

## **Regional Building Decarbonization Technical Committee**

Meeting date: July 1, 2025

Agenda Item #: 4 (Attachment B)

### **Decarbonize DRCOG Market Research Overview**

Agenda item type: Discussion

#### **Summary**

Staff from Karsh Hagan, the firm that will be leading the Decarbonize DRCOG marketing and communication efforts, will brief the committee on the key findings from DRCOG's Phase 1 secondary market research supporting the development of the regional building decarbonization campaign.

#### **Background**

Karsh Hagan recently completed a comprehensive review of over 100 studies and 50 public campaigns to inform the development of a regional building decarbonization initiative. This research highlights the importance of messaging that centers on personal benefits, such as cost savings, comfort, and health, while also recognizing the barriers posed by upfront costs, system complexity, and lack of awareness.

The findings underscore the need for audience-specific strategies, particularly for low-income households, building owners, and contractors. Trusted messengers, peer stories, and visible community actions emerged as key drivers of engagement. The research will directly inform branding, outreach, and workforce development efforts, and will be complemented by primary research in the coming months to validate these insights locally.

#### **Previous discussion/action**

None

#### **Recommendation**

None

#### **Attachment**

Karsh Hagan Staff presentation

#### **For more information**

If you need additional information, please contact Chris Selk, Program Manager (Communications), Building Decarbonization at [cselk@drcog.org](mailto:cselk@drcog.org).

