



MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY

Marketing in a Service Desert

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Wisconsin Radon Conference

November 13, 2025

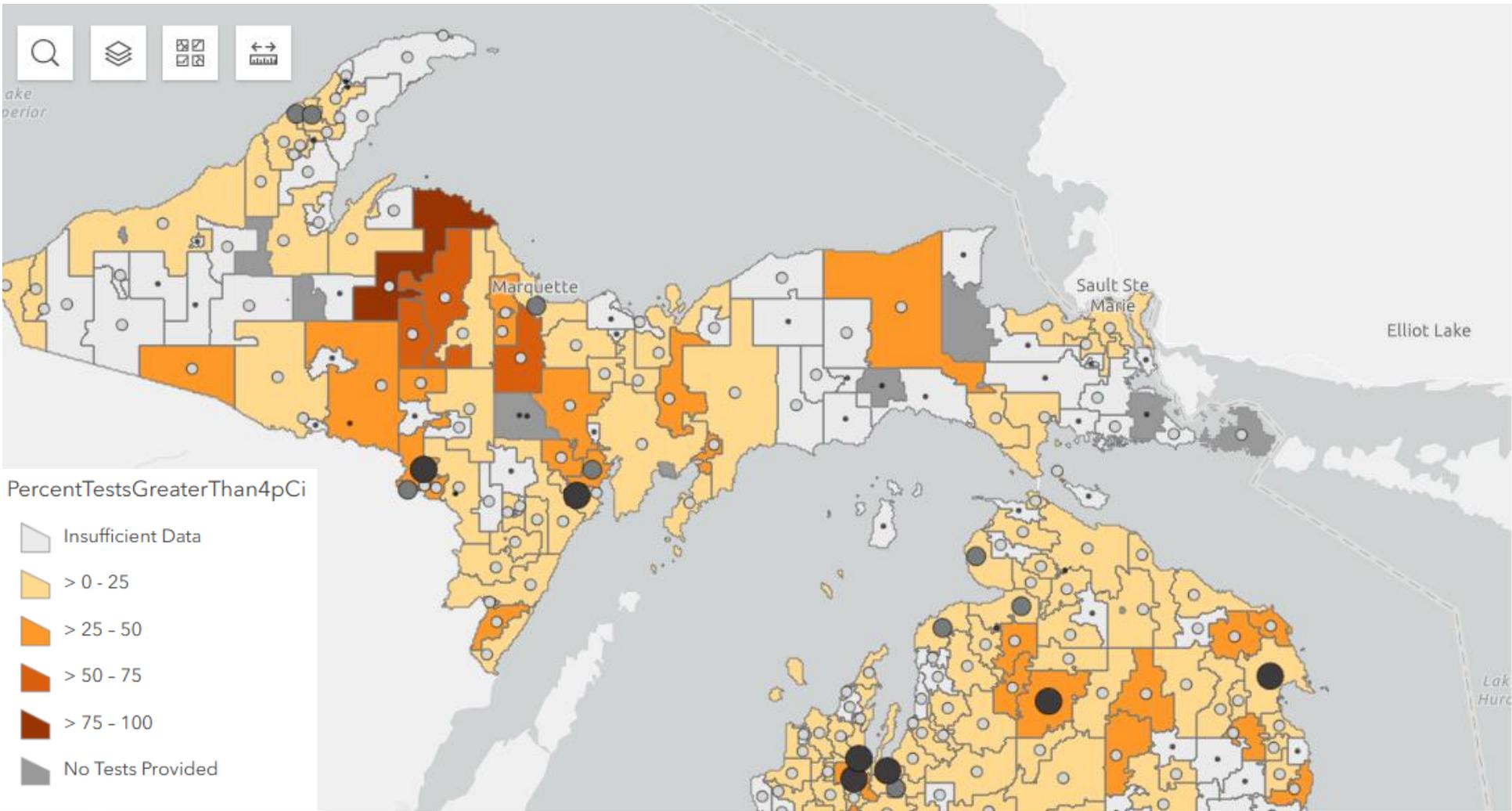
What is a Service Desert?

A service desert is a geographic area, whether a neighborhood, town, or region, where access to essential services is limited or non-existent.

The Service Provider Desert in the U.P.

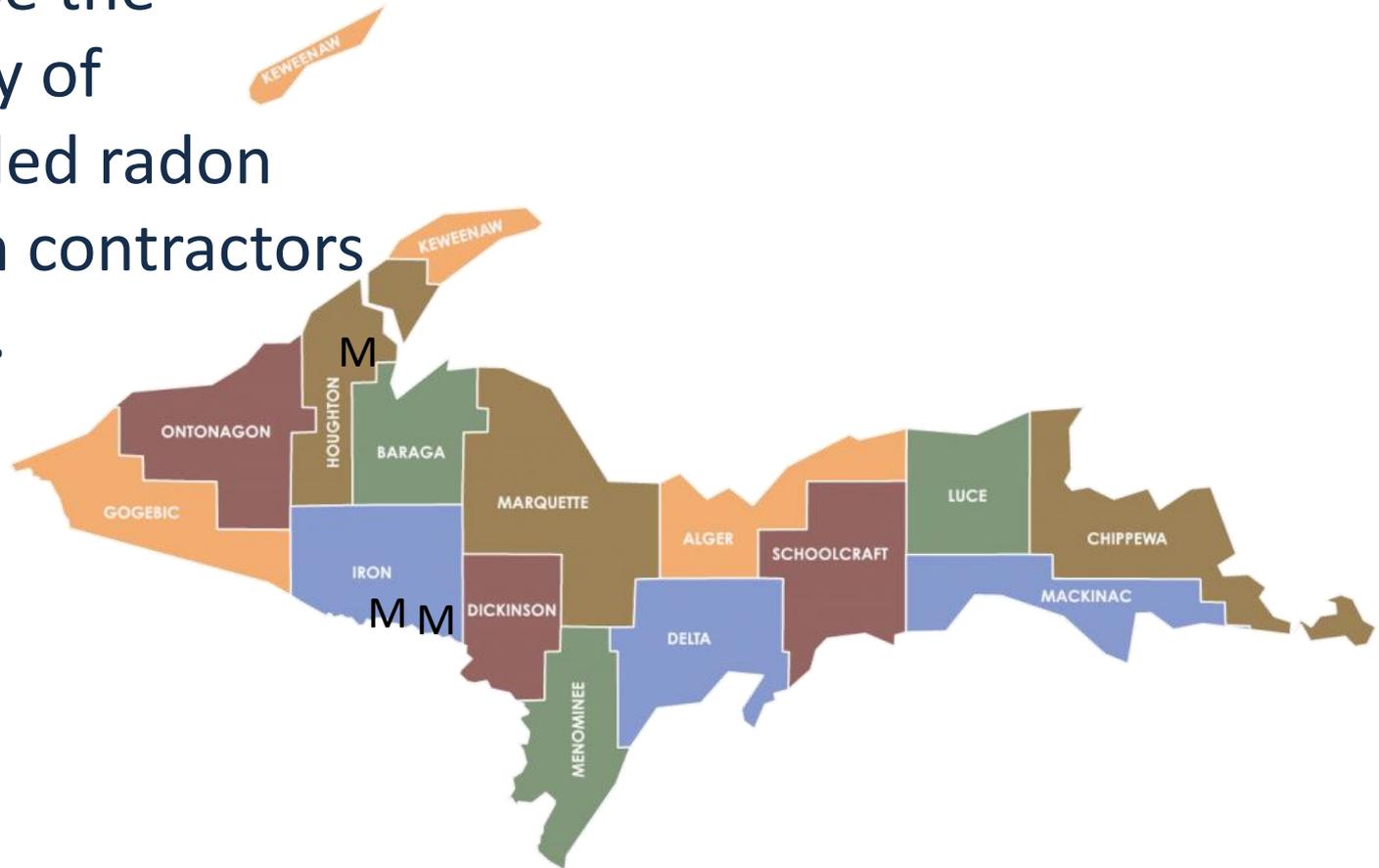
- Michigan's U.P. is approximately 370 miles across from west to east.
- Pre-September 2024, there were only 3 NRPP credentialed mitigation contractors in the entire U.P.
- All located in the far western end of the U.P.
- All have limited-service range
- Nearest credentialed L.P. contractor to Escanaba: approximately 90 miles away

First Time Test ≥ 4 pCi/L (2015-2024)



Main Objective

- To increase the availability of credentialed radon mitigation contractors in the U.P.



Course Marketing

Target Goal: Register 10 Michigan Students

- **Who:** anyone interested in becoming a NRPP certified Radon Mitigation Specialist, starting a new radon service business, or anyone desiring to add radon mitigation services as part of expanded business operations (e.g. HVAC installers, plumbers, or construction trades, etc.).
- **Assistance with KSU radon course fees is available!**

How We Marketed

- KSU Marketing Messages
- EGLE GovDelivery Messages
- Legislative Liaison
- Radon Website Spotlight
- Michigan Economic Development Corp. (MEDC)
 - U.P. economic development partners
- ITEP and EPA
- MI Environment article and media coverage

Radon Mitigation Course

September 4 - 6, 2024



Key Take Aways

- Understand the needs “in the service desert”
 - Residents
 - Existing service providers
- Be creative in your marketing
- Celebrate your successes!

Thank you!

Michigan Department of
Environment, Great Lakes, and Energy



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