

TOPIC:	House Parties
PURPOSE OF PROTOCOL:	This Protocol identifies the sequencing and steps required to set-up and hold “house parties.”
PURPOSE OF ACTIVITY:	A House Party provides a forum that is informal and informative, in order to (a) encourage residents to join STEP, (b) assist new participants with better understanding and accomplishing the program steps, and (c) demonstrate the primary facets of a whole-house energy evaluation.
MEASURE OF SUCCESS:	A House Party is successful if: (a) a resident who otherwise wouldn’t have signed up for the program thereafter does so, (b) a participant who was confused about how to proceed thereafter understands the next steps, or (c) the program increases its visibility in the community. House parties are also a good community-building activity.
TASKS:	
1. Scope	<ul style="list-style-type: none"> <li>• Develop an agenda, including information to be covered (e.g. program process, testing during evaluation) and materials needed (e.g. sign in sheet, Participation Agreement, Utility Data Release form, Participation Survey, Chart re Preferred Contractors, Chart re EE Incentives Available, Ready-Set-Save with STEP handout, event survey)</li> <li>• Keep event to no more than 90 minutes (preferably 60)</li> <li>• Determine appropriate staff members &amp; other presenters (if any): program technical consultant vs. staff from home energy evaluation firm?</li> <li>• Determine preferred date range and times for house parties</li> <li>• Determine preferred # of house parties</li> <li>• Determine other preferences (e.g. 1 party per Ward or street)</li> <li>• Determine appropriate incentives: for hosts; for presenters? for attendees?</li> <li>• Develop survey instrument, to evaluate usefulness / effectiveness of event</li> </ul>
2. Hosting	<ul style="list-style-type: none"> <li>• Invite community residents to host a house party; offer an incentive</li> <li>• Discuss hosting obligations with interested parties: allow ~ 10 neighbors to attend event in host’s home, allow STEP staff to arrive ~ 30 min early to set up, provide sitting space for ~ 14 individuals, assist with recruiting attendees</li> <li>• Discuss hosting benefits with interested parties: STEP will provide flyers / email for inviting neighbors, STEP will bring light refreshments, STEP will assist with set up and clean up, host will receive \$100 (to cover cost of energy evaluation)</li> <li>• Discuss hosting concerns / needs with interested parties: dates/times available (evenings, weekends); any pets? allergies? space limitations? any alcohol?</li> <li>• Confirm hosts, locations and dates/times</li> </ul>
3. Presenters	<ul style="list-style-type: none"> <li>• Invite program staff and other presenters (if any)</li> <li>• Discuss presenter obligations with interested parties: arrive 30 min early to set up, bring equipment / materials (as applicable)</li> </ul>

	<ul style="list-style-type: none"> <li>• Discuss presenter benefits with interested parties: group of interested, potential customers</li> <li>• Discuss presenter concerns / needs with interested parties: dates / times available, allergies, equipment, etc.</li> <li>• Confirm presenters for specific parties</li> </ul>
4. Attendees	<ul style="list-style-type: none"> <li>• Invite attendees to specific parties: email blast, list serve posting, community newsletter article; prepare and provide invitation materials to hosts</li> <li>• Discuss attendee obligations with interested parties; any special needs? (e.g. sign language interpreter, peanut allergy)</li> <li>• Discuss attendee benefits with interested parties: learn about the program with neighbors in informal setting, refreshments</li> <li>• Confirm attendance at specific parties</li> </ul>
5. Finalize	<ul style="list-style-type: none"> <li>• Address any special needs: hire sign language interpreter if needed</li> <li>• Reconfirm with hosts, presenters and attendees 1 week before event</li> <li>• Send reminder to hosts, presenters and attendees 2 days before event</li> <li>• Purchase refreshments &amp; service items (e.g. napkins, plates, silverware, cups)</li> <li>• Print out materials</li> </ul>
6. Hold Event	<ul style="list-style-type: none"> <li>• Arrive 30 min prior to start time</li> <li>• Set up refreshments and room</li> <li>• Coordinate set up with presenter(s)</li> <li>• Distribute materials, surveys and pencils</li> </ul>
7. Follow-Up	<ul style="list-style-type: none"> <li>• Thank you emails to hosts, attendees and presenters</li> <li>• Summarize / analyze survey results</li> <li>• Summarize / analyze sign-up results</li> </ul>