

Regional Building Decarbonization Oversight Committee

Meeting date: July 11, 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.

