Don't leave this data on the shelf. Get it out into the world to further your objectives. Here are some ideas to incorporate the poll results into your work to boost the effectiveness of your outreach.

**TAILOR AND REFINE YOUR CURRENT MESSAGES** by applying the findings about voters' priorities, definitions of energy efficiency, demographic trends and tested messages.

- For example: Use the poll insights to link energy efficiency to issues voters are most concerned about, like climate change or the health and wellness consequences of energy inefficiency on more vulnerable community members.
  - Sample message: *Making low-income housing more energy efficient means we'll need less of the dirty energy sources that contribute to premature deaths from things like asthma and heart attacks. By making low-income housing more efficient we will protect our air, water and future generations.*
- Test the updated messages with your specific audiences, such as residents and policymakers in your state or region.
- Use the message insights from EEFA's poll to inform state or policy-specific questions to add to others' polls or new polls you commission yourself.

**PUBLISH OP-EDS AND ONLINE THOUGHT PIECES** using the poll itself (a recent survey of voter attitudes) and its major findings as a hook.

- Identify overlap between the poll insights and your local policy priorities. For example, if you are advocating for a local policy that would create energy efficiency incentives for landlords, emphasize the high endorsement for this type of support from voters in your region (between 82 and 87 percent). Regardless of the policy you are arguing for (or against) in the op-ed, use the poll as a starting point and work in on-the-ground stories about families with limited incomes who are affected. If relevant to the op-ed topic, spotlight past successes and current progress your state network has been able to make because of its unique collaborative approach.
- Recognizing the power of personal stories, consider whether there is a person or people you have worked with who can tell their own story and submit an op-ed under their name.
- Elevate your policy priorities or network successes to peers and allies through self-published thought pieces on LinkedIn or Medium reflecting on the poll results and what they mean for your work and the energy equity movement.

**GET SOCIAL WITH IT** by creating and sharing graphics via social media and email that spotlight key pieces of data from the poll.

- Design visual representations of poll results – such as graphs, charts or mini infographics – that represent findings that are relevant to your different audiences. For example, if your current advocacy or policy priorities emphasize racial justice, create a graphic comparison of the amount Black residents pay for utilities each month compared to white residents.
- Create stylized graphics that convey powerful statistics that diverse audiences can rally around and are inspired to share on their own networks. For example, “Three fourths of voters say making homes more efficient so they can run on less electricity and water is a very important or their top energy-related priority.”

**MAKE THE CASE TO POLICYMAKERS** by citing the poll findings as support in your conversations with them.

- For example: Highlight the findings that voters support proposals that not only focus on energy efficiency, but also energy equity for their neighbors with limited incomes. Emphasize that the majority of voters support proposals aimed at energy equity even if they would have to pay more on their utility bills to support them.
- Use the poll as a hook for requesting new meetings with policymakers.

**RECRUIT NEW PARTNERS** by using the findings as evidence in conversations with utility companies, property owners and other potential partners.

- For example: Show potential partners that residents support utilities playing a role in energy efficiency and equity, even if residents have to pay a little more. Use these results to support the argument for utilities to be proactively thinking about how they can work with state coalition partners to support energy efficiency.
- For example: In conversations with property owners, use poll data to show community interest in providing incentives and technological tools for landlords to make affordable housing more energy efficient. Invite property owners to help state coalition partners craft targeted policy recommendations for policymakers.

**WIN OVER FUNDERS** and deepen relationships with current donors by showing them the data that support their investment in your work.

- For example: Highlight the disproportionate economic burden of energy inefficiency on families with limited incomes and families of color, framing your work as an economic and racial justice issue. Spotlight local stories of success and progress your state network has been able to make because of its unique collaborative approach.