

DYNAMIC RE



## GREENLIGHT GREENPAPER

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Reached out to **8** organizations to conduct interviews about sustainability programs and resources for homeowners in the Phoenix Metro Area.



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The overarching challenge that our project partner faces is a disconnect between homeowners and the different resources that are available to them. Utility companies offer a plethora of programs, resources, and rebates to help homeowners make their homes more sustainable. This disconnect creates the opportunity for our team to create accessible outlets for this information. By creating video interviews directly with utility companies and municipalities, we can bridge the gap between homeowners and the resources that are available to them. This work will assist Dynamic RE in reaching their vision of helping homeowners and investors make more informed real estate decisions.

In terms of solutions, our team planned to lessen the knowledge gap by conducting video interviews with 8 organizations, 6 municipalities and 2 utility companies. For these interviews, we created targeted interview questions to learn more about the organization's greater sustainability goals as well as the various tools, resources, and rebates available to homeowners. Our main recommendations for our Project Partner included creating a visual resource guide in the form of a video series featuring the different resources available to local community members. To achieve our recommendations, our team utilized Key Performance Indicators (KPI's).

Our main objectives and corresponding KPI's included:

**Objective 1:** Contact Utilities & Municipalities

- **KPI 1:** 2 utility companies, 6 local municipalities

**Objective 2:** Create a list of Interview Questions

- **KPI 2:** 2 sets of questions

**Objective 3:** Record & Execute Interviews

- **KPI 3:** 3-5 interviews

**Objective 4:** Editing

- **KPI 4:** 3 separate videos

**Objective 5:** Publish videos on Dynamic RE YouTube page and/or Blog

- **KPI 5:** 3 completed and edited videos

As a result of our solutions, our team researched the various tools and resources available through utility companies and municipalities, reached out to a total of 18 contacts and received responses from 13, and scheduled two interviews to be conducted in May.

**BENEFITS TO PROJECT PARTNER**

As a result of our project, we have benefited our Project Partner in a variety of ways. First, we were able to make connections with multiple people from utility companies and municipalities across Arizona which may be beneficial to future GreenLight teams and future Dynamic RE projects. Second, we were able to schedule a couple interviews that will be used in the creation of future resource videos. And lastly, we created an interview framework that can be utilized by our Project Partner in future projects.

**BENEFITS TO SOLUTIONEERS**

- Expanded our outreach skills.
- Gained public speaking and presenting skills.
- Learned how difficult it can be for organizations/brands to go on the record.
- Learned about the complexities of scheduling.

**BENEFITS TO THE COMMUNITY**

As originally intended, our project has many benefits to the local community. Through our project objectives, our team set out to create a video guide that would educate homeowners and bring awareness to sustainability tools/resources and utility rebates. Our intended videos are projected to serve the local community through educating homeowners on the different resources that are available to them through their local utility company or municipality. As you would imagine, compiling the multitude of resources, tools, and rebates that are available to homeowners in Arizona is intended to serve the local Arizona community.