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Witness: Octavio Verduzco

Application of Southern California Gas
Company (U-904-G) for Approval of
Statewide Marketing, Education and
Outreach Program and Budgets for Years
2013 through 2014

Application 12-08- xxx

CHAPTERS III and IV
PREPARED DIRECT TESTIMONY OF
OCTAVIO VERDUZCO
SOUTHERN CALIFORNIA GAS COMPANY

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

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1 **CHAPTER III**

2 **PREPARED DIRECT TESTIMONY OF OCTAVIO VERDUZCO**

3 **III. SOCALGAS' STATEWIDE ME&O PROPOSAL**

4 **A. INTRODUCTION**

5 This testimony supports Southern California Gas Company's (SoCalGas) application to
6 fund its 2013-2014 Statewide Marketing Education and Outreach (SW ME&O) program.
7 Consistent with D.12-05-15, SoCalGas intends to support the statewide Energy Upgrade
8 California (EUC) "umbrella brand" in the 2013-2014 timeframe to create broad energy
9 awareness and education that will drive customers to SoCalGas for program information and
10 enrollment. The transition of EUC from a brand associated with one retrofit program to an
11 umbrella brand that captures a wide range of IDSM energy management concepts represents an
12 important opportunity to educate customers about energy management concepts. The statewide
13 outreach and education efforts outlined in this chapter seek to elevate the importance and
14 benefits of energy use and management concepts to create a bridge to local program-specific
15 efforts carried out by utilities, third parties, contractors, Community Based Organizations
16 (CBOs) and others.

17 SoCalGas supports the Commission's goal of an integrated brand and education
18 campaign addressing all energy saving and clean energy activities. As a gas-only utility,
19 SoCalGas has unique challenges as there are significant areas of the state where the Commission
20 only oversees gas service, and electric service is provided by municipal or water district utilities.
21 In those areas, electric programs are offered at the discretion of the governing body for the
22 publicly owned utility. This testimony is differentiated as needed from the other IOUs to address
23 this challenge.

1 The SW ME&O effort has been in place for over a decade, and a large amount of
2 research and planning has occurred over these years. A thorough examination of the previous
3 work reveals key elements which must be considered as the new Statewide ME&O effort is
4 launched. This testimony outlines these planning considerations, including insights from
5 previous process and impact evaluations, statewide customer segmentation, and assessment of
6 the statewide energy brand landscape. With this context established, Chapter III goes on to
7 describe the transitional efforts that will take place during the remainder of 2012. For 2013 and
8 2014, this chapter describes a marketing framework, including a strategic approach, program
9 objectives, a tiered approach to brand and message coordination and the appropriate
10 identification of audiences, channels and tactics.

11 Driving the development of the new SW ME&O program are an updated mission and
12 revised program objectives. The SW ME&O program's mission is to elevate the importance and
13 benefits of energy use and management concepts and to create a bridge to local, program-
14 specific outreach and education efforts that are in place across local programs. Specific program
15 objectives will be to: (1) Provide customers with information to increase their awareness of, and
16 interest in, energy and energy management; (2) Outline strategies that will lead to desire for and
17 the adoption of energy management solutions for residential and small commercial customers;
18 (3) Take a strategic, customer centric approach for engagement that utilizes marketing tiers and
19 multiple channels; and (4) Bundle relevant messages about options, tools, programs, and services
20 that lead customers to their local programs and services.

1 **B. PLANNING CONSIDERATIONS**

2 **1. Process and Impact Evaluation Studies**

3 OP 117 in D.12-05-015 directs the utilities to explain how marketing and demographic
4 research that supported the 2010-2012 SW ME&O program under Engage 360 has contributed to
5 crafting an approach for the 2013-2014 SW ME&O program.

6 D.12-05-105 cites the 2008 California Energy Efficiency Strategic Plan¹ (CEESP) that at
7 its core, the Statewide ME&O Program should inform residential and small business customers
8 “of the importance of energy efficiency and their opportunities to act.”² CEESP further
9 elaborates the purpose of the program as to “increase customer awareness and participation in
10 demand side management activities and to encourage behavior changes that save energy, reduce
11 greenhouse gas emissions, and support clean energy solutions.”³ And also notes that “a
12 successful ME&O program must move customers through a transitional process from awareness,
13 to attitude change to action.”⁴ D.09-09-047 further clarified the purpose of this program, stating
14 that:

15 “The goal of the Statewide Marketing & Outreach Program is to motivate
16 ratepayers to take action on energy efficiency/conservation measures and
17 behavior change. The program should aim to both increase ratepayer awareness
18 and facilitate the ability to act and incorporate technology advances or behavior
19 changes, using all available resources to reduce energy use and choose clean
20 energy options. The program should increase the percentage of ratepayers
21 reducing energy consumption. Furthermore, the program should have the
22 flexibility to include discussion of renewable self-generation options as deemed
23 appropriate. The program should also motivate those who are taking energy
24 efficiency action to do more and move along a continuum to become clean energy
25 advocates.”⁵

¹CEESP, Ch. 10, p. 79.

²PD, p. 295.

³CEESP, Ch. 10, p. 79.

⁴Ibid.

⁵D.09-09-047, p. 232.

1 These overarching goals and objectives have guided the program direction and
2 implementation since its inception in 2001. At this time, a changing and challenging landscape
3 requires fresh, adaptable strategies and approaches to help achieve the objectives. The upcoming
4 2013-2014 SW ME&O Program has the benefit of prior experience, research and program
5 evaluations to inform the direction of the strategy and its implementation. SoCalGas recognizes
6 the importance of leveraging lessons learned and best practices from past efforts. Specific SW
7 ME&O activities will continue to evolve via collaboration with a number of entities and
8 incorporation of recommendations from the brand assessment to be performed in 2012.

9 Prior SW ME&O Programs utilized information learned from the Process and Indirect
10 Impact evaluations⁶ conducted on the 2006-08 Flex Your Power program under the direction of
11 the Energy Division. The observations and recommendations provided in the evaluation reports
12 led the statewide team to make modifications to the 2009-2011 ME&O Program in (1) how the
13 program was administered, (2) an overall approach and strategy, and (3) tactical marketing
14 activities. Many of those recommendations are incorporated into the planning for the 2013-14
15 program planning. For example, administratively, the evaluators suggested that the CPUC
16 should be more involved in some of the upfront planning and decision-making as clear and
17 unified objectives and goals are set, to ensure that the CPUC's direction is incorporated into the
18 campaign.⁷ In response to this, a core team, which included a member from each IOU, two
19 Energy Division representatives, as well as a representative from the Division of Ratepayer
20 Advocates (DRA), was established to guide the planning and decision-making during the 2009-
21 11 program. SoCalGas believes that a well defined governance structure, with clearly outlined

⁶ Opinion Dynamics Corp., "PY2006-2008 Indirect Impact Evaluation of the Statewide Marketing and Outreach Programs" February 2010. <http://www.calmac.org>. Opinion Dynamics Corp., "2006-2008 Statewide Marketing and Outreach Process Evaluation" October 2008. <http://www.calmac.org>.

⁷ ODC Process Eval, p. 9.

1 roles and responsibilities is critical to the success of any future marketing effort. This is
2 addressed in the governance structure that the IOUs propose, found in this application in Chapter
3 5.

4 Another finding from the evaluations highlighted the need to balance traditional
5 marketing and outreach channel activities with other non-traditional efforts. Along these lines,
6 the team developed and implemented a marketing strategy that de-emphasized mass media.
7 Activities in the 2009-11 program cycle focused on non-traditional channels such as the
8 grassroots and social media efforts since these mediums provide more personalized and relevant
9 communications expected to drive customers to specified actions. A comprehensive Marketing
10 and Integrated Communications (MIC) plan (dated March 8, 2010) was developed by Interbrand,
11 and approved by all members of the SW ME&O team - including Energy Division and DRA -
12 for the 2009-2011 program.⁸ The MIC plan has been included with this application as Appendix
13 A.

14 The emphasis placed on non-traditional channels should be revisited in planning for the
15 next SW ME&O effort. Previous recommendations on tactics and channels will be assessed to
16 determine effectiveness and relevance and if they can contribute to the program objectives and
17 mission outlined in this application. Consistent with this overall direction, and building off the
18 relevant findings and lessons learned from other industries and prior program cycles, the
19 marketing efforts encompassed by the SW ME&O team as well as local IOU marketing during
20 2013-14 should embrace a tiered approach that utilizes appropriate strategies, tactics and
21 channels for each tier and each brand that delivers the message. For example, the proposed
22 2013-14 SW ME&O Program strategy utilizes traditional mass media channels that command a

⁸ Interbrand. "Statewide Marketing, Education and Outreach Marketing and Integrated Communications Plan,"
March 8, 2010. Prepared for CPUC and IOUs.

1 wider reach and can establish a general level of awareness of the Energy Upgrade California
2 brand. Equally important are channels that utilize personal relationships, well trusted sources,
3 and one to one customer interaction such as community-based organizations, social media, and
4 outreach events. These types of communications should be employed at the local level by the
5 IOUs and have the potential to achieve greater interest to ultimately lead to changes in energy
6 behaviors.

7 **2. Customer Segments and Target Markets**

8 Another effort undertaken during the previous program cycle was the market
9 segmentation study that was intended “to develop a wide range of appropriate messages designed
10 to build on the brand and connect with specific groups of customers.”⁹ The segmentation
11 research utilized key demographic, personal, attitudinal, and behavioral characteristics in
12 assigning customers to one of five segments. It was executed to enable the program team and
13 implementers to better understand and target customers with more systematic, relevant and
14 action-oriented messages.

15 Consistent with direction in the CEESP, the implementers in the prior program cycle
16 targeted the two customer segments with the highest propensity to act or participate in clean
17 energy programs. Relative to the other segments, these segments were already interested in and
18 executing, more pro-energy efficiency behaviors.

19 During the 2013-2014 program cycle, the IOUs anticipate reaching a broader audience,
20 including small businesses, residential and hard-to-reach customers. We will continue to utilize
21 the segmentation analyses to assist in guiding messaging and channel selection for specified and
22 relevant target audiences. With this in mind, the IOUs will develop a strategy that continues to

⁹ CEESP, p. 80.

1 utilize both historical learning as well as this segmentation research when implementing a plan
2 that includes targeted information delivery aimed at the various segments based on needs,
3 receptivity, propensity to act, as well as access and engagement with relevant channels.

4 **3. Assessment Of Statewide Energy Brand Landscape**

5 In 2009, the Commission requested an examination of the brand equity of the existing
6 Flex Your Power (“FYP”) brand, which served as the statewide campaign for energy efficiency
7 from 2001-2009. The analysis¹⁰ was conducted to determine whether FYP was meeting the
8 objectives outlined in the CEESP and in various other decisions. The report recommended that
9 “the Flex Your Power name and communications be phased out, and a new statewide brand be
10 created.” The recommendation ultimately led to the establishment of Engage360, which is the
11 current name for the energy efficiency statewide marketing brand developed as required by
12 D.09-09-047. However, the report also makes a number of recommendations and assertions for
13 a brand assessment to determine relevance and basis for planning efforts for the new EUC brand
14 moving forward.

15 An important note to consider during the brand evaluation and assessment lies in the
16 research that informs that, “attempting to evolve a brand that has not achieved a stronger position
17 after several years of significant investments and exposure would require more resources than
18 launching a new brand that is based on sound research and a purpose-built creative strategy.”¹¹
19 With this in mind, we underscore the importance of appropriate evaluation of the old EUC
20 “program brand” in order to get the new brand positioning correct from the start. The utilities
21 have been directed to attempt to repurpose a brand that already exists into something entirely

¹⁰ Interbrand Memo: “Final Draft Public Brand Assessment Report,” November 16, 2009.

¹¹ Interbrand “Brand Assessment Report.” Research conducted on behalf of the California Public Utilities Commission. (Memorandum) November 2009.

1 different. Without the “sound research and purpose-built creative strategy”¹² the new brand will
2 have difficulty achieving success.

3 Before the Engage360 name was even considered or adopted by the statewide marketing
4 team, which was comprised of members from the IOUs, Energy Division and the DRA, a
5 “Communications Toolkit for the Statewide Energy Brand” was developed by Interbrand. The
6 work to establish meaning around the statewide energy brand that was done for this toolkit was
7 eventually integrated into the SW ME&O MIC plan dated March 8, 2010. Per the guidance in
8 D.12-05-015 to “utilize all prior work that supported Engage 360,”¹³ SoCalGas proposes that the
9 “Brand House” as described in the MIC plan on page 9, be considered during the brand
10 assessment and evaluation to determine if the blueprint set forth for the statewide brand in 2010
11 is still relevant and providing the correct foundation for the SW ME&O Program in 2013 and
12 beyond.

13 A Brand House is made up of the following: Foundational elements; Brand pillars;
14 Brand positioning; Brand personality and; the Brand Idea. In 2010, Interbrand defined the SW
15 ME&O elements of the Brand House as follows:

16 a. Foundational Elements

17 These attributes are critical to the success of broad-based movements: Versatile,
18 Inclusive of everyone, Simple and straightforward, Endorsed by market actors, Leader in smart
19 energy use, Relevant, Enemy of Complacency.

¹² Interbrand. “Brand Assessment Report.” Research conducted on behalf of the California Public Utilities Commission. (Memorandum) November 2009.

¹³ D.12-05-015, page 301.

1 planning and implementer engagement in 2012; (3) brand architecture planning; (4) web portal
2 assessment; and (5) the 2012 Flex Alert campaign.

3 **1. Energy Upgrade California Program Marketing in 2012**

4 In D.12-05-015, the Commission outlines a clear direction for Statewide Marketing,
5 asking that the IOUs focus their activities for the remainder of 2012 on development of a plan to
6 effectively transition the EUC brand from its current program focus to the “larger umbrella for
7 the statewide campaign in 2013-2014.” While this planning stage is occurring, the utilities
8 recognize that it is important to keep the EUC brand in the marketplace so as not to lose any
9 traction with the whole house program or its goals. The transition period during the remainder of
10 2012 is therefore defined as one where the localized program-specific marketing will continue
11 while the new statewide branding campaign plans are developed.

12 SoCalGas’ 2012 marketing plan for EUC (the program) is based on the approach that
13 marketing for the program must be very targeted to the population with homes that fit the criteria
14 for retrofitting. With this targeted approach in mind, we are undertaking two main activities in
15 2012: (1) Lead Generation; and (2) Customer Engagement. These activities will help us achieve
16 our objectives of engaging and motivating highly targeted market segments of homeowners and
17 creating more grassroots and word of mouth engagement. In addition, we continue to provide
18 contractors with the tools they need to effectively sell the program to their customers. Marketing
19 for the program will continue through the end of 2012.

20 SoCalGas’ marketing efforts are done in close collaboration with ARRA funded entities
21 in our service territory. Specifically, SoCalGas has identified certain programs managed by the
22 LA County that were originally funded through ARRA dollars that will be supported in 2012 to
23 ensure that local marketing efforts continue. This was done in compliance with D.12-05-015,

ordering paragraph 119. These programs cover a range of activities including workforce education, local marketing and outreach to key stakeholders, rebates for home energy evaluations, and enhanced support of local financing programs. In aggregate, these programs represent the spectrum of marketing channels that are core to ensuring continued presence and participation in the whole house upgrade program and provide for a diverse and comprehensive dissemination of information.

TABLE A: Successful American Recovery and Reinvestment Act (ARRA) Programs to be funded in 2012

Program Title	Program Description
LA County Energy Upgrade Program	Collaborated on marketing efforts with LA County in regional municipal utility territory. SoCalGas released a joint press release with LA County and targeted direct mail piece to customers in Azusa, Burbank, Glendale, Pasadena and Los Angeles where customers can earn up to \$8,000 in combined incentives and rebates. Customers were directed to the SoCalGas website and to a direct number to Energy Upgrade Contractors who were trained to take the calls.
Empower Santa Barbara County	Empower offers specialized financing specifically for Energy Upgrade California (EUCA) projects. SCG joined forces with Empower to contract for 3 months with Santa Barbara County, City of Lompoc Transit division and place advertisements on 12 bus lines. The EUCA advertisements placed were targeted to the municipal electric utility customer, who can apply to the SoCalGas Energy Upgrade program. Further collaboration with Empower will include joint advertising, continued homeowner workshops and support from SoCalGas Regional Public Affairs Managers who are active participants in Chambers of Commerce and other Local Government Boards.
Local Government Partnerships “Homeowner Workshops”	SoCalGas Local Government Programs (LGPs) have been supportive of EUCA homeowner educational efforts. SoCalGas LGPs have funded several “Homeowner Workshops” in a collaborative effort with cities, counties, financing entities; and Energy Upgrade program staff.
City of San Bernardino Energy Upgrade Incentives	Collaborated with the City of San Bernardino to offer additional rebates to our customers.

In addition to the above mentioned programs, SoCalGas’ marketing team and local government partnerships team will be working closely with local governments and other key

1 regional stakeholders that are actively engaged in marketing of the program at a local level to
2 ensure a continued local presence and maintain regional consistency and continuity of the
3 program.

4 **2. Strategic Planning and Implementer Engagement For 2012**

5 Ordering paragraph 123 of D.12-05-015 directs the utilities “to contract with the
6 California Center for Sustainable Energy (CCSE) no later than July 1, 2012 to begin activities to
7 allow them to fully implement the program beginning in 2013. A total of at least \$500,000 shall
8 be allocated to CCSE for the remainder of 2012.” As the statewide program lead, PG&E entered
9 into a contract with a maximum value of up to \$3.8 million with CCSE on July 16, 2012 on
10 behalf of all the utilities.¹⁴ The program implementer’s scope of work and contract with PG&E
11 for 2012 focuses on the following (1) Coordination with stakeholders; (2) Website analysis and
12 consolidation; (3) Brand stewardship and marketplace coordination and support; and (4) Brand
13 assessment, transition activities, preparation for 2013-2014. The utilities will actively direct the
14 efforts of the implementer through the oversight of the contract, strategic direction and decision-
15 making, and careful stewardship of the brand transition plan. The rollout of this newly focused
16 brand and messaging will not actually occur until early in 2013.

17 **3. Brand Architecture**

18 An additional important transition activity the utilities will undertake during 2012 centers
19 on defining brand architecture and developing guidelines for the various roles that the statewide
20 brand and local utility brands can play. D.09-09-047, the Commission’s decision for the 2010 –
21 2012 Energy Efficiency Program cycle, directed that the utilities “use the brand alone, or in a co-
22 branded capacity across all energy efficiency marketing efforts for all programs.” For the past

¹⁴ PG&E requested and received an extension of time to July 16th for the 2012 contract.

1 effort, the utilities proposed a structure where co-branding would occur once measureable
2 recognition could be achieved in order not to dilute brand efforts from either side. SoCalGas
3 agrees with the Commission guidance that “utilizing Energy Upgrade California as an umbrella
4 brand for statewide demand-side ME&O does not necessarily mean that it must be used
5 exclusively or in every circumstance. Individual program names, IOU brands, or Commission
6 brands or logos may be appropriate in particular circumstances and may serve to reduce
7 confusion about what is being marketed or communicated.”¹⁵

8 SoCalGas proposes that established statewide program brands, including Energy Savings
9 Assistance Program (ESAP), the California Solar Initiative (Go Solar) and others continue to
10 brand independently from the new EUC brand. This is consistent with the message coordination
11 strategy outlined below in section D4. The new EUC brand will direct customers to these
12 programs via their local utility or program implementer. Following this coordination approach,
13 co-branding any of the statewide marketing programs should not be required.

14 **4. Energy Upgrade California Web Portal Assessment**

15 The Energy Upgrade California web portal is another important piece of the transition.
16 All relevant content from the Flex Your Power website was transitioned to the Engage360
17 website during the previous program cycle. For the remainder of 2012, the utilities propose to
18 undertake an assessment of the Engage360 website, including page content, database information
19 and web architecture to determine the pieces that should move into the new Energy Upgrade
20 California web portal. In D.12-05-015, Ordering Paragraph 121 directs the utilities to, “consult
21 with Commission Staff, California Energy Commission Staff, the California Center for
22 Sustainable Energy, local governments and third-party Energy Upgrade California program

¹⁵ D.12-05-015, page 301.

1 purveyors on ... (c.) budget for and design of the Energy Upgrade California web portal,” while
2 Ordering Paragraph 127 states that, “the web portal content from Engage 360, including the
3 rebate finder and any other useful content, shall be fully migrated to the Energy Upgrade
4 California web portal, with the Engage360 web portal decommissioned, by no later than the end
5 of 2013.” While all of this transition activity is happening in 2012, the utilities propose to
6 maintain the existing Energy Upgrade California web portal without incremental expense or
7 enhancements until the transition can take place in 2013. Suggested guidance from Energy
8 Division, issued June 25 2012, requests that this application “describe how EUC website and
9 utility websites will complement each other and link to each other. Include information about
10 programs, rebates, rates, My Account and online tools.” Energy Division also requests that this
11 application “describe what types of data sharing might be necessary between websites to allow
12 for the optimal and most simple customer experience.” Until the web portal assessment is
13 completed and the new strategic direction for the web portal is complete, it would be premature
14 to indicate this level of detail in this application. SoCalGas agrees with the importance of
15 defining how the new EUC website will push customers to utility websites, and have proposed a
16 performance metric to this effect in Chapter 5, but the specifics of how this will happen must be
17 determined in collaboration with all parties involved.

18 **D. PROPOSED 2013-2014 STATEWIDE MARKETING, EDUCATION &**
19 **OUTREACH ACTIVITIES**

20 **1. Scope Of Request**

21 D.12-05-015 ordered that the Statewide ME&O Program provide general energy
22 education and demand-side management program information for residential and small
23 commercial customers. General energy education includes, but is not necessarily limited to,

1 information about the impacts of energy use and energy costs and rates. Demand-side
2 management program information includes: energy efficiency, demand response and dynamic
3 rate options for electric utilities, enabling technologies, climate change impacts, the Energy
4 Savings Assistance Program (low-income energy efficiency program), distribution generation
5 and smart grid upgrades for electric utilities, and other general impacts of energy use for
6 individuals or the state as a whole.¹⁶

7 **2. Strategic Approach**

8 The mission of the SW MEO program is to elevate the importance and benefits of energy
9 use and management concepts and to create a bridge to local, program-specific outreach and
10 education efforts that are in place across local IDSM programs. As proposed, SW ME&O will
11 define the path to energy engagement and to start residential and small business customers down
12 the path to action using a phased approach. This helps to ensure that customers are educated on
13 the importance of energy at the highest level, and are able to understand how it is relevant to
14 them. The goal is that they will ultimately be inspired to take action through utility programs to
15 realize the benefits of energy management. The approach best suited to move customers down
16 this path would follow the academically recognized standard marketing framework known as
17 “AIDA” (awareness, interest, desire, and action).

18 The first step in the proposed approach is to build awareness by capturing Californians’
19 attention regarding EUC with education around energy, including general consumption, limited
20 resources, and the need for control/management. After EUC begins to build this awareness, the
21 next step is to move customers along the path to interest in the subject. EUC will do this by
22 making the topic personal and highlighting the relevant benefits for customers, including the

¹⁶ D.12-05-015, OP 117, Part a.

1 offers of integrated solutions promoted by the local utilities. This awareness and interest will
2 lead to customers' desire, the "must have" mind-set that will ultimately motivate/inspire action at
3 the local utility program levels. It is at this point that integrated marketing from individual
4 utilities comes into play by channeling desire into action. Once the SW ME&O effort is
5 successful at generating awareness and interest, it becomes the function of utility marketing to
6 present the portfolio of solutions in a way that makes the customer desire the offer, and the
7 function of integrated marketing as well as program-specific marketing to finally drive action so
8 that customers save energy through behavioral changes, participate in demand side management
9 programs, and become stewards and advocates of energy solutions.

10 This strategic approach is aligned with the CEESP. "By and large, ME&O messages
11 have lacked the comprehensive focus necessary to engage customers in adopting energy
12 efficiency broadly as a way of life. While messaging that differentiates program and service area
13 issues will remain an important aspect of overall ME&O efforts, the launch of a coherent
14 statewide campaign will be instrumental in bringing customer awareness of the value of energy
15 efficiency to the next level."¹⁷

16 The intent of the statewide campaign at its highest level is to provide "aerial coverage"
17 for the creation of appropriate levels of awareness across the state. In order to measure and
18 evaluate the effectiveness of the SW ME&O program and associated marketing efforts,
19 SoCalGas believes it is critical to have consistent and unified messaging statewide. This unified
20 messaging will also help provide consistency around context for policies of the state of
21 California, and education on customer action and behavior change, as prescribed in guidance
22 from Energy Division related to this application. It is not necessarily the role of the statewide

¹⁷ CEESP, Section 10, page 75.

1 effort to regionalize the message through flexibility based on service territory; rather, that is the
2 role of the local marketing efforts implemented by each utility.

3 **3. Program Objectives**

4 By functioning under these interconnected guiding principles and utilizing the
5 foundational learning from academic, utility and marketing leading practices, and customer
6 research and stakeholder input, the overarching objectives of the SW ME&O effort are to:

- 7 • Provide customers with information to increase their awareness of, and interest in,
8 energy and energy management;
- 9 • Outline strategies that will lead to desire for and the adoption of energy management
10 solutions for residential and small commercial customers;
- 11 • Take a strategic, customer centric approach for engagement that utilizes marketing
12 tiers and multiple channels; and
- 13 • Bundle relevant messages about options, tools, programs, and services that lead
14 customers to their local utility's programs and services.

15 **4. Energy Upgrade California Statewide Brand and Message** 16 **Coordination**

17 The most critical aspect of the brand transition of Energy Upgrade California from a
18 single energy efficiency program to a Statewide brand that serves all energy management
19 programs (energy efficiency, demand side management, dynamic pricing, low income,
20 distributed generation, and climate change), is the brand assessment to be conducted on the
21 existing brand of EUC (the program.) This process will begin with a request for proposal in

1 order to designate the appropriate agency for the evaluation. At a minimum, the agency would
2 be tasked with:

- 3 • Evaluating awareness of the program brand;
- 4 • Assessing customer recognition and perception of the program brand;
- 5 • Determining how best to leverage EUC program’s brand strength and transition it to the
6 new Statewide EUC plan; and
- 7 • Resolving how EUC will adopt the Brand House and any other components of the work
8 developed by Interbrand and Draft FCB.

9 Once the brand assessment is completed, it will be important to consider how EUC (the
10 program) will move forward. In the statewide program implementation plan (PIP) for the
11 CalSPREE program, filed on July 2, 2012, the IOUs have already reflected a name change to the
12 “Whole Home Upgrade Program.”¹⁸ This name change would be enacted only if the brand
13 assessment determines that this is the correct path for the program brand as well as the statewide
14 brand.

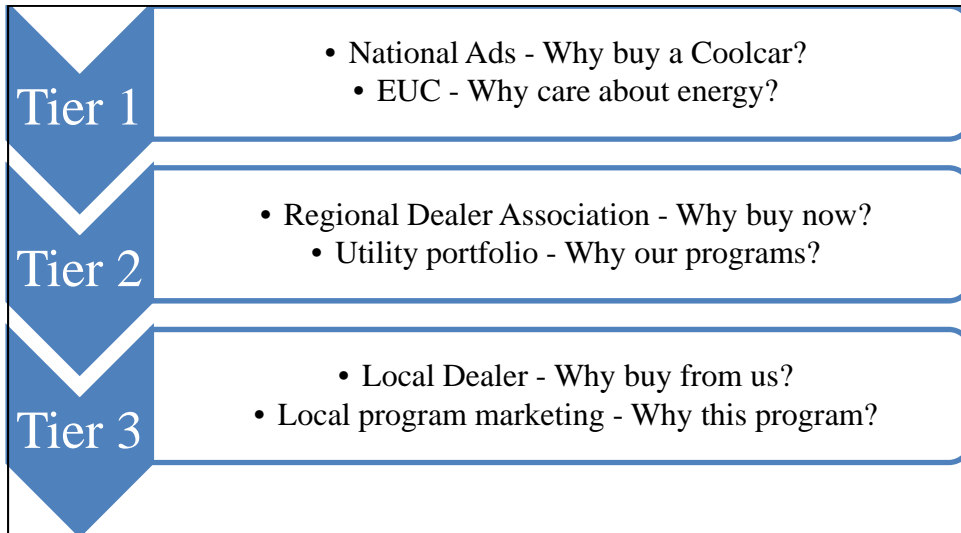
15 Currently the SW MEO program assumes a brand architecture where EUC will act as the
16 leading brand with a unifying theme on energy management. No specific utility brand will be
17 acknowledged in order to maintain the goal of increasing the general awareness and education of
18 energy management. Subsequently, specific program promotions would be endorsed at the
19 individual utility levels as well as through local efforts like CBOs.

20 This type of brand architecture is demonstrated effectively in a model used in the
21 automotive industry, where three levels or “tiers” of marketing are used to drive awareness,

¹⁸ A.12-07-002, Appendix C.2, Page 90.

1 interest, desire and action around the purpose of specific car models. For illustrative purposes,
2 Diagram B below uses a fictitious automotive brand, “Coolcar.”

3 **Diagram B. Proposed Statewide and Local Message Coordination**



4 At the highest “Tier 1” level, car manufacturers run national campaigns to promote the
5 make of their car against their competitors. These national ads build brand recognition and
6 awareness and start to create overall appeal for the general category of a new car in the mind of
7 customers. The parallel to the EUC brand would be that brand awareness created in Tier 1
8 derives from education around energy topics and why it matters.

9 In the second tier, Regional Dealer Associations promote reasons to buy a Coolcar now.
10 They offer regional promotions that all dealers in the area are carrying, and reasons to check out
11 “your Southern California Coolcar dealer” dominate this tier of messaging. The parallel to the
12 SW ME&O effort would lie in the idea that customers who are made aware of the importance of
13 energy at Tier 1 now have an interest in hearing from individual utilities regarding the portfolio
14 of local programs and services for DSM.

15 Finally, in Tier 3, individual car dealerships run specials on the makes and models of cars
16 they are trying to move off of their lots. These specials provide very specific calls to action to

1 customers to visit their dealership and purchase a particular car, get automotive service on
2 already purchased vehicles, or sell a used car back to them. These local efforts are parallel to
3 program-specific marketing, where participation in individual relevant and actionable programs
4 is pushed to get the customer to take action.

5 **5. Target Audience**

6 General marketing practice accepts that with limited resources (such as budget) the most
7 effective marketing campaigns are those where a specific target audience is identified based on
8 detailed segmentation. This can come in the form of demographic information, psychographic
9 and behavioral profiles, or any number of other ways to slice up an audience. As noted above,
10 CEESP includes discussion on how segmentation research will “be used to develop a wide range
11 of appropriate messages designed to build on the brand and connect with specific groups of
12 customers, including low income and other hard to reach populations.”¹⁹ Goals for reaching the
13 low income and hard to reach customers can be addressed once the brand assessment is complete
14 and revisions to the MIC plan are developed. These goals would be highly dependent upon the
15 strategies and tactics defined in the plan.

16 As described above, the IOUs will develop a strategy to target appropriate residential and
17 small business customers that utilizes historical learning and segmentation research. The plans
18 will include targeted information delivery aimed at the various segments based on their needs,
19 languages, receptivity, propensity to act, as well as access and engagement with relevant
20 channels. This will be a high priority at SoCalGas given the ethnic makeup of our customers,
21 many of who are non-English speaking. It is imperative that the external agency that is
22 contracted to handle the marketing for the EUC Brand has experience in successfully serving

¹⁹ CEESP, Page 80.

1 non-English/hard to reach segments, and also has a keen understanding and sensitivity to the
2 regional differences between the IOUs. This is something that could be more easily achieved
3 through the solicitation of local marketing partners or agencies that have the knowledge and
4 proven experience including, but not limited to minority-owned entities.

5 **6. 2013 and 2014 Activities**

6 a. Overview

7 The primary emphasis of the SW ME&O Program will consist of a blend of traditional
8 advertising, direct-to-customer and social marketing that will drive platforms for more
9 information. Links to the local utility websites for program participation and enrollment will be
10 provided to drive customers down the path to action. As discussed above, there will be three
11 tiers to the SW ME&O Program and local utility marketing efforts. While each one of these tiers
12 has a different goal, they must demonstrate consistency in messaging and timing in order to be
13 most effective. The role of each tier of marketing is as follows:

- 14 • SW ME&O Program: Tier I – *Why care about energy?*

15 The role of SW ME&O is to drive broad awareness and persuade customers to embrace smart
16 energy use by: 1) identifying the most important behaviors; 2) identifying the barriers that
17 prevent adoption; 3) educating and addressing these barriers in the SW ME&O campaign; 4)
18 partnering with utilities and market actors to further carry the energy management concepts and
19 messaging; and 5) educating customers about state policies and initiatives that impact the way
20 they use energy.

- 21 • Utility Integrated Efforts: Tier II – *Why our programs?*

22 One role of local utility marketing and outreach is to move customers from awareness to interest
23 to drive participation in the integrated DSM programs and solutions available to customers

1 within their territory. Utilities are well positioned to customize marketing campaigns and bundle
2 programs to fit their customers' lives and unique lifestyles because they have a unique
3 understanding of their customers that is based on customer research, usage data and other
4 customer information. Utility-specific integrated marketing and outreach leverages the
5 awareness generated from the statewide perspective and introduces customers to integrated
6 energy management solutions by providing them with the "right message, at the right time,
7 through the right channel."

- 8 • Utility Program Marketing: Tier III – *Why this program?*

9 The role of program-specific marketing is to help programs achieve their goals through customer
10 engagement and enrollment, as well as to reinforce program participation and behavior change.
11 This includes programs that carry statewide brands, such as the Energy Savings Assistance
12 Program. Because DSM programs and solutions may vary in name, design and incentive
13 structure by utility, the IOUs are best able to conduct marketing and outreach that provides
14 specific program benefits and encourages ongoing participation following customer enrollment.

15 b. Web Portal Assessment And Migration

16 Pursuant to D.12-05-015, Ordering Paragraph 121 directs the utilities to "consult with
17 Commission Staff, California Energy Commission Staff, the California Center for Sustainable
18 Energy, local government and third-party Energy Upgrade California program purveyors
19 on...(c.) budget for and design of the Energy Upgrade web portal," while OP 127 states that "the
20 web portal content from Engage 360, including the rebate finder and any other useful content,
21 shall be fully migrated to the Energy Upgrade California web portal, with the Energy 360 web
22 portal decommissioned, by no later than the end of 2013." While all of this transition activity is

1 happening in 2012, the utilities propose to maintain the existing Energy Upgrade California web
 2 portal without incremental expense or enhancements until the transaction can take place in 2013.

3 c. Marketing Tactics & Channels

4 Tier I, II, and III messaging needs to be consistent from a strategic perspective, but with
 5 the understanding that the actual message will be different because each tier provides the
 6 customer with a unique value. It's important to coordinate these messages while also leveraging
 7 the strengths of each tier. In MEO efforts at all levels, there are tactics and channels that are best
 8 suited to achieve the goals for each tier. SoCalGas proposes the following table as a start at
 9 defining the most appropriate tactics and channels for each.

10 **Table C. Tier Tactics & Channels**

	Tier 1: SW ME&O	Tier 2: Utility IDSM	Tier 3: Utility Local Programs
SW Paid Media – TV, Radio, Print	X		
Earned Media	X	X	X
Web / Interactive	X	X	X
Social Media	X	X	X
Local Paid Media – TV, Radio, Print		X	X
Community Events		X	
Outreach: Trade Associations		X	
Outreach: Community Based Organizations		X	
Outreach: Local Government Partnerships		X	
Collateral		X	X
Direct Marketing (direct mail/email)		X	X
Retail Partnerships			X

11 In 2013 and 2014, after the brand assessment is complete and any necessary work to
 12 revise the integrated marketing communications plan is done, the SW ME&O program can be
 13 reasonably expected to employ the tactics and channel outreach shown in the table above under

1 the “Tier 1” column. Regarding the role of CBOs, SoCalGas believes that we are best suited to
2 capitalize on the unique and strong relationships that we have with local CBOs, trade
3 associations and other outreach agencies. This particular channel could be effective in
4 dissemination of the appropriate statewide messages. However, as described in Chapter 4,
5 SoCalGas proposes to utilize funding from the SW ME&O program to administer this channel
6 through our own resources.

7 All three tiers of marketing presented above – statewide, local integrated and program
8 specific – are necessary to drive customers from awareness through the continuum to action.
9 Previous Commission direction and efforts may have focused too heavily on having the SW
10 ME&O effort function across all three tiers despite not having an actual “offer” to make, as the
11 utilities offer programs. With this application, SoCalGas proposes that this more structured and
12 academically based approach will contribute to greater success across all three tiers of marketing.

13 d. Proposed Budget

14 SoCalGas’ annual budget request of approximately \$4.0 million is consistent with
15 previously authorized funds for the 2010-2012 EE cycle. SoCalGas’ funding request is
16 reasonable and meets the Commission’s objectives for 2013-2014 outlined in Decision 12-05-
17 015. Andrew Steinberg describes the calculation methodology of the 2013-2014 budget request.

18 //

19 //

TABLE 2-1: SOG PROPOSED STATEWIDE MARKETING, EDUCATION AND OUTREACH EXPENSES

SW ME&O Program Activity	2013	2014	2013-2014 Total
EUC Marketing & Awareness (a)	\$1,676,222	\$1,676,222	\$3,352,444
Flas Alert	Not Applicable	Not Applicable	Not Applicable
Marketing Sub-Total	\$1,676,222	\$1,676,222	\$3,352,444
Implementation (b)	\$108,229	\$108,229	\$216,458
Administration	\$19,967	\$19,967	\$39,934
Implementation & Admin Sub-Total	\$128,196	\$128,196	\$256,392
Total (c)	\$2,002,054	\$2,002,054	\$4,004,067

NOTES:

(a) Awareness campaigns and contracts with sub-contractor(s)

(b) Program Implementer Contract for labor and administrative costs such as travel expenses

(c) Does not include SW ME&O activities for ESAP or CSI - Thermal regulatory proceedings.

1 e. Coordination With Local Marketing

2 The IOUs will conduct coordinated local marketing and outreach that includes both
 3 integrated (Tier II) and program-specific (Tier III) activities to motivate customer enrollment and
 4 participation in their respective DSM programs and services, and drive ongoing customer
 5 engagement and behavior change. Local marketing and outreach will be coordinated with and
 6 leverage SW ME&O program messaging, timing and tactics in order to eliminate potential
 7 redundancy and maximize campaign effectiveness. Detail on the proposed coordination
 8 structure can be found in Chapter 4 of this application.

9 f. Conclusion

10 In conclusion, SoCalGas recommends that the Commission adopt the following proposals
 11 and recommendations regarding the statewide ME&O program.

- 12 1. Reevaluation of adjustments made from past process and impact evaluations,
 13 including the governance model and a shift in emphasis to non-traditional communication
 14 channels should be incorporated into program planning.

1 2. The most critical immediate step is the brand assessment and transition plan,
2 which must include collaboration between the utilities, the Commission, the implementer and
3 identified stakeholders. Without sound research and a purpose built creative strategy, the new
4 brand will not succeed.

5 3. While planning for the 2013-2014 effort is taking place, SoCalGas will continue
6 with local EUC program marketing, utilizing local program funding as well as continuation of
7 funding for successful ARRA programs.

8 4. Established statewide brands, such as the Energy Savings Assistance Program and
9 Go Solar California should not be cobranding with the new Statewide ME&O effort, and be
10 treated in the same tier as local program marketing with a similar message coordination strategy.

11 5. Until the hired experts are allowed to complete the web portal assessment and
12 develop the new strategic direction for the website, it is premature to establish how websites will
13 link to each other or to describe what type of data sharing is necessary for an optimal customer
14 experience.

15 6. The academically recognized and commercially applied “Awareness, Interest,
16 Desire and Action” (AIDA) marketing framework should be adopted as the strategic approach to
17 drive customers from the Statewide ME&O effort to actions promoted by program-specific
18 marketing.

19 7. The Statewide ME&O mission should be adopted as follows, “to elevate the
20 importance and benefits of energy use and management concepts and to create a bridge to local,
21 program-specific outreach and education efforts that are in place across local programs.”

22 8. Objectives for the Statewide ME&O effort should be adopted as follows:

- 1 • Provide customers with information to increase their awareness of, and
2 interest in, energy and energy management;
- 3 • Outline strategies that will lead to desire for and the adoption of energy
4 management solutions for residential and small commercial customers;
- 5 • Take a strategic, customer centric approach for engagement that utilizes
6 marketing tiers and multiple channels; and
- 7 • Bundle relevant messages about options, tools, programs, and services that
8 lead customers to their local programs and services.

9 9. Brand and message coordination efforts should follow a three-tiered approach,
10 with statewide marketing at “Tier 1,” utility IDSM/portfolio marketing at “Tier 2” and program-
11 specific marketing at “Tier 3.”

12 10. The new Statewide ME&O program will reach out to a broader audience,
13 including small business, residential and hard-to-reach customers.

14 11. Proposed activities for 2013 and 2014 are highly dependent upon the brand
15 assessment, but will be driven by the AIDA strategic approach and the three tiered messaging
16 strategy. Statewide efforts will encompass awareness building efforts and engage in messages,
17 channels and tactics outlines for Tier 1.

18 **IV. COORDINATION WITH SOCALGAS’ LOCAL ME&O EFFORTS**

19 **A. Introduction**

20 Commission guidance in D.12-05-015, Decision Providing Guidance on 2013-2014
21 Energy Efficiency Portfolios and 2012 Marketing, Education, and Outreach ordered that this
22 application describe “how any local and program-specific ME&O activities for energy
23 efficiency, demand response, distributed generation, low-income programs, and any other

1 relevant demand-side programs will be coordinated with the statewide program.”²⁰ Chapter 4
2 focuses exclusively on this subject, describing how SoCalGas’ proposed local program-specific
3 marketing efforts will function under the framework established in Chapter 3. The tiered
4 marketing approach described in this testimony has been utilized successfully in other industries,
5 and can be applied to all utility marketing efforts if adopted as proposed.

6 **B. Tier III Program-Specific Marketing Coordination**

7 Program-specific marketing and outreach is conducted in order for the IOUs to increase
8 participation, attain specific program goals, and reinforce program participation and behavior
9 change. These local efforts will leverage the awareness of general energy concepts established
10 by the SW ME&O Program and will target very specific audiences with a specific offer.

11 SoCalGas’ program marketing efforts that will be coordinated with the SW ME&O campaigns as
12 directed includes EE and low income. A level of coordination between the Statewide ME&O
13 effort and each utility’s local marketing efforts is necessary so that messages and timelines match
14 up in a way that makes it easy for consumers to move across the continuum from statewide
15 awareness to local program action.

16 **C. Coordination With Local Governments, Community Based Organizations**
17 **And Other Outreach Channels**

18 As demonstrated in Chapter III, Table C “Tier Tactics & Channels,” SoCalGas proposes
19 to capitalize on our unique and strong associations with local governments, CBOs, trade
20 associations and other organizations where the company has effective influence. It is also
21 critical to utilize these groups and organizations to be able to reach and engage our diverse
22 customer base, especially ethnic customers. SCG believes that the messages regarding IDSM

²⁰ D.12-05-015, OP 117C, page 424.

1 solutions and specific programs is most appropriate to the localized nature of these kinds of
2 organizations. The resources that we currently have in place to foster these continued
3 relationships are well equipped to include statewide ME&O messaging as appropriate in their
4 scope of work and to ensure appropriate delivery of the right message to the right customer at the
5 right time.

6 SoCalGas has a long history of successful relationships with CBOs based on the work
7 historically done through: the California Alternate Rates for Energy program (CARE), the
8 Energy Savings Assistance Program (ESAP), the Medical Baseline Allowance, Gas Assistance
9 Fund, and more. There are a number of programs that Customer Assistance leverages with, such
10 as 2-1-1 LA County, Low Income Home Energy Assistance Program (LIHEAP), and
11 Community Help and Awareness of Natural Gas and Electricity Services (CHANGES).

12 SoCalGas also has long-standing relationships with organizations which include non-
13 profit organizations involved in providing services for the following areas: health, education,
14 personal growth and improvement, social welfare and self-help for the disadvantaged. These
15 organizations work at a local level to improve life for residents within the SoCalGas service
16 territory, and are critical channels for reaching these customers - who have traditionally been
17 hard to reach - with programs and services that benefit them. SoCalGas will continue to leverage
18 the credibility and visibility of these diverse community partners and direct customers to specific
19 programs they are eligible to apply for as well as provide them with messaging and/or training to
20 help their communities better manage their energy usage and save money. As of the time of this
21 application, SoCalGas is working with over 100 organizations that represent the following ethnic
22 minorities: African American, Hispanic, Chinese, Vietnamese and Korean communities.

1 In A.12-07-003, SoCalGas proposed continuation of successful Local Government
2 Partnerships (LGP) programs. As proposed, the LGP program will serve as a delivery channel
3 for specific products and services to local governments. Each partnership is unique in its
4 offering, but most of them include an element whereby the partner proposes to educate
5 customers and refer them to SoCalGas programs and services. As regional representatives, the
6 partners serve as an important conduit to funnel customers into programs. Partners can also
7 serve to deliver the SW ME&O message, but the coordination of timing and messages must be
8 carefully planned with IDSM and local program efforts.

9 Outreach to business customers, specifically the specialized, local small businesses that
10 make up a large part of our customer base, is another critical component to SoCalGas' outreach
11 effort. SCG has built strong relationships with trade associations, business improvement
12 districts, chambers of commerce and economic development corporations in order to help
13 promote a wide range of offers and services. Small business owners do not have a lot of extra
14 time to devote to thinking about energy management. In addition, many are ethnic with limited-
15 English capabilities. SoCalGas has found that the most effective delivery mechanism for
16 messages is through these kinds of partnerships. Small business owners tend to place a good
17 amount of trust and interest in its trade association or chamber of commerce, so the company has
18 spent a considerable amount of effort building relationships with these groups to foster outreach
19 to this "hard to reach" customer. Similar to LGP outreach, the education and messaging is
20 localized and sometimes specific to particular programs, so SoCalGas proposes that it maintain
21 these critical relationships and channel the SW ME&O messages through resources as
22 appropriate.

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D. CONCLUSION

In conclusion, SoCalGas recommends that the Commission adopt the following proposals and recommendations regarding the integration of statewide and local utility efforts.

1. If adopted as proposed in A.12-07-002, the local IDSM marketing program will follow Commission direction to include “marketing strategies, messages and material that simultaneously promotes demand-side resources to customers and seeks to educate them about the benefits of pursuing these resources where feasible.”

2. Statewide ME&O and local utility coordination on messages and timelines should occur via each local utility reporting regularly back through the statewide ME&O governance team on their coordination efforts.

3. Program-specific marketing and outreach is critical to the success of utility program participation, achievement of specific program goals and reinforcement of program participation and behavior change.

4. SoCalGas should be the administrator of statewide ME&O messaging through established local government partnership, trade association, community based organization and other outreach channels as appropriate to their scope of work and to ensure delivery of the right message to the right customer at the right time.

1 **E. WITNESS QUALIFICATIONS – OCTAVIO VERDUZCO**

2 My name is Octavio Verduzco and I am employed by Southern California Gas Company
3 (“SoCalGas”). My business address is 555 West Fifth St, Los Angeles, CA 90013.

4 My present position is Customer Communications and Research Manager at SoCalGas.
5 My primary responsibility is to oversee the development and execution of marketing strategies
6 and plans for SoCalGas’ Residential programs including Energy Efficiency (“EE”), Customer
7 Assistance, and Energy Upgrade California (“EUCA”). I have been employed by SoCalGas
8 since 2010. Prior to SoCalGas, I held various Account Manager positions at different
9 Advertising Agencies specializing in marketing to Hispanics. I received a bachelors degree in
10 Business Administration from Woodbury University in Burbank, CA.

11 I have not previously testified before the California Public Utilities Commission.

Appendix A

Statewide Marketing, Education and Outreach Marketing and Integrated Communications Plan

March 8, 2010



Interbrand

interbrand

California Energy Efficiency Strategic Plan ME&O Vision

Californians will be engaged as partners in the State's energy efficiency, demand-side management and clean energy efforts by becoming fully informed of the importance of energy efficiency and their opportunities to act.

California Energy Efficiency Strategic Plan ME&O Mission

The mission of Marketing, Education & Outreach is to increase consumer awareness and participation in demand-side management activities and to encourage behavior changes that save energy, reduce greenhouse gas emissions, and support clean energy solutions.

2020 Vision

A new norm of smart energy use—
Smart Energy Living

Contents

1. Introduction
2. Background
 - a) Current Situation
 - b) Marketing Approach
 - Marketing Objective
 - Marketing Strategy
3. Communications Strategy
 - a) Role of The SW ME&O Campaign
 - b) Role of Co-Owner IOUs
 - c) *Brought to you by...*
 - d) Web Portal
 - e) Call-to-action: The “Asks”
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5. Market Actors
6. Target Audience
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 - a) Messaging Strategy
 - b) Channels Strategy
 - Grassroots/Community Marketing
 - PR/Earned Media
 - Digital/Social Media
 - Media
 - c) Partner Integrations Strategy
 - Government Initiatives
 - Manufacturers
 - Retailers
8. Pilot Programs—2010
9. Budget
10. Measurement and Research
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1. INTRODUCTION

California Statewide Marketing Plan

This summarizes the Statewide Marketing Plan to launch a new integrated demand-side management brand for California

- Keystone in establishing a culture of *Smart Energy Living*
- Deliver the fundamental Californian behavior changes necessary to effect long term reduction in energy consumption — with a core of raising consciousness and taking action
- Born from the Brand Story and the Brand Strategy

(At this time, the Marketing Plan does not address the Demand Response (DR) Alert System that can reside under the Statewide integrated demand-side management brand umbrella)

The Brand Story

It doesn't matter if you're liberal, conservative, independent, or other. Regardless of your ethnicity, income level, or age; where you live or what you do; whether you believe in global warming or not, one thing is for certain:

The world cannot continue to use energy at the same rate, in the same ways, from the same sources. It's simply not sustainable.

We need to change not only how we use energy, but how we think about using energy. We must re-examine our assumptions and actions and make new ones.

For some, this means adopting additional smart energy habits. For others, this will be a new way of looking at the world they live in. For all of us, it's a reminder that we need to increase our efforts on the journey toward a sustainable environment, economy, and way of life.

We will grasp the future and propel ourselves forward.

We will continue to be bold, decisive, and cutting-edge; innovative and unafraid.

We will lead the US in smart, responsible energy use.

It won't be easy, and it won't be quick. Together, step by step, we will make a difference, today and every day.

Our path is clear: We must

Know more, care more, do more, be more

Brand Strategy—The Brand House

Brand idea: The motivating idea that inspires a change in behavior

Brand Personality: How the brand speaks and acts

Brand Positioning: Who this movement is for, what we will help them do, and why they will care

Brand Pillars: Core attributes that drive behavioral change, accounting for both motivations and barriers. Combines key associations and frames how the brand communicates.

- Incorporates elements of success attributes
- Appeals to targeted segments

Foundational elements: Attributes that are critical to the success of broad-based movements

Know more, care more, do more, be more

Savvy | Optimistic | Imaginative

For Californians who want to do the right thing for their families, the environment, and future generations, we help **make the most difference**, because we are a trusted source that inspires progressively smarter energy use.

Progressive Inspiration

We find the next ways to help you make the most practical, relevant energy choices every day

Meaningful Change

We lead change and measure progress to make our movement meaningful to everyone

Trusted Source

We are a go-to authority for all smarter energy developments and information

Versatile

Simple and straightforward

Leader in smart energy use

Relevant

Inclusive of everyone

Endorsed by market actors

Enemy of complacency

Marketing Plan Summary

Purpose	Launch Smart Energy Living
Target	<p><i>Alex Leading Achiever and Carlos Practical Spender</i></p> <ul style="list-style-type: none"> A large portion are landlords and owners of small & mid-size businesses
Action	<p>Know more, care more, do more, be more to manage your energy consumption and make the most practical, relevant energy choices every day</p> <p><i>Feeling I'm doing enough It's not my personal responsibility</i></p>
By Telling & Showing Them	<ul style="list-style-type: none"> The availability of Home Energy Audits on the Web Portal, leading to : <ul style="list-style-type: none"> ✓ Do The Right Thing ✓ Get The Right Stuff ✓ Fix The Leaks ✓ At The Right Time <p><i>I want to do the right thing for my family, the environment, and future generations— I can help make a difference</i></p>
Brought to you by...	<p><i>[New Brand (TBD)]</i></p> <p>Campaign Tone: <i>"We, the people of California" "Your fellow Californians"</i> <i>(Backed by CA Customers, IOUs and CPUC)</i></p>
How	<p>A dynamic program that comes to life</p> <ul style="list-style-type: none"> Message Strategy Channels Strategy Partner Integrations
Where	Key IOU Territories/DMA's with spillover into Municipal/City-owned service areas
Measurement	<p>Awareness</p> <p>Knowledge, Relevance & Engagement</p> <p>Behavioral Change & Advocacy</p> <ul style="list-style-type: none"> Operational metrics Success metrics
Timing	<p>Three year time frame Jan 2010 - Dec 2012</p> <ul style="list-style-type: none"> Web Portal Launch Feb 2010 for Practice Experts Brand Identity Launch July 2010 ME&O Campaign & Consumer Portal Launch July 2010

2. BACKGROUND

2a) CURRENT SITUATION

Current Mindset

The current and near future environment is extremely conducive to energy efficiency and energy conservation efforts

- Heightened awareness of global warming
- Mainstreaming of “Green” lifestyles and mandates
- Recent economic uncertainty have transformed mindsets from “Conspicuous Consumers” to “Conscious Consumers”

In general, Californians are aware of some aspects of energy conservation and efficiency, and have some level of desire to put that knowledge into action

- Yet, barriers exist between the desire and the behaviors that lead to **Smart Energy Living**

Current Behaviors

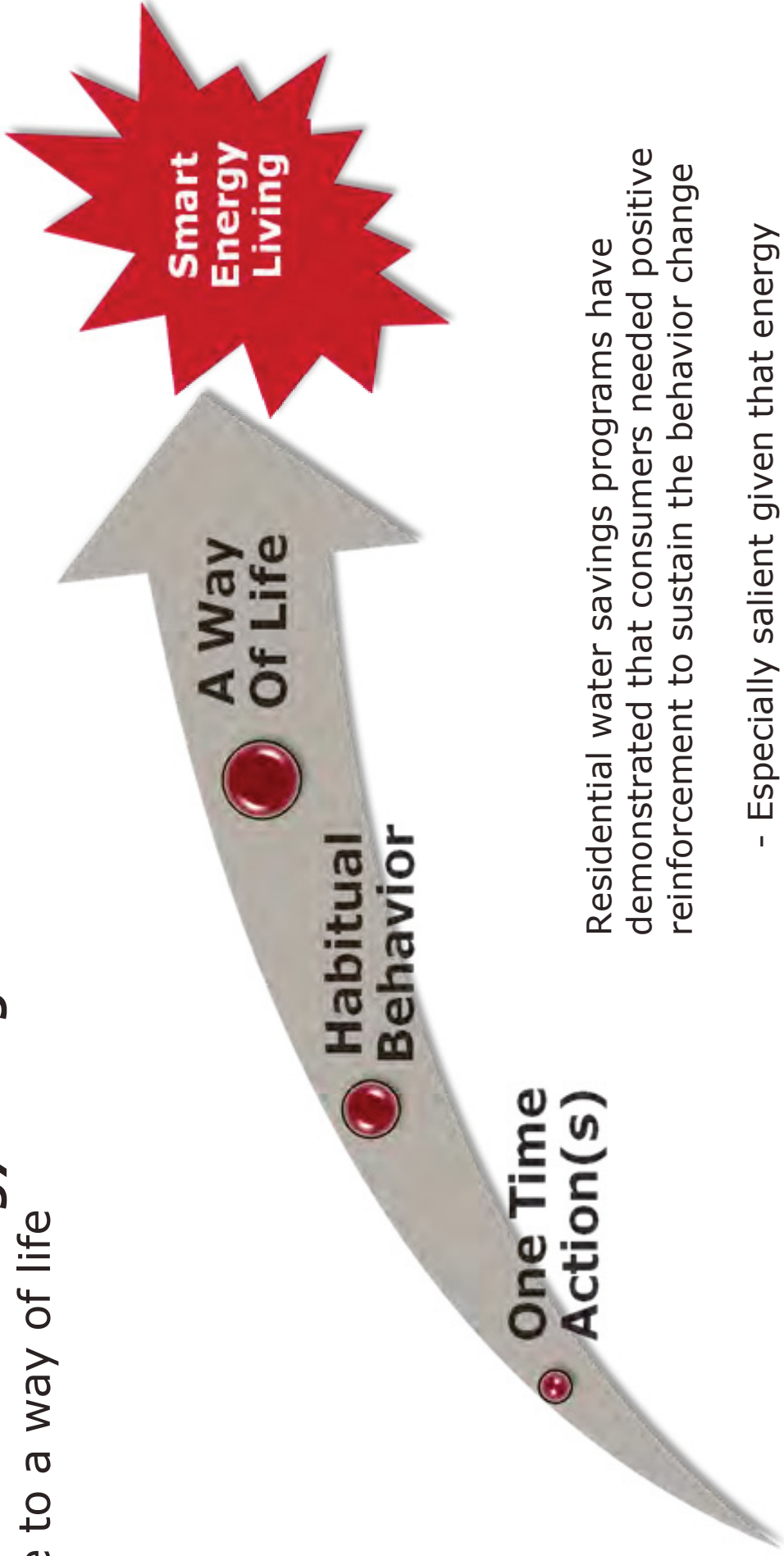
A number of active behaviors are driven by positive attitudes around energy efficiency

There is evidence that we can do more by addressing attitudinal barriers to specific behavioral changes based on:

- Current penetration
- Probability of acceptance
- Impact of the behavior

The Transformation

Motivation, education and positive reinforcement will lead to **Smart Energy Living** — from one action at a time to a way of life



Residential water savings programs have demonstrated that consumers needed positive reinforcement to sustain the behavior change

- Especially salient given that energy (electricity and natural gas) are essentially invisible, as are the savings from EE and EC

Current State

I thought we were doing everything we could... Can we really do more?

Good News...

- 85% are taking at least one Energy Efficient (EE) or Energy Conservation (EC) action
- 81% are willing to reduce their homes' energy usage

Aren't We Doing All We Can?

- 54% are self-professed EE early adopters
- 68% have CFLs in more than half of their sockets
- 63% recently purchased EE appliances

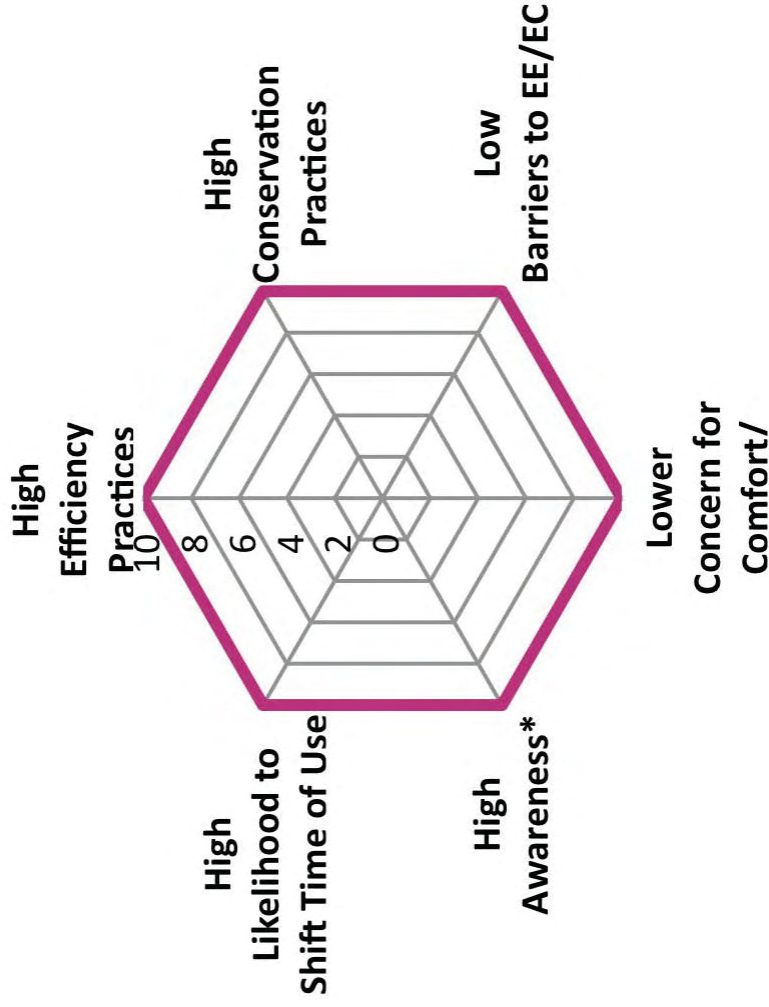
Look What Else We're Doing...

- 80% turn off TVs when not in the room
- 81% turn on only the minimum number of lights
- 85% turn off the lights when they leave a room
- 68% use less energy when asked by IOU

Source: ODC/FYP, 10/08 Tracking Survey, n = 402, 11/08; CFL Survey, n = 1,100 (Yes/No answers or top 3 box)
Stated behavior, not actual/observed

Smart Energy Living Means Being A Smart Energy User

The ideal Smart Energy User scores high on all six key characteristics/dimensions



JUNE 1 10 10, 1111 10 - 1111111111

* Note: "High Awareness" = High level of awareness that EE is important, plus high awareness of EE/conservation messages

How Is Smart Energy Living Defined?

Smart Energy Living is powered by different behaviors performed at the right time by Smart Energy Users

AT THE RIGHT TIME



Assumptions Of Smart Energy Living Behavior

Dimension	Definition	Possible Metric
<i>High Awareness</i>	<ul style="list-style-type: none"> High level of awareness that EE is important, plus high awareness of EE and EC messages. 	<ul style="list-style-type: none"> Unaided and aided recall of EE/EC messages; Self-reported attitudes on EE/EC issues
<i>High Likelihood to Shift Time of Use</i>	<ol style="list-style-type: none"> Willing to shift based on season Willing to respond to IOU alerts Installed Demand Response technology 	<ul style="list-style-type: none"> Awareness of seasonality; Measured behavior during seasonal changes, sign-ups for alerts; verified installation of demand response technology
<i>High Efficiency Practices</i>	<ul style="list-style-type: none"> "Buy The Right Stuff" and "Fix The Leaks" as habitual behavior; Buying efficient equipment and upgrading house as new efficiency fixes come into the market 	<ul style="list-style-type: none"> In-house verification
<i>High Conservation Practices</i>	<ul style="list-style-type: none"> "Do The Right Thing" as habitual behavior that leads to EC 	<ul style="list-style-type: none"> In-house verification
<i>Low Barriers to EE/EC</i>	<ul style="list-style-type: none"> Not dissuaded by cost, lack of concern or lack of knowledge as to how to improve in all four "Asks" ("Do The Right Thing", "Buy The Right Stuff", "Fix The Leaks", "At The Right Time") 	<ul style="list-style-type: none"> Unaided and aided recall of EE and EC messages; Self-reported attitudes on EE and EC issues; Knowledge and engagement with IOU programs, campaign programs and other resources such as Web portal
<i>Lower Concern For Comfort/Convenience</i>	<ul style="list-style-type: none"> Willingness to participate in Smart Energy Living despite perceived lifestyle impact— (this is a key barrier; cuts across all segments) 	<ul style="list-style-type: none"> Self-reported attitudes on EE/EC issues; Knowledge and engagement with IOU programs, campaign programs and other resources such as Web portal

What Is A Smart Energy User?— Shared Actions

85% of the individuals from the segmentation study report performing one EE/EC action

- Yet, a Smart Energy User performs an average of ten “Ask” actions and behaviors that fit into “Get the Right Stuff”, “Fix the Leaks”, “Do the Right Things”, and are performed “At the Right Time”

Use of Top 10 priority “Ask” actions

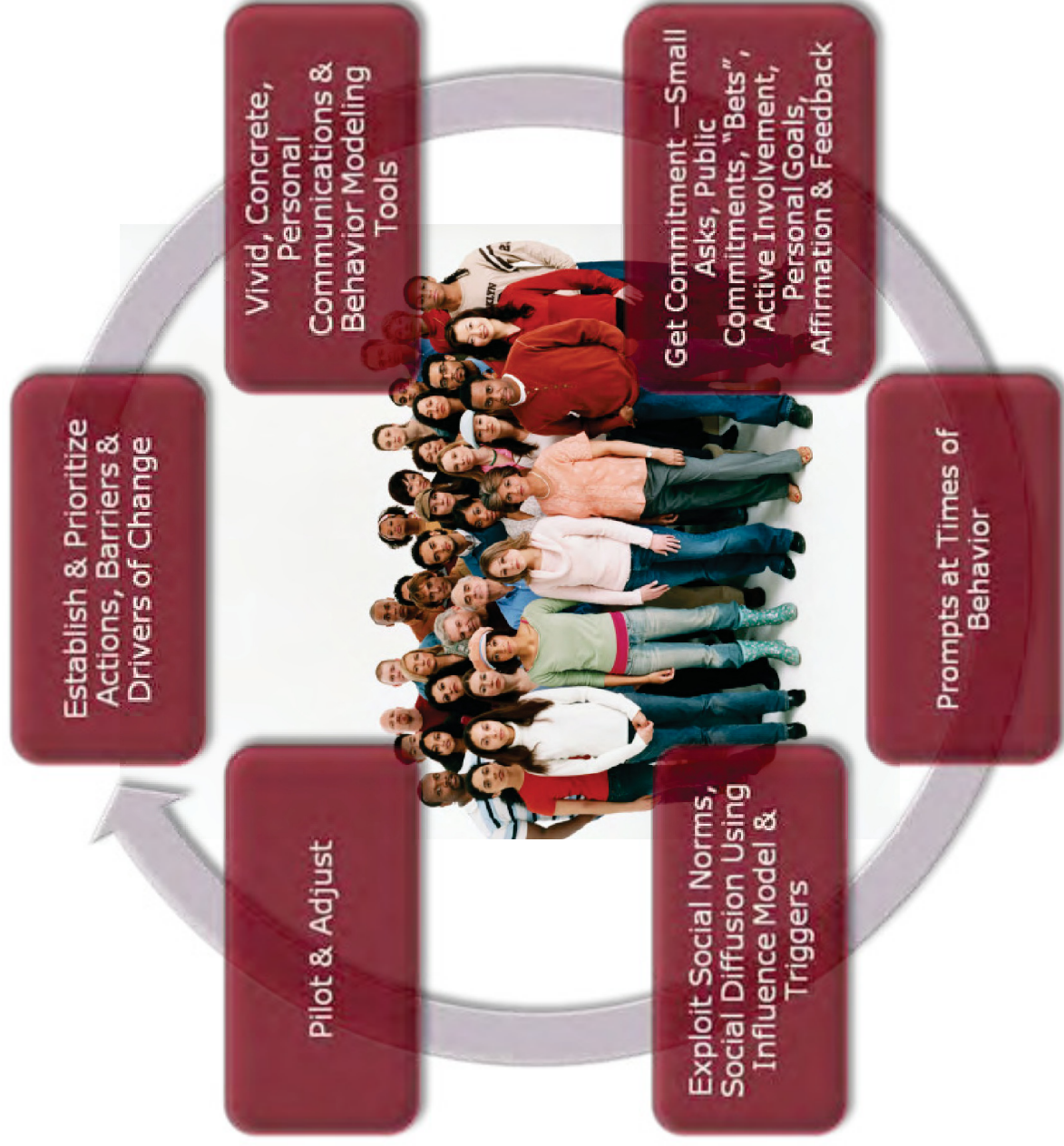
- Set an initial bar of relatively quickly-adoptable “Ask” actions to raise awareness, trial and spur participation
- Prioritize content of activities and messaging
- Provide concrete measures of campaign effectiveness

The menu of “Ask” actions can be changed to:

- Align with planned IOU priorities
- Dovetail with other market Actor program priorities
- Speak to and engage Secondary target segments

2b) MARKETING APPROACH

Keys To Success— The Pathway To Smart Energy Living



Source: *Community Based Social Marketing (CBSM.com) and Interbrand analysis*

Yes... We really can do more to understand and manage our energy consumption....

Doing The Right Thing

- Just 37% believe most people are working hard to reduce personal energy use
- 61% can unplug other electronics and appliances or turn off power strips
- 79% can unplug computers when not in use
- 82% can sign up for alerts to reduce energy usage to prevent blackouts

Getting The Right Stuff

- 58% seek EE products and 73% plan to purchase CFLs
- 83% plan to purchase EE appliances, 21% in the next year
- 63% just bought an EE appliance or service, yet only 22% have taken advantage of a rebate from their local utility
- 48% could still install programmable thermostats

Fixing The Leaks

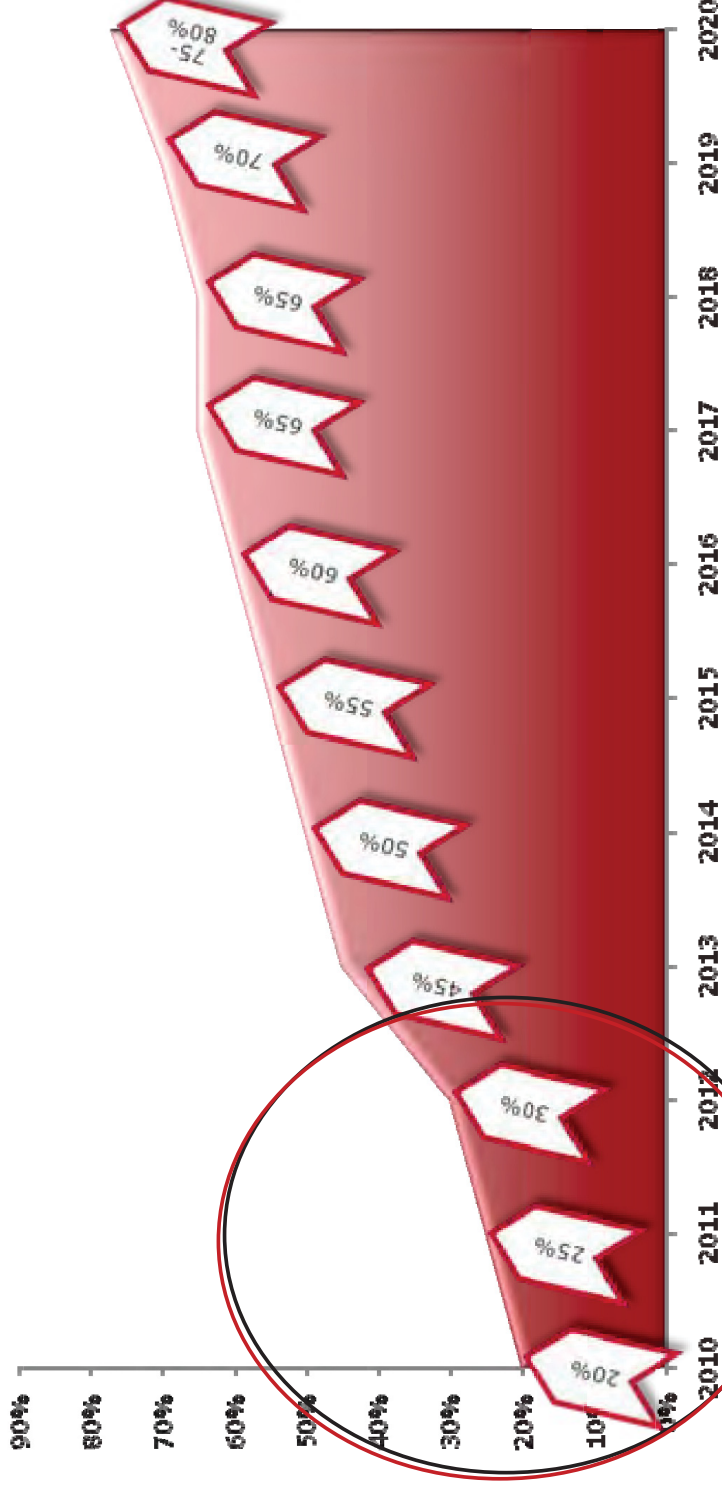
- 63% could install window film or weather stripping
- 40% can wrap our water tanks
- 87% of us could have an energy audit and find out how we can use less energy

Source: ODC/FYP, 10/08 Tracking Survey, n = 402, 11/08; CFL Survey, n = 1,100 (Yes/No answers or top 3 box)
Stated behavior, not actual/observed

Marketing Objective: Increase the amount of people defined as "Smart Energy Users"

Reduce energy consumption through *Smart Energy Living*

- Target percents of Californians engaged in *Smart Energy Living*



* Note: To be confirmed via CA Baseline research scheduled in 2010

Current Assumptions*

- 85% taking at least one action
- 37% believe most people working to reduce personal energy use
- Virtually no Californians are high on both EE and EC
- Five key events following the launch of this new brand, and moving beyond 2012, will act as catalysts:
 - Initial deployment of Smart Meters
 - Introduction of Dynamic Rates
 - Increasing popularity of Self-generating Renewables (CSI)
 - EVs launch and adoption
 - Introduction of Smart Technology home area networks and devices

Marketing Strategy

Persuade Californians to embrace *Smart Energy Living* by:

- Identifying the most important behaviors (based on Impact, Penetration and Probability)
- Identifying the barriers that are preventing adoption
- Educating and addressing the barriers in the Statewide campaign
- Partnering with IOUs and Market Actors for synergy and lift

3. COMMUNICATIONS STRATEGY

3a) ROLE OF THE SW ME&O CAMPAIGN

Give Voice To The Smart Energy Living Movement

Publicize that a “movement” indeed already exists and we’re all a part of it

Brand the movement

Energize and invigorate the movement’s momentum



More Than An Ad Campaign
More Than A Publicity Campaign
A Dynamic Program That Comes To Life

3b) ROLE OF CO-OWNER IOUS

Role of Co-Owner IOUs

Drive energy management on the local level

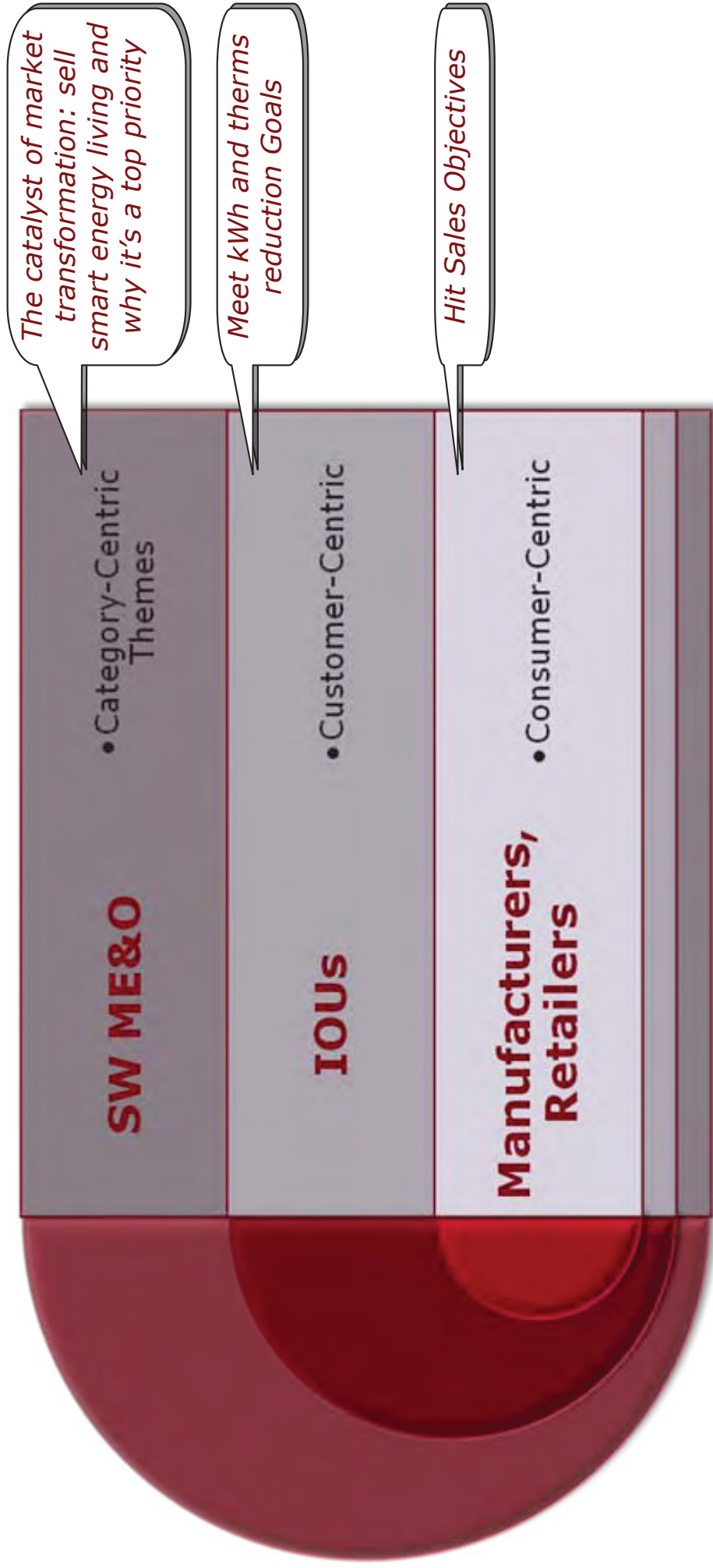
- As it relates to EE, achieve a total energy savings of over 16,000 gigawatt-hours of electricity, plus 620 million therms of natural gas by 2020
- Guide integrated conservation and efficiency messaging for Statewide campaign
- Lead Co-Owner IOU-Level Programs that continue to chip away at barriers and are compatible with Statewide campaign
- Provide information and market research analysis on customers and small businesses to continuously fine-tune Statewide campaign

Statewide Coverage

Key IOU Territories/DMA's with spillover into Municipal/City-owned service areas

- Bakersfield
- Chico-Redding
- El Centro-Yuma
- Fresno-Visalia
- Los Angeles
- Monterey-Salinas
- Palm Springs
- Sacramento-Stockton
- San Diego
- San Francisco-San Jose
- Santa Barbara-Santa Maria-San Luis Obispo

Roles And Goals— Guiding Californians To Smart Energy Living



Campaign Coordination

The campaign is funded with customer dollars invested by the State of CA and IOUs, with emphasis on IOU service areas and DMAs

Utility Led Initiative = A highly coordinated, integrated, cohesive campaign directly reaching California energy consumers



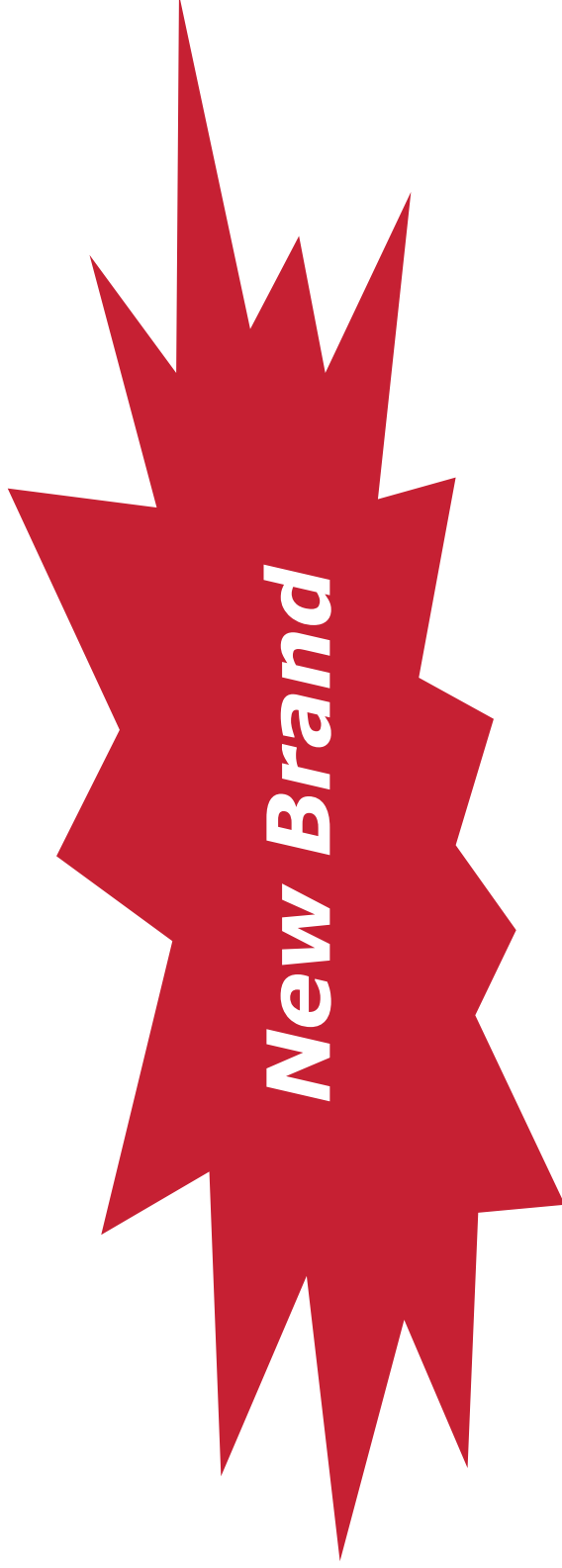
* Market Actors = Utilities; State, Local, Community organizations; Agencies and programs like CARB, CARE, LIEE; Manufacturers; Retailers; Green and Clean Coalitions

Examples Of How Co-Owner IOU Activities Can Leverage The Campaign

IOU Activity	How Campaign Supports IOU Activities
EE/EC Rebates	<ul style="list-style-type: none"> This campaign through awareness, education and engagement will feed Californians into these utility programs
Home Energy Assessments	<ul style="list-style-type: none"> Campaign can help increase the number of Home Energy Assessments
Online Tools	<ul style="list-style-type: none"> Campaign web portal will have strong linkages and click throughs to IOU programs
Smart Meters	<ul style="list-style-type: none"> Campaign can help Californians understand their energy information and what they can do to manage their energy use Foster participation in dynamic rates, alerts, assessments and other <i>At The Right Time</i> programs
Solar/Co-generation	<ul style="list-style-type: none"> Campaign can help educate Californians about solar and increase their preparedness to make that step

3c) BROUGHT TO YOU BY...

Brought to you by...



Campaign Tone:

"We, the people of California"

"Your fellow Californians"

(Backed by CA Customers, IOUs and CPUC)

Note: This refers to Tone and Feel, not messaging copy

Rationale

Credibility

- Among the general population, utilities are considered a trusted, reliable source of energy information

Tone

- Inspirational: *Californians just like me are coming together for a common cause*
 - Could be supported by Advisory Panel
 - Social Media component could be the vehicle for Californians to stay engaged, give feedback, plus interactively influence and support one another

Source: *Opinion Dynamics Corporation, 2009*

3d) WEB PORTAL

Web Portal—The Online Brand Experience

The screenshot displays the beta portal interface. At the top, there are navigation links for 'Login' and 'Register', and a 'Discover' button. A search bar is located on the right side of the top navigation. Below the navigation, a large banner image features a collage of green energy-related images: solar panels, a butterfly, a wind turbine, and a person holding a green plant. A yellow box with the text 'Illustrative Beta Site' is overlaid on the banner. Below the banner, a 'Welcome' message reads: 'Join our network of energy expertise. This portal is a home for collaboration and best practice sharing for policymakers, practitioners, utilities, environmentalists and the private sector to work towards a bright green future.' The main content area is divided into three columns: 'Latest Members' (a grid of profile pictures), 'Latest Groups' (a list of groups with member counts), and 'Latest Content' (a list of articles and videos). The bottom of the page includes a footer with the text '39 Marketing and Integrated Communications Plan | California SW ME&O | March 8, 2010'.

Web Portal—The Online Brand Experience

Educate and inspire *Smart Energy Living*

- Home Energy Assessment
- Consider *Smart Energy Living* Dashboard

Introduce “Asks”

- *Do the Right Thing*
- *Get the Right Stuff*
- *Fix the Leaks*
- *At the Right Time*

Facilitate information sharing and social networking around EE issues and practices

Links to:

- IOU programs
- CA programs—DR, EE, Low Income, Solar (SGIP)
- Federal, State, County and City programs
- Grassroots and Neighborhood efforts
- Manufacture and Retailer programs

Provide Media Toolbox

Provide Advertising/Creative Elements Toolbox

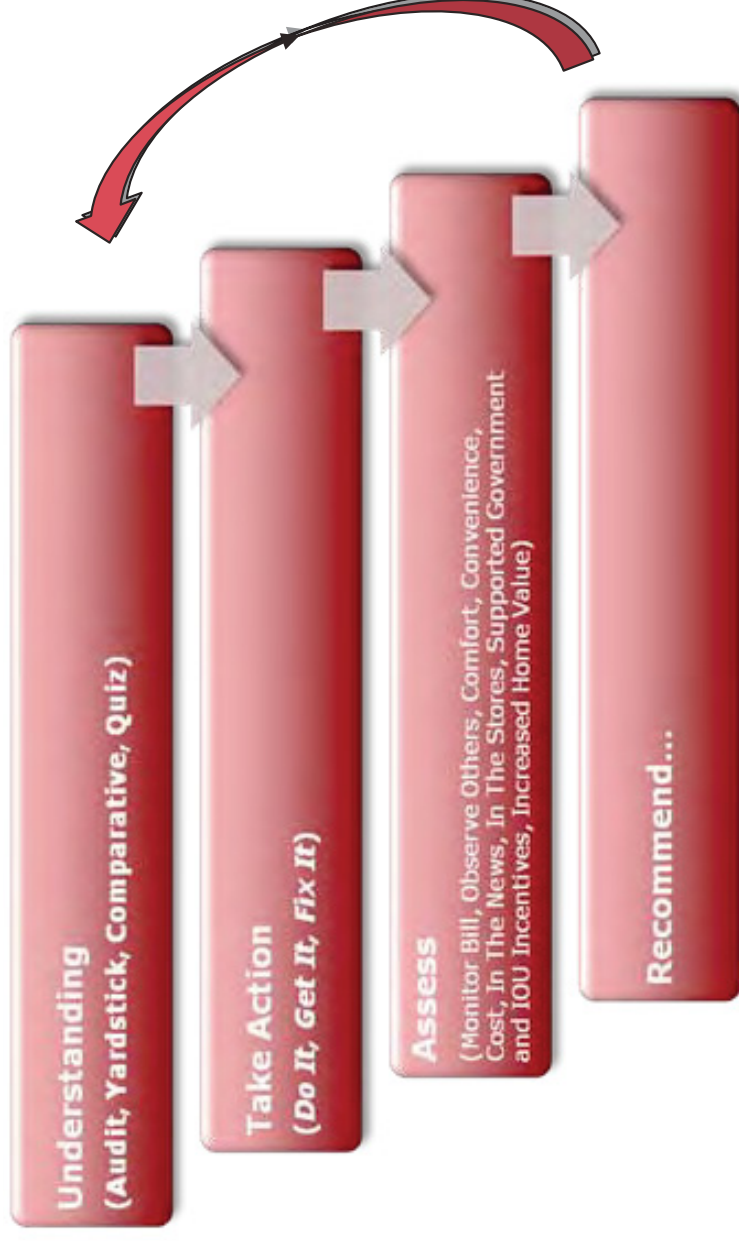
3e) CALL-TO-ACTION: THE "ASKS"

(SEE APPENDIX FOR PRIORITIZATION MODELS AND FURTHER INFORMATION)

The Process To Smart Energy Living

Operating Premise:

- Merely disseminating information to increase knowledge will not translate into long term behavior change
 - Normative beliefs provide a strong motive for behavior
 - Distributing normative information will modify and nourish normative beliefs, leading to behavior change



Engaging Californians

The type of information we want to share:

- Educate and inspire Smart Energy Living
- Availability of Dashboards, Home Energy Audits, Self-Audit Checklists, etc. (Via Web Portal and in person)
- Specific action items by “Ask” or category e.g. Do it. Get it. Fix it - at the right time (Lighting, Heating, Cooling, Water Heating, Laundry, Kitchen, Refrigeration, Windows, Pools, Home Office)
- Earned Media/PR “stories”

Facilitate information sharing and social networking (word-of-mouth) around EE/EC issues and practices

- Information, features and articles about EE and EC
- Info about Programs offered by IOU’s with links
- Drivers and links to IOU programs, Federal, State, County and City programs, Grassroots and Neighborhood efforts, Manufacturer and Retailer programs

Linking Understanding To Action On The Path To Smart Energy Living

Smart Energy Living can help to reduce high energy bills, improve comfort and help to protect the environment

- The SW ME&O will guide Californians to make their homes and businesses more efficient – whether they do it themselves or hire qualified professionals



Why The “Asks” Are The Path to a New Norm of Smart Energy Living

Believable

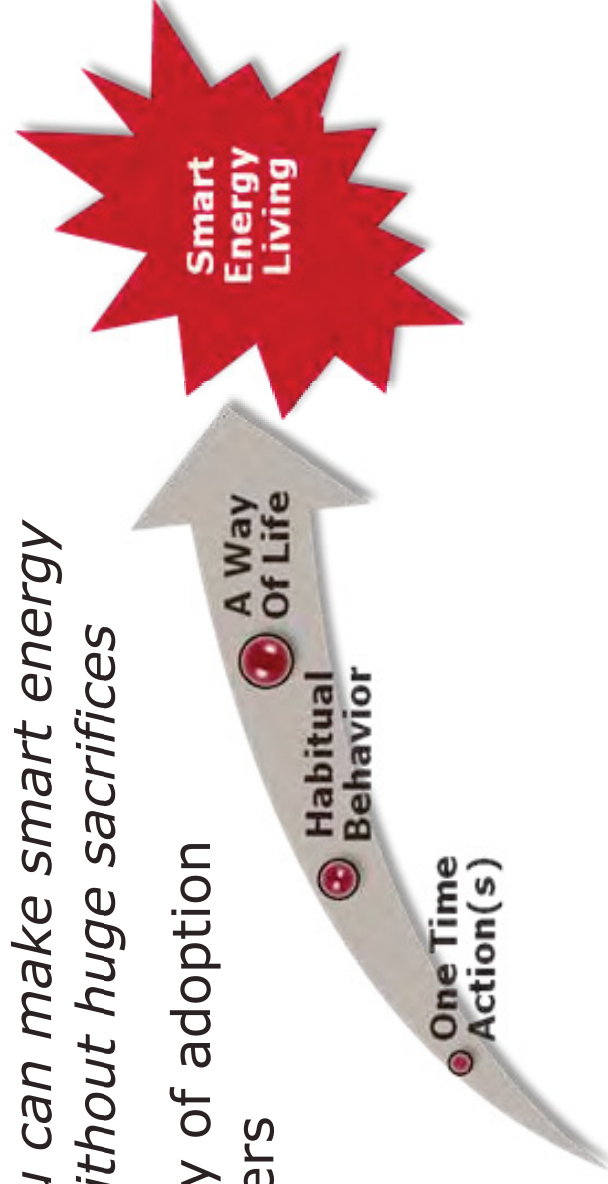
- *Simple actions matter; you can make smart energy choices in your daily life without huge sacrifices*

Highest impact and probability of adoption by dissolving attitudinal barriers

- Easy to understand
- Easy to do (*Relatively*)
- Easy to remember
- Easy to measure

Will vary by target segment based on current mindset and behaviors, plus willingness and likelihood

Will link to Geography, Timing and Seasonality strategies, plus any concurrent market initiatives (e.g., Federal programs, etc.)



4. THREE-YEAR TIME HORIZON

Three-Year Time Horizon

The SW ME&O campaign will drive Californians to an active involvement with their energy consumption and energy management

It will also support a revitalized, dynamic relationship between customers and IOUs

An effective effort will:

- **2010** *Awaken, Inspire and Induce Trial*
- **2011** *Drive Experience and Commitment*
- **2012** *Move Adoption, Modeling and Norm Setting* Forward*

Five key events following the launch of this new brand, and moving beyond 2012, will act as relatively potent catalysts:

1. Initial deployment of Smart Meters
2. Introduction of Dynamic Rates
3. Increasing popularity of Self-generating Renewables (CSI)
4. Electric Vehicles launch and adoption
5. Introduction of Smart Technology home area networks and devices

* *Note: "Norm" to be defined with CA Baseline research scheduled in 2010*

5. MARKET ACTORS

Market Actors—Potential Roles And Opportunities

IOUs lead with branded and co-branded efforts in numerous touch points, while dovetailing into existing programs

- Closely manage, activate and organize Market Actors into working pillars of
 - *Doing the Right Thing*
 - *Getting the Right Stuff*
 - *Fixing the Leaks*
 - *At the Right Time*

Market Actors...

- What role do they play as strategic partners?
- What co-branding opportunities exist?

Market Actors—Doing The Right Thing

Actor	Role	Co-Branding Opportunities
<p>Department of Energy (DOE)/EPA</p>	<ul style="list-style-type: none"> Disseminates information on EE and EC Providing Conservation Block Grants and renewable energy grants Enforces regulation where applicable 	<ul style="list-style-type: none"> Coordinate with local municipalities who have been awarded grants especially in the areas of Home Energy Assessments, residential retrofits and workforce development
<p>State and Local Agencies & Programs (e.g., CARB, CEC, CA EPA, Environment LA, Stand For Less, CoolCalifornia)</p>	<ul style="list-style-type: none"> Influence, inform, support and activate <i>Smart Energy Living</i> attitudes and behaviors on the ground and in communities 	<ul style="list-style-type: none"> Opportunity to unify branding of programs and materials under the new Brand Individual agency and coalition websites and materials (e.g., coolcalifornia) Consumer Web portal
<p>Green and Clean Coalitions & Organizations, CBOs (e.g., Together.com, OneChange)</p>	<ul style="list-style-type: none"> Influence, inform, support and activate <i>Smart Energy Living</i> attitudes and behaviors 	<ul style="list-style-type: none"> On-site (rebrand or co-brand coolcalifornia site) Become a key partner (Together.com) Consumer and Practitioner Web Portals
<p>Academia/Schools & Education</p>	<ul style="list-style-type: none"> Educate, reinforce and substantiate EE issues—Why we need to “Do The Right Thing” Reach and influence “Next Generation” segment as key HH influencers, future energy users and decision-makers 	<ul style="list-style-type: none"> SmartPower, Resource Into Action, America’s Greenest Campus

Market Actors—Getting The Right Stuff

Actor	Role	Co-Branding Opportunities
CE Retailers (e.g., Best Buy®, Sears®, Costco®, Pacific Sales®)	<ul style="list-style-type: none"> Sell and promote EE and CE appliances Fulfill Home Energy Assessments Consumer education 	<ul style="list-style-type: none"> Point-of-purchase promotions Integration within Web portal as “partner offers” (e.g., http://www.together.com/us/solutions) In-store education activities and materials ENERGY STAR® partnership branding and promotions
ENERGY STAR®	<ul style="list-style-type: none"> Act as EE certifier/standard and recognized (Gov’t.) brand Promote EE choices 	<ul style="list-style-type: none"> With Manufacturers and Retailers Interactive educational tools and like ENERGY STAR®@home
Electronics Manufacturers (e.g., Sony®, LG®, Panasonic®, Samsung®)	<ul style="list-style-type: none"> Foster and innovate EE and CE product market like OLED and Eco Series HDTV 	<ul style="list-style-type: none"> Promotional materials Manufacturers’ website Branded educational materials Web portal partner
Consumer Goods (e.g., Tide®, Woolite®, Seventh Generation®, Gain®, Cheer®, all®, Wisk®, A & H Essentials®)	<ul style="list-style-type: none"> Promote washing in cold/HE washers and detergents 	<ul style="list-style-type: none"> With Manufacturers and Retailers Branded educational materials Integration within Web portal
Contractors, Plumbers, HVAC and Other Trade Allies	<ul style="list-style-type: none"> Support and promote purchase and installation of EE “stuff” including LEED 	<ul style="list-style-type: none"> Certification (Smart Energy) Partner with larger companies or franchises More on-the-ground, local efforts

Market Actors—Fixing The Leaks

Actor	Role	Co-Branding Opportunities
<p>US DOE and EPA (e.g., ENERGY STAR®)</p>	<ul style="list-style-type: none"> National program from U.S. DOE and EPA Offers a comprehensive, whole-house approach to improving EE and comfort at home, while helping to protect the environment 	<ul style="list-style-type: none"> IOUs and ENERGY STAR® launching in 2010
<p>Contractors, Plumbers, HVAC and Other Trade Allies</p>	<ul style="list-style-type: none"> Support and promote smart energy installation and usage Educates on smart energy usage – how to use the “stuff” Fulfills energy assessments and helps activate key smart energy usage actions—Behavior Changes 	<ul style="list-style-type: none"> Create educational material templates and collateral for local co-branding Certification (<i>Smart Energy Living</i>) Bigger efforts with larger companies Support on-the-ground, local efforts
<p>Home Improvement Retailers (e.g., The Home Depot®, Lowes®, OSH®, Dixieline®)</p>	<ul style="list-style-type: none"> DIY support Support and promote smart energy installation and usage Educates on smart energy usage – how to use the “stuff” 	<ul style="list-style-type: none"> Co-branded workshops Point-of-purchase promotions, materials and idea cards Educational materials

Market Actors—At The Right Time

Actor	Role	Co-Branding Opportunities
<p>Internet Home Pages/Heavy Traffic Sites (e.g., iGoogle®, My Yahoo®)</p>	<ul style="list-style-type: none"> Interactive partner for visibility and activation of smart energy behaviors 	<ul style="list-style-type: none"> Consumer web portal Google® products iPhone®/smartphone apps (or others) IOU programs and websites
<p>Software (e.g., Microsoft®Hohm™, OPOWER®, Google® PowerMeter™)</p>	<ul style="list-style-type: none"> Interactive end user energy consumption reporting and visibility Data management and analysis 	<ul style="list-style-type: none"> Brand concept and action of energy management (increase recognition) Promote on Web portal, IOU websites, paper bills and ebills

6. TARGET AUDIENCE

Overall Target Audience

With a goal of moving 80% of all Californians to Smart Energy Living by 2020, the campaign will need to be inclusive of all residential segments, accounting for preferred language, plus relevant media and touch points

This plan focuses primarily on residential customers & energy users

- Assumes that behaviors and attitudes translate from home to work and back again, creating an effect beyond just residential
- Small and medium size business owners and employees will be impacted by overall efforts

[Note: Separate budgets have also been allocated for low income EE programs (e.g., LIEE, CARE, FERA, LIHEAP, etc.). These efforts will be connected to the overall brand and umbrella campaign, and will leverage, integrate and build upon existing efforts and programs]

Segmentation

Smart Energy Living is likely to mean different things to different people because of varying lifestyles

Clusters were formed based on levels of attitude, motivation and knowledge, overlaid with demographics and psychographics

- Gained deeper understanding of barriers and motivations
- Classified the range of likelihood across segments to change with increased relevancy of messaging, encouraging sustainable behavioral change

Segmentation Approach Yielded Deeper Insights

Identified five unique segments which can be directly targeted based on mindset and current behaviors

Current EE and EC attitudes, actions and barriers formed the basis of the segmentation

- Revealed the “frontline” attitudinal barriers that shape a person’s paradigm, plus disclosed motivators per segment

Important note: the age groups, income, home ownership are not proscriptive but tendencies of each segment (e.g., Alex Achievers tend to have more home owners relative to other segments, but not all Alex Achievers own their homes; Carlos Spenders tend to be over 55 compared to other segments, but not all Carlos Spenders are 55+)

- Used to:
 - Define Core Messaging
 - Match specific actions per “Ask” to segment
 - Match message to segment
 - Match Channel Mix and Program activities to segment

Five Unique Segments— Similarities And Differences In Barriers

	<p><i>I feel I'm already doing everything I can</i></p>	<p><i>I feel I already do more than others for the environment;</i></p> <p><i>I'm too busy;</i></p> <p><i>As a renter, I'm not empowered to go big on EE</i></p>	<p><i>I feel that saving energy is really not my personal responsibility;</i></p> <p><i>I'm about comfort and convenience</i></p> <p><i>I'm turned off by environmental messages</i></p>	<p><i>I feel my actions will have little impact and not make a big difference;</i></p> <p><i>I feel that saving energy is not my personal responsibility;</i></p> <p><i>I'm financially limited;</i></p> <p><i>I'm not willing to sacrifice my comfort, convenience and appearance</i></p>	<p><i>I'm financially limited;</i></p> <p><i>I feel saving energy is a hassle;</i></p> <p><i>It's not my personal responsibility— It's the government's</i></p>
Key Attitudes/ Barriers					
Primary Non-Monetary Motivations	Protecting The Environment	Protecting The Environment	Energy Independence	Protecting The Environment	Protecting The Environment
Meet...	Alex The Leading Achiever	Betty The Striving Believer	Carlos The Practical Spender	Donna The Thrifty Conserver	Eric The Disconnected

Source: Opinion Dynamics Corporation, 2009

Five Unique Segments— Additional Barriers

Barriers	<p>Mass media is not relevant to me, I actively seek out my own, credible information</p> <p>Energy efficiency messages are not for me—they're for others</p>	<p>EE and EC is not very easy for me - I don't have a lot of control</p> <p>I want to be engaged and entertained—mass media is not relevant to me or my peers</p>	<p>If it will benefit me, then I will consider taking action</p> <p>I am most concerned about my life today - and I am not willing to make personal sacrifices for "global" good</p>	<p>I use very little energy to begin with</p> <p>EE products are inferior and too expensive. EE actions require too much thought—they're inconvenient and difficult</p>	<p>I don't really know what to do, and I feel un-empowered to do much</p> <p>I need personalized programs that do the work (and pay for it) for me</p>
Primary Non-Monetary Motivations	Protecting The Environment	Protecting The Environment	Energy Independence	Protecting The Environment	Protecting The Environment
Meet...	Alex The Leading Achiever	Betty The Striving Believer	Carlos The Practical Spender	Donna The Thrifty Conservator	Eric The Disconnected

Heavier

Level of Commitment

Lighter

Source: *Opinion Dynamics Corporation, 2009*

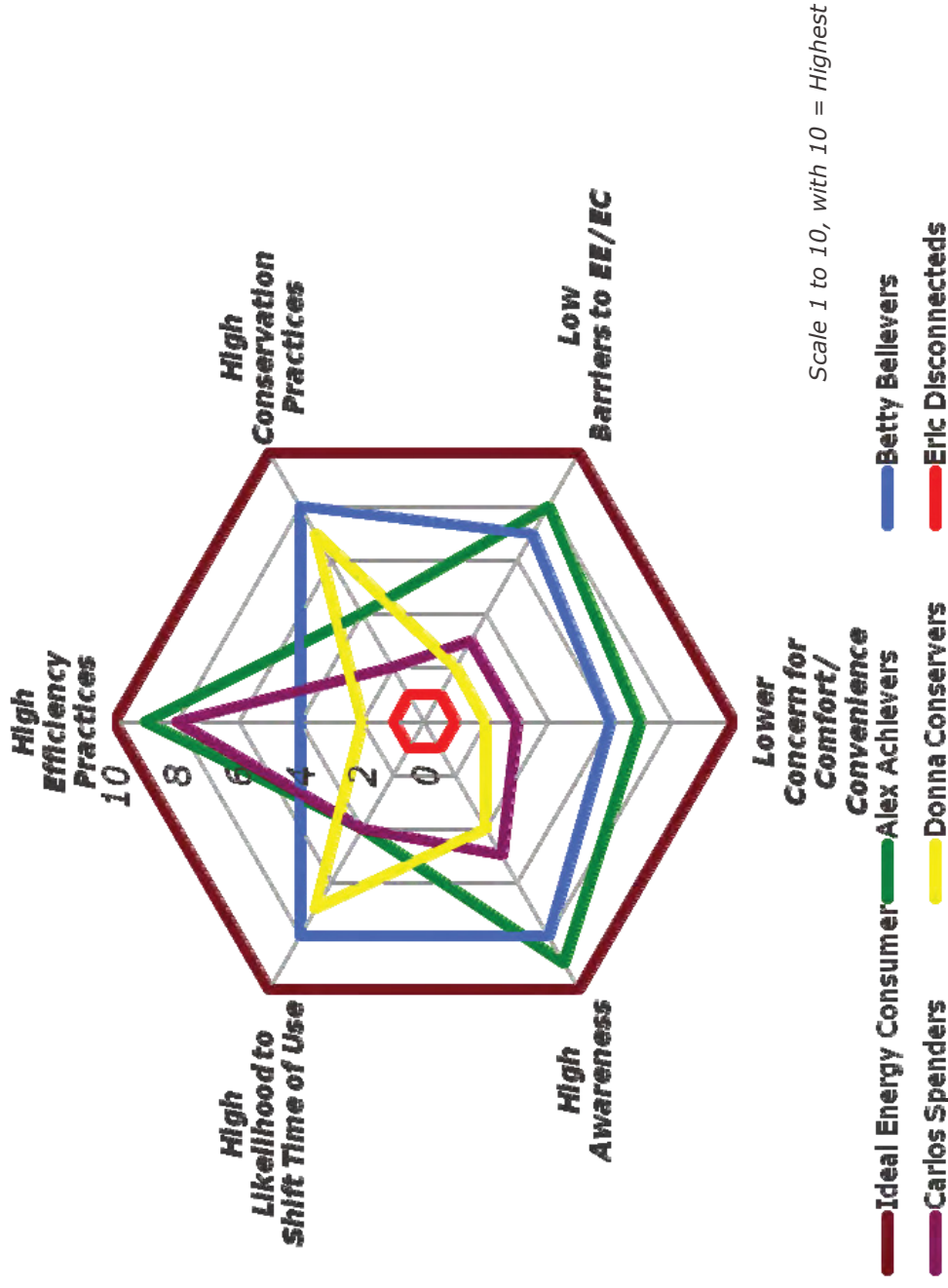
Five Unique Segments— Smart Energy Practices And Demographics

Meet...	Alex The Leading Achiever	Betty The Striving Believer	Carlos The Practical Spender	Donna The Thrifty Conserver	Eric The Disconnected
% Pop/Sample	20%	24%	18%	21%	17%
Efficiency Practices	High	Low	High	Low	Low
Conservation Practices	Low	High	Low	High	Low
Concern for Convenience & Comfort	Lower	Lower	Higher	Higher	Higher
Age	35 – 64	25 – 54	55+	25 – 34 & 65+	18 – 34
Income	\$75k+	\$50k – \$100k	\$30k – \$75k	< \$50k	< \$50k
Owner/ Renter	Owner	Renter	Owner	Renter	Renter
% Ethnicity per Segment	White 76% Hispanic 13% AA 3% Asian 5% Other 2%	White 61% Hispanic 18% AA 8% Asian 11% Other 2%	White 54% Hispanic 29% AA 6% Asian 10% Other 2%	White 49% Hispanic 35% AA 4% Asian 11% Other 1%	White 29% Hispanic 50% AA 14% Asian 8% Other 3%
% of Segment Residing in IOU Territory*	PG&E 42% SCE 40% LADWP 4% SDG&E 10% Other 3%	PG&E 40% SCE 35% LADWP 11% SDG&E 12% Other 3%	PG&E 34% SCE 50% LADWP 2% SDG&E 8% Other 5%	PG&E 37% SCE 40% LADWP 8% SDG&E 7% Other 6%	PG&E 32% SCE 45% LADWP 9% SDG&E 7% Other 6%

Source: Opinion Dynamics Corporation, 2009 * Population distribution by IOU: PG&E 40%, SCE 40%, SDG&E 10%, Other 10%

Five Segments Compared to The Ideal Smart Energy User

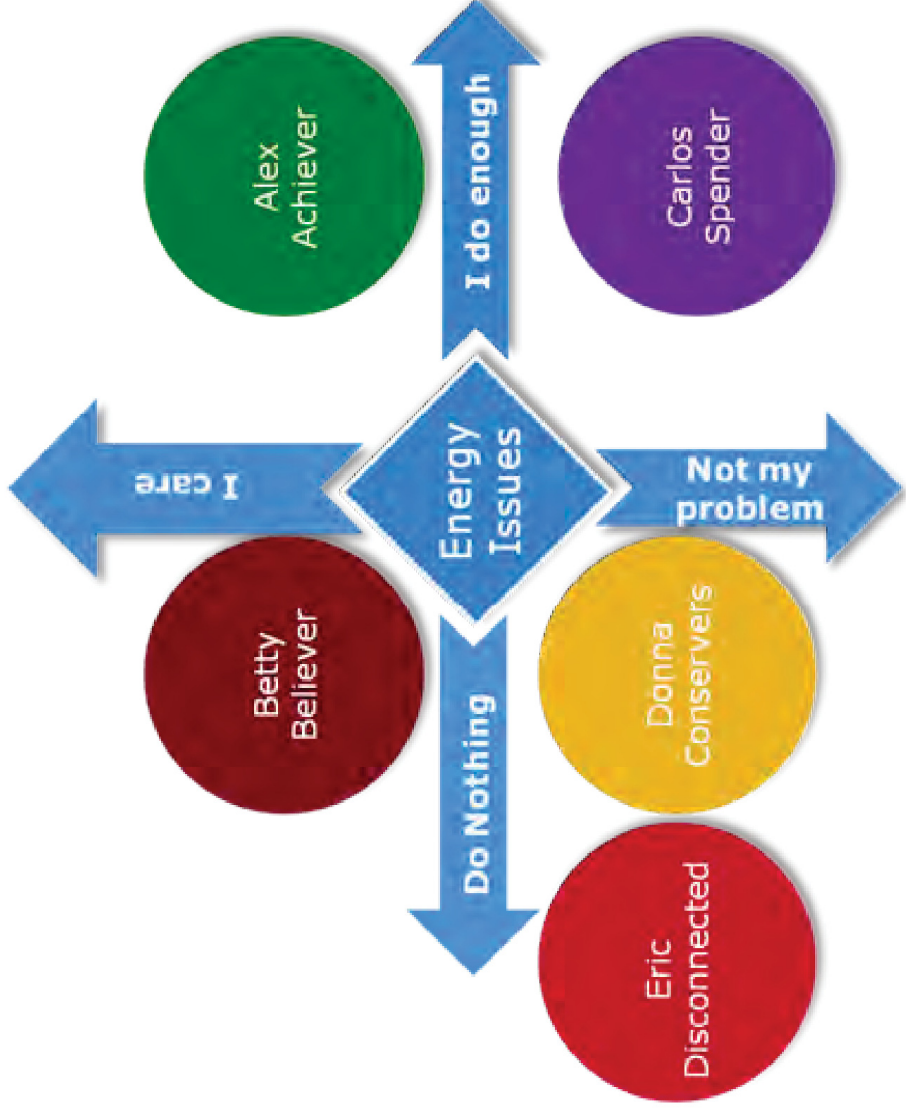
Californians of all segments fall short of the Ideal Smart Energy User



* Note: "High Awareness" = High level of awareness that EE is important, plus high awareness of EE/conservation messages
 Source: *Opinion Dynamics Corporation, 2009*

The Challenge

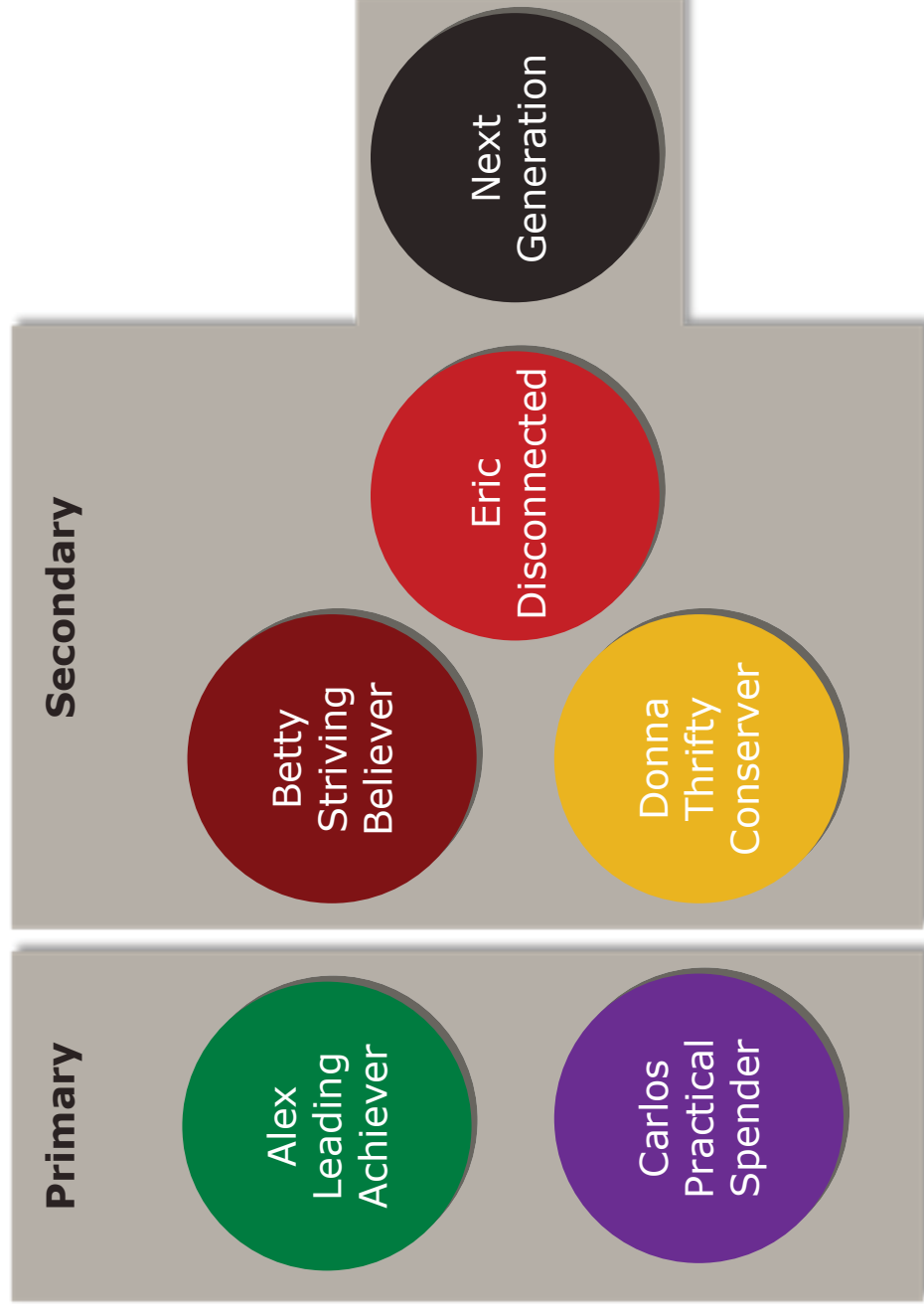
An unconscious running away from energy issues that leads to the same behavior — apathetic energy savings and wasteful energy use



A Mix Of Primary And Secondary Adult Targets, With An Influence Model

Primary focus on the current segments actively engaged in saving energy (albeit for very different reasons)

- Because of attitudinal similarities, messaging addressing Alex will influence Betty; messaging addressing Carlos will influence Donna
- Eric and Next Generation will be influenced by the overall campaign, as well as primarily served by other direct programs and Market Actors (e.g., LIEE, CBOs, SmartPower, etc.)



Rationale

Primary

- “Alex Achievers” (20%)
- “Carlos Spenders” (18%)
 - “Mavens” and “Modelers”
 - A large portion own their homes, are landlords to others, owners of small-mid sized business, and can directly enact residential change
 - At 38%,are a significant slice of the California population
 - Addressing issues that feed into their barriers will yield higher and wider impact by all segments

Secondary

- “Betty Believers” (24%)
- “Donna Conservers” (21%)
- “Eric Disconnecteds” (17%)
 - “Betty Believers” are already actively engaged but are young and renters—Many aspire to, and mature into “Alex Achievers”
 - “Donna Conservers” might be road-blocked by EE buying behavior and already take non-buying conservation actions out of necessity
 - “Eric Disconnecteds” will be indirectly influenced by surround-sound efforts and programs

Next Generation

- Kids (6-11yr), Teens (12-17yr), Young Adults (18-24yr)
 - Growing cohort of heavy energy users
 - Inclusive of college
 - Integral segment and impact on total household usage
 - Sources of information and education for the household (i.e., via school programs such as SmartPower, Resource Into Action and America’s Greenest Campus)
 - Will continue the norm of *Smart Energy Living* into the future

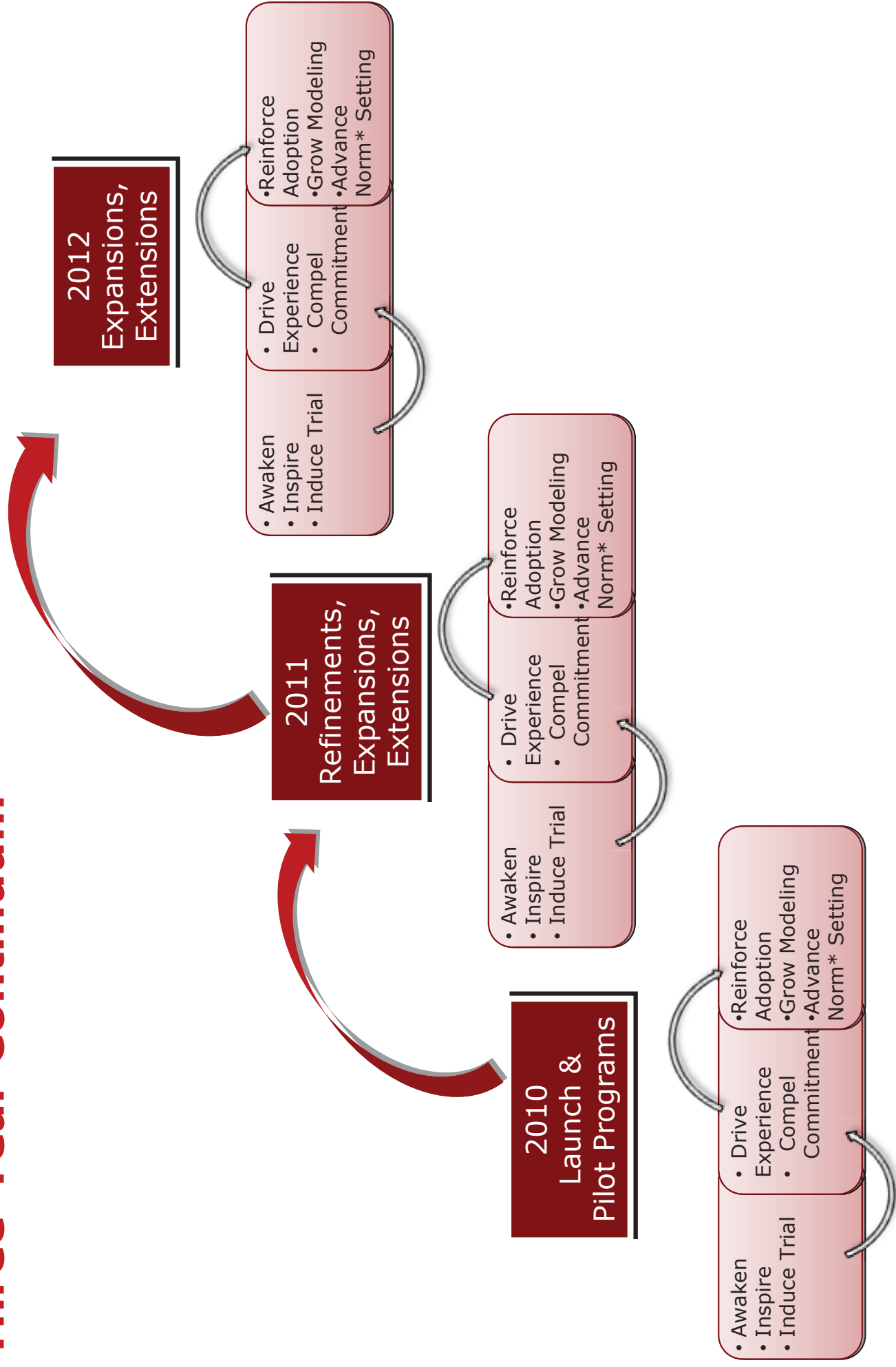
Possible Behavioral Targets— Example Of Sorting The “Ask” Actions By Segment

Segment	Current Behavior	Behaviors To Target	Examples Of “Ask” Actions
Alex Leading Achievers	<ul style="list-style-type: none"> High awareness High efficiency Low conservation due to lifestyle 	<ul style="list-style-type: none"> Behaviors such as turning off power strips, consumer electronics, etc Use of online tools to help self-gauge and manage behavior 	<ul style="list-style-type: none"> Home Energy Assessment Advanced CFLs and LEDs Use Smart Power Strips Install insulation Install motion detector light switches Have an AC/Heater tune up yearly Install pool pump with timer Install energy efficiency windows
Carlos Practical Spenders	<ul style="list-style-type: none"> Low conservation High efficiency due to desire to save money 	<ul style="list-style-type: none"> Will buy EE to save money as a practical spend but will not sacrifice comfort Educate how easy it is to shut off lights, change time-of-use behaviors, etc. 	<ul style="list-style-type: none"> Home Energy Assessment Advanced CFLs and LEDs Use Smart Power Strips Adjust thermostat Sum & Win (68°) Set hot water heater to 120° Install low flow toilets and shower heads Plant shade trees
Betty Striving Believers	<ul style="list-style-type: none"> High awareness and younger in attitudes Renters who are less likely to implement energy efficiency products 	<ul style="list-style-type: none"> EE behaviors renters can put into effect Increase understanding of how “Young Professional” energy use impacts environment 	<ul style="list-style-type: none"> CFLs; Advanced CFLs and LEDs Use Smart Power Strips Shift time use for major appliances Clean refrigerator coils Use ceiling fans
Donna Thrifty Conservers*	<ul style="list-style-type: none"> Low efficiency High conservation 	<ul style="list-style-type: none"> Have not participated in EE programs due to cost Need to be educated on low-mid cost EE options 	<ul style="list-style-type: none"> CFLs; Advanced CFLs and LEDs Use Smart Power Strips Wash clothes in cold water Adjust thermostat Sum & Win (68°)
Eric Disconnecteds	<ul style="list-style-type: none"> Very low awareness, relevance, or execution 	<ul style="list-style-type: none"> Many already connected to IOUs through other programs Interweave EC/EE messages 	<ul style="list-style-type: none"> CFLs; Advanced CFLs and LEDs Turn off lights when not in room Turn off TV when not in room

Source: Interbrand analysis, OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

7. IMC PLAN

Three-Year Continuum



* Note: "Norm" To Be Defined With CA Baseline Research Scheduled In 2010

7a) MESSAGING STRATEGY

A Form of Self Expression Emanating from Californians, Driving to the Web Portal and Action

Persuasive—Words and images that people can't help but remember

Piquing interest and highlighting that a movement exists and awakening feelings of wanting to belong

- People Movements—I Want To Belong
 - **Wouldn't You Like To Be A Pepper Too?** (*Dr. Pepper*)
 - **Raise Your Hand If You're Sure!** (*Sure Deodorant*)
 - **Don't Mess With Texas!** (*State of Texas*)
 - **Oh, What A Feeling! Toyota!** (*Toyota*)
 - **We Want Our MTV!** (*MTV*)
 - **I ♥ NY** (*State of New York*)
 - **Give A Hoot, Don't Pollute!** (*U.S. Forest Service*)
 - **Think Different!** (*Apple*)
 - **Just Do It!** (*Nike*)

Keys to Success— Breaking Down the Invisibility of Smart Energy Living

Invisibility Challenge	Levers	Making It Real	Channels
<i>See The Brand</i>	New Brand Message	<ul style="list-style-type: none"> Allows Californians to imagine <i>Smart Energy Living</i> 	<ul style="list-style-type: none"> Mass Media Web Portal
<i>See What And How To Do It</i>	Introduce The “Asks”	<ul style="list-style-type: none"> <i>Do It</i> <i>Get It</i> <i>Fix It</i> <i>At the Right Time</i> 	<ul style="list-style-type: none"> Media Retailers IOUs / Direct Marketing Events Home Energy Assessments
<i>See Others Doing It</i>	Movement Kick-off/Word-of-mouth	<ul style="list-style-type: none"> “Find 5” Challenge 	<ul style="list-style-type: none"> PR OneChange Grassroots Viral Content And Social Networking
<i>See How You Can Keep Going</i>	Reinforce Change	<ul style="list-style-type: none"> Prompts And Rewards 	<ul style="list-style-type: none"> Web Portal Mobile Smart Meters

*“Find 5” actions & commit—then, “find 5” friends to share with

7b) CHANNELS STRATEGY

Overall Approach— Strategic Considerations: *Programs Vs. Slogans*

“Recency Strategy”: The last exposure leading to action is the key one

- Not a typical new product launch—Rather a movement that requires a “swell”
 - The *Smart Energy Living* Brand resides within Californians
- Spark the noise and feed the flame of the movement
 - There will always be Californians in the marketplace to guide through the pathway to *Smart Energy Living*
 - Learnings from previous efforts point to critical need of emphasizing specific, targeted initiatives and programs versus only mass media
- Channel efforts must speak with people to get into their homes, minds, hearts and souls—
 - Be part of their actual being; OF people’s lives; not just IN their life
- Quickly go through awareness into actions and behaviors
 - Stand out from general clutter
 - Peak interest and curiosity
 - Focus on continuity of exposure in many different forms and contexts

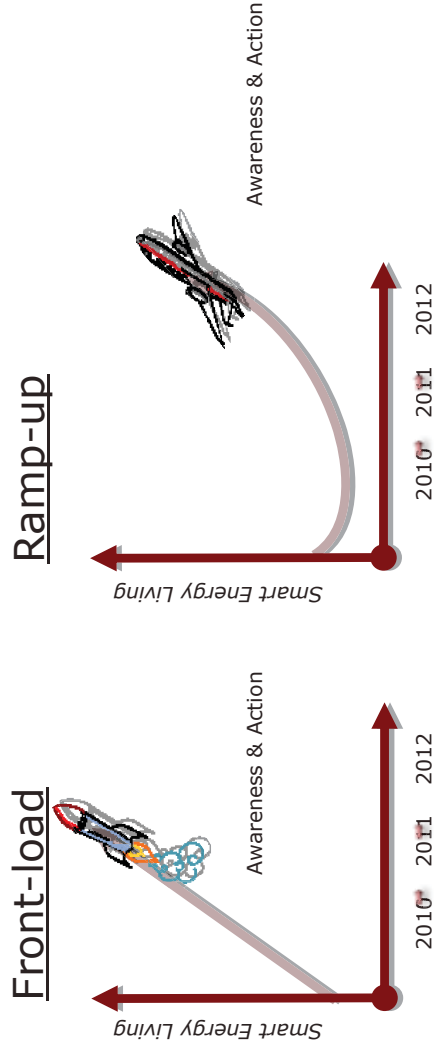
Overall Approach— Strategic Considerations: *Plane Vs. Rocket*

Initial, primary goal is to drive traffic to the Web portal

- Home Energy Assessment/Quiz
- Customized, recommended “Ask” actions

Recommend a “ramp-up” approach, versus “frontload” for activity and spending to reflect the actualities of the awareness-action curve

- Noise and buzz seeded by Grassroots/Community Marketing, PR/Earned Media, Digital/Social Media and word-of-mouth, as actual advertising amplifies



Overall Approach— Strategic Considerations: Part Of People’s Lives

Channels Essence: True Touch Points

Intrusive, Relevant, Compelling

Engaging—Calling For Interaction

Integrated, Connected, Well-rounded

Efficient and Leverageable for Added Value

Channels Personality— Because I’m Invisible, Where I Show Up Defines Me



Geography— Strategy: *Tiered Approach*

Key IOU Territories/DMA's with spillover into Municipal/City-owned service areas

- Based on the estimated working budget levels, and the need to some level of presence in throughout the state, we recommend a “Tiered Approach”

Tier 1—Primary DMA's Tier 2—Secondary DMA's

San Francisco-San Jose Chico-Redding

Los Angeles Sacramento-Stockton

San Diego Monterey-Salinas

Fresno-Visalia

SB-SM-SLO

Bakersfield

El Centro-Yuma

Palm Springs

Geography— Rational

Tier 1 Urban centers have heavier population densities

- Heaviest concentration of all Primary and Secondary target segments
- Accounts for Statewide Multicultural/Ethnic population concentrations
 - % of CA Segment HH's**
 - Hispanic 75%
 - Asian 86%
 - African-American 82%

Social trends and norms tend to migrate from urban centers to more rural areas

Channel mix will vary Tier 1 versus Tier 2, assuring that all markets receive cost-efficient coverage

Seasonality/Timing— Strategy: *Highest Receptivity*

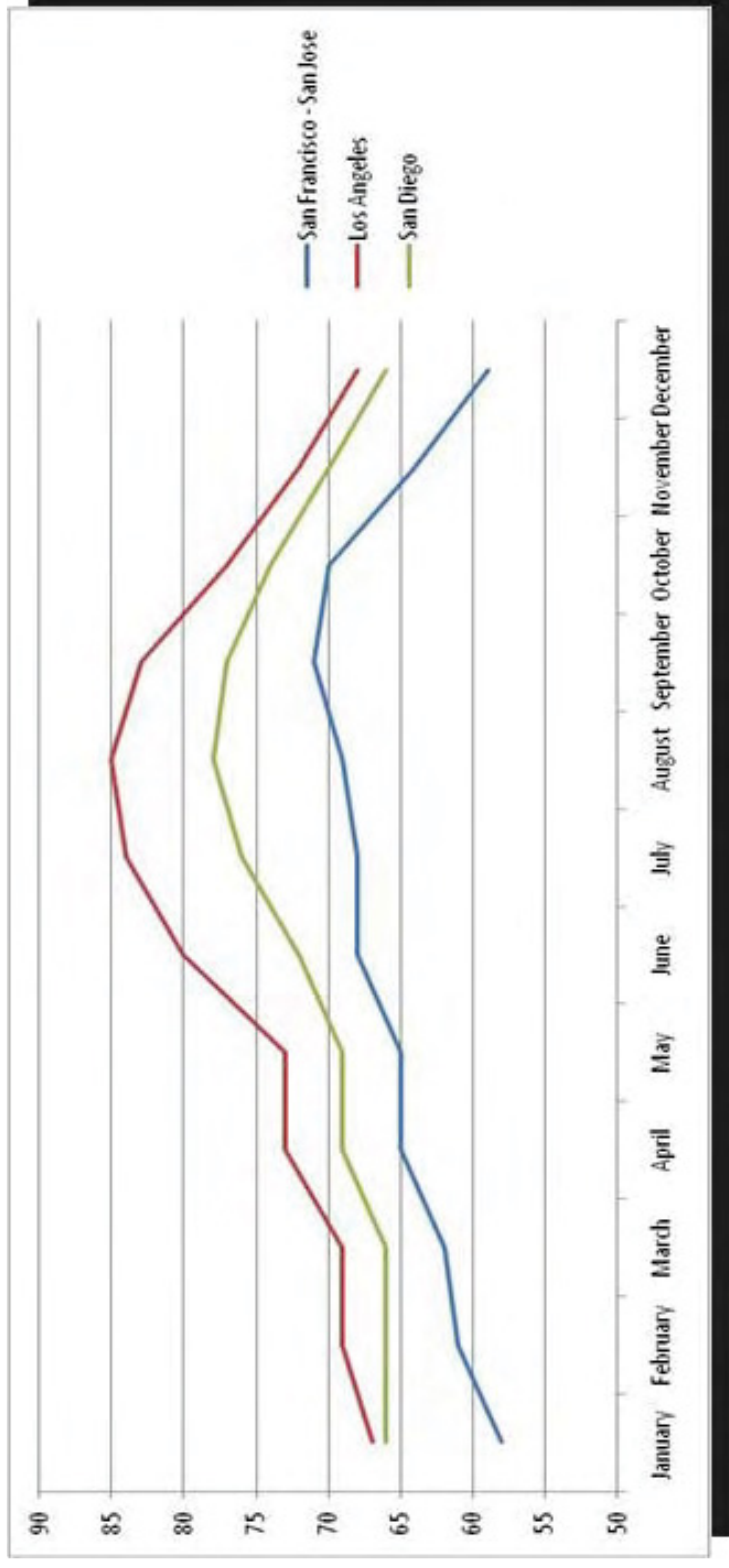
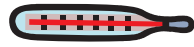
Consider a “Living Strategy” approach to activity, accounting for varying states of mind and contexts for highest receptivity (“prompting”)

- When in the year?
 - Winter, Spring, Summer, Fall
 - New Year’s Resolutions, Spring Cleaning
 - Rainy Season, Dry Season
- When in the month?
 - Arrival of utility bills
 - Due date of utility bills
- When in the week?
 - Weekdays vs. Weekend
 - Sat vs. Sun
- When in the day?
 - Early Morning
 - Daytime
 - Early Evening
 - Bedtime

California Temperature Ranges

Tier 1

- Three major metro areas experience relatively moderate temperatures
 - LA/SD AC peak in the Jul-Aug time period
 - San Francisco/San Jose heating peak in Nov-May

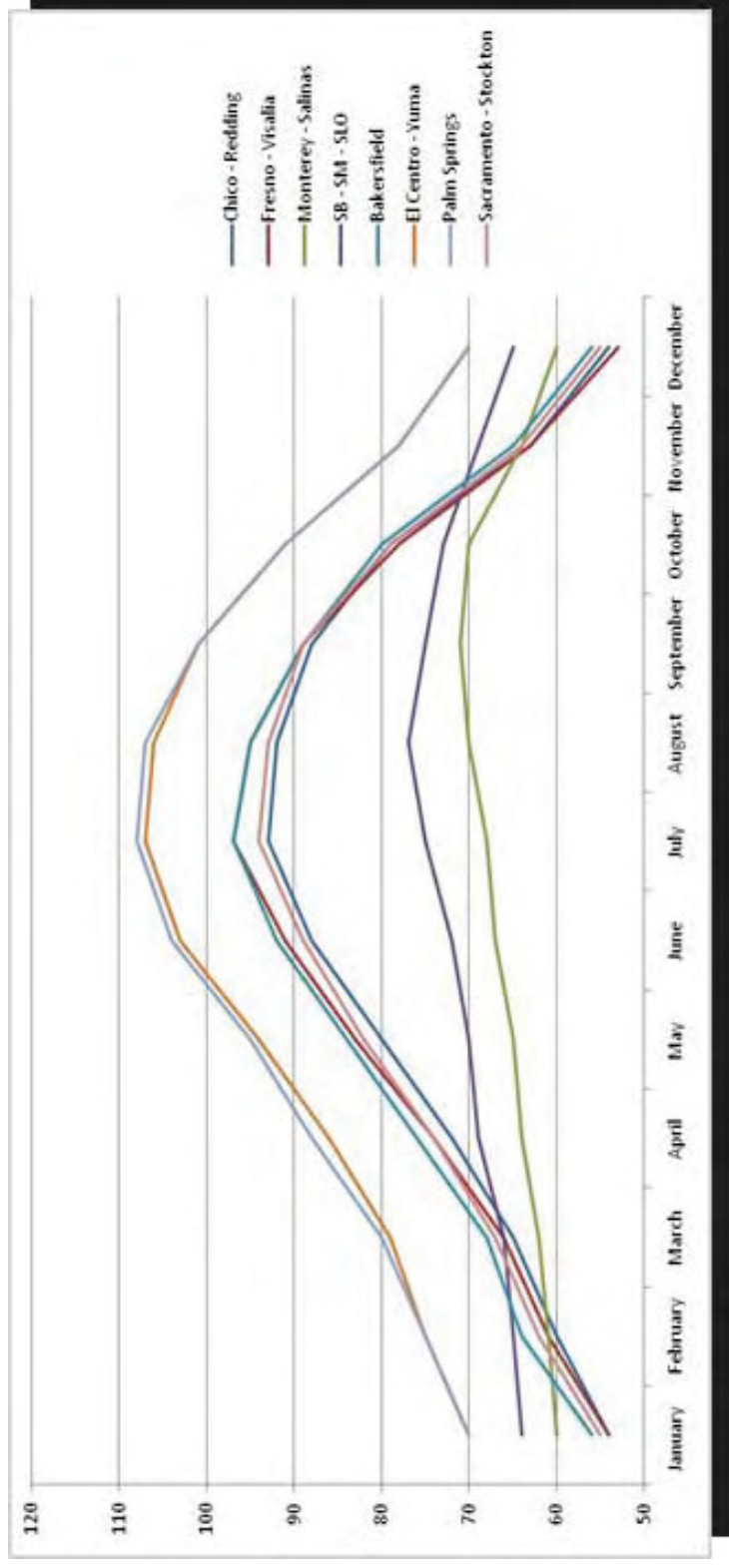
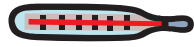


Source: Weather.com

California Temperature Ranges

Tier 2

- Markets experience AC peaks Jun-Sep
 - Extremes occur Apr-Oct in Palm Springs and El Centro



Source: Weather.com

Communication Goals— Tasks And Touch Point Rankings Per Segment

Segment	Communications Tasks (Top 2)	Touch Point Ranking (Top 6)
Alex Leading Achievers	<ol style="list-style-type: none"> 1. Encourage To Take Action (41) 2. Build Awareness (37) 	<ol style="list-style-type: none"> 1. Product Samples (53) 2. Recommendation Of Friends And Family (43) 3. Coupons (28) 4. Newspaper Articles (17) 5. Magazine Articles (16) 6. TV Advertising (15)
Carlos Practical Spenders	<ol style="list-style-type: none"> 1. Build Awareness (40) 2. Encourage To Take Action (33) 	<ol style="list-style-type: none"> 1. TV Advertising (51) 2. Product Samples (43) 3. Newspaper Articles (34) 4. Newspaper Advertising (33) 5. Magazine Articles (33) 6. Magazine Advertising (32)
Betty Striving Believers	<ol style="list-style-type: none"> 1. Encourage To Take Action (43) 2. Build Awareness (38) 	<ol style="list-style-type: none"> 1. Product Samples (63) 2. Recommendation Of Friends And Family (49) 3. Coupons (31) 4. Newspaper Articles (25) 5. TV Advertising (18) 6. Internet (17)
Donna Thrifty Conservers*	<ol style="list-style-type: none"> 1. Build Awareness (40) 2. Encourage To Take Action (39) 	<ol style="list-style-type: none"> 1. Product Samples (47) 2. TV Advertising (43) 3. Recommendation Of Friends And Family (37) 4. Coupons (28) 5. Magazine Articles (26) 6. Newspaper Articles (24)
Eric Disconnecteds	<ol style="list-style-type: none"> 1. Build Awareness (45) 2. Encourage To Take Action (35) 	<ol style="list-style-type: none"> 1. Product Samples (47) 2. TV Advertising (39) 3. Transit Advertising (28) 4. Recommendation Of Friends And Family (28) 5. Mailings (24) 6. Coupons (23)

Note: Figures are average 'scores', not percentages
Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Channel Mix Considerations

- Employ Channels that will allow for presence continuity while producing a perfect balance between high message impact and broad reach
- Focus activity within relevant content/environment to create momentum and action
- Allot for a base media support throughout all target DMA's to ensure maximum geographic coverage
- Compliment Tier 1 markets with deeper support
- Overlay Ethnic support with targeted media channels
- Support hot climate zones during extreme weather seasons
- Leverage Added Value to provide additional support to Grassroots/PR efforts
- Leverage and capitalize on planned IOU activity with co-op where applicable

Total Market Channel Mix Considerations— Foundational (Tier 1 + Tier 2 Markets)

Channels Considered	Role	Sample Tactics
Grass Roots/Community Marketing	<ul style="list-style-type: none"> • Build and mobilize EE brigades • Leverage credibility of community leaders 	<ul style="list-style-type: none"> • Door-to-door, Competitions/Challenges, Street Teams, Collateral, Market Actors, Community Events
PR/Earned Media	<ul style="list-style-type: none"> • Generate attention and leverage credibility 	<ul style="list-style-type: none"> • Movement Moments, Media Relations, Partnerships, Hollywood, Events, Spokespersons
Digital/Social Media	<ul style="list-style-type: none"> • Create word-of-mouth and generate social movement 	<ul style="list-style-type: none"> • Seed messages in top sites: e.g. Twitter, facebook, etc.
Radio	<ul style="list-style-type: none"> • Provide cost-efficient reach and message frequency 	<ul style="list-style-type: none"> • News/Weather/Sports sponsorships, EE tips, Liners
Online	<ul style="list-style-type: none"> • Provide visual element that will allow users to imagine <i>Smart Energy Living</i> • Support "Find Five" • Drive traffic to portal 	<ul style="list-style-type: none"> • Presence in News, Weather, Sports and Home channels: e.g. Home Improvement, Real Estate, Do-it-yourself • YouTube segments, EE word of the day, top 5 EE tips, viral tips, Virtual Open House • e-mail Blast newsletters

Total Market Considerations— Enhancement (Tier 1 Markets-LA, SF/SJ, SD)

Channels Considered	Role	Sample Tactics
Television	<ul style="list-style-type: none"> • Deliver broad reach and credibility • Provide visual element that will allow users to imagine Smart Energy Living 	<ul style="list-style-type: none"> • News roadblock, weather sponsorships, AM show integration segments • PBS and cable show sponsorships, News tune-ins, energy smart segments presence, Station Online site presence
Mobile Texting	<ul style="list-style-type: none"> • Drive traffic to portal • Deliver message alerts 	<ul style="list-style-type: none"> • Utilize "push" messages to engage with users, leverage presence participation via Radio stations, provide EE tips, Weather alert sponsorships • Use for Demand Response messaging, weather alerts
Newspaper	<ul style="list-style-type: none"> • Provide message details • Support PR efforts 	<ul style="list-style-type: none"> • Provide extended copy communication • Belly band, Strip ads, Poly bag • Editorial/advertorial space
Outdoor	<ul style="list-style-type: none"> • Deliver message in selected geographic areas • Generate high impressions volume at lowest Cost-per-thousand • Reach target during lifestyle activities 	<ul style="list-style-type: none"> • Cherry pick high impact and intrusive locations and formats • Adapt/customize messages based on location type

Channel Mix Considerations— Overlays (Tier 1 Markets-LA, SF/SJ, SD)

Hispanic

Channels Considered	Role	Sample Tactics
Radio DJ Endorsements	<ul style="list-style-type: none"> Endorse EE messages and influence listeners 	<ul style="list-style-type: none"> Utilize top Radio DJ's influence with Hispanic listeners to deliver campaign messages
Radio On-air Promotions	<ul style="list-style-type: none"> Educate listeners and generate excitement 	<ul style="list-style-type: none"> Develop promotions to encourage action to <i>Smart Energy Living</i> and offer product samples
Radio E-blast Presence	<ul style="list-style-type: none"> Deliver EE messages within relevant opt-in content 	<ul style="list-style-type: none"> Utilize station e-blast to provide <i>Smart Energy Living</i> solutions
Primetime TV Video Crawl Messages	<ul style="list-style-type: none"> Increase message reach and frequency during peak residential usage hours 	<ul style="list-style-type: none"> Run intrusive Crawl messages during key programming like <i>Novelas</i> to reach majority of the Household
TV Integration Segments	<ul style="list-style-type: none"> Deliver EE messages within programming content, increase message credibility 	<ul style="list-style-type: none"> Leverage presence in AM, News and Sports shows to deliver EE messages and tips
TV On-air Interviews	<ul style="list-style-type: none"> Provide opportunities to educate Californians on what actions steps can be 	<ul style="list-style-type: none"> Secure Interview segments to amplify PR efforts

Channel Mix Considerations— Overlays (Tier 1 Markets-LA, SF/SJ, SD)

Asian

Channels Considered	Role	Sample Tactics
TV Vignettes	<ul style="list-style-type: none"> Vignettes 	<ul style="list-style-type: none"> Place in key Primetime News and Drama programming
Newspaper Full Page 4/color Ads	<ul style="list-style-type: none"> Maximize reach utilizing high usage vehicle among Asian community 	<ul style="list-style-type: none"> Insert ads in News section for maximum impact

Channel Mix Considerations— Overlays (Tier 1 Markets-LA, SF/SJ, SD)

African-American

Channels Considered	Role	Sample Tactics
Radio DJ Endorsements	<ul style="list-style-type: none"> Endorse EE messages and influence listeners 	<ul style="list-style-type: none"> Utilize top Radio DJ's influence with AA listeners to deliver campaign messages Have DJs conduct a home energy assessment to help endorse and communicate steps for <i>Smart Energy Living</i>
Radio Remotes	<ul style="list-style-type: none"> Educate listeners and generate excitement 	<ul style="list-style-type: none"> Leverage remotes to connect with Californians via giveaways at selected locations
Radio On-air Promotions	<ul style="list-style-type: none"> Educate listeners and generate excitement 	<ul style="list-style-type: none"> Develop promotions to encourage action to <i>Smart Energy Living</i> and offer product samples
Radio E-blast Presence	<ul style="list-style-type: none"> Deliver EE messages within relevant opt-in content 	<ul style="list-style-type: none"> Utilize station e-blast to provide <i>Smart Energy Living</i> solutions
Radio Website Presence	<ul style="list-style-type: none"> Extend TV message reach 	<ul style="list-style-type: none"> Utilize TV creative as video vignettes

Channel Mix Considerations— Overlays

(High Desert, Valleys, Inland Empire, Bakersfield, Palm Springs, El Centro)

Extreme Weather

Channels Considered	Role	Sample Tactics
Outdoor	<ul style="list-style-type: none"> Deliver EE messages during extreme weather seasons 	<ul style="list-style-type: none"> Place in traffic areas with high home ownership concentration
Mobile Texting	<ul style="list-style-type: none"> Deliver EE messages during extreme weather seasons 	<ul style="list-style-type: none"> Leverage Radio buy to sponsor Weather alerts and tips
Online	<ul style="list-style-type: none"> Deliver EE messages during extreme weather seasons 	<ul style="list-style-type: none"> Leverage Radio buy to sponsor Weather alerts and tips

Possible IMC Approach

LAUNCH & EDUCATE	CA Smart Energy Living—DO IT...GET IT...FIX IT. ...
DEEPEN THE COMMITMENT	<p>"FIND 5" ACTIONS & COMMIT—THEN, "FIND 5" FRIENDS (Grassroots/ Community Marketing, Online)</p> <ul style="list-style-type: none"> • Offer list of 15 (5-Do it. 5-Get it. 5-Fix it.) • Score how close you are to CA Smart Energy Living (10 ideal)
REWARD THE BEHAVIOR	<p>SMART ENERGY LIVING CHALLENGE SUMMER 2010, 2011, 2012</p> <p>JUN/JUL: Launch</p> <p>AUG/SEPT: Competition</p> <p>FALL: Reward</p> <p>ONGOING: SMART PACKS & PRIZES (Web Portal)</p> <ul style="list-style-type: none"> • Track progress • Monthly/ Seasonal: coupons and special offers.
POSSIBLE CHALLENGES	<ul style="list-style-type: none"> • CITIES-MAYORS CHALLENGE • GOVERNORS-STATE CHALLENGE • BUSINESS OWNERS-EMPLOYEE CHALLENGE • HOMEOWNERS-COMMUNITY CHALLENGE • SCHOOLS-PRINCIPAL'S CHALLENGE • U.S.-WORLD CHALLENGE
PROMPTS	RECYCLING BIN BUMPER STICKERS
PARTNERSHIPS	RETAILERS, MANUFACTURERS, SCHOOLS, COMMUNITIES
CHANNELS	<p>Grassroots/ Community</p> <p>PR/ Earned Media</p> <p>Digital/ Social Media</p> <p>Media</p> <p>Pilot Programs</p>

GRASSROOTS/COMMUNITY MARKETING

Grassroots/Community Marketing— Objective

Embracing audiences and partners: Building and mobilizing the EE brigades

- Leverage the credibility and visibility of diverse community, government and business partners to educate and engage Californians in the *Smart Energy Living* movement

Grassroots/Community Marketing— Strategies And Suggested Tactics

Implement a grassroots outreach campaign

Reach our target audiences at home and in their communities, bringing them into the movement, through pledges and other commitments (especially public ones)

- Make an appeal for volunteers through communications activities and materials to promote campaign activities and events on doorsteps and at community events
- Provide opportunities for businesses and brands to partner with us to expand the number of volunteers
- Go door-to-door, offering residents “mini-makeovers” — Opportunities to see how easy it is to turn a bedroom or living room from energy inefficient to EE
 - Provide information that connects home and business owners to their local utility to get a full Home Energy Assessment
- Introduce “supporter cards” where people can pledge to be supporters
 - Additional gain: supporter cards will allow for the gathering of contact information to be inputted to the portal, leading to future contact and outreach opportunities

Grassroots/Community Marketing— Strategies And Suggested Tactics

- Establish relationships with community groups, clubs, and organizations for volunteering and partnership opportunities and access to their extensive list of members
 - Engagement of numerous new local groups, building on existing community networks
- Create 6-week EE School Competition within cities and enlist faculty, city officials, utilities, parents and the media
 - Invite students to create 'EE brigades' and commit to easy and cost-efficient ways for their school to become the most EE in their city
 - Report progress on YouTube and social networking sites
 - Invite the media to follow the story
 - Have City Mayors host final press event to highlight the school/student EE “winners/heroes” and most successful EE tactics

Grassroots/Community Marketing— Strategies And Suggested Tactics

Recruit local and regional governments and business as leaders and partners in the campaign

Invite them to join the movement by disseminating campaign materials, promoting their own energy efficiency efforts and engaging their employees and customers in the movement

- Have businesses and government offices display signage showcasing their EE efforts
- Encourage Mayors and City Councils to challenge each other and their residents and businesses to improve energy efficiencies
- Invite an elected official to join door-to-door efforts and invite local media to follow
 - Leverage participation of an elected official to drive government worker attendance and increase general volunteer participation (i.e. pictures with the mayor, etc.)

Grassroots/Community Marketing— Strategies And Suggested Tactics

- Engage home improvement stores like The Home Depot®, Lowes®, OSH®, Dixieline® as well as supermarket chains to give away free product samples for customers who sign up for a Home Energy Assessment
 - Make all materials multi-lingual
 - Execute same tactic for home and garden and home remodeling expos
- Partner with leading industry-specific and ethnic-specific business associations to provide information on EE and its benefits to its members
 - Negotiate placement of take-one brochure stands in high-traffic businesses to distribute in-language information targeting Californians
- Establish backroom business partners that will allow material distribution on break time efforts
 - Example: attending employee picnics and open forums as well as multicultural employee associations to distribute informational materials and gifts

Grassroots/Community Marketing— Strategies And Suggested Tactics

- Conduct energy assessments of local businesses that are a part of business organizations and chambers, with the end result being a business energy makeover that supports *Smart Energy Living*
 - Follow process from beginning to end via photos and videos to share with members of the organizations via their websites, social networking pages and newsletters
- Pitch local business organizations on the idea of including a *Smart Energy Living* column in their organization publications to continually provide advice on ways to make various types of businesses energy smart
- Host a chat on the web portal for local businesses to allow them to ask questions about ways to reduce energy consumption

Grassroots/Community Marketing— Strategies And Suggested Tactics

Use guerilla marketing to surprise and engage Californians in *Smart Energy Living*, providing memorable “Ask” actions and asking them to pledge their support

- Engage multi-cultural street teams to canvas ethnic events and festivals, disseminating in-language EE information
- Plant signs promoting the campaign at busy intersections and recruit local media to cover the event—Earned media possibility
- Visit houses of elected officials and local celebrities with local media in a “staged” home visit to increase visibility, excitement, and earn media
- Develop a mobile exhibition that visually demonstrates EE in action and engages Californians at community events

Grassroots/Community Marketing— Strategies And Suggested Tactics

Develop contests as recognition programs to name business and Californian “Heroes” of *Smart Energy Living*

- Working through general market and ethnic Chambers of Commerce and neighborhood associations, solicit nominations for smart energy “Heroes” and recognize them at local events, through news announcements, and a special “Heroes” section of the Portal
 - Will incentivize involvement and encourage pass alongs through social media and traditional media
 - Highlight the simple “heroic” actions taken to reduce energy consumption
 - Showcase these diverse California “Heroes” with a photo so our target audiences can see “people just like me” who are role models for EE/EC
 - Identify general market and ethnic reporters/anchors/talk show hosts who will champion the campaign message and also be perceived as “people like me”
 - Distribute my child/my family/my business is a “*Smart Energy Heroes*” bumper stickers—ala *Honor Roll* style
- Acknowledge “Heroes” with a Volunteer Certificate of Recognition
 - Stage a volunteer appreciation event the first week of November, after bulb distribution is complete to thank sponsors and celebrate the successful campaign completion
 - Promote event as part of the campaign’s community outreach strategy

Grassroots/Community Marketing— Strategies And Suggested Tactics

Create and disseminate collateral materials and promotional items that highlight “Shocking Facts” and deliver “Ask” actions on *Smart Energy Living*

- Trans-adapt materials into Spanish and select Asian languages
 - Adapt content and design for cultural appropriateness
- Develop church fans to distribute to minister alliances and local churches to reinforce simple ideas for *Smart Energy Living*

Recruit all “Flex Your Power” business, government and community partners to become part of the new effort to promote *Smart Energy Living*

Grassroots/Community Marketing— Hispanic Overlay

Objective

- Engage, educate and motivate Latino audiences to embrace *Smart Energy Living* as a permanent lifestyle

Strategy

- Implement a grassroots outreach campaign to reach Latino target homeowners, businesses, media and youth, recruiting them to be part of the movement, through pledges and other commitments

Suggested Tactics

- Recruit and train bilingual volunteers to:
 - Go door-to-door providing bilingual info, educating and motivating about EC/EE, offering mini-makeovers and encouraging “Find 5” to join the movement
 - Establish relationships and engage Latino local officials, celebrities, media, members of community groups, clubs, associations to build the network
- Use guerrilla marketing such as bilingual street teams to roam at Latino events and festivals disseminating info, in addition to mobile exhibits that visually demonstrate EE in action
- Work with Chambers of Commerce, businesses, schools, employee and neighborhood associations to nominate EE “Heroes”, their EE actions and acknowledge them at public events, in newsletters, the Web portal and provide certificates of recognition

Grassroots/Community Marketing— Asian Overlay

Strategies And Suggested Tactics

- Partner with leading industry-specific Asian business associations to provide information on energy efficiency and its benefits to its members
- Negotiate placement of take-one brochure stands in high-traffic businesses within Asian-American communities to distribute in-language information targeting Californians
- Partner with Asian-American media and business organizations to adapt the smart energy “Heroes” campaign for target Asian-American markets

Grassroots/Community Marketing— African-American Overlay

Strategy

- Launch identifiable AA campaigns
 - Roll out a barbershop & beauty shop campaign to target small business owners and Californians about Smart Energy Living habits (launch year 1, continue in years 2 & 3 by hitting various geographic areas)
 - Launch a faith-based initiative by designing church fans with Smart Energy Living solutions (launch year 1, continue in years 2 & 3 by hitting various geographic areas)
 - Small Business Makeover (conduct in two of the top three DMAs in year 1 only)

PR/EARNED MEDIA

PR/Earned Media— Objective

The message, the media, the momentum: Generate attention and leverage credibility

- Generate consistent, top-of-mind awareness in print, broadcast and online media outlets to deliver practical information on *Smart Energy Living* that is relevant geographically, economically and by time of year

PR/ Earned Media— Strategies And Suggested Tactics

Create broad-based opportunities to generate media coverage for the campaign, including:

- Organizing high profile launch events throughout the state, as the visible representation of the movement in action creating “Movement Moments”
 - Groups of people are all asked to do something simultaneously to support the movement (i.e. tweet their favorite energy efficiency actions, with link to Web portal)
- Disseminating practical solutions to *Smart Energy Living*
- Tapping multicultural print, online and broadcast media to leverage ad buys for editorial coverage
- Building an aggressive traditional and online media relations campaign to support the grassroots effort, to expand awareness of the movement in action

PR/ Earned Media— Strategies And Suggested Tactics

- Host a press conference with the CPUC, IOUs and Metropolitan Water District of Southern California highlighting the connection between water and EE/EC as a means of achieving a sustainable use of our resources
 - Provide charts, graphs and scientific data
 - Leverage in traditional and new media
- Leverage the power and influence of the Hollywood community with media events such as
 - Partner with “green” producers who are currently implementing EE efficiencies in their film and TV productions. Invite media to the film and TV sets to see EE in action. Leverage presence and support of celebrities
 - Partner with the EMA Awards that honors film and TV personalities, productions, musicians and musical tours that champion green messages
 - Leverage stories in traditional and new media
- Host a media event with top home builders who are already building with EE products and efficiencies in mind (Lewis®, Pardee®, Shea®, Lennar®, KB®, Centex®)
 - Hold events at model homes and showcase products and efficiencies
 - Leverage events with traditional and new media

PR/ Earned Media— Strategies And Suggested Tactics

Leverage relevant events, announcements and news from other sources to maximize opportunities and drive people to the Web portal or EE/EC live events

Recruit and train multiple spokespersons as the face of the *Smart Energy Living* movement, representing the diversity of cultures, ages and interests in California

- Create mechanism to ensure message consistency among spokespersons

Conceive and place bylined articles, op-eds and commentaries from a diversity of voices active in the EE movement, including residents, businesses, elected officials and community leaders

Use earned media in non-English-speaking plus low-income communities to explain why *Smart Energy Living* is important and who supports the effort

Create an online multilingual newsroom to house all campaign materials, including fact sheets, news releases, tips, advertising, video assets, etc.

Integrate earned media campaign with digital outreach efforts to maximize synergies between online conversations and traditional media coverage

PR/Earned Media— Hispanic Overlay

Strategy

Generate consistent, top of mind awareness in broadcast, radio, print and online media outlets to deliver practical and seasonal EE info

Tactics

- Recruit and train bilingual, media trained spokespersons
- Engage Latino broadcast, radio and print reporters, anchors and producers and bloggers in the EE movement; leverage public affairs and talk shows
- Create highly visual events to attract earned media, leveraging traditional and social media
- Develop school contests, recognizing Latino student and faculty “EE Heroes”; engage local Latino elected officials, businesses, etc.; encourage students to share on social media
- Generate media interest in EE campaign work being done by Latino community-based organizations
- Create a multicultural newsroom to house all campaign materials, including fact sheets, news releases, tips, advertising, video assets, etc.
- Tap multicultural print, online and broadcast media to leverage ad buys for editorial coverage
- Engage supermarkets and home improvement stores like The Home Depot and Lowes to distribute free in-language collateral, EE product samples and sign people up for Home Energy Assessments

PR/ Earned Media— Asian Overlay

Tactics

- Host a series of statewide media roundtables to educate Asian-American media about the campaign and the energy efficiency movement
- Identify appropriate bilingual spokespeople for each target Asian-American ethnicity, and conduct media and messaging trainings

PR/ Earned Media— African-American Overlay

Tactics

Compliment general market activities with focus on African American target

- Partner with leading business associations to provide information on energy efficiency and the benefits to its members
- Pitch local business organizations on the idea of including a Smart Energy Living column in their organization publications
- Host a chat on the web portal for local businesses to allow them to ask questions about ways to reduce energy consumption to engage in Smart Energy Living

DIGITAL/SOCIAL MEDIA

Digital / Social Media— Objective

Activate and nurture a multidimensional Smart Energy

Living digital outreach program to convert awareness into action

- Build a true community
 - Provide an incentive and reward
- Drive traffic
 - Users will increase as rewards become tangible
 - Commitment will deepen
- The web portal and outreach tactics should be influenced by grassroots activities (one-to-one, one-to-many, and many-to-many) principles and the three “Asks” (*Do The Right Thing; Get The Right Stuff; Fix The Leaks*)

Digital / Social Media— Strategy

Utilize word-of-mouth, community building and direct call-to-action

- Provide valuable content to users on a consistent, ongoing basis—Not to advertise a “message”

The Online Continuum



Digital / Social Media— Suggested Tactics

The Online Continuum



- ❖ Search Engine Marketing
- ❖ Social Networking
- ❖ Blogging / Micro-blogging
- ❖ Branded Entertainment
- ❖ E-mail Blast & Mobile Blast
- ❖ Viral Content
- ❖ Partnerships
- ❖ SEO And Mobile Optimization
- ❖ Features And Functionalities (Stickiness Tactics)

Digital/Social Media— Suggested Tactics



Search Engine and Search Engine Marketing

- Geographically based keywords and relevant text ads
- Seed Google (80%), Bing (10%) and Yahoo (10%)
- Will diversify the mix with You Tube once scripted content and user generated content increases

Social Networking

- Develop a Facebook presence that is issue general (climate change or perhaps energy efficiency) and brand specific. This will insure larger traffic and increased members.
- Develop partnerships with existing community websites such as Climate One-Stop and Carbon Rally
- Utilize Stumbleupon.com as a web browser plug-in to drive users to the website
- Digg.com will promote seeded content (images, articles, videos) for users to rate, share and drive traffic to the website/
- Twitter feeds from “faces of the campaign”

Digital / Social Media— Suggested Tactics



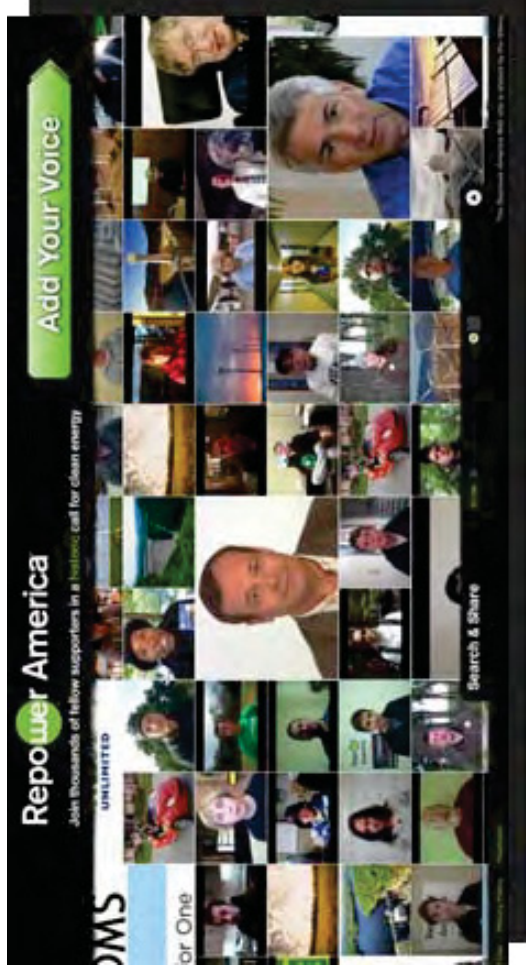
Blogging / Micro-Blogging

- Seed: Content from our Web Portal on Blogspot and Typepad. Must build-up a list of key contributors for ongoing editorial. Build awareness and drive traffic
- Aggregate: Content from the blog should also be seeded on scripted websites such as MSN Green, CNN Green, etc.

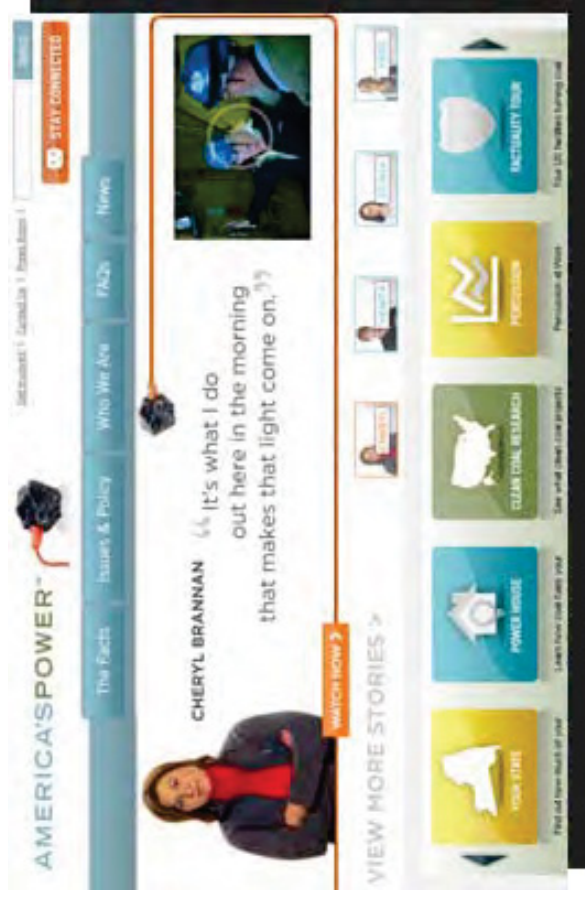
Branded Entertainment

- Develop an online documentary with the producers of the "Energy Gamble" featured on NOVA (<http://www.pbs.org/wgbh/nova/energy/>)
- Develop a collegiate challenge with America's Greenest Campus.
- Stunt: Green Takeover of NBC Universal for the day with online telethon featuring performers

Digital/Social Media— Suggested Tactics



Community Effort -UGC



Information And Editorial

Digital/Social Media— Suggested Tactics



E-mail Blast & Mobile

- Purchase opt-in or double opt-in database for regular blasts.
- Utilize databases from our partners for blast opportunities
- Mobile experience—local news sponsorships, applications, (Google map integration) search
- Mobile applications: energy efficiency calculator (build on the three “Ask” groups)

Viral Content

- Entice users to upload user-generated content or scripted content on the website and seeded on YouTube (campaign’s own channel)
- User generated content based on seasonal contests

Digital/Social Media— Suggested Tactics



Partnerships

- Community-based organization (faith-based, academia, etc.) websites
- Grassroots organization websites (climate change, etc.)
- Public Broadcasting Multi-platform Partnership
- NPR live reads and vignettes
- Community based efforts
- Online sponsorship/editorial extensions

Digital/Social Media— Suggested Tactics



Content Aggregation



Global With Localized Opportunity

Digital / Social Media— Suggested Tactics



Search Engine & Mobile Optimization

- Keyword optimization (insure it is integrated with the keyword buys)
- Must insure that the website displays correctly on WAP®, Android® and iPhone®

Features and Functionalities



- Energy Calculator (not a carbon calculator)
- Online Tutorial / Quiz / Factoids
- Online Videos
- Personalization tied into iGoogle® and My Yahoo® (via RSS)
- Aggregated editorial content (CNN, MSN, etc.)
- Personalized Shopping List

MEDIA

Media Parameters

- Target Audiences
 - Alex Achiever and Carlos Spender, primary influencers (~40% pop.)
 - Secondarily, Citizens of California
- Apertures/Receptivity
 - During the morning and evening—before and after work
 - Weekend daytime—around the house, running errands/home improvements

Media— Objective

Seek out media partnerships that will deliver a **4-D**, “surround-sound” experience to break through clutter and engage the target audience in *Smart Energy Living*

- Credible
- Contextual
- Experiential
- Actionable

Media— Strategies

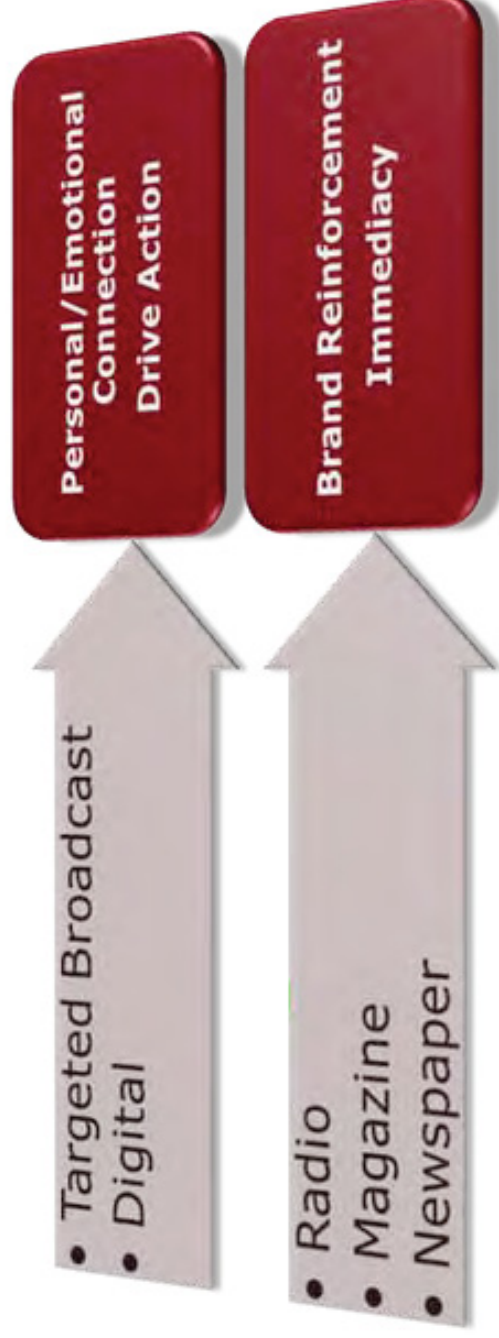
The **4-D** Media Experience

- Roadblock key media elements for campaign kick-off
- Isolate and dominate broadcast elements to create momentum and action
- Pulse digital elements throughout the year to provide year-round continuity of communication
- Activate larger-than-life, intrusive elements
- Leverage and capitalize on planned IOU activity with co-op where applicable

Role of Media

Multi-Platform partnerships

- Engages Californians at multiple touch points
- Ownership and strong Share of Voice to breakthrough clutter
- Maximizes efficiencies
- Drives action to Web Portal



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Media Priorities

Public Broadcasting + NPR

- Strong composition of core audiences Alex and Carlos (125 Index)
- Esteemed and credible source
- Engaged audience (but need to be appropriate messages
 - can't take action during drive time!)
- Minimal ad clutter

Broadcast News Sponsorships

- Top programming interest for Alex and Carlos (120 Index)
- Consistent audience tune-in
- Direct connection with viewers (“my” local news)

Newspaper/Magazines

- Immediate reach builder within local markets
- Local market credibility

Source: Simmons 2009 Full Year Study

Media Priorities

Digital

- It's a part of life—"digitally connected"
- Gateway to web portal

Display Partnerships

- Unique and custom sponsorships allow CPUC messaging come to life and personalize
- IP and Zip Code targeting capabilities to California/IOU base
- Contextual relevant placements (Home improvement, Energy conscious)
- Measurable

User-Generated/Social media

- Gives the Californian a voice
- Ability to listen to users in real time and optimize accordingly
- Creates buzz and excitement
- Measurable

The 4-D Media Experience— Suggested Tactics

Public Broadcasting Multi-platform Partnership

- :30 units to showcase Smart Energy Living
- TV underwriting for key shows (e.g. California’s Gold)
- NPR live reads and vignettes
- Community based efforts
- Online sponsorship/editorial extension

Morning/Evening/Late News tune-in (Weekday and Weekend)

- :30 units and sponsorship billboards for maximum visibility
- Sponsor Energy smart segments, showing 5 ways to help reduce California impact
- Co-host local network events
- TV affiliate online sponsorship segments
- E-newsletter/coupon distribution

The 4-D Media Experience— Suggested Tactics

Core newspaper and/or local magazine for key DMAs

- Bellybands and advertorials to announce Smart Energy Living campaign
- In-market event sponsorships
- Digital presence on site

IOU Co-op

- Tag IOU in-market radio ads to unify message and expand reach with minimal investment
- Wallscape IOU high-profile buildings
- Signage on IOU trucks
- E-bills with banner/link

The 4-D Media Experience— Suggested Tactics

Digital

- Lifestyle newsletters (Daily Candy/Thrillist), dedicated editorial for “Find 5”
- Portal Q&A sponsorships contextually relevant (Yahoo Answers, Ask.com, ChaCha)
- Mobile experience—local news sponsorships, applications, search
- Free411—“I can connect you now with EE ambassador now to begin Smart Energy Living”

Social Media

- Utilize creative assets and promote through Social channels
- List and Identify core influencers
- Push campaign messages through influencer network to ignite social dispersion—Blogs/Micro-blogs--Twitter/Tumblr, Online forums, Social networks, content sites—SF Examiner

The 4-D Media Experience— Suggested Tactics

“Find 5” Online Extensions

- “5” Tips of the day pushed to user homepage/forward to friends capability
 - [igoogle/yahoo](http://igoogle.yahoo)
- Virtual Open House featuring “5” actions for energy efficiency
 - Realtor.com/zillow/Trulia/Yoville
- EE Word of the day—5 day ownership
 - Urbandictionary.com, dictionary.com
- Top 5 Weekly Box Office hits + Top 5 EE tips
 - Boxofficemojo.com; Rottentomatoes.com
- “5” EE video segments on YouTube, available for download and distribution
- Customized surveys through Rich Media units to determine the best 5 for you and your lifestyle

Media—Hispanic Overlay Suggested Tactics

TV Sponsorships

- Morning/Evening/Late News tune-ins to alert Carlos and Alex about Smart Energy Living
- Sponsor energy-smart segments during M-F showing 5 ways to help reduce
- TV remains as the key source of information

Radio DJ Endorsements

- DJs inform and drive traffic to events
- Radio remotes connect with Latinos in person with EE giveaways
- Can leverage IOU radio activity for DJ endorsements

Outdoor

- Will be geographically targeted to high density Hispanic areas and within hot climate zones
- Consider bus shelters, transit and 8-sheet to reach Hispanic commuters

Media—Hispanic Overlay

Suggested Tactics

Interactive

- DIY content on key in-language websites and lifestyle newsletters (terra.com, yahooenespanol.com, msnlatino.com) dedicated editorial for “Find 5”
- Mobile experience—local news sponsorships, applications, search, text alerts

IOU Co-op – Co-brands with trusted energy authority at a local level.

- Bilingual signage on IOU trucks
- Leverage existing radio buy by tagging with SW brand.
- Free Standing Inserts by IOUs
- FSI have strong response rates by Latinos
- Dual purpose: FSI becomes event collateral

Media—Asian Overlay Strategy And Suggested Tactics

Utilize top print and radio vehicles in San Francisco, Los Angeles and San Diego DMAs

Prioritize media to deliver maximum impact of messages and maintain presence throughout the year

- Print
 - Purchase full page 4 color print ads in main news for maximum impact
- Radio
 - Focus frequency early morning and evening drive time
 - Purchase talk and news programming
- TV Vignettes
 - Place in prime time news and dramas
- Prioritize target audience (ethnicity tiering) and target geography according to population and media availability

Media—African-American Overlay Strategy

Utilize a mixture of radio and print to reach the top three African American DMAs in California

- 90% of African Americans listen to radio in a typical week, with 53% being done outside of the home
- Most popular radio format is Urban Adult Contemporary (25%)
- African Americans are heavy radio users listening to 3+ hours of radio each day
- 54% of African Americans read community newspapers

Extend reach & frequency of campaign with negotiated added value

Create in-market presence to support dark moments in GM media

Create in-market presence to support when one medium is dark, i.e. when radio is dark, have a in-market presence through print

Media—African-American Overlay

Suggested Tactics

Radio

- DJs inform and drive traffic to events
- Radio DJs add credibility to a message
- Conduct a home energy assessment with local DJs to have them serve as advocates of the process and the simple steps they are taking to Smart Energy Living
- Maximize radio remotes to connect with Californians by offering give-a-ways
- Utilize online radio websites and social media sites to provide Smart Energy Living Solutions and drive traffic to the web portal
- Utilize TV creative as video vignettes on radio station websites when creative culturally appropriate
- Develop promotions with radio stations that encourage action to Smart Energy Living & offers products samples (African Americans are motivated more than any other ethnic group to try a product or services through promotional tactics)
- Utilize station e-blast to provide Smart Energy Living solutions, coupons

Media—African-American Overlay

Suggested Tactics

Print

- Utilize non-traditional unit sizes to increase frequency of Smart Energy Living messages
- Utilize on-spot color during launch to draw attending to adds that live in a black & white environment
- Negotiate with newspapers to have an online presence on their website that points viewers to the web portal for additional information
- Utilize TV creative as video vignettes on radio station websites when creative culturally appropriate
- Create an in-market pulsing campaign where weekly newspapers in the market are flighted for different weeks within the month to increase & create continuous message exposure & frequency

7c) PARTNER INTEGRATION STRATEGY

Market Actors—Doing The Right Thing

Actor	Role	Co-Branding Opportunities
<p>Department of Energy (DOE)/EPA</p>	<ul style="list-style-type: none"> Disseminates information on EE and EC Providing Conservation Block Grants and renewable energy grants Enforces regulation where applicable 	<ul style="list-style-type: none"> Coordinate with local municipalities who have been awarded Home Energy grants Assessments, residential retrofits and workforce development
<p>State and Local Agencies & Programs (e.g., CARB, CEC, CA EPA, Environment LA, Stand For Less, CoolCalifornia)</p>	<ul style="list-style-type: none"> Influence, inform, support and activate <i>Smart Energy Living</i> attitudes and behaviors on the ground and in communities 	<ul style="list-style-type: none"> Opportunity to unify branding of programs and materials under the new Brand Individual agency and coalition websites and materials (e.g., coolcalifornia) Californian Web portal
<p>Green and Clean Coalitions & Organizations, CBOs (e.g., Together.com, OneChange)</p>	<ul style="list-style-type: none"> Influence, inform, support and activate <i>Smart Energy Living</i> attitudes and behaviors 	<ul style="list-style-type: none"> On-site (rebrand or co-brand coolcalifornia site) Become a key partner (Together.com) Californian and Practitioner Web Portals
<p>Academia/Schools & Education</p>	<ul style="list-style-type: none"> Educate, reinforce and substantiate EE issues—Why we need to “Do The Right Thing” Reach and influence “Next Generation” segment as key HH influencers, future energy users and decision-makers 	<ul style="list-style-type: none"> SmartPower, Resource Into Action, America’s Greenest Campus

Market Actors—Getting The Right Stuff

Actor	Role	Co-Branding Opportunities
CE Retailers (e.g., Best Buy®, Sears®, Costco®, Pacific Sales®)	<ul style="list-style-type: none"> Sell and promote EE and CE appliances Fulfill Home Energy Assessments Californian education 	<ul style="list-style-type: none"> Point-of-purchase promotions Integration within Web portal as “partner offers” (e.g., http://www.together.com/us/solutions) In-store education activities and materials ENERGY STAR® partnership branding and promotions
ENERGY STAR®	<ul style="list-style-type: none"> Act as EE certifier/standard and recognized (Gov’t.) brand Promote EE choices 	<ul style="list-style-type: none"> With Manufacturers and Retailers Interactive educational tools and like ENERGY STAR®@home
Electronics Manufacturers (e.g., Sony®, LG®, Panasonic®, Samsung®)	<ul style="list-style-type: none"> Foster and innovate EE and CE product market like OLED and Eco Series HDTV 	<ul style="list-style-type: none"> Promotional materials Manufacturers’ website Branded educational materials Web portal partner
Californian Goods (e.g., Tide®, Woolite®, Seventh Generation®, Gain®, Cheer®, all®, Wisk®, A & H Essentials®)	<ul style="list-style-type: none"> Promote washing in cold/HE washers and detergents 	<ul style="list-style-type: none"> With Manufacturers and Retailers Branded educational materials Integration within Web portal
Contractors, Plumbers, HVAC and Other Trade Allies	<ul style="list-style-type: none"> Support and promote purchase and installation of EE “stuff” including LEED 	<ul style="list-style-type: none"> Certification (Smart Energy) Partner with larger companies or franchises More on-the-ground, local efforts

Market Actors—Fixing The Leaks

Actor	Role	Co-Branding Opportunities
<p>US DOE and EPA (e.g., ENERGY STAR®)</p>	<ul style="list-style-type: none"> National program from U.S. DOE and EPA Offers a comprehensive, whole-house approach to improving EE and comfort at home, while helping to protect the environment 	<ul style="list-style-type: none"> IOUs and ENERGY STAR® launching in 2010
<p>Contractors, Plumbers, HVAC and Other Trade Allies</p>	<ul style="list-style-type: none"> Support and promote smart energy installation and usage Educates on smart energy usage – how to use the “stuff” Fulfills energy assessments and helps activate key smart energy usage actions—Behavior Changes 	<ul style="list-style-type: none"> Create educational material templates and collateral for local co-branding Certification (<i>Smart Energy Living</i>) Bigger efforts with larger companies Support on-the-ground, local efforts
<p>Home Improvement Retailers (e.g., The Home Depot®, Lowes®, OSH®, Dixieline®)</p>	<ul style="list-style-type: none"> DIY support Support and promote smart energy installation and usage Educates on smart energy usage – how to use the “stuff” 	<ul style="list-style-type: none"> Co-branded workshops Point-of-purchase promotions, materials and idea cards Educational materials

Market Actors—At The Right Time

Actor	Role	Co-Branding Opportunities
<p>Internet Home Pages/Heavy Traffic Sites (e.g., iGoogle®, My Yahoo®)</p>	<ul style="list-style-type: none"> Interactive partner for visibility and activation of smart energy behaviors 	<ul style="list-style-type: none"> Californian web portal Google® products iPhone®/smartphone apps (or others) IOU programs and websites
<p>Software (e.g., Microsoft®Hohm™, OPOWER®, Google® PowerMeter™)</p>	<ul style="list-style-type: none"> Interactive end user energy consumption reporting and visibility Data management and analysis 	<ul style="list-style-type: none"> Brand concept and action of energy management (increase recognition) Promote on Web portal, IOU websites, paper bills and ebills

8. PILOT PROGRAMS— 2010

Industry Programs—Recommended—CBOs

Sponsor & Campaign Name	Target Audience	Campaign Goal	Elements	Measures of Success	Current Results
<p>OneChange Statewide programs in NJ. Local programs in VT & WA. Program participation in 900 communities across North America. Funded by broad coalition for-profit, non-profit and gov't</p>	<p>Residential, community-based including small businesses, high energy use customers, schools, service orgs, gov't officials and targeted outreach</p>	<p>Empower residents to believe that simple actions matter and to make smart energy choices in their daily lives (via simple tools such as a low flow shower head, CFL, or refrigerator recycling program). Community action.</p>	<p>On-the ground volunteer community effort, door-to-door, events, PSAs, video, blog, social media, celebrities Distribute free simple action tool (such as a shower head or CFL) to residents in over 900 communities across North America. Trained over 12,000 volunteers to date.</p>	<p>Installation rate of 75% across campaigns Program adoption high: 500 of 2,000 refrigerators recycled statewide in New Jersey were result of One Change outreach in a single county. Communities and citizens involved and impacted.</p>	<p>Leading driver of ENERGY STAR pledges for non-profits Over 1 million households contacted in New Jersey Board of Public Utilities partnership – entering Phase 3!! Proving that simple actions matter!</p>

Project Porchlight—Highlights



About Us

Changing just one light bulb is the gateway to broad public participation in climate change action and responsible energy use. IF you can change a light bulb you can make a difference. [LEARN MORE >>](#)



Bulbs Changed:

2,910,050

Bulb counter & empowerment message

Lots of viral, social, community-based (on and offline) ways to engage



Volunteer driven



Individual web pages for each locality

Redmond Washington

Welcome to the homepage for Project Porchlight Redmond!

The Latest from Redmond Washington



Project Porchlight a Family Affair for Granite Falls, WA's Margaret Turpin

Jul 15 2009 - 12:47pm

"I'm a very energy-saving, thrifty kind of mom," says Granite Falls, WA's Margaret Turpin (pictured here). She credits her knack for saving resources to the grandmother who raised her—a woman who grew up in the Depression and went on to rear a very resource-conscious young woman. [More...](#)



Industry Programs—Pilot Examples

Sponsor & Campaign	Target	Campaign Goal	Elements	Measures of Success	Current Results
Living Wise Pilot Pacific Corp and Utah Power (CBO Pilot program)	Elementary and Middle School Students (and their families)	Spur EE and resource conservation behaviors	"Resource Action" kit - education, games, low-flow faucet heads, stickers, coupons for CFL; teaching guide for educators	Reduced energy consumption during peak times (.18kW per participating HH); encourage long term EE behaviors	Actual reductions measured between 0.15 and 0.24kW per participating HH
Be Cool Pilot State of New York and ConEd	NYC Borough Residents	Replace inefficient AC units with ENERGY STAR® units	Contest—Which borough could get the most conversions	Number of conversions, conservation measured in kWh's and carbon emissions	9756 AC units replaced, representing savings of 900,075 kWhs and 982K pounds of carbon
OPOWER SMUD Pilot program	Residential	Increase awareness and spur efficiency & conservation behaviors	Energy evaluation report- measured usage & carbon, neighbor comparison, customized tips	Increase in awareness and EE behaviors measured in kWh's saved Pilot v control	No significant increase in EE behavior measured over test period; report recall was high, suggesting increase in awareness

Industry Programs—Pilot Examples

Sponsor & Campaign	Target	Campaign Goal	Elements	Measures of Success	Current Results
Smart Power Non-profit Energy Marketing Organization (Climate Culture)	College Students - Believers and Disconnecteds	Increase awareness and shift behavior among target	Online games & education; campus competition; grassroots and WOM support <i>(See visuals)</i>	Pledges & Sign-ups	Deemed successful due to high number of pledged behavior changes to conserve resources (gas, paper, oil, electricity, etc.)
Team Power Smart British Columbia Power	Residential	"Create a culture of conservation"	Opt-in education and monitoring program, metering technology, contests, incentives <i>(See visuals)</i>	Program Sign-ups Long term reduction in electricity consumption	Results to be measured in attributable kWh's through billing analysis and additional behavioral research
Puget Sound Energy	Students	Reduce climate pollution	Cool School Challenge; Classroom toolkit, training, workshops, calculator <i>(See visuals)</i>		Received EPA's Clean Air Excellence award; est. reduction of climate pollution by 650K pounds

9. BUDGET

Budget

The total Statewide Energy Efficiency Statewide ME&O campaign budget is \$60.0 Million

- Three-year implementation time frame
 - (Jan 2010 — Dec 2012)
- Implementers of the Integrated Marketing Communications Plan will recommend final allocation

[At this time, the Marketing Plan does not address the Demand Response (DR) Alert System that can reside under the Statewide integrated demand-side management brand umbrella]

Budget Summary—Overall

<u>Element</u>	<u>2010</u> \$ (000)	<u>2011</u> \$ (000)	<u>2012</u> \$ (000)	<u>Total</u> \$ (000)	<u>% of \$</u>
Grassroots/Community Marketing	1,500.0	1,500.0	1,500.0	4,500.0	7.5%
PR/Earned Media	1,250.0	1,400.0	1,400.0	4,050.0	6.8%
Media & Digital/Social Media	8,100.0	10,100.0	6,000.0	24,200.0	40.3%
Hispanic Overlay	3,400.0	4,250.0	2,550.0	10,200.0	17.0%
Asian Overlay	1,000.0	1,150.0	750.0	2,900.0	4.8%
African American Overlay	900.0	900.0	600.0	2,400.0	4.0%
Research	150.0	100.0	100.0	350.0	0.6%
Creative Production	2,000.0	2,000.0	2,000.0	6,000.0	10.0%
Agency Compensation*	1,600.0	1,900.0	1,900.0	5,400.0	9.0%
	<u>\$ 19,900.0</u>	<u>\$ 23,300.0</u>	<u>\$ 16,800.0</u>	<u>\$ 60,000.0</u>	<u>100.0%</u>

* 10-15% per Client (Combination of Fees + Commission)

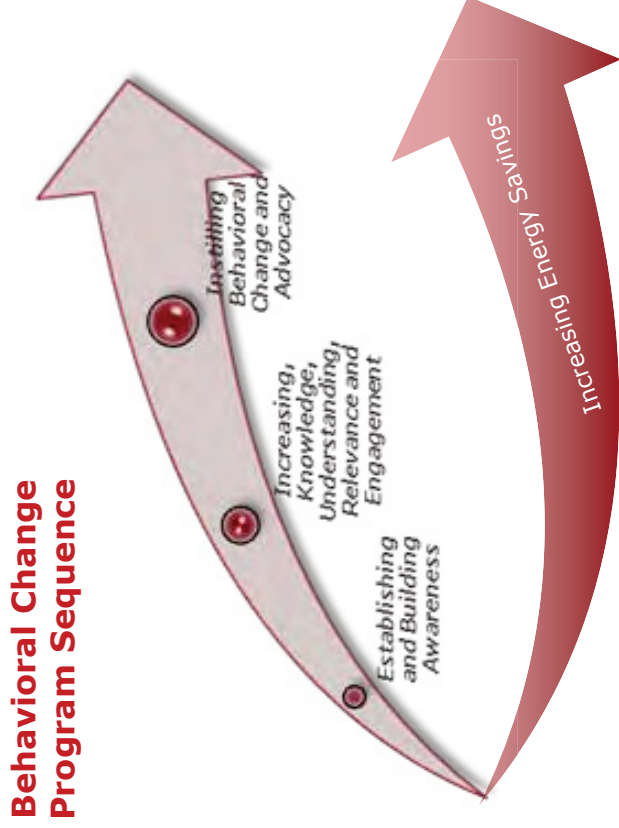
10. MEASUREMENT AND RESEARCH

Measurement, Research and Analysis

- a) Measurement, Analysis And Evaluation Goals
- b) Pre- and Post- Measurement
- c) Success Metrics Options
- d) Operational Metrics Options
- e) Additional Research

a) Measurement, Analysis And Evaluation Goals

- Evaluate progress toward true behavior change via changes in awareness, attitudes and knowledge of EE and EC practices
- Diagnose effectiveness of marketing tactics (channels and messages delivered through the campaign)
- Establish a baseline and collect ongoing data in order to examine changes in Californian awareness, knowledge, attitudes, engagement and behavior



b) Pre- And Post- Measurement

Appropriate Baseline

- Conducted prior to launch of campaign
- Include test and control groups
- Includes examination of existing research, plus potentially additional research to determine baseline metrics
- Awareness surveys, in-home verification, literature review of all other relevant behavioral change studies, Flex Your Power (FYP) and other program evaluations

Ongoing Tracking Studies

- Success Metrics
 - Reveal how well the SW ME&O program is meeting overall goals
 - Conducted at regular intervals
 - Measure % change in awareness, knowledge, attitudes, engagement and behavior linked to the campaign
- Operational Metrics
 - Inform on messaging, channels, and other specific program performance
 - Conducted at key stages contingent on specific marketing activities
 - Examine reactions to particular messages and receptivity to particular channels and targets

Evaluation, Measurement and Verification Studies

Process Evaluation – Examine the design, delivery and operations of the program in order to improve targeting, marketing and overall operations. Assesses the program’s progress towards meeting its goals.

Indirect Impact Evaluation – Examine changes in behavior and estimate the net change in electricity and gas consumption that result from behavioral changes induced by the program.

Methodological Considerations for Pre-campaign Baseline

Employ multiple methods of data collection and analyses in establishing the baseline. Phone surveys, mail surveys, internet panels, focus groups, and observational recording each offer different benefits and disadvantages in terms of assessing Californian awareness, knowledge and behavior. Previous research recommendations and changing cultural conditions should be considered in the research design for the baseline.

Examine behaviors and attitudes related to current household EE and EC tools/equipment, daily actions as well as future purchase decisions.

Consider study design and analytical methods that allow for an evaluation of unique channel-specific goals as well as overall program goals.

Coordinate ME&O baseline metrics and study design with relevant IOU program-specific metrics and goals.

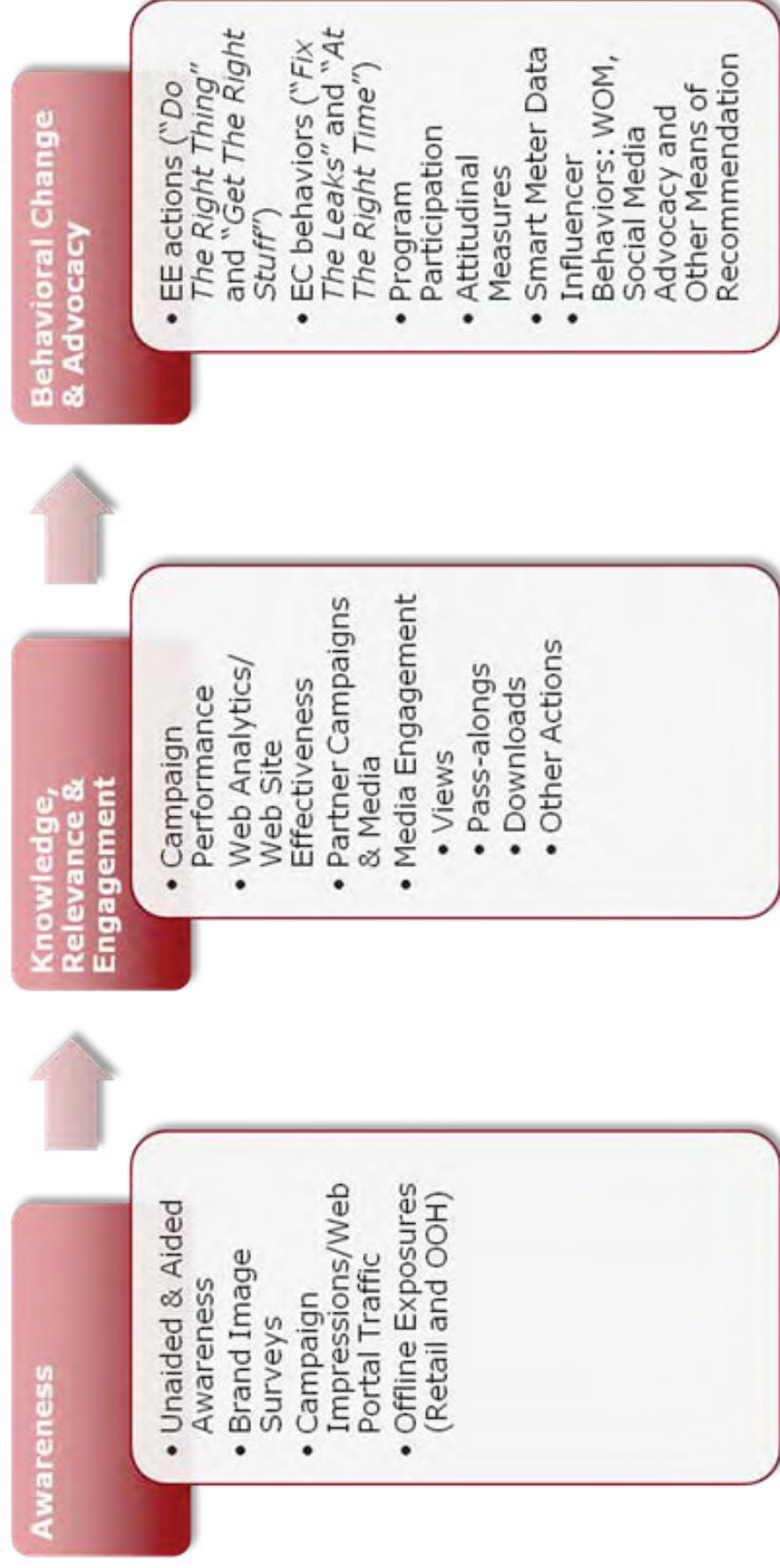
Ongoing Tracking Studies— With Each Marketing Plan Stage, Measure Change In Awareness, Engagement And Change



c) Success Metrics Options



d) Operational Metrics Options



Measurement, Research And Analysis Timeline

Element	2010	2011	2012
Additional "Ask" Research	Recommended		
Baseline— In-Home Verification	Recommended		
Baseline— Awareness, Creative Testing	Recommended		
Baseline— Prioritization Model Building	Recommended		
Research And Literature Review	Recommended		
Success Metrics	Search Volume And Awareness		Full scale
Operational Metrics	Web Portal And Awareness	Full scale	Full scale

11.APPENDIX

Appendix Contents

- a) California Overview
- b) SWOT Analysis
- c) “Ask” Actions Long List
- d) Myths Associated With The “Asks”
- e) Segmentation Profiles and Snapshots
- f) Communication Tasks And Touch Point Rankings Per Segment
- g) Segment Prime Location Heat Maps By DMA With Custom Zips
- h) Breaking Through EE And EC Barriers
- i) Current Industry Programs—Best Practices
- j) Additional Programs And Tactics Of Interest

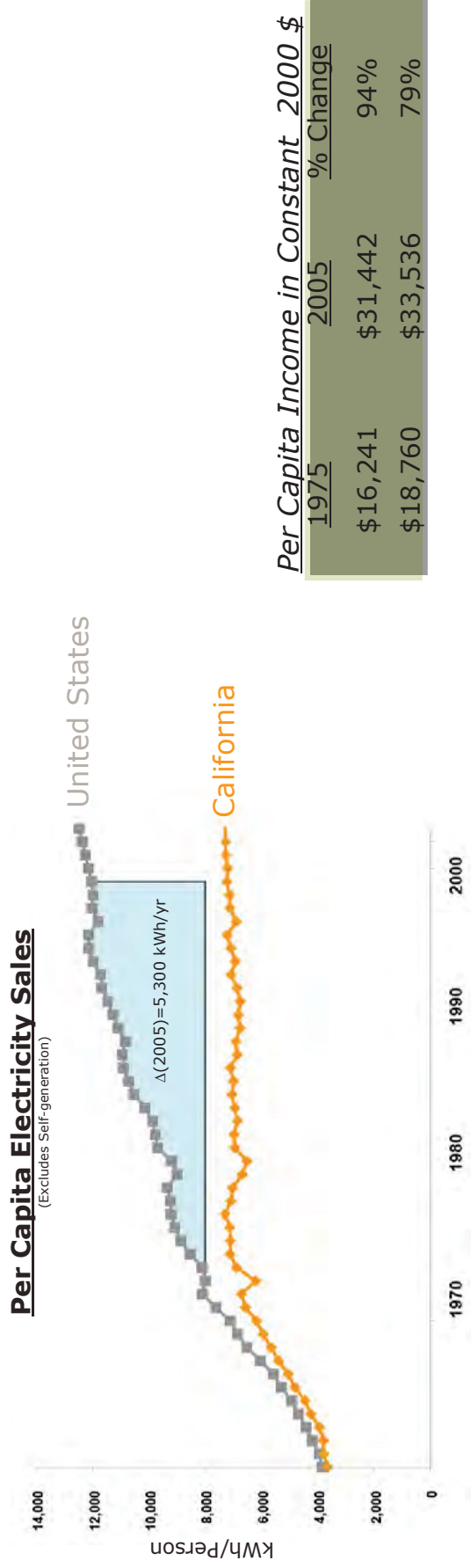
11. a) CALIFORNIA OVERVIEW

Note: 2009 data not available when this report published

California Energy Consumption— Electricity

California leads the US in efficient energy use, yet more can be accomplished

- The nation's appetite for electricity has steadily grown
- Even though California's economy continues to expand, energy efficiency continues to improve

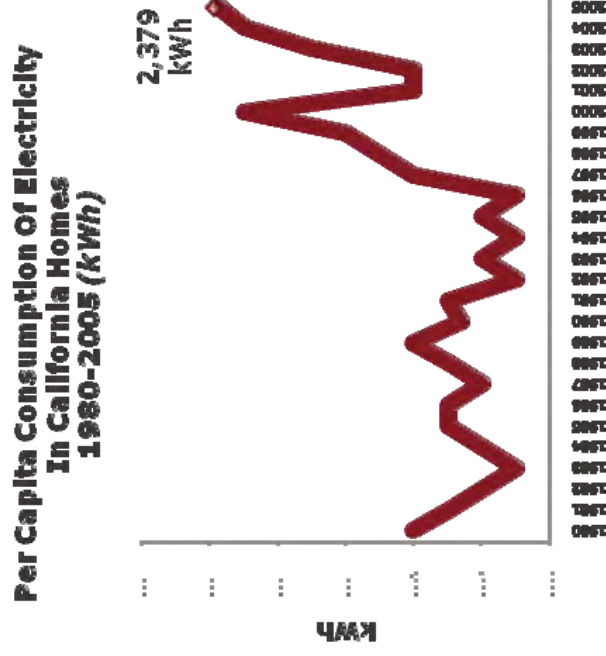
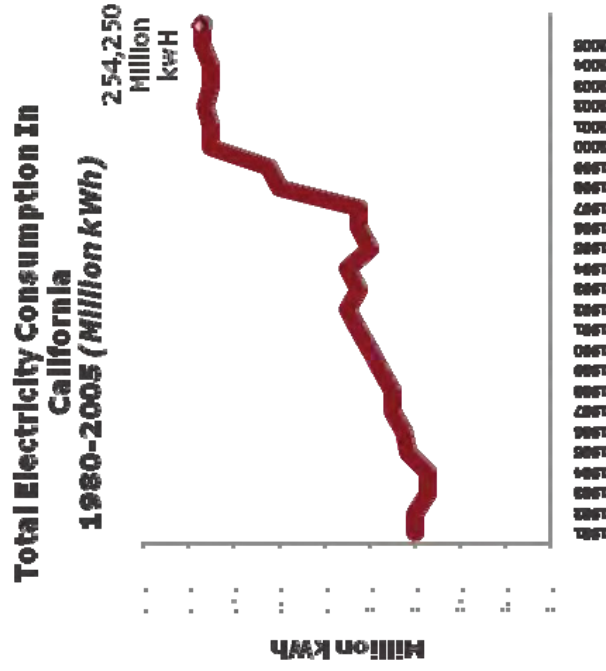


Source: CPUC, Energy Efficiency for California: Achieving Maximum Energy Savings in California for 2009 and Beyond

California Energy Consumption— Electricity

In 2005, California consumed 254,250 million kWh of electricity, or 6.9% of the total U.S. consumption of electricity

California had the lowest per capita home consumption of electricity in the U.S. in 2005 at 2,379 kWh



Source: : EIA SEDS Database

California Energy Consumption—Electricity

Consumption By County

- Los Angeles County accounts for 36% of the total electricity usage among the top 10 counties
 - Over 70% of the county’s usage is in the non-residential sector—Yet, LA has the lowest per capita usage of energy



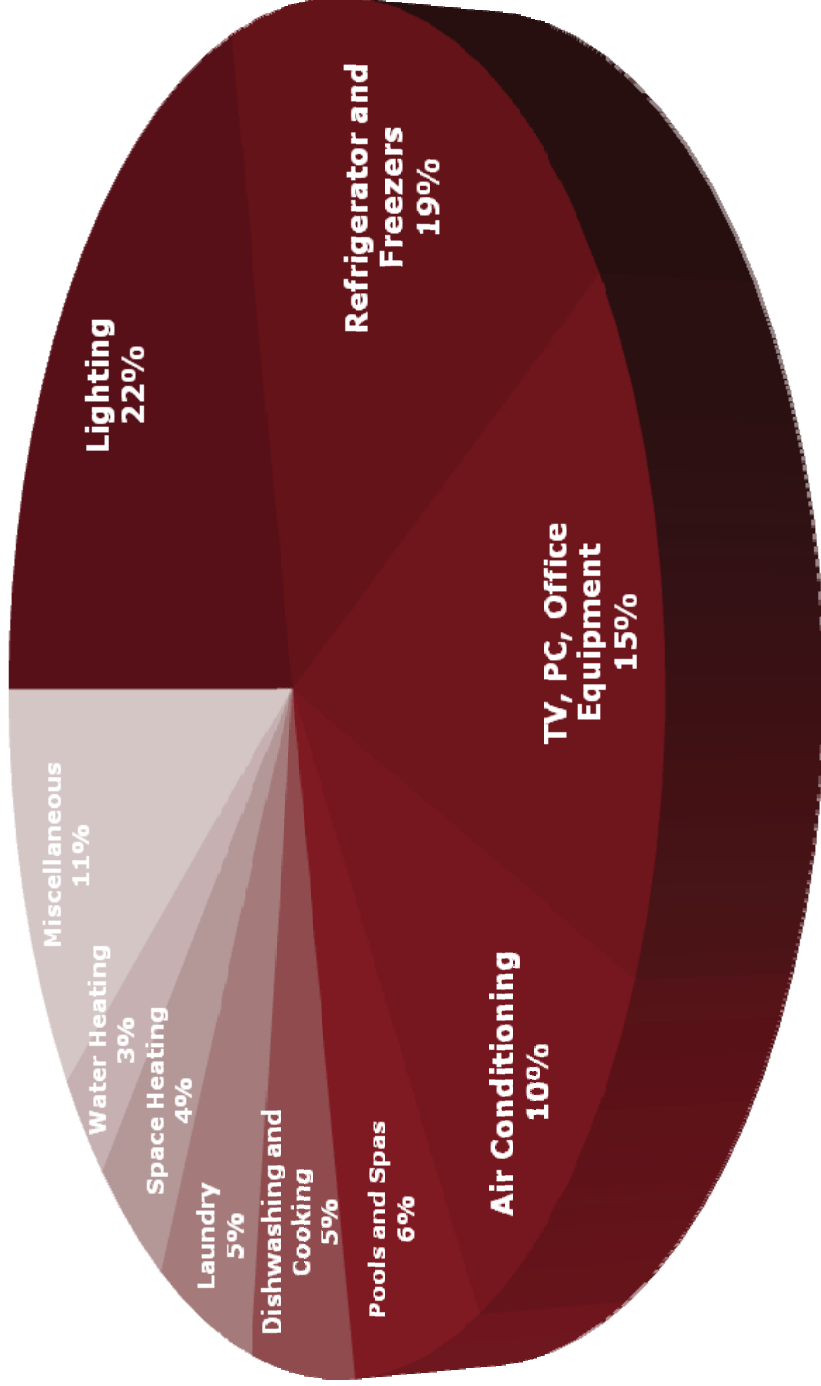
Top 9 California counties that consumed the most electricity in 2006
(usage in millions of kWh except per capita)

Los Angeles			
Non-Residential	50,195	Riverside	7,987
Residential	20,467	Non-Residential	6,853
Total	70,662	Residential	14,840
Per capita (kWh)	1,988	Per capita (kWh)	3,310
Orange		San Bernardino	
Non-Residential	14,266	Non-Residential	9,598
Residential	6,879	Residential	4,998
Total	21,145	Total	14,594
Per capita (kWh)	2,220	Per capita (kWh)	2,451
San Diego		Alameda	
Non-Residential	12,744	Non-Residential	8,009
Residential	6,691	Residential	3,089
Total	19,435	Total	11,098
Per capita (kWh)	2,144	Per capita (kWh)	2,018
Kern		Contra Costa	
Non-Residential	14,252	Non-Residential	5,791
Residential	2,042	Residential	2,719
Total	16,294	Total	8,511
Per capita (kWh)	2,521	Per capita (kWh)	2,604
Santa Clara			
Non-Residential	11,955		
Residential	4,070		
Total	16,025		
Per capita (kWh)	2,236		

Combined Non-Residential: 140,946
 Combined Residential: 62,570
 Combined Total: 203,528
 Average Per Capita: 2,297 kWh

Source: The California Energy Commission - Energy Consumption Data Management System

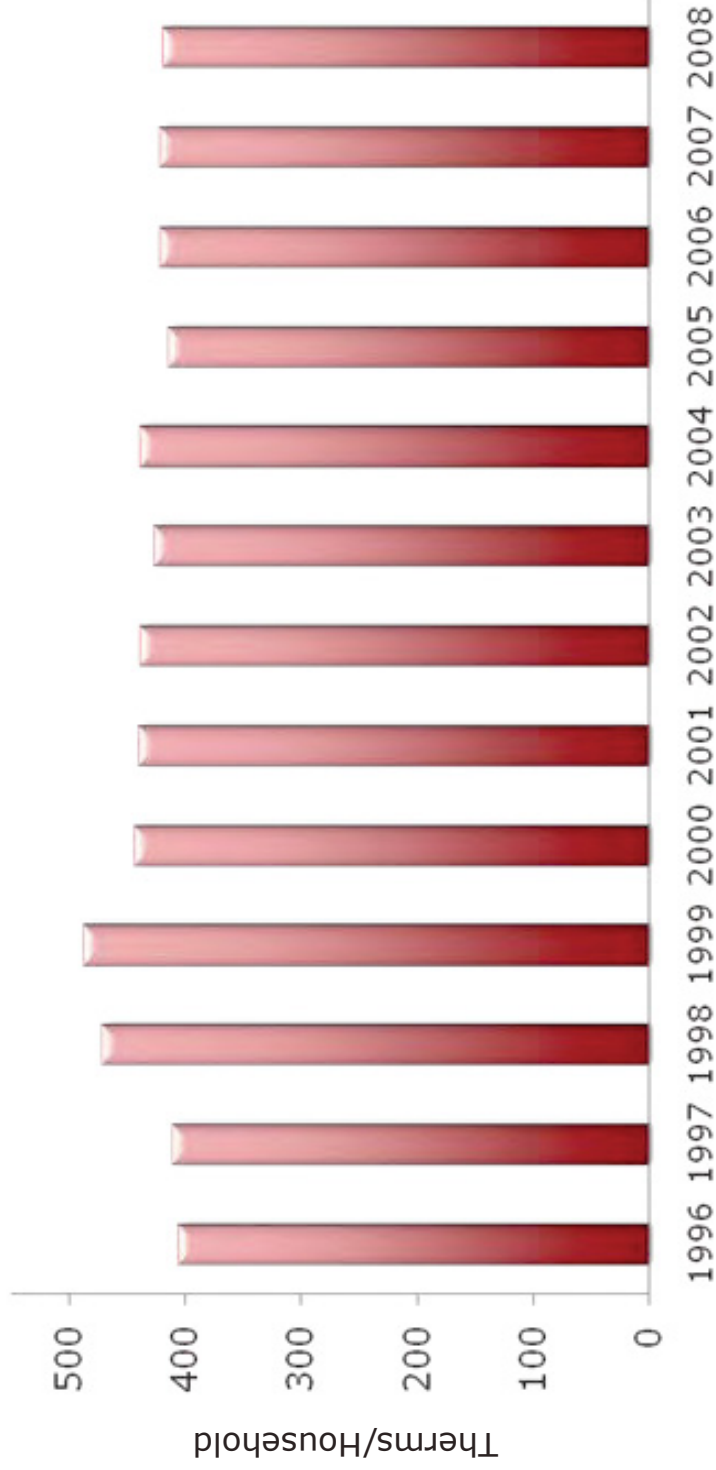
California Energy Consumption— Electricity Type Of Use



Source: California Long Term Energy Efficiency Strategic Plan, September 2008

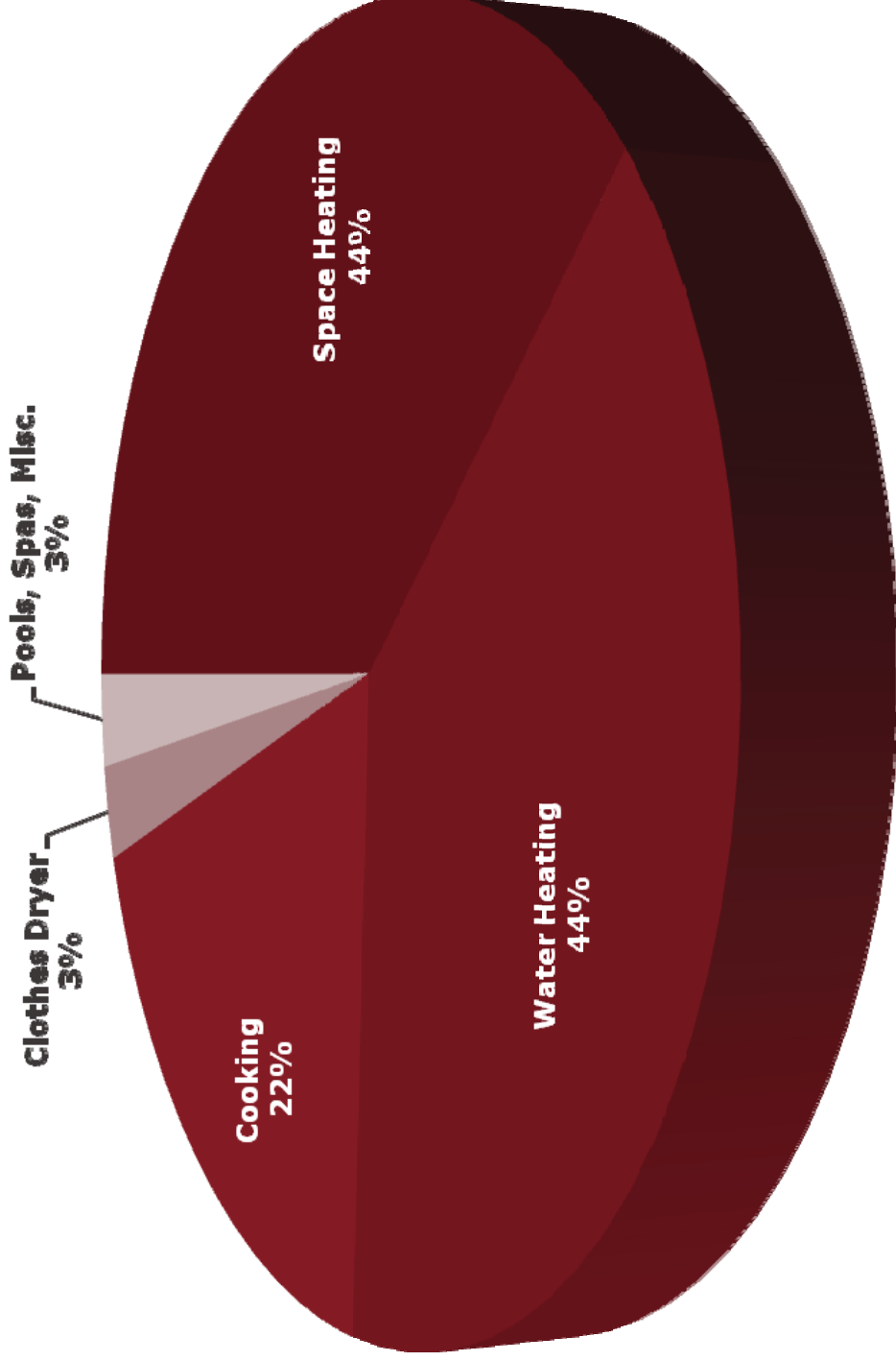
California Energy Consumption— Natural Gas

Statewide consumption of natural gas has held relatively steady over the past 12 years



*Note: Based on approximately 12 Million Households
Source: EIA Seds Database, U.S. Census, 2005*

California Energy Consumption— Natural Gas Type Of Use



Source: California Long Term Energy Efficiency Strategic Plan, September 2008

Population and Density— Vital Statistics

California’s population density is almost three times greater than the total U.S.

- Higher birth rate and a lower death rate than the national average
- Accounted for 13% of the total 2000-2008 population increase



U.S.

Total Population: 304,059,724
Land Area: 3,537,422 square miles
Population Density: 85.96 people /sq. mi.
Birth Rate: 13.94 (per 1,000 people)
Death Rate: 8.13 (per 1,000 people)
Population Change from 2000-2008: 21,887,788 increase

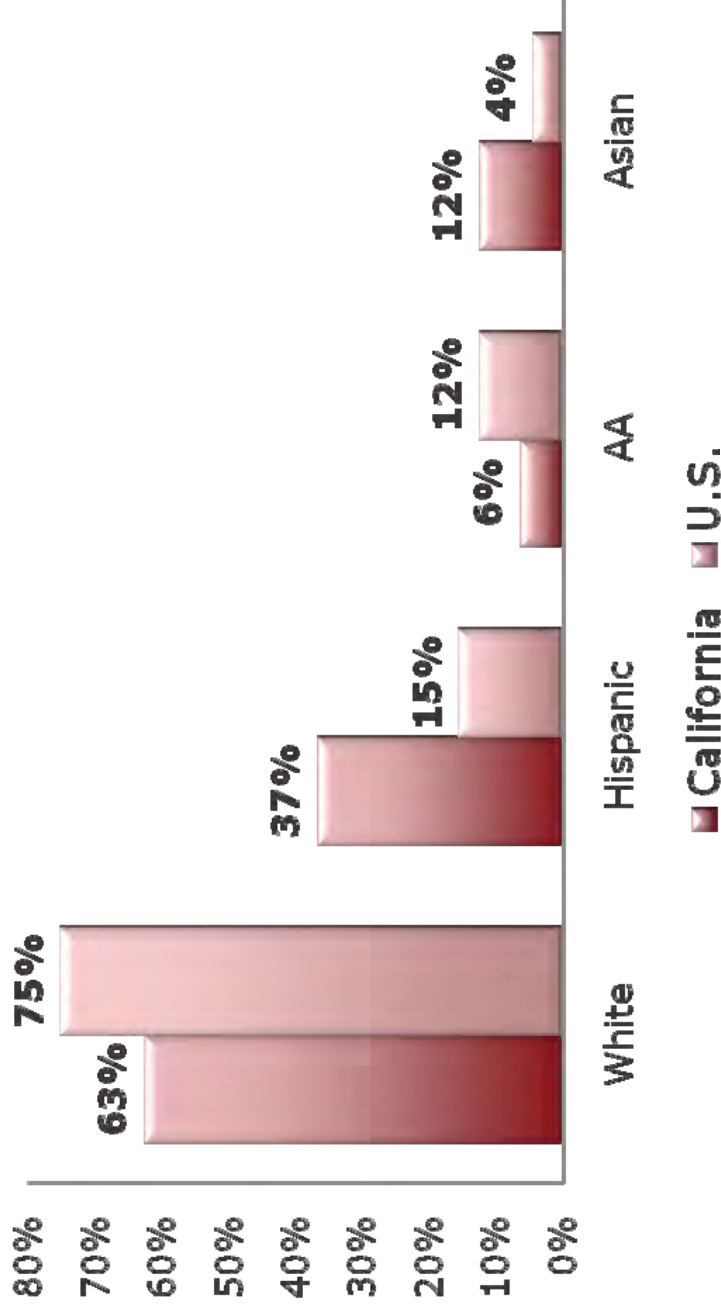
California

Total Population: 36,756,666
Land Area: 155,959 square miles
Population Density: 235.68 people /sq. mi.
Birth Rate: 15.19 (per 1,000 people)
Death Rate: 6.57 (per 1,000 people)
Population Change from 2000-2008: 2,757,899 increase

Source: 2008 American Community Survey, U.S. Census Bureau

Race and Ethnicity

California is more racially/ethnically diverse than the U.S. as a whole

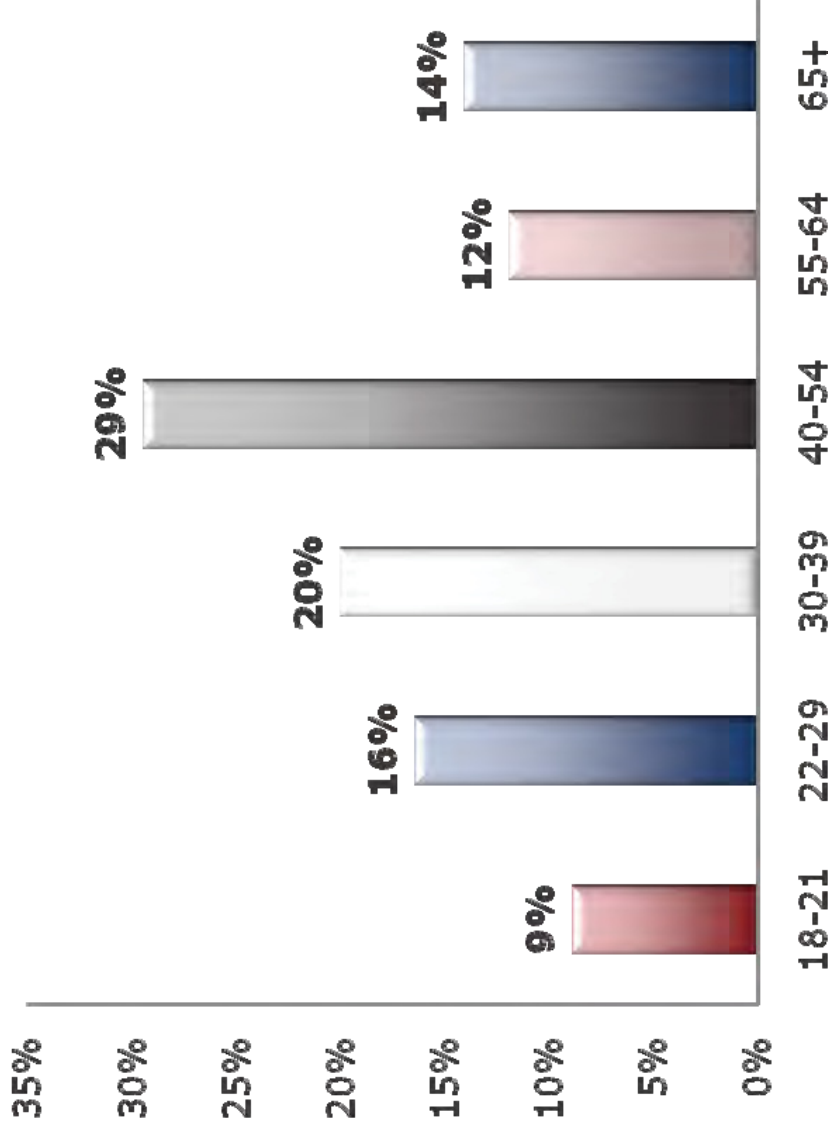


Note: Total percentages equal over 100% because Hispanic, AA and Asian segments include people of several races

Source: 2008 American Community Survey, U.S. Census Bureau

Age

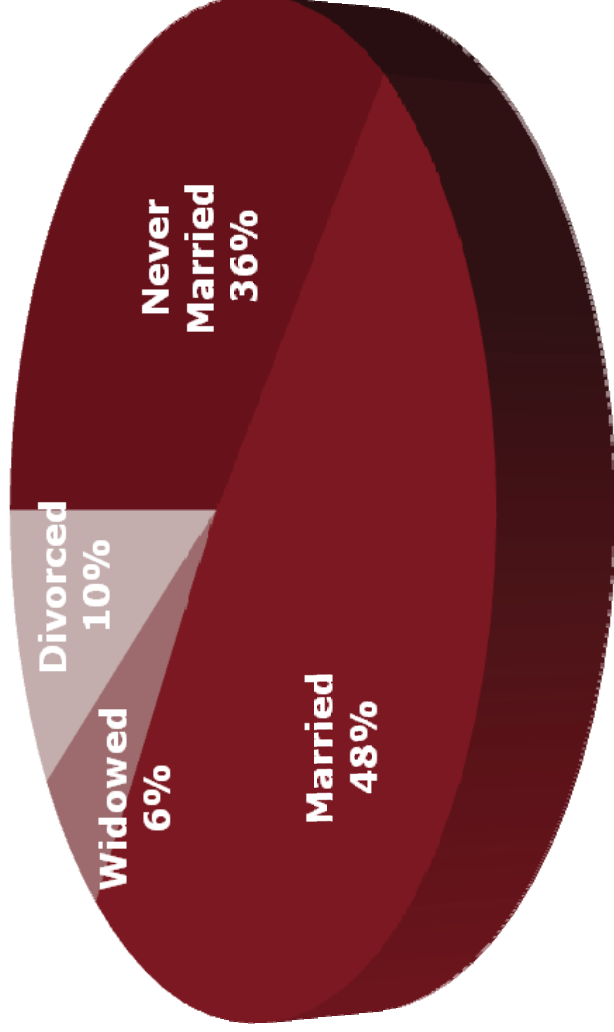
The largest portion (~50%) of California's Adult population is 30-54 years old



Source: 2006 American Community Survey, U.S. Census Bureau

Marital Status

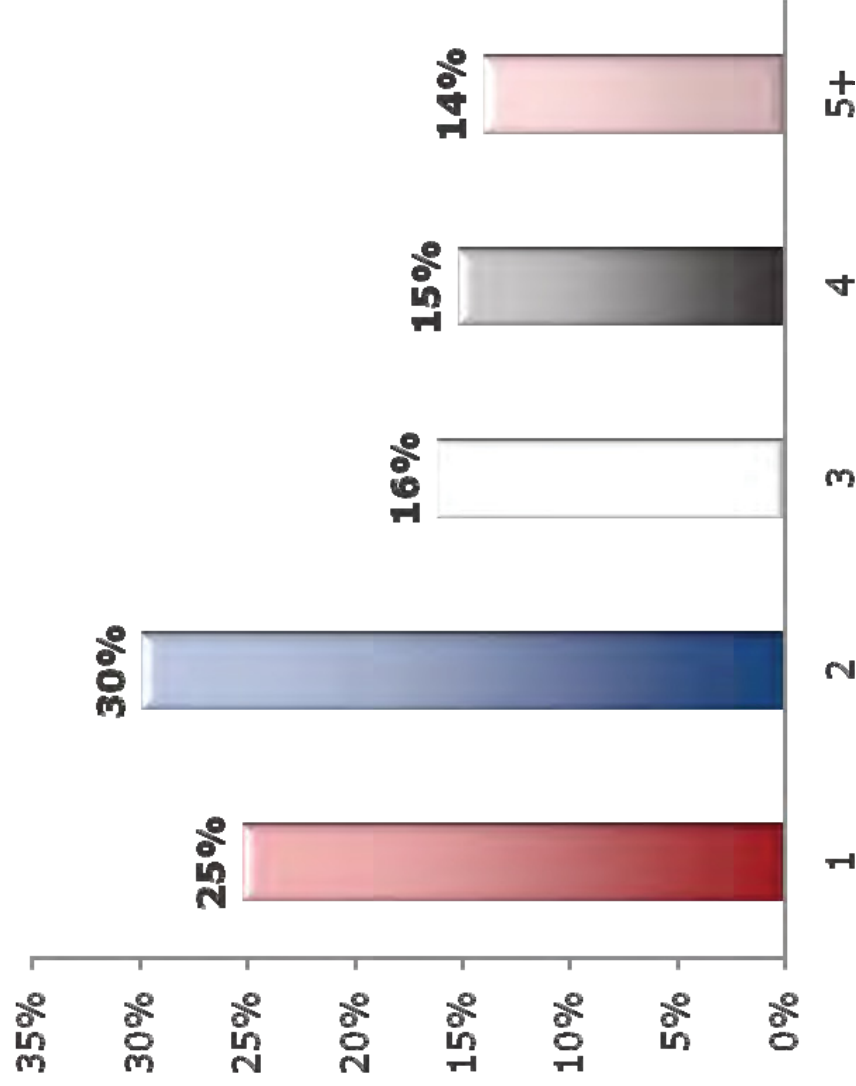
Just under half of Californian Adults 18+ are married



Source: 2008 American Community Survey, U.S. Census Bureau

Household Size

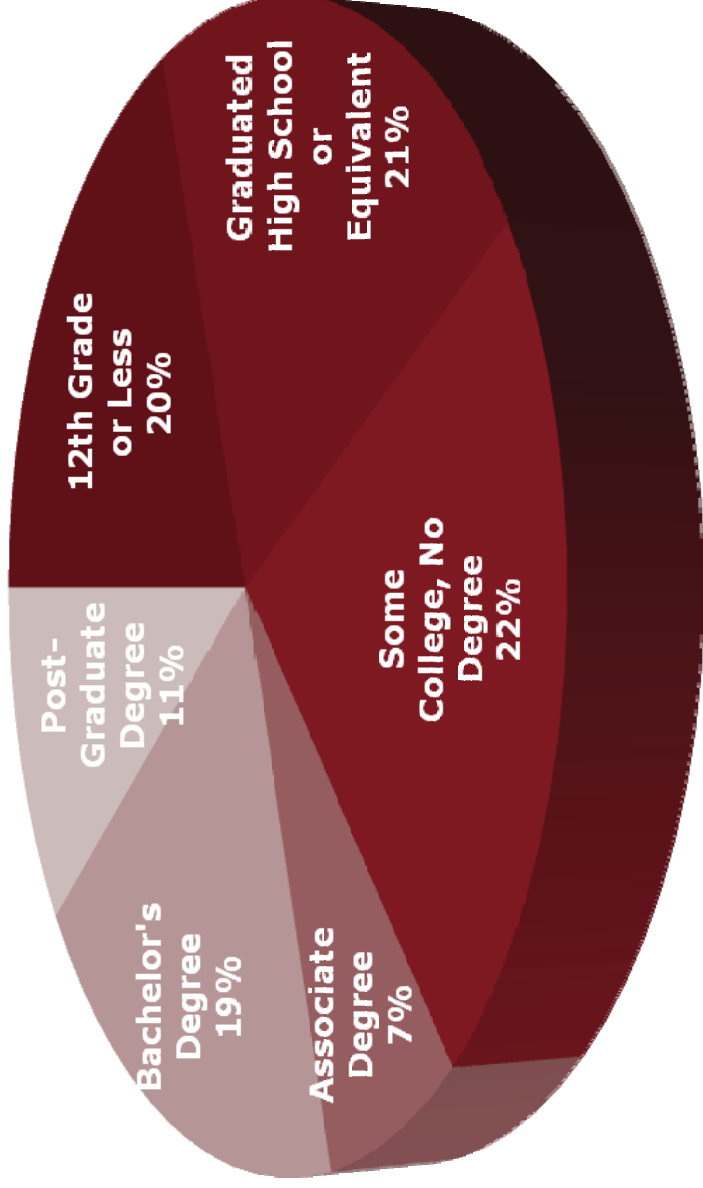
In 2008, 45% of California adults lived in a household with three or more people



Source: 2008 American Community Survey, U.S. Census Bureau

Education

Close to 60% of Californians have some level of college education

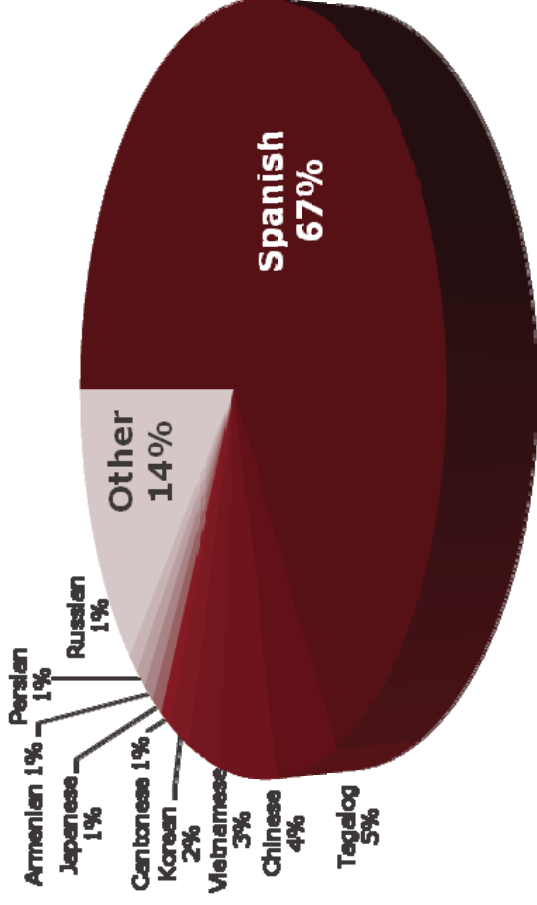


Source: 2008 American Community Survey, U.S. Census Bureau

Language

California is one of the most linguistically diverse states in the nation

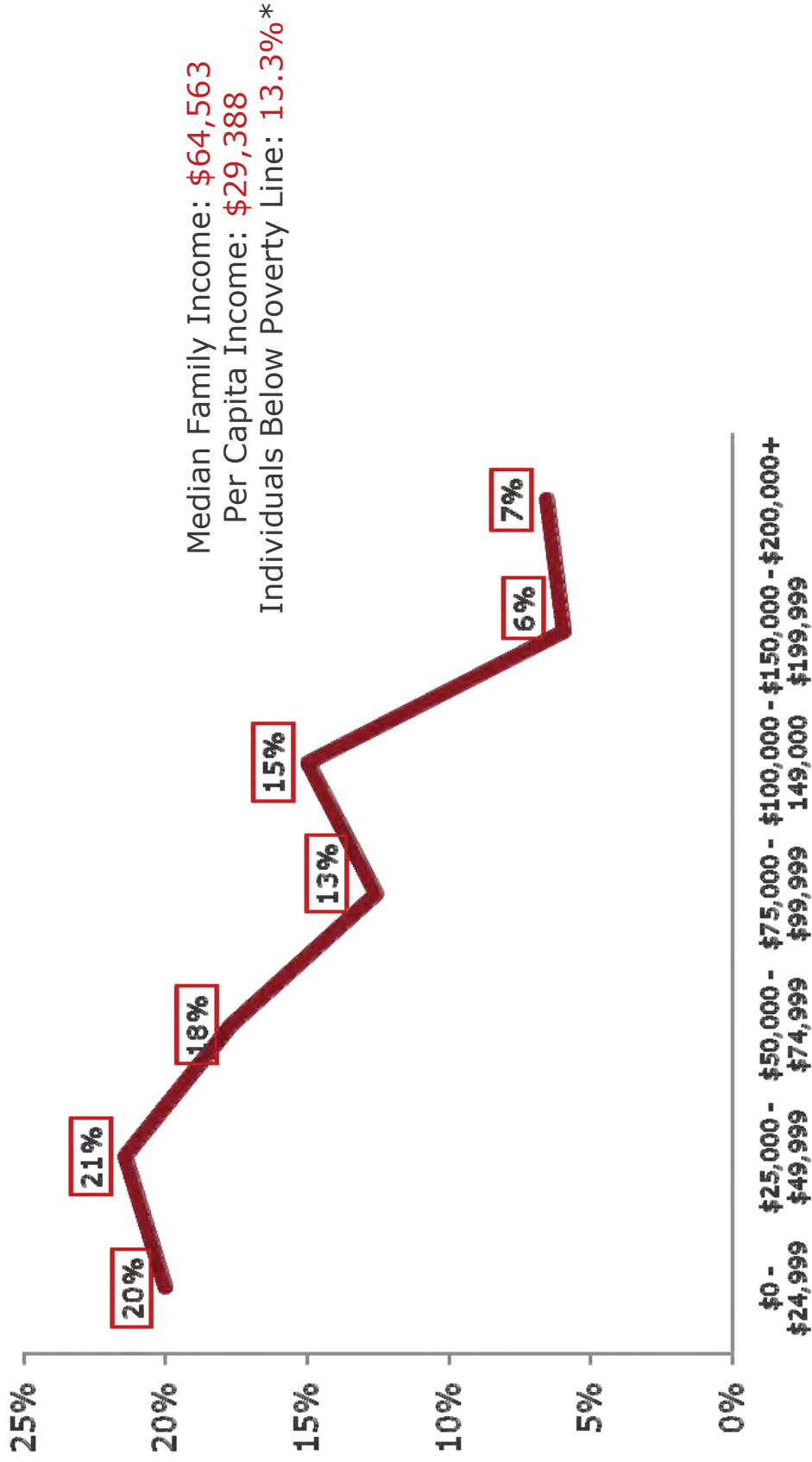
- English is the primary language spoken by 58% of persons over 5 years old
- Primary languages other than English are spoken by 42% of Californians



Note: Data is solely for contextual purposes—This is not to suggest intent to disseminate messaging in all languages
Source: 2005 American Community Survey

Socioeconomics

Median Household Income stands at \$61,021



Note: 2008 Inflation Adjusted Dollars

* Under \$22,025 for a family of four people

Source: 2008 American Community Survey, U.S. Census Bureau

Housing

Two-thirds of Californians own their own homes

Total Occupied Housing Units
13,174,781



Median Value of Owner-Occupied Home: **\$535,700**
Average Household Size: **2.9**
Average Family Size: **3.5**

Source: 2008 American Community Survey, U.S. Census Bureau

11. b) SWOT ANALYSIS

SWOT Analysis

<p>Strengths (Internal)</p> <ol style="list-style-type: none"> 1. Marketing coverage reaches most of California 2. Existing Flex Your Power (FYP) equity, awareness and programs offer wide range of EE programs from rebates to builder training 3. Dedicated funding and budget for statewide effort 4. Many state agency relationships to leverage support 5. California is recognized as national / International EE leader 6. Legislative mandates on California businesses help enforce EE 7. Influence and access to other business chains from manufacturers to consumers & brands like Google, Apple, Best Buy and GE 	<p>Weaknesses (Internal)</p> <ol style="list-style-type: none"> 1. Marketing is fragmented, with no dominant brand impacting behavior significantly—FYP has mixed history and unclear fit with new initiative's goals 2. Awareness and adoption of EE programs is mixed at best 3. New initiative needs to establish long-term and coordinated integration planning with other state agencies 4. Roles and responsibilities between CPUC, IOU's and Regional Utilities are unclear 5. Temptation to expand the EE initiative to include renewable energy and generation could dilute effort and leadership positioning — Leadership positioning doesn't equal success. 6. Legislative mandates have less impact on Californians and smaller businesses & CA budget cuts may hurt enforcement 7. Creating a cohesive, integrated effort with non-integrated entities is highly complex
<p>Opportunities (External)</p> <ol style="list-style-type: none"> 1. Rate increases and economic pressures create more desire for EE behavior and information 2. Rising awareness and acceptance of climate change, combined with high energy prices and energy security questions creating fertile environment for action 3. Potential halo effect of water conservation efforts on "not wasting" behaviors 4. College and Universities awarding "Green Degrees" 5. No clear authority to turn to on energy efficiency issues, combined with CA pride & EE leadership 6. Improving technology is providing better consumer options 7. Increased federal funding for residential and B2B customers 8. ENERGY STAR® partnership for appliance and IOU integration 9. EE and green messaging and offers abound (states, utilities, celebrities, non-profits, for-profits, etc.) 	<p>Threats (External)</p> <ol style="list-style-type: none"> 1. Resentment of IOU's because of higher utility bills 2. Uncertain economy may hurt adoption of costlier EE measures 3. Awareness may be up but people feel they're doing all they can 4. EE actions complicated and unproven (vs. simplicity of water conservation). Research confirms incongruence of Conservation and EE behaviors, even among Achievers/Believers 5. Concern over statewide leadership could diminish authority given current economic challenges 6. Growing demand for electricity, natural gas at odds with EE messaging and behavior 7. Federal funding/stimulus proven slow to reach end users 8. Risks building ENERGY STAR® brand over ours; ENERGY STAR® EE standards not necessarily the highest 9. Preponderance of competing, "uncertified" green messages creates clutter, confusion and doubt that lead to inaction

Internal: CPUC, IOU's

External: Regional IOUs, State Agencies, Social, Political, Economic Environment on State and Nat'l Level

SWOT Analysis—Implications

Assure that IOU's and CPUC are true co-owners of the Brand and the campaign, from the bottom up to the top down

Share and build upon our own best practices, creating ongoing dialogue about success to update and influence the campaign

Coordinate and integrate clearly and seamlessly with State agencies, IOU's and all other Market Actors towards a focused, impactful effort

Develop and achieve consensus around clear goals

Activate the new inspirational Brand, while consolidating and branding new and existing EE programs for easy comprehension, acceptance, involvement and adoption

Align and connect with other key influencers (from CBO's and non-profits to influential journalists and legislators) for credibility and connection with key segments

Create and activate mutually beneficial partnerships that incite action and success, supporting rather than competing with our campaign messaging

Specifically key in to easy low and no cost ways to take action

- Segment messaging to appeal to different lifestyles and economic situations

Overcome inertia with concrete and relevant ways to engage with our Brand and EE on a variety of levels

- Show personally and specifically how and what we can do (and how easy it is)

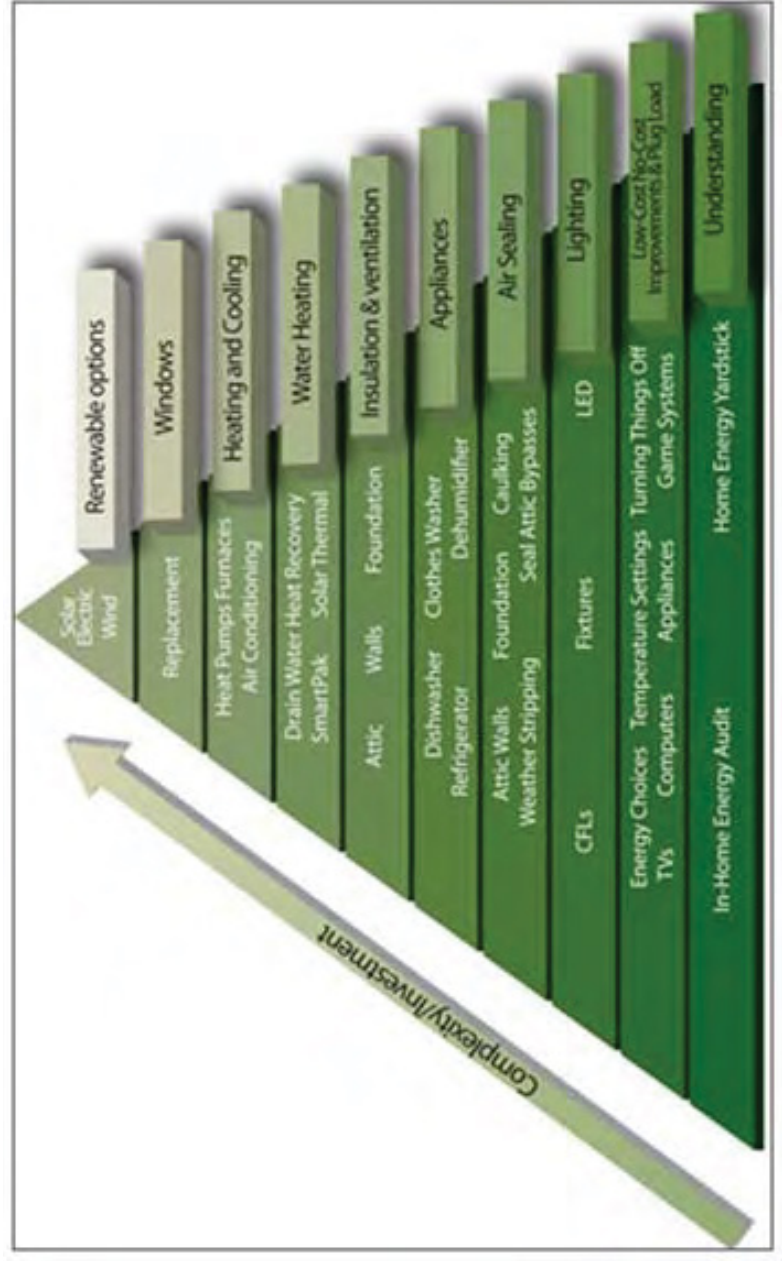
- Put forth real control to turn *"I feel I'm doing enough"* and *"It's not my personal responsibility"* into *"I want to do the right thing for my family, the environment, and future generations—I can help make a difference"*

11. c) "ASK" ACTIONS LONG LIST AND FRAMEWORKS FOR PRIORITIZATION AND SELECTION

Smart Energy Living— The Energy Pyramid

Targets specific areas one can tackle based on cost and complexity, helping one to prioritize

- Identifies precise actions, areas of the home, and appliances to target and classifies them into 10 categories
 - The easiest and least expensive on the bottom—Start at the bottom and work your way up the pyramid, as time and finances allow



Source: www.doe.gov, Minnesota Power, 2009

Or, Let Californians Choose The “Asks” They Are Prepared To Do

Provide a personalized “Ask” experience

Develop a “smart energy personality” tool which helps users determine what “Ask” actions they choose to do

- Design logic such that those who want to “*Get The Right Stuff*” receive suggestions on getting the right stuff, those who want information on seasonality get “*At The Right Time*”, etc.
- Quiz can be implemented so Californians are guided to the relevant utility programs
- Appeals to Californian individuality and desire to preserve lifestyle choice, etc.



Source: www.thedailygreen.com

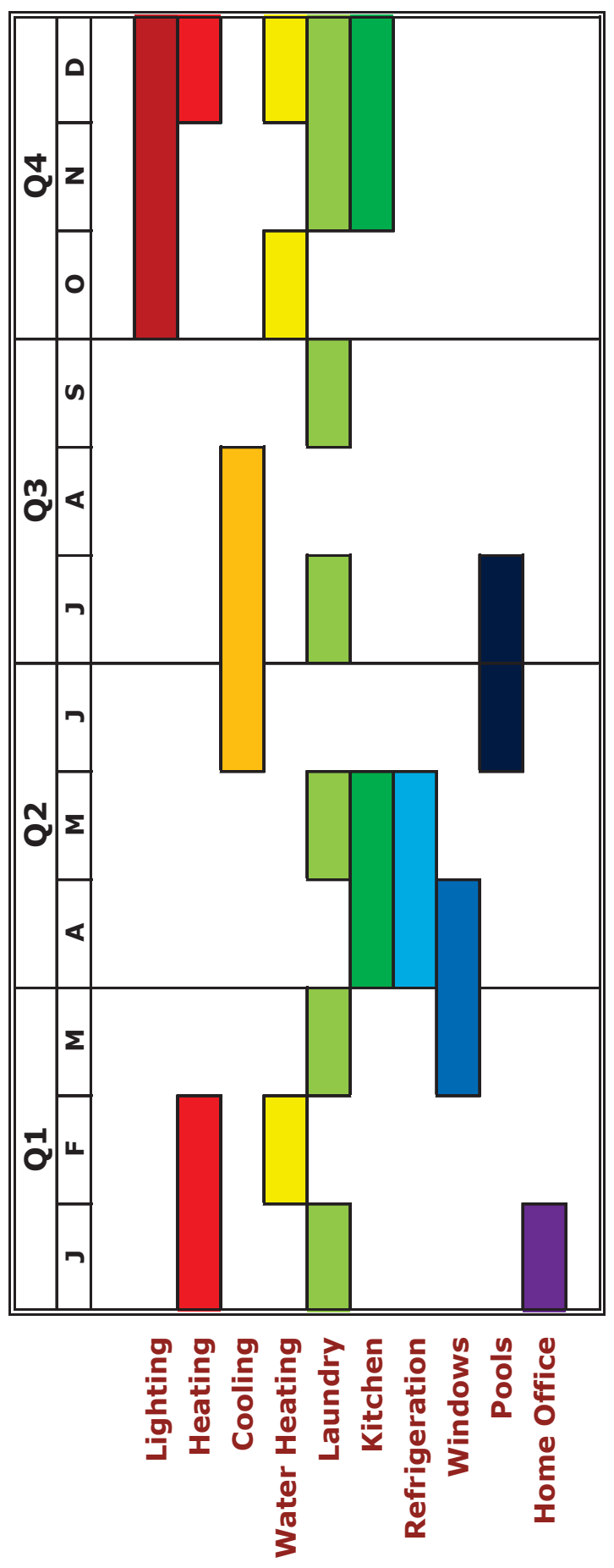
The “Ask” Actions— Life-Centric Sort Illustration

Category	Do The Right Thing	Get The Right Stuff	Fix The Leaks
Lighting	<ul style="list-style-type: none"> • Clean or dust lamps and fixtures regularly • Schedule heating system check-ups annually 	<ul style="list-style-type: none"> • Replace your five most-used lights with CFL bulbs and fixtures • Add carpeting to bare floors in the winter 	<ul style="list-style-type: none"> • Install dimming switches or motion detectors • Caulk frames around windows and doors
Heating	<ul style="list-style-type: none"> • Keep central and room air conditioners at 74°F–78°F during Summer 	<ul style="list-style-type: none"> • Install and use fans in every room 	<ul style="list-style-type: none"> • Use thermal-backed drapes, shades, or blinds
Cooling	<ul style="list-style-type: none"> • Run full dishwasher loads and air dry 	<ul style="list-style-type: none"> • Install aerators and low-flow showerheads in bathrooms and kitchen 	<ul style="list-style-type: none"> • Insulate the first six feet of hot and cold water pipes connected to the water heater
Water Heating	<ul style="list-style-type: none"> • Line-dry clothes whenever possible—If using a dryer, clean the lint screen every load 	<ul style="list-style-type: none"> • Use cold water and appropriate detergents for washing clothes 	<ul style="list-style-type: none"> • Install ENERGY STAR washers and dryers
Laundry	<ul style="list-style-type: none"> • Don't open the oven door when cooking, as the temperature will drop 25°–30°F each time 	<ul style="list-style-type: none"> • Use microwaves or toaster ovens instead of conventional oven or stove 	<ul style="list-style-type: none"> • Invest in copper-bottomed pots and pans, as they use heat most efficiently
Kitchen	<ul style="list-style-type: none"> • Set your refrigerator to 40°F and your freezer to 0°F 	<ul style="list-style-type: none"> • Keep your freezer full but don't overload your refrigerator 	<ul style="list-style-type: none"> • Replace older refrigerators with an ENERGY STAR qualified one
Refrigeration	<ul style="list-style-type: none"> • Keep south-facing windows clean to take advantage of solar heat 	<ul style="list-style-type: none"> • Install plastic sheeting on the inside of drafty windows 	<ul style="list-style-type: none"> • Install ENERGY STAR windows
Windows	<ul style="list-style-type: none"> • Use the minimum amount of time required for your pool pump 	<ul style="list-style-type: none"> • Cover heated pools to keep the heat in 	<ul style="list-style-type: none"> • Install a timer for your pool pump
Pools	<ul style="list-style-type: none"> • Set your laptop or desk-top computer to sleep mode or turn off when not in use 	<ul style="list-style-type: none"> • Use laptop computers instead of desk-top computers 	<ul style="list-style-type: none"> • Use a power strip to turn off electronics when not home
Home Office			

Source: www.masssave.com, 2009

At the Right Time— Linking “Ask” Actions To Living

Illustration of possible messaging and activity flighting; subject to variation due to IOU programs, external factors, elections etc.



Alternative Perspective: Let the users choose the “asks” they are willing to do

Provide a personalized “ask” experience

- Develop a “smart energy personality” tool which helps users determine what 10 asks they can do
 - Design logic such that those who want to “Get the right stuff” receive suggestions on getting the right stuff, those who want information on seasonality get “At the right time”, etc.
 - Quiz can be implemented so Californians are guided to the relevant utility programs
 - Appeals to Californian individuality and desire to preserve lifestyle choice, etc.

1.18.2009 2:39 pm

What's Your Green Personality?

Take this brief quiz to find out

[See more Fun Quizzes](#)

e-mail print rss share



You may be more green than you think, even without trying. What do your snack, transportation and reading choices say about you? Find out now!



start

Source: thedailygreen.com

Smart Energy Living— "Ask" Actions Prioritization Models

All actions were evaluated on three key dimensions:

- Impact
 - Will have a significant effect on Californian energy use if changed
- Low penetration but high intent
 - A plasticity index that takes into account market penetration and willingness to undertake the action; for the purpose of this study, actions with low market penetration (large amount of non-adopters) but high intent would be the preferable plasticity values
- Probability
 - Are low to medium cost

Use of priority asks

Prioritization models were researched, developed and examined to determine which “Ask” actions are the most important to initially form the core of programs, activities and messaging

The purpose of the model chosen is three-fold:

- To prioritize what messaging to pursue
- To provide concrete measures of effect of campaign
- An initial bar of easy asks to get Californians enthusiasm raised and participation spurred

Menu of asks can be changed:

- To align with IOU priorities
- Other program priorities
- To target renters and low-income

Recommended Model: The Cost, Energy Savings, Plasticity (CESP) Model

$$\text{CEUP} = C \times \text{ES}\% \times \text{P}\%$$

- C = Cost
 - High cost actions are assigned a score of 1; Medium cost actions a score of 2; Low cost a score of 3; No cost a score of 4
- ES = Energy Savings
 - High energy savings that would occur if action undertaken
 - Used as a measure of impact a change would have on a Californian’s energy use
- P = Plasticity
 - An measure of the proportion of non-adopters that could be induced to take action and the current market penetration of the action

Note: energy savings and plasticity will need be computed for California.

Source: Analysis by Interbrand

Recommended Model: CESP model - Using Cost, Energy Use, Self Report (CESP) Hybrid Index to rank asks

Note: Not an exhaustive list of asks but limited to what was asked in segmentation study

Action	Category	Rank	Cost (no=4 to High=1)	Energy savings (% savings of total energy use)	Plasticity (how many more non-adopters can be induced to change)*	Index (1 is ideal)
Weatherization	Fix the leaks		3	TBD	90%	TBD
EE appliances	Get the right stuff		1		80%	
EE HVAC	Get the right stuff		1		80%	
HVAC Maintenance	Fix the leaks		2		30%	
Install low flow showerheads	Get the right stuff		3		80%	
EE water heater	Get the right stuff		1		80%	
Sign-up for EE alerts	At the right time		4		n.a.	
Smart strips and CFLs	Get the right stuff		3		n.a.	
Unplug cell phone charges	Do the right thing		4		n.a.	
Unplug computer	Do the right thing		4		n.a.	
Turn off electronics	Do the right thing		4		n.a.	
Sign-up for DR alerts	At the right time		4		n.a.	
Installed light timers	Get the right stuff		2		n.a.	
Turn off lights	Do the right thing		4		n.a.	
Install ceiling fans	Get the right stuff		2		n.a.	
Installed Motion detectors	Get the right stuff		2		n.a.	
Insulation	Get the right stuff		1		n.a.	
EE Refrigerator	Get the right stuff		1		n.a.	
Double paned windows	Get the right stuff		1		na.	
EE consumer electronics	Get the right stuff		1		n.a.	
Programmable thermostat	At the right time		1		n.a.	
Solar panels installed	Get the right stuff		1		n.a.	
Home shading	Get the right stuff		1		n.a.	
Installed attic fans	Get the right stuff		2		n.a.	
Cool/white roofs	Get the right stuff		1		n.a.	

Note: Plasticity numbers are estimates based on U.S. numbers based on behaviors focused on in study. Plasticity numbers would need to be recreated for California (especially conservation behaviors).

Source: Plasticity estimated based on The Behavioral Wedge, Dietz et al., October 2009

Alternative models

These models are for reference and discussion purposes

If baseline research can not be completed in time, we recommend using the CEUSR model, as it is most tied to the CA research results

1.The CEUSR Model

- *Cost-Energy Use-Self Report Index*
 - Built from current ODC data

Other models:

1.The Wedge RAER Model

- *Reasonably-Achievable Emissions-Reduction Index*

– Sourced from CEC (California Energy Commission) data

2.The Hybrid CEUP Model

- *Cost-Energy Use-Plasticity Index*
 - Based on current ODC data, overlaid with a plasticity metric

1. CEUSR Model

$$\text{CEUSR Index} = C \times \text{EU}\% \times \text{SR}\%$$

- C = Cost
 - High cost actions are assigned a score of 1; Medium cost actions a score of 2; Low cost a score of 3; No cost a score of 4
- EU = Energy Use
 - % share of the average Californians' energy use as reported by CEC
 - Used as a measure of impact a change would have on a Californian's energy use
- SR = Self-Report
 - Awareness measure as represented by highest self-report numbers by either one of our priority segments (*Alex Leading Achiever* and/or *Carlos Practical Spender*) in the segmentation study
 - Segments may or may not already be performing action, yet the self-report reveals awareness and an intent that can be encouraged by this campaign

1. CEUSR Model— [RECOMMENDED] Top 10 “Ask” Actions

Rank	Action	“Ask”	Cost Score	Energy Use	Self Report	Segment	CEUSR Index (1 = Ideal)
1	Turn Off Lights	Do The Right Thing	4	22%	90%	Alex	0.7920
2	Turn Off Electronics	Do The Right Thing	4	15%	74%	Carlos	0.4440
3	Smart Strips And CFLs	Get The Right Stuff	3	22%	61%	Alex	0.4026
4	Sign-up For DR Alerts	At The Right Time	4	26%	36%	Alex	0.3744
5	Unplug Cell Phone Charges	Do The Right Thing	4	15%	60%	Carlos	0.3600
6	HVAC Maintenance	Fix The Leaks	2	17%	78%	Alex	0.2652
7	Installed Motion Detectors	Get The Right Stuff	2	22%	45%	Alex	0.1980
8	EE Appliances	Get The Right Stuff	1	21%	94%	Alex	0.1974
9	Install Ceiling Fans	Get The Right Stuff	2	11%	83%	Alex	0.1826
10	EE Refrigerator	Get The Right Stuff	1	19%	94%	Alex	0.1786
11	Unplug Computer	Do The Right Thing	4	15%	24%	Carlos	0.1440
12	EE HVACs	Get The Right Stuff	1	17%	81%	Alex	0.1377
13	Installed Attic Fans	Get The Right Stuff	2	10%	67%	Alex	0.1340
14	Weatherization	Fix The Leaks	3	7%	63%	Alex	0.1323
15	Double Paned Windows	Get The Right Stuff	1	17%	76%	Alex	0.1292
16	Insulation	Get The Right Stuff	1	17%	72%	Alex	0.1224
17	Installed Light Timers	Get The Right Stuff	2	22%	27%	Alex	0.1188
18	Programmable Thermostat	At The Right Time	1	14%	81%	Alex	0.1134
19	Sign-up For EE Alerts	At The Right Time	4	26%	10%	Alex	0.1040
20	Home Shading	Get The Right Stuff	1	14%	70%	Alex	0.0980
21	Solar Panels Installed	Get The Right Stuff	1	100%	9%	Alex	0.0900
22	Install Low Flow Showerheads	Get The Right Stuff	3	3%	84%	Alex	0.0756
23	EE Consumer Electronics	Get The Right Stuff	1	15%	44%	Alex	0.0660
24	Cool/White Roofs	Get The Right Stuff	1	1%	25%	Alex	0.0250
25	EE Water Heater	Get The Right Stuff	1	3%	77%	Alex	0.0231

Source: Opinion Dynamics Corporation, 2009; Energy Use Share from CEC, Residential and Low Income Long Term Strategy; Analysis by Interbrand

2. The Wedge RAER Model

RAER Index = PER x P%

- PER = Potential Emissions Reduction
 - If 100% adoption accounting for existing penetration (a measure of further impact possible)
- P = Plasticity
 - Proportion of non-adopters that could be induced to take action
 - Measure of how easy will it be to get people to change
 - Numbers are estimates based on U.S. numbers and would need to be recreated for this study
 - *RAER figures are corrected for double-counting, and not corrected for potential "take-back"*

2. The Wedge RAER Model— Top 10 “Ask” Actions

Rank	Behavior Change	Action Category	Potential Emissions Reduction (MTC)	Behavioral Plasticity	RAER (MTC)	RAER (%I/H)
1	Weatherization	W	25.2	90%	21.2	3.39%
2	HVAC Equipment	W	12.2	80%	10.7	1.72%
3	Low-flow Showerheads	E	1.4	80%	1.1	0.18%
4	Efficient Water Heater	E	6.7	80%	5.4	0.86%
5	Appliances	E	14.7	80%	11.7	1.87%
	LRR Tires	E	7.4	80%	6.5	1.05%
	Fuel-efficient Vehicle	E	56.3	50%	31.4	5.02%
6	Change HVAC Air Filters	M	8.7	30%	3.7	0.59%
7	Tune Up AC	M	3.0	30%	1.4	0.22%
	Routine Auto Maintenance	M	8.6	30%	4.1	0.66%
8	Laundry Temperature	A	0.5	35%	0.2	0.04%
9	Water Heater Temperature	A	2.9	35%	1.0	0.17%
10	Standby Electricity	D	9.2	35%	3.2	0.52%
	Thermostat Setbacks	D	10.1	35%	4.5	0.71%
	Line Drying	D	6.0	35%	2.2	0.35%
	Driving Behavior	D	24.1	25%	7.7	1.23%
	Carpooling & Trip-chaining	D	36.1	15%	6.4	1.02%

W = Home Weatherization; **E** = Efficiency Vehicles; **M** = Equipment Maintenance; **A** = Equipment Adjustments; **D** = Daily Use Behavior

Source: Opinion Dynamics Corporation, 2009; Energy Use Share from CEC, Residential and Low Income Long Term Strategy; Plasticity estimated based on The Behavioral Wedge, Dietz et al., October 2009; Analysis by Interbrand

3. The Hybrid CEUP Model

$$\text{CEUP} = C \times \text{EU}\% \times \text{P}\%$$

- C = Cost
 - High cost actions are assigned a score of 1; Medium cost actions a score of 2; Low cost a score of 3; No cost a score of 4
- EU = Energy Use
 - % share of the average Californians' energy use as reported by CEC
 - Used as a measure of impact a change would have on a Californian's energy use
- P = Plasticity
 - Proportion of non-adopters that could be induced to take action
 - Numbers are estimates based on U.S. numbers and would need to be recreated for this study
 - *Research exists for EE actions, yet must be developed for conservation behaviors through baseline study*

Source: Analysis by Interbrand

"Ask" Actions Long List— Lighting

- ✓ Replace halogen bulbs or incandescent bulbs with compact fluorescent bulbs (CFLs)
- ✓ Use motion detectors or timers for your outdoor lighting and porch lights
- ✓ Clean or dust to improve lighting efficiency from lamps and fixtures
- ✓ Use timers or CFL bulbs in high use outdoor lighting
- ✓ Replace your five most-used lights with CFL bulbs and fixtures
- ✓ Place lamps in corners to reflect more light
- ✓ Use dimming switches or three way lamps to reduce energy consumption to the lowest needed wattage

Source: www.masssave.com, 2009

"Ask" Actions Long List— Heating

- ✓ Replace your old heating system with an ENERGY STAR qualified boiler or furnace
- ✓ Replace your heating system with an ENERGY STAR qualified model to cut annual heating costs
- ✓ Install foam gaskets behind electric-outlet and switchplate covers
- ✓ Use mastic to seal all exposed ductwork joints in areas such as your attic, crawlspace, or basement
- ✓ Caulk frames around windows and doors using clear pliable caulk
- ✓ Caulk foundation cracks and openings
- ✓ Schedule heating system check-ups annually
- ✓ Consider splitting your heating system into multiple zones for bedrooms and living rooms
- ✓ Put timers on thermostats in order to reduce heat in bedrooms during the day and in living areas at night
- ✓ Lower your heat to 55°F if you are going away for a day or longer

Source: www.masssave.com, 2009

"Ask" Actions Long List— Heating

- ✓ Air seal before you add insulation to attic floors, basements, and crawl space walls
- ✓ Use a chimney block to stop heat loss when not using your fireplace
- ✓ Add carpeting to bare floors in the winter for heat retention
- ✓ Have a professional examine your duct work for leaks to seal, and to save heating and cooling costs
- ✓ Check that existing insulation in your home is even with no gaps or voids
- ✓ Upgrade your attic insulation to R38 or R49
- ✓ Use a programmable ENERGY STAR qualified thermostat to automatically raise and lower your heating and cooling systems when you are not home

Source: www.masssave.com, 2009

"Ask" Actions Long List-- Heating

- ✓ When not in use, close the flue in your fireplace and use glass doors to keep the heated or cooled air in your home from escaping out the chimney
- ✓ Check regularly to make sure fireplace dampers are closed and fit tightly
- ✓ Check warm air heating system furnace filters and HVAC filters each month and clean or replace as needed

Source: www.masssave.com, 2009

"Ask" Actions Long List— Cooling

- ✓ Replace your old central air conditioner with a new ENERGY STAR® qualified model
- ✓ Use light colored curtains in the summer
- ✓ Use light colored paint to reflect heat in porches or sunrooms
- ✓ Use fans in every room
- ✓ Close blinds, drapes and shades during the summer to keep the strong sunlight from heating your home
- ✓ Make sure your clothes dryer vent does not blow on the outdoor air conditioning unit
- ✓ Locate room air conditioners on a north wall or a side of the building that's shaded
- ✓ Use kitchen, bathroom, and other ventilating fans sparingly to avoid pulling warm or cooled air out of your home
- ✓ Apply a reflective coating to your roof to reduce heat buildup in your home and help save energy during the summer
- ✓ Turn off exhaust fans in bathrooms and kitchen when not needed

Source: www.masssave.com, 2009

"Ask" Actions Long List— Cooling

- ✓ If you have a room air conditioner, make sure to rinse and clean the filter to maximize its efficiency
- ✓ Replace an older air conditioning unit qualified model
- ✓ Use ENERGY STAR qualified dehumidifiers to save in yearly operating costs
- ✓ Make sure doors close properly and replace non-working doorknobs and latches
- ✓ Keep the tracks on sliding glass doors clean to avoid gaps where heat can come in and cold air can escape
- ✓ Make sure that drapes and furniture do not block vents or air returns
- ✓ Keep central and room air conditioner units at between 74°F–78°F in the summer
- ✓ Turn off ceiling fans when you are not in the room

Source: www.masssave.com, 2009

"Ask" Actions Long List— Cooling

- ✓ Use ceiling fans or open windows first before you turn on your cooling system
- ✓ Keep storm windows and doors closed when air conditioning is operating
- ✓ Use ceiling fans turning counter-clockwise in the summer
- ✓ Reverse ceiling fans in the winter by changing the rotation direction to push rising warm air down into the room
- ✓ When air conditioning is running, keep doors and windows closed and turn off all exhaust fans in the kitchen and bathrooms
- ✓ Keep air conditioning unit set to the "auto" position instead of the "on" position to avoid air flowing constantly even when you are not home which wastes energy
- ✓ Use landscaping such as trees and shrubs to shade your home
- ✓ Plant trees and shrubbery to shade the sunny side of your home (usually the east and south sides)
- ✓ Use thermal-backed drapes, shades, or blinds to block out the sun in the summer but allow the radiant heat in during the winter
- ✓ Schedule air conditioning tune-ups annually

Source: www.masssave.com, 2009

"Ask" Actions Long List— Water Heating

- ✓ If replacing your water heater, consider a tankless or an indirect model
- ✓ Be sure to set your water heater to no more than 120°F
- ✓ Run a fully loaded dishwasher and let the dishes air dry once they are clean
- ✓ Install an ENERGY STAR qualified dishwasher to use less energy and water than conventional models
- ✓ Take a five minute shower instead of a bath to reduce hot water use
- ✓ Switch to an ENERGY STAR qualified clothes washer to cut energy and water consumption

Source: www.masssave.com, 2009

"Ask" Actions Long List— Water Heating

- ✓ Turn your gas water heater to “vacation mode” if you are leaving your house for an extended period of time
- ✓ Insulate the first six feet of hot and cold water pipes that are connected to the water heater
- ✓ Consider investing in a solar water heater or geothermal heating system
- ✓ Check faucets and all water pipes for leaks. Leaks can lead to additional energy costs
- ✓ Install energy-saving aerators and low-flow showerheads in your bathrooms and kitchen

Source: www.masssave.com, 2009

"Ask" Actions Long List— Laundry

- ✓ Use cold water for washing clothes
- ✓ Line-dry your clothes whenever possible
- ✓ If using a dryer, clean the dryer's lint screen after every load
- ✓ Use less water for smaller loads by choosing the appropriate setting on your washing machine

Source: www.masssave.com, 2009

"Ask" Actions Long List— Kitchen

- ✓ Use microwaves or toaster ovens instead of the conventional oven or stove
- ✓ Do not open the oven door, as the temperature in the oven will drop 25°F–30°F each time
- ✓ Grill out during the summer to avoid heating your home with your oven
- ✓ Invest in copper-bottomed pots and pans to use less heat
- ✓ Clean stove reflector pans regularly so they can efficiently reflect heat upward
- ✓ Use tight-fitting covers on pots and pans to shorten cooking time
- ✓ Cook during the early morning or late evening hours in the summer
- ✓ Be sure to thaw food before cooking it
- ✓ Turn off the oven or burners when food is almost cooked as the existing heat will continue to cook the food
- ✓ Use pots that match the size of your burners
- ✓ Keep the inside of your microwave clean to cook your food more efficiently

Source: www.masssave.com, 2009

"Ask" Actions Long List-- Refrigeration

- ✓ Install an ENERGY STAR qualified refrigerator that use 40% less energy than conventional models
- ✓ Cover liquids and wrap food stored in the refrigerator to avoid releasing moisture and making the compressor work harder
- ✓ Defrost refrigerators and freezers regularly as frost buildup decreases the energy efficiency of the unit
- ✓ Clean refrigerator condenser coils on a monthly basis so it will run for shorter period and cut down on energy costs
- ✓ Keep your freezer full but don't overload your refrigerator
- ✓ Consider removing your second refrigerator from the basement or garage

Source: www.masssave.com, 2009

"Ask" Actions Long List— Refrigeration

- ✓ Keep refrigerator and freezer away from stove, range, dishwasher, water heater, clothes washer, and dryer
- ✓ Set your refrigerator to 40°F and your freezer to 0°F
- ✓ Remember to check the seals on your refrigerator door to make sure they are clean and tight

Source: www.masssave.com, 2009

"Ask" Actions Long List— Windows

- ✓ Replace old windows with ENERGY STAR qualified windows that have a U-factor of .35 or lower
- ✓ Repair broken or cracked glass and putty older windows
- ✓ Make sure to close windows properly and use storm windows and doors during the winter
- ✓ Install ENERGY STAR qualified windows and window films to minimize heat gain in the summer
- ✓ Using storm windows and doors in the winter can significantly reduce your heat loss
- ✓ If you can't replace your windows, install plastic sheeting on the inside of drafty windows
- ✓ Examine the caulking and weather stripping around your doors and windows and repair as necessary
- ✓ Clean south-facing windows to take advantage of solar heat and draw shades on north-facing windows

Source: www.masssave.com, 2009

"Ask" Actions Long List— Pools

- ✓ Use a timer for your pool pump so it does not run longer than necessary
- ✓ Cover heated pools to keep the heat in

Source: www.masssave.com, 2009

"Ask" Actions Long List— Home Office

- ✓ Set your laptop or desktop computer to energy-saving sleep mode or turn off your computer when not in use
- ✓ Use laptop computers instead of desktop computers
- ✓ Use a power strip to turn off home electronics when you are not home

Source: www.masssave.com, 2009

11. d) MYTHS ASSOCIATED WITH THE “ASKS”

Myths Associated With Doing The Right Thing

Myth	Reality	Opportunity	Potential Brands/Partners
<i>Appliances are off when they are off</i>	<ul style="list-style-type: none"> "Vampire Power" can account for up to 5% of your typical bill¹ 	<ul style="list-style-type: none"> Educate people to turn off their appliances, use Smart Strips 	<ul style="list-style-type: none"> Worldwatch Institute Earth Aid Kit http://www.earthaidkit.com, Best Buy, http://www.chooserenewables.com/
<i>I need to keep my computer on and use a screensaver</i>	<ul style="list-style-type: none"> You do not need to use a screensaver or keep your computer on to prolong its life—Use sleep and hibernation mode 	<ul style="list-style-type: none"> Educate Californians on how to use the power mode on their computer 	<ul style="list-style-type: none"> All major computer manufacturers/OEMs such as HP, Apple, Intel, Dell
<i>Washing clothes in cold water won't get them clean</i>	<ul style="list-style-type: none"> 90% of energy used in laundry comes from heating water and is unnecessary² 	<ul style="list-style-type: none"> Work with laundry brands to pass the word on washing in cold 	<ul style="list-style-type: none"> ENERGY STAR®, Best Buy, Sears, Wal Mart, Local Governments, CBOs
<i>Turning on and off CFLs shorten their life</i>	<ul style="list-style-type: none"> Besides saving 90% more energy than incandescents, newer CFLs can be turned on and off without shortening their lives³ 	<ul style="list-style-type: none"> Message people about CFLs and their correct use 	<ul style="list-style-type: none"> IOUs, CEC, Retailers such as Lowes, The Home Depot, Walgreens, Ace Hardware
<i>I'll be wasting energy turning the thermostat down when gone from home and up when you return</i>	<ul style="list-style-type: none"> By lowering your thermostat for an eight-hour period, you'll actually reduce your annual heating bill Install a programmable thermostat to automatically adjust the setting and you can set it and forget it⁴ 	<ul style="list-style-type: none"> Market programmable thermostats and proper heating use 	<ul style="list-style-type: none"> IOUs, Retailers, CBOs

¹ Lawrence Berkeley National Laboratory, <http://standby.lbl.gov/faq.html>, ²ENERGY STAR®, ³, ⁴ Clark Public Utilities, <http://www.clarkpublicutilities.com/yourhome/freesources/energyAdviser/archives/2009/012709>

Myths Associated With Getting The Right Stuff

Myth	Reality	Opportunity	Potential Brands/Partners
<i>Appliances are off when they are off, so I don't need a Smart Power Strip to manage them</i>	<ul style="list-style-type: none"> "Vampire Power" can account for up to 5% of a typical Californians bill¹ 	<ul style="list-style-type: none"> Work with online and offline retailers to market Smart Strips 	<ul style="list-style-type: none"> Worldwatch Institute Earth Aid Kit http://www.earthaidkit.com, Best Buy, http://www.chooserenewables.com/
<i>Keeping old appliances is more green than buying new ones</i>	<ul style="list-style-type: none"> New ENERGY STAR[®] appliances can provide an energy savings of up to 90% and pay for themselves and old appliances can be recycled² 	<ul style="list-style-type: none"> Work with Californians on the ENERGY STAR[®] program and what it means 	<ul style="list-style-type: none"> ENERGY STAR[®], Best Buy, Sears, Wal Mart, Local Governments, CBOs
<i>Turning on and off CFLs shorten their life</i>	<ul style="list-style-type: none"> Besides saving 90% more energy than incandesents, newer CFLs can be turned on and off with out shortening their lives³ 	<ul style="list-style-type: none"> Message people about CFLs and their correct use 	<ul style="list-style-type: none"> IOUs, CEC, Retailers such as Lowes, The Home Depot, Walgreens, Ace Hardware
<i>I can remember to adjust the thermostat (my current one is just fine)</i>	<ul style="list-style-type: none"> Install a programmable thermostat to automatically adjust the setting and you can set it and forget it⁴ 	<ul style="list-style-type: none"> Market programmable thermostats and proper heating behavior 	<ul style="list-style-type: none"> IOUs, Retailers, CBOs
<i>My house is already energy efficient</i>	<ul style="list-style-type: none"> Installing low water fixtures, ceiling fans, programmable pool pumps can make your house even more efficient 	<ul style="list-style-type: none"> Market low-cost home improvement solutions 	<ul style="list-style-type: none"> Retailers, Developers, Local Governments, CBOs

¹ Lawrence Berkeley National Laboratory, <http://standby.lbl.gov/faq.html>, ²ENERGY STAR[®], ³, ⁴ Clark Public Utilities, <http://www.clarkpublicutilities.com/yourhome/freeResources/energyAdviser/archives/2009/012709>

Myths Associated With Fixing The Leaks

Myth	Reality	Opportunity	Potential Brands/Partners
It isn't necessary to have a home energy assessment and it's too time consuming	<ul style="list-style-type: none"> Several easy home energy assessments are available on the web 	<ul style="list-style-type: none"> Educate people on how easy and cost effective an audit is 	<ul style="list-style-type: none"> IOUs, Local government
I don't have to install double paned windows and insulation	<ul style="list-style-type: none"> Windows can save up to 24% of energy in cold climates and up to 18% in hot climates in Summer¹ Insulation saves money by filling the leaks, keeping homes warmer 	<ul style="list-style-type: none"> Educate people on how easy and cost effective this is, and the rebate programs that exist 	<ul style="list-style-type: none"> IOUs, Local government
One doesn't need to do a HVAC audit	<ul style="list-style-type: none"> A HVAC assessment and tune-up once a year can result in energy savings up to 40%² 	<ul style="list-style-type: none"> Publicize the potential savings of an assessment 	<ul style="list-style-type: none"> IOUs, Local government

¹ <http://www.servicemagic.com/article.show.Pros-Cons-and-Costs-Double-Paned-Windows.15725.html>
² <http://www.buildings.com/Magazine/ArticleDetails/tabid/3413/ArticleID/8624/Default.aspx>

Myths Preventing Acting At The Right Time

Myth	Actuality	Opportunity	Potential Brands/Partners
<i>I want control</i>	<ul style="list-style-type: none"> • Californians want things automated and easy¹ 	<ul style="list-style-type: none"> • Automate Demand Response and Smart Grid solutions 	<ul style="list-style-type: none"> • IOUs
<i>I need my heat or air conditioning on all the time to stay comfortable</i>	<ul style="list-style-type: none"> • Automated solutions can be used to cycle heat or air conditioning at key times 	<ul style="list-style-type: none"> • Market programmable thermostats and proper heating use 	<ul style="list-style-type: none"> • IOUs
<i>I have to have the lights on all the time</i>	<ul style="list-style-type: none"> • Daylighting can greatly reduce energy costs • New construction can also make Daylighting completely practical 	<ul style="list-style-type: none"> • Educate Californians on Daylighting and prompt them to turn the lights off and arrange their work and homes to take advantage of natural light 	<ul style="list-style-type: none"> • IOUs, Architects, Contractors

1 <http://www.greentechmedia.com/articles/read/five-myths-about-smart-grid/>

11. e) SEGMENTATION PROFILES AND SNAPSHOTS

Alex Leading Achievers (20%)

I care deeply, but feel I'm doing everything I can

Many are in their 40's and 50's and they're less likely to have kids at home. Most of them own their homes. Highly educated (lots of graduate degrees here), affluent and are more likely to be white. They're well informed on current issues, and they care about them. They're optimistic with a win-win view of the world. They're definitely comfortable with using the web and finding the most credible and trusted sources of information. They enthusiastically share their knowledge with their friends. They're practical energy efficiency evangelists (and they recycle too). They're into the tools and toys of modern life –for enjoyment and for how they can help them live in Smart Energy Living.

Top Psychographic Traits

I'm **happy** with my life

My outlook is **practical**, I value **competence** and **order**

I feel **empowered** to solve problems and can deal well with unexpected events

I'm an **independent** thinker

I'm a **leader** and **early adopter**

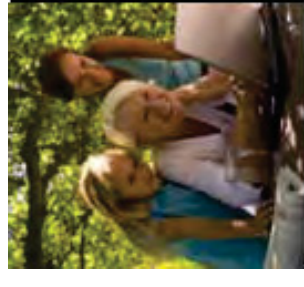
I like to **engage** with others on issues I care about

I feel it's my **personal responsibility** to make a difference

I care about making the **environment healthier**

I'm **not** that **concerned** about **convenience** and **comfort**

I want to **feel good** about myself and my **actions**



What they're doing or not doing EE-wise

- Doing no cost practices, but could unplug and turn off more
- Buying higher-cost EE equipment (*Getting The Right Stuff*)
- Buying and installing a variety of low-mid cost EE equipment (*Fixing The Leaks*)
- Participating in IOU programs, from audits to alerts
- Using less energy when asked
- Thinking they're relatively using less energy than others

Alex Leading Achievers

Arrows indicate statistically significant difference at 95% confidence

Demographics and Geographic Location (% of Total)

	Segment	Others
Gender		
Male	43%	44%
Female	57%	56%
Age		
24 or younger	5%	14%
25-34	9%	20%
35-44	20%	21%
45-54	30%	17%
55-64	22%	11%
65 or older	14%	17%
Ethnicity		
White or Caucasian	76%	49%
Black or African American	3%	8%
Hispanic or Latino	13%	31%
Asian	5%	10%
Other	2%	2%
Education		
High school or less	7%	28%
Some college/associate degree	37%	34%
College graduate	23%	17%
Graduate degree	33%	17%
Own/Rent		
Own	84%	58%
Rent	16%	42%
Children in Household		
None	61%	53%
1	19%	17%
2-3	17%	26%
4 or more	3%	3%
Annual Household Income		
Less than \$30K	13%	23%
\$30K-\$49,999	15%	24%
\$50K-\$74,999	13%	14%
\$75K-\$99,999	17%	9%
\$100K-\$149,999	16%	10%
\$150K-\$249,999	10%	5%
\$250,000 or more	4%	1%
Annual Income Level		
Low (State standard)	20%	38%
Medium (>L.I.-\$200K)	66%	51%
High (\$200K+)	9%	3%
IOU Territory		
PG&E	42%	36%
SCE	40%	42%
LADWP	4%	8%
SDG&E	10%	9%
Other	3%	5%
Urban/Rural		
Urban	83%	85%
Rural	16%	15%

Psychographics (Top 2 Box)

	Segment	Others
Recycles	90%	74%
Deals well with unexpected events	68%	56%
Can solve problems	78%	67%
Happy with life	69%	59%
Practical outlook	84%	72%

Perceived Energy Use Compared to Neighbors (% of Total)

	Segment	Others
Uses more energy	16%	12%
Uses as much energy	25%	30%
Uses less energy	52%	47%

Alex Leading Achievers

Arrows indicate statistically significant difference at 95% confidence

Practices (No Cost)		Low-Med Cost Requiring Knowledge or Installation (% Yes)	
Turn off TV when leaving the room (Top 3 Box)	80%	Programmable thermostat	81% ↑
Turn on min number of lights (Top 3 Box)	90% ↑	Motion detectors	45% ↑
Turn off computer (Top 3 Box)	55%	Ceiling fans	83% ↑
Unplug cell phone chargers (Top 3 Box)	58%	Attic vent	62% ↑
Unplug other electronics and power strips (Top 3 Box)		Purchases (% Yes)	
Unplug computer when not in use (Top 3 Box)	13% ↓	Solar panels installed	9%
Turn off lights when leave a room (Top 3 Box)	90% ↑	Smart meter installed	25%
Calculated carbon footprint (% Yes)	11%	Double-paned windows	76% ↑
Low-Cost EE Equipment		EE HVAC	81% ↑
Low flow shower heads (% Yes)	84% ↑	EE large appliance	94% ↑
HVAC maintenance (maintains it at least once a year)	74% ↑	EE consumer electronics	44%
% CFLs installed (75% or 100% CFLs)	61% ↑	Insulation	72% ↑
Installed light timers (% Yes)	27% ↑	Cool roofs	25%
Installed water-heater wrap (% Yes)	68% ↑	EE Water heater	77%
Installed window film or weather stripping (% Yes)	57% ↑	Added something to help shade home	70% ↑
IOU Participation (Excluding Low-Income Energy Programs)			
Energy Audits (had any type of audit)	27% ↑	Signed up for DR alerts (% Yes)	36% ↑
Use less energy when asked by power company (Top 3 Box)	80% ↑	Signed up for EE course (% Yes)	10% ↑

* Behaviors stated for all those able to take action (e.g. have device or own home)

Alex Leading Achievers

Arrows indicate statistically significant difference at 95% confidence

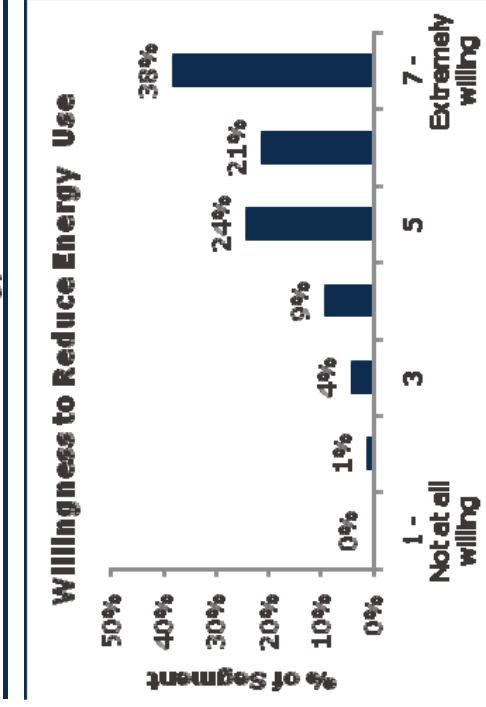
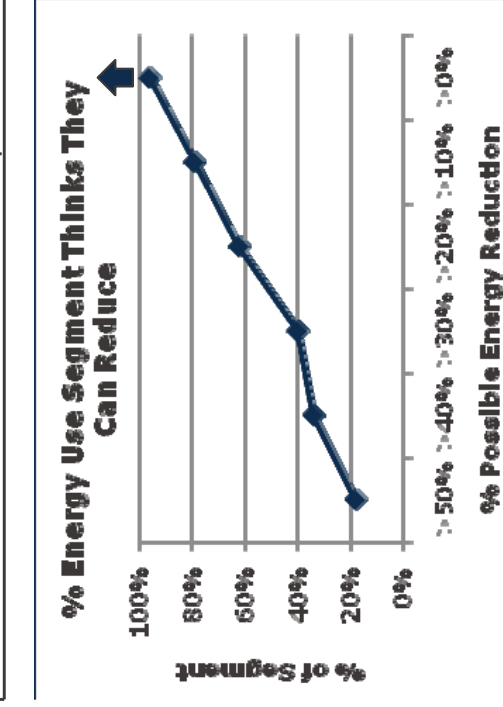
Primary Non-Money Motivation:	Protecting the environment
Willingness to Reduce Energy Use:	5.8 ↑

Motivation Rank	
Segment	Others
1 Saving money	Saving money
2 Environment	Environment
3 Foreign oil	Future generations
4 Future generations	Health
5 Health	Foreign oil

Primary Non-Money Motivations (% of Total)	
Segment	Others
Climate change	38%
Healthy environment	23%
Future generations	10%

Barriers (Top 2 Box)	
Segment	Others
Small contribution to energy use	4% ↓
Gov't responsibility	11% ↓
Don't think to save	10% ↓
Too busy	9% ↓
Too much effort	4% ↓
Products hard to find	5% ↓
No information	6% ↓
	17%
	24%
	29%
	23%
	16%
	16%
	17%

Behaviors (% of Total Possible)	
Segment	Others
Practices	54%
Low cost purchases	61% ↑
Medium cost purchases	66% ↑
High cost purchases	54% ↓
IOU programs	38% ↓
	55%
	39%
	34%
	37%
	22%



Attitudes (Means, Scale 1-7)	
Segment	Others
Not important	2.5 ↓
Not my job	2.0 ↓
Crusader	5.0 ↑
Resource-minded	6.2 ↑
Follower	3.6 ↓
Altruistic	4.2 ↓
	3.2
	2.9
	4.5
	5.8
	3.9
	3.7

Social Influences (Top 2 Box)	
Segment	Others
Try to convince family and friends to use less	33%
Among first to adopt	39%
Change if others do they respect do	20% ↓
Others are saving	14% ↓
Change if others do their part	24%
Wrong to waste	60%
	33%
	32%
	31%
	21%
	31%
	54%

Information Sources (% of Total)	
Segment	Others
Most trusted	Utility (34%)
Least trusted	Retailers (28%)
Online ↓

Betty Striving Believers (24%)

I'm busy, yet I care deeply, and think I'm doing more than others

They tend to be a bit younger than Achievers and live in more urban areas. They're more likely to be middle income renters, without kids at home. They want solutions that fit their philosophical and ideological ideas, not just practical ones. they really need to feel good about themselves. They care about the planet in a very deep sense and are concerned about climate change and the growing drain on our natural resources. They're a highly educated segment – more diverse than Leading Achievers, with a healthy portion of Asians and African-Americans among them, but fewer Hispanics.

Top Psychographic Traits

- I care about the health of our **planet, plants,** and **animals**
- I'm worried about **pollution** caused by cars
- I'm **worried** about the **future**
- I'm pretty darn **altruistic**
- I have **less trust** in utilities and retailers
- I'm **not** really concerned about my **convenience** and **comfort**
- I **don't** feel particular empowered to make big **energy efficiency** moves, maybe because I'm a **renter**
- I'm just too **busy** to make significant changes
- I want solutions that **fit** me, my life and make me **feel good**

What they're doing or not doing EE-wise

- Turning off the TV and lights (and sometimes computer)
- Minimizing use of unnecessary lights
- Not making everyday investments in EE technology or big EE changes (*We're renters after all*)
- Participating in environmentally-friendly/doing good actions rather than EE
- Thinking they're using less energy than others (but not really doing much to support that belief)



Betty Striving Believers

Psychographics (Top 2 Box)

	Segment	Others
Recycles	83% ↑	75%
Worried about pollution caused by cars	62% ↑	49%
Can find ways to get what want	22% ↓	34%
Not worried about future	11% ↓	18%

Perceived Energy Use Compared to Neighbors (% of Total)

	Segment	Others
Uses more energy	10%	13%
Uses as much energy	21% ↓	32%
Uses less energy	61% ↑	44%

Arrows indicate statistically significant difference at 95% confidence

Demographics and Geographic Location (% of Total)

	Segment	Others
Gender		
Male	47%	43%
Female	53%	57%
Age		
24 or younger	12%	12%
25-34	18%	18%
35-44	25%	19%
45-54	24%	19%
55-64	9% ↓	15%
65 or older	13%	18%
Ethnicity		
White or Caucasian	61%	54%
Black or African American	8%	6%
Hispanic or Latino	18% ↓	30%
Asian	11%	8%
Other	2%	2%
Education		
High school or less	14% ↓	27%
Some college or associate degree	32%	36%
College graduate	24% ↑	16%
Graduate degree	30% ↑	17%
Own/Rent		
Own	57% ↓	66%
Rent	43% ↑	34%
Children in Household		
None	63% ↑	53%
1	15%	18%
2-3	21%	25%
4 or more	1% ↓	4%
Annual Household Income		
Less than \$30K	17%	22%
\$30K-\$49,999	19%	23%
\$50K-\$74,999	16%	13%
\$75K-\$99,999	15%	10%
\$100K-\$149,999	14%	11%
\$150K-\$249,999	9%	5%
\$250,000 or more	2%	2%
Annual Income Level		
Low (State standard)	26% ↓	37%
Medium (> L.I.-\$200K)	62% ↑	51%
High (\$200K+)	5%	4%
IOU Territory		
PG&E	40%	37%
SCE	35%	44%
LADWP	11% ↑	5%
SDG&E	12%	8%
Other	3%	5%
Urban/Rural		
Urban	90% ↑	83%
Rural	9% ↓	17%

Betty Striving Believers

Arrows indicate statistically significant difference at 95% confidence

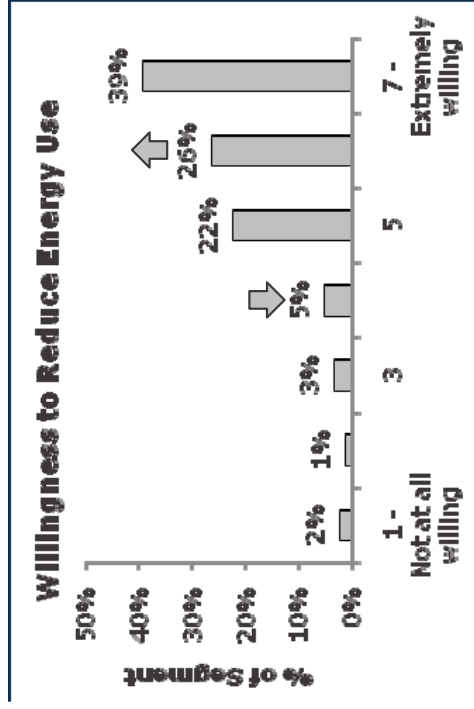
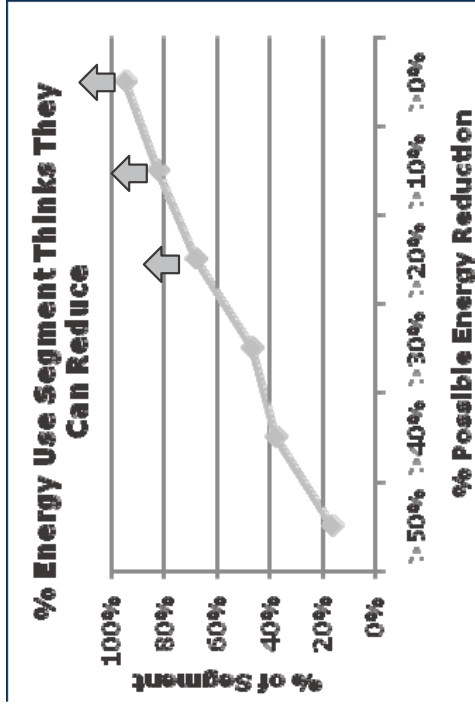
Primary Non-Money Motivation:	Protecting the environment	5.8 ↑
Willingness to Reduce Energy Use:		

Motivation Rank		Others
1	Saving money	
2	Environment	
3	Future generations	
4	Foreign oil	
5	Health	
	Future generations	

Primary Non-Money Motivations (% of Total)		Segment
Climate change		24%
Natural resources		21%
Animal and plant life		17%

Barriers (Top 2 Box)		
EE won't look as good	Segment 6% ↓	Others 21%
No personal responsibility	Segment 6% ↓	Others 21%
Small contribution to energy use	Segment 5% ↓	Others 17%
Can't do anything about supply	Segment 1% ↓	Others 15%
Not willing to sacrifice comfort	Segment 3% ↓	Others 14%

Behaviors (% of Total Possible)		
Practices	Segment 58% ↑	Others 54%
Low cost purchases	Segment 37% ↓	Others 46%
Medium cost purchases	Segment 27% ↓	Others 46%
High cost purchases	Segment 32% ↓	Others 43%
IOU programs	Segment 19% ↓	Others 28%



Attitudes (Means, Scale 1-7)		
Not important	Segment 2.6 ↓	Others 3.2
Not my job	Segment 1.9 ↓	Others 2.9
Crusaders	Segment 4.8	Others 4.6
Resource-minded	Segment 6.2 ↑	Others 5.8
Follower	Segment 3.6 ↓	Others 4.0
Altruistic	Segment 4.2 ↑	Others 3.7

Social Influences (Top 2 Box)		
Try to convince family and friends to use less	Segment 34%	Others 33%
Among first to adopt	Segment 36%	Others 33%
Change if others they respect do	Segment 28%	Others 29%
Others are saving	Segment 13% ↓	Others 21%
Change if others do their part	Segment 26%	Others 30%
Wrong to waste	Segment 52%	Others 56%

Information Sources (% of Total)		
Most trusted	Segment Utility (27%) ↓	Others Utility (36%)
Least trusted	Segment Retailers (34%) ↑	Others Retailers (22%)
Online	Segment ↑	Others ↓

Betty Striving Believers

Arrows indicate statistically significant difference at 95% confidence

Practices (No Cost)		Low-Med Cost Requiring Knowledge or Installation (% Yes)	
Turn off TV when leaving the room (Top 3 Box)	86% ↑	Programmable thermostat	40% →
Turn on min number of lights (Top 3 Box)	87% ↑	Motion detectors	16% →
Turn off computer (Top 3 Box)	57%	Ceiling fans	44% →
Unplug cell phone chargers (Top 3 Box)	55%	Attic vent	19% →
Purchases (% Yes)			
Unplug other electronics and power strips (Top 3 Box)	42%	Solar panels installed	7%
Unplug computer when not in use (Top 3 Box)	23%	Smart meter installed	9% →
Turn off lights when leave a room (Top 3 Box)	88%	Double-paned windows	48% →
Calculated carbon footprint (% Yes)	12%	EE HVAC	69%
Low-Cost EE Equipment			
Low flow shower heads (% Yes)	59%	EE large appliance	74%
HVAC maintenance (maintains it at least once a year)	43% →	EE consumer electronics	29% →
% CFLs installed (75% or 100% CFLs)	45%	Insulation	36% →
Installed light timers (% Yes)	13% →	Cool roofs	8% →
Installed water-heater wrap (% Yes)	40% →	EE Water heater	67%
Installed window film or weather stripping (% Yes)	28% →	Added something to help shade home	48% →
IOU Participation (Excluding Low-Income Energy Programs)			
Energy Audits (had any type of audit)	4% →	Signed up for DR alerts (% Yes)	9% →
Use less energy when asked by power company (Top 3 Box)	62%	Signed up for EE course (% Yes)	1% →

* Behaviors stated for all those able to take action (e.g. have device or own home)

Carlos Practical Spenders (18%)

I think it's not my problem, though I'll take actions that directly benefit me

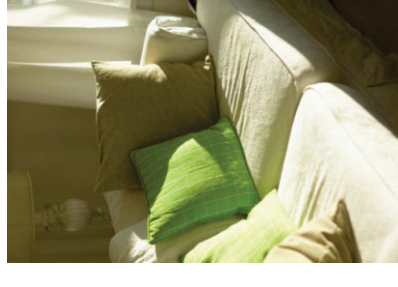
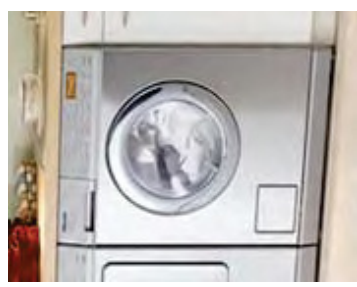
They're our oldest (55+) segment- Less educated and more rural. They're as likely to have children at home as not. They're diverse, resembling the California population as a whole, with many Hispanics and Asians. They tend to own their homes, but in a middle income way. On the surface, they share many efficiency-related behaviors with Achievers and have much to become more energy efficient in their daily lives...Yet they're motivated by completely different things like energy independence, national security and the economy. Environmental and climate change messages tend to turn them off. They'll play on their own terms.

Top Psychographic Traits

I'm very driven by personal **comfort** and **convenience**
I make decisions with my **own lifestyle** in mind, not others
I feel I can **find ways** to get what I want for quality of life
I'm **not** as **worried** about the **future**
I'm motivated by the **here and now**; what's in front of me
I **don't** feel **personally responsible** for saving energy
I'm interested in making the **US energy independent**
Energy savings **don't matter** much to me on a daily basis
I want to be **respected**
I may not have the info I need, but I **trust online less**

What they're doing or not doing EE-wise

- Buying higher-cost EE equipment (*Getting The Right Stuff*)
- Buying and installing a variety of low-mid cost EE equipment (*Fixing The Leaks*)
- Participating in IOU programs, from audits to alerts, using less energy when asked
- Fewer no cost practices like turning off and unplugging
- Think they're using more energy than others (even if they're not)



Carlos Practical Spenders

Psychographics (Top 2 Box)

Coincidental savers did not stand out from the overall group on any of the psychographic questions. Compared to Big Ideas & Big Talk, EE Purchasers were significantly higher on:

Can find ways to get what want	36%	↑	22%
Don't worry about future	21%	↑	11%

Perceived Energy Use Compared to Neighbors (% of Total)

	Segment	Others
Uses more energy	19%	12%
Uses as much energy	30%	29%
Uses less energy	42%	49%

Arrows indicate statistically significant difference at 95% confidence

Demographics and Geographic Location (% of Total)

	Segment	Others
Gender		
Male	47%	43%
Female	53%	57%
Age		
24 or younger	7% ↓	13%
25-34	16%	18%
35-44	18%	21%
45-54	14%	21%
55-64	20%	12%
65 or older	25%	15%
Ethnicity		
White or Caucasian	54%	56%
Black or African American	6%	7%
Hispanic or Latino	29%	27%
Asian	10%	9%
Other	2%	2%
Education		
High school or less	31%	22%
Some college or associate degree	40%	34%
College graduate	13%	20%
Graduate degree	12%	22%
Own/Rent		
Own	83%	60%
Rent	17%	40%
Children in Household		
None	50%	56%
1	14%	18%
2-3	30%	23%
4 or more	6%	3%
Annual Household Income		
Less than \$30K	16%	22%
\$30K-\$49,999	29%	21%
\$50K-\$74,999	21%	12%
\$75K-\$99,999	6%	12%
\$100K-\$149,999	10%	12%
\$150K-\$249,999	3%	7%
\$250,000 or more	1%	2%
Annual Income Level		
Low (State standard)	34%	34%
Medium (>L.I.-\$200K)	55%	54%
High (\$200K+)	2%	5%
IOU Territory		
PG&E	34%	38%
SCE	50%	40%
LADWP	2%	8%
SDG&E	8%	9%
Other	5%	4%
Urban/Rural		
Urban	79%	86%
Rural	21%	13%

Carlos Practical Spenders

Arrows indicate statistically significant difference at 95% confidence

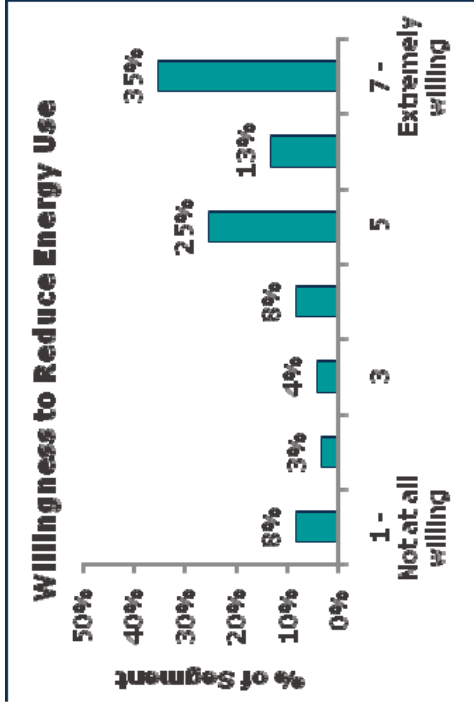
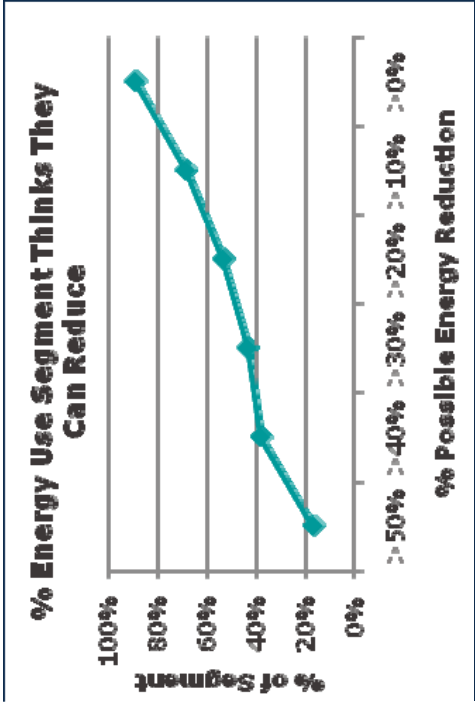
Primary Non-Money Motivation:	Reducing foreign oil
Willingness to Reduce Energy Use:	5.3

Motivation Rank	Segment	Others
1	Saving money	Saving money
2	Foreign oil	Environment
3	Future generations	Foreign oil
4	Health	Future generations
5	Environment	Health

Primary Non-Money Motivations (% of Total)	Segment
Energy independence	42%
National security	17%
Bolster economy	13%

Barriers (Top 2 Box)	Segment	Others
No personal responsibility for global warming	30% ↑	14%
Gov't responsibility	33% ↑	19%
Comfortable temp	29% ↑	18%
Not willing to sacrifice comfort	18% ↑	10%
No information	22% ↑	13%

Behaviors (% of Total Possible)	Segment	Others
Practices	51% ↓	55%
Low cost purchases	59% ↑	40%
Medium cost purchases	69% ↑	36%
High cost purchases	54% ↑	38%
IOU programs	35% ↑	24%



Attitudes (Means, Scale 1-7)	Segment	Others
Not important	3.3 ↑	3.0
Not my job	3.3 ↑	2.6
Crusader	4.5	4.7
Resource-minded	5.7 ↓	5.9
Follower	4.0	3.8
Altruistic	3.4 ↓	3.9

Social Influences (Top 2 Box)	Segment	Others
Try to convince family and friends to use less	33%	33%
Among first to adopt	31%	34%
Change if others do they respect do	30%	29%
Others are saving	23%	18%
Change if others do their part	32%	29%
Wrong to waste	56%	55%

Information Sources (% of Total)	Segment	Others
Most trusted	Utility (38%)	Utility (33%)
Least trusted	State of CA (22%)	Retailers (27%)
Online		

Carlos Practical Spenders

Arrows indicate statistically significant difference at 95% confidence

Practices (No Cost)		Low-Med Cost Requiring Knowledge or Installation (% Yes)	
Turn off TV when leaving the room (Top 3 Box)	74%	Programmable thermostat	71% ↑
Turn on min number of lights (Top 3 Box)	73% ↓	Motion detectors	51% ↑
Turn off computer (Top 3 Box)	60%	Ceiling fans	88% ↑
Unplug cell phone chargers (Top 3 Box)	57%	Attic vent	71% ↑
Purchases (% Yes)			
Unplug other electronics and power strips (Top 3 Box)	33%	Solar panels installed	6%
Unplug computer when not in use (Top 3 Box)	18%	Smart meter installed	38% ↑
Turn off lights when leave a room (Top 3 Box)	81%	Double-paned windows	70% ↑
Calculated carbon footprint (% Yes)	5%	EE HVAC	74%
Low-Cost EE Equipment			
Low flow shower heads (% Yes)	78% ↑	EE large appliance	91% ↑
HVAC maintenance (at least once a year)	72% ↑	EE consumer electronics	52% ↑
% CFLs installed (75% or 100% CFLs)	56% ↑	Insulation	72% ↑
Installed light timers (% Yes)	27% ↑	Cool roofs	33% ↑
Installed water-heater wrap (% Yes)	72% ↑	EE Water heater	78%
Installed window film or weather stripping (% Yes)	53% ↑	Added something to help shade home	71% ↑
IOU Participation (Excluding Low-Income Energy Programs)			
Energy Audits (had any type of audit)	19% ↑	Signed up for DR alerts (% Yes)	27% ↑
Use less energy when asked by power company (Top 3 Box)	79% ↑	Signed up for EE course (% Yes)	14% ↑

* Behaviors stated for all those able to take action (e.g. have device or own home)

Donna Thrifty Conservers (21%)

I'm up for changing, as long as it's cheap, easy and others do it too

Skew both younger (in their 20's and 30's) and older (65+). Their income is on the lower side, they're less educated than most (and less likely to seek information online). Not surprisingly they're our most renter-heavy group. They're pretty diverse – 35% are Hispanic (more than the average), with 11% Asian. While they believe it's wrong to waste resources, they're held back by a number of barriers—financial, aesthetic, lack of empowerment, etc. They're less likely to believe they can reduce their energy when asked. Up for making easy, inexpensive changes (especially if it's the thing to do and the products look good).

Top Psychographic Traits

- I'm **appearance** conscious
- I tend to be a **follower** and pay close attention to what others think and say, especially those I respect
- I'm **don't** feel **personally responsible** for saving energy
- I **don't believe** my **actions** will make a big **difference**
- I'm very driven by **personal comfort**
- I feel **limited financially**, I need to **save money**
- I believe it's **wrong** to **waste** resources, I **don't** think I **use** much **energy**
- I **don't think** about saving **energy** or make much effort to do so on a daily basis

What they're doing or not doing EE-wise

- More likely to turn off the computer (and even unplug it) and unplug electronics and power strips
- Not making everyday investments in EE technology or big EE purchases (*We're cash-strapped renters after all*)
- Not participating in IOU programs (and don't really think we can or will use less energy when asked)
- Thinking they're using as much energy as others



Donna Thrifty Conservers

Arrows indicate statistically significant difference at 95% confidence

Demographics and Geographic Location (% of Total)

	Segment	Others	Segment	Others
Gender				
Male	40%	45%	55%	55%
Female	60%	55%	15%	18%
Age				
24 or younger	11%	12%	27%	23%
25-34	23%	16%	3%	3%
35-44	18%	21%	Annual Household Income	
45-54	13%	22%	Less than \$30K	19%
55-64	13%	14%	\$30K-\$49,999	22%
65 or older	21%	15%	\$50K-\$74,999	15%
Ethnicity			\$75K-\$99,999	11%
White or Caucasian	49%	57%	\$100K-\$149,999	12%
Black or African American	4%	7%	\$150K-\$249,999	8%
Hispanic or Latino	35%	25%	\$250,000 or more	3%
Asian	11%	8%	Annual Income Level	2%
Other	1%	2%	Low (State standard)	43%
Education			Medium (> L.I.-\$200K)	46%
High school or less	31%	22%	High (\$200K+)	5%
Some college or associate degree	36%	35%	IOU Territory	
College graduate	14%	19%	PG&E	38%
Graduate degree	12%	22%	SCE	42%
Own/Rent			LADWP	6%
Own	55%	66%	SDG&E	10%
Rent	45%	34%	Other	4%
			Urban/Rural	
			Urban	85%
			Rural	14%

Psychographics (Top 2 Box)

	Segment	Others
Recycles	68%	80%
Worries about pollution caused by cars	43%	55%

Perceived Energy Use Compared to Neighbors (% of Total)

	Segment	Others
Uses more energy	10%	14%
Uses as much energy	37%	27%
Uses less energy	40%	50%

Donna Thrifty Conservers

Arrows indicate statistically significant difference at 95% confidence

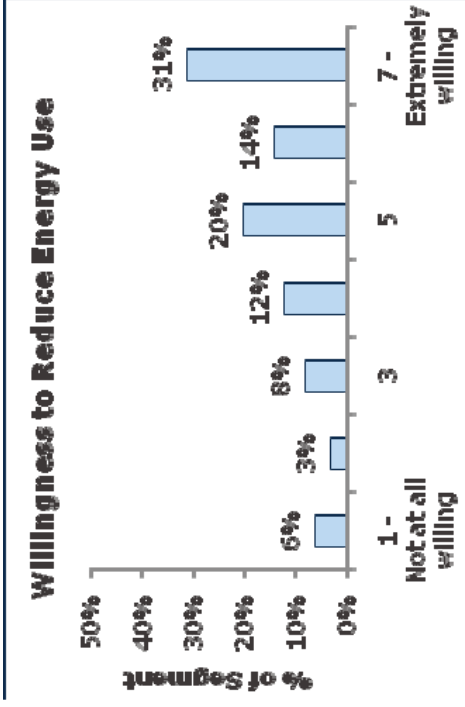
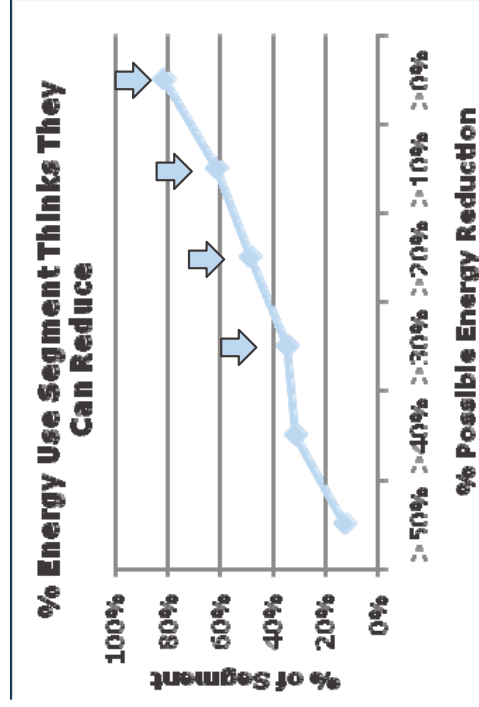
Primary Non-Money Motivation:	Protecting the environment
Willingness to Reduce Energy Use:	5.1 ↓

Motivation Rank	Segment	Others
1 Saving money		Saving money
2 Environment		Environment
3 Foreign oil		Foreign oil
4 Health		Future generations
5 Future generations		Health

Primary Non-Money Motivations (% of Total)	Segment
Climate change	30%
Healthy environment	24%
Natural resources	16%

Barriers (Top 2 Box)	Segment	Others
EE won't look good	24% ↑	15%
Not personally responsible for global warming	28% ↑	14%
Small contribution to energy use	26% ↑	11%
Don't think about it	37% ↑	21%
Too much effort	21% ↑	11%
Comfortable temp	32% ↑	17%

Behaviors (% of Total Possible)	Segment	Others
Practices	60% ↑	53%
Low cost purchases	35% ↓	46%
Medium cost purchases	26% ↓	45%
High cost purchases	41% ↓	40%
IOU programs	20% ↓	27%



Attitudes (Means, Scale 1-7)	Segment	Others
Not important	3.4 ↑	2.9
Not my job	3.3 ↑	2.5
Crusader	4.2 ↓	4.7
Resource-minded	5.6 ↓	6.0
Follower	4.0	3.8
Altruistic	3.4 ↓	4.0

Social Influences (Top 2 Box)	Segment	Others
Try to convince family and friends to use less	29%	34%
Among first to adopt	29%	35%
Change if others do	36% ↑	27%
Others are saving	22%	18%
Change if others do their part	33%	28%
Wrong to waste	53%	56%

Information Sources (% of Total)	Segment	Others
Most trusted	Utility (36%)	Utility (33%)
Least trusted	Retailers (19%) ↓	Retailers (27%)
Online	↓	↓

Donna Thrifty Conservers

Arrows indicate statistically significant difference at 95% confidence

Practices (No Cost)		Low-Med Cost Requiring Knowledge or Installation (% Yes)	
Turn off TV when leaving the room (Top 3 Box)	85% ↑	Programmable thermostat	29% →
Turn on min number of lights (Top 3 Box)	85%	Motion detectors	21% →
Turn off computer (Top 3 Box)	59%	Ceiling fans	64%
Unplug cell phone chargers (Top 3 Box)	56%	Attic vent	14% →
Unplug other electronics and power strips (Top 3 Box)		Purchases (% Yes)	
Unplug computer when not in use (Top 3 Box)	28% ↑	Solar panels installed	6%
Turn off lights when leave a room (Top 3 Box)	87%	Smart meter installed	33%
Calculated carbon footprint (% Yes)	6%	Double-paned windows	55%
Low-Cost EE Equipment		EE HVAC	65%
Low flow shower heads (% Yes)	59%	EE large appliance	78%
HVAC maintenance (at least once a year)	45% →	EE consumer electronics	45%
% CFLs installed (75% or 100% CFLs)	40% →	Insulation	51%
Installed light timers (% Yes)	14%	Cool roofs	17%
Installed water-heater wrap (% Yes)	42% →	EE Water heater	66%
Installed window film or weather stripping (% Yes)	20% →	Added something to help shade home	48% →
IOU Participation (Excluding Low-Income Energy Programs)			
Energy Audits (had any type of audit)	6% →	Signed up for DR alerts (% Yes)	9% →
Use less energy when asked by power company (Top 3 Box)	63%	Signed up for EE course (% Yes)	2% →

* Behaviors stated for all those able to take action (e.g. have device or own home)

Eric Disconnecteds (17%)

I'm not that up on EE and EC. I need some encouragement to take action

They're the youngest segment (18-34). Pretty diverse politically and ethnically – half are Hispanic and 14% are African-American. Lowest income and less educated (though some of them are in school right now). They're more likely to have kids in school, so it might be worth reaching them that way. They tend to be renters. They could be encouraged to take action via direct programs and low-income assistance. Support and endorsement from organizations and people they respect in the community could go a long way towards education and action.

Top Psychographic Traits

- I enjoy **taking risks**
- I care about the health of **plants** and **animals**
- I care about **health-related environmental** issues
- I feel **financially constrained**
- I **don't believe** my **actions** will make much of a **difference**
- I'm **don't** feel **personally responsible** for saving energy
- I think it's the **government's responsibility** to manage our energy use
- I don't like doing things that are a **hassle** or **inconvenient**
- I'm more of a **follower**, yet I want my actions to be **validated**

What they're doing or not doing EE-wise

- Lower than the norm on most behaviors (not *Doing The Right Thing*, definitely not *Getting The Right Stuff* and not *Fixing The Leaks*)
- They're not aware even of the easiest, no cost things they can do
- Thinking they're using about as much energy as others



Eric Disconnected

Psychographics (Top 2 Box)

	Segment	Others
Enjoy taking risks	36%	23%
Can solve most problems	60%	71%
Recycles	65%	79%
Practical outlook	62%	76%

Perceived Energy Use Compared to Neighbors (% of Total)

	Segment	Others
Uses more energy	9%	14%
Uses as much energy	38%	28%
Uses less energy	38%	50%

Arrows indicate statistically significant difference at 95% confidence

Demographics and Geographic Location (% of Total)

	Segment	Others
Gender		
Male	41%	44%
Female	59%	56%
Age		
24 or younger	30%	9%
25-34	24%	16%
35-44	21%	20%
45-54	14%	21%
55-64	3%	16%
65 or older	9%	18%
Ethnicity		
White or Caucasian	26%	61%
Black or African American	14%	5%
Hispanic or Latino	50%	23%
Asian	8%	9%
Other	3%	2%
Education		
High School or less	45%	20%
Some college or associate degree	29%	36%
College Graduate	14%	19%
Graduate degree	6%	23%
Own/Rent		
Own	33%	69%
Rent	67%	31%
Children in Household		
None	39%	58%
1	27%	16%
2-3	30%	23%
4 or more	5%	3%
Annual Household Income		
Less than \$30K	36%	18%
\$30K-\$49,999	30%	21%
\$50K-\$74,999	7%	15%
\$75K-\$99,999	3%	13%
\$100K-\$149,999	7%	12%
\$150K-\$249,999	4%	6%
\$250,000 or more	1%	2%
Annual Income Level		
Low (State standard)	56%	30%
Medium (>L.I.-\$200K)	32%	58%
High (\$200K+)	3%	5%
IOU Territory		
PG&E	32%	39%
SCE	45%	41%
LADWP	9%	6%
SDG&E	7%	10%
Other	6%	4%
Urban/Rural		
Urban	86%	84%
Rural	14%	15%

Eric Disconnecteds

Arrows indicate statistically significant difference at 95% confidence

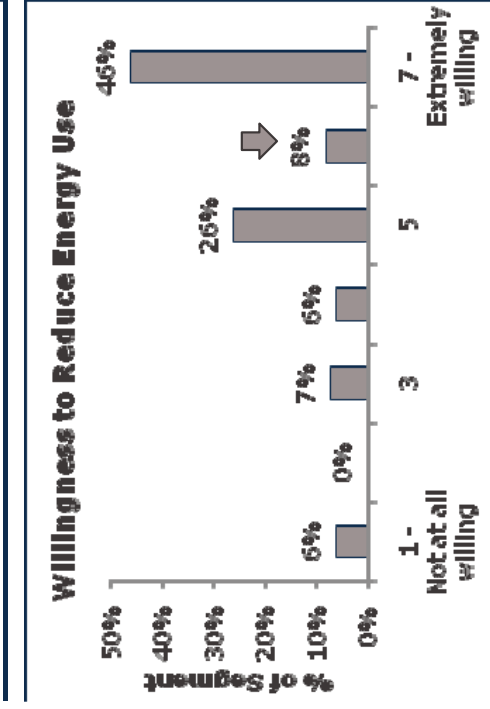
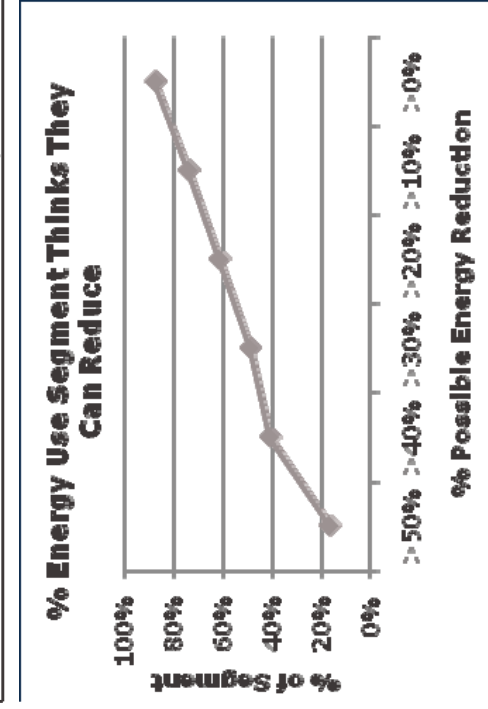
Primary Non-Money Motivation:	Protecting the environment
Willingness to Reduce Energy Use:	5.6

Motivation Rank		Others
1	Saving money	Saving money
2	Environment	Environment
3	Helping state lead	Foreign oil
4	Health	Health
5	Foreign oil	Future generations

Primary Non-Money Motivations (% of Total)		Segment
Animal and plant life	25%	
Healthy environment	19%	
Climate change	16%	

Barriers (Top 2 Box)		Segment	Others
Lower EE performance	40%	←	17%
EE won't look as good	32%	←	15%
Gov't responsibility	34%	←	19%
Can't do anything about supply	23%	←	10%
Don't think about it	38%	←	22%
Too much effort	25%	←	11%
EE doesn't meet needs	28%	←	11%

Behaviors (% of Total Possible)		Segment	Others
Practices	46%	→	56%
Low cost purchases	23%	→	47%
Medium cost purchases	17%	→	46%
High cost purchases	18%	→	45%
IOU programs	16%	→	27%



Attitudes (Means, Scale 1-7)		Segment	Others
Not important	3.8	←	2.9
Not my job	3.4	←	2.6
Crusader	4.6		4.6
Resource-minded	5.6	→	6.0
Follower	4.4	←	3.8
Altruistic	3.8		3.8

Social Influences (Top 2 Box)		Segment	Others
Try to convince family and friends to use less	39%		32%
Among first to adopt	32%		34%
Change if others do they respect do	32%		28%
Others are saving	28%	←	18%
Change if others do their part	35%		28%
Wrong to waste	54%		55%

Information Sources (% of Total)		Segment	Others
Most trusted	Utility (37%)		Utility (33%)
Least trusted	Retailers (24%)		Retailers (25%)
Online		→	

Eric Disconnecteds

Arrows indicate statistically significant difference at 95% confidence

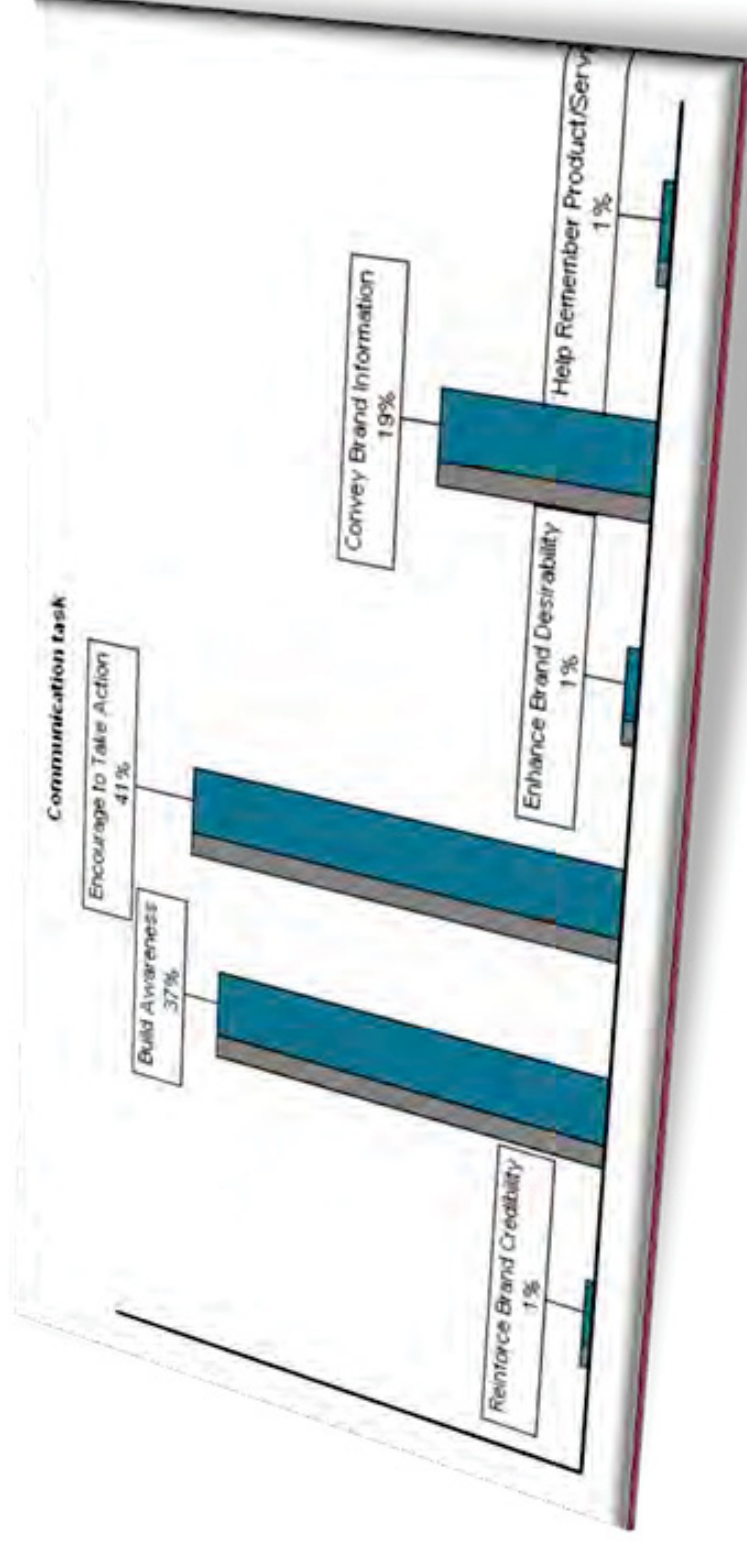
Practices (No Cost)		Low-Med Cost Requiring Knowledge or Installation (% Yes)	
Turn off TV when leaving the room (Top 3 Box)	66% ↗	Programmable thermostat	21% ↗
Turn on min number of lights (Top 3 Box)	66% ↗	Motion detectors	13% ↗
Turn off computer (Top 3 Box)	37% ↗	Ceiling fans	62%
Unplug cell phone chargers (Top 3 Box)	46% ↗	Attic vent	9% ↗
Purchases (% Yes)			
Unplug other electronics and power strips (Top 3 Box)	38%	Solar panels installed	11%
Unplug computer when not in use (Top 3 Box)	18%	Smart meter installed	14%
Turn off lights when leave a room (Top 3 Box)	74% ↗	Double-paned windows	30% ↗
Calculated carbon footprint (% Yes)	0%	EE HVAC	21% ↗
Low-Cost EE Equipment			
Low flow shower heads (% Yes)	31% ↗	EE large appliance	37% ↗
HVAC maintenance (at least once a year)	38% ↗	EE consumer electronics	23% ↗
% CFLs installed (75% or 100% CFLs)	35% ↗	Insulation	38% ↗
Installed light timers (% Yes)	7% ↗	Cool roofs	16%
Installed water-heater wrap (% Yes)	32% ↗	EE Water heater	43% ↗
Installed window film or weather stripping (% Yes)	13% ↗	Added something to help shade home	24% ↗
IOU Participation (Excluding Low-Income Energy Programs)			
Energy Audits (had any type of audit)	2% ↗	Signed up for DR alerts (% Yes)	7% ↗
Use less energy when asked by power company (Top 3 Box)	53% ↗	Signed up for EE course (% Yes)	0%

* Behaviors stated for all those able to take action (e.g. have device or own home)

11. f) COMMUNICATION TASKS AND TOUCH POINT RANKINGS PER SEGMENT

Alex Leading Achiever— Communications Tasks

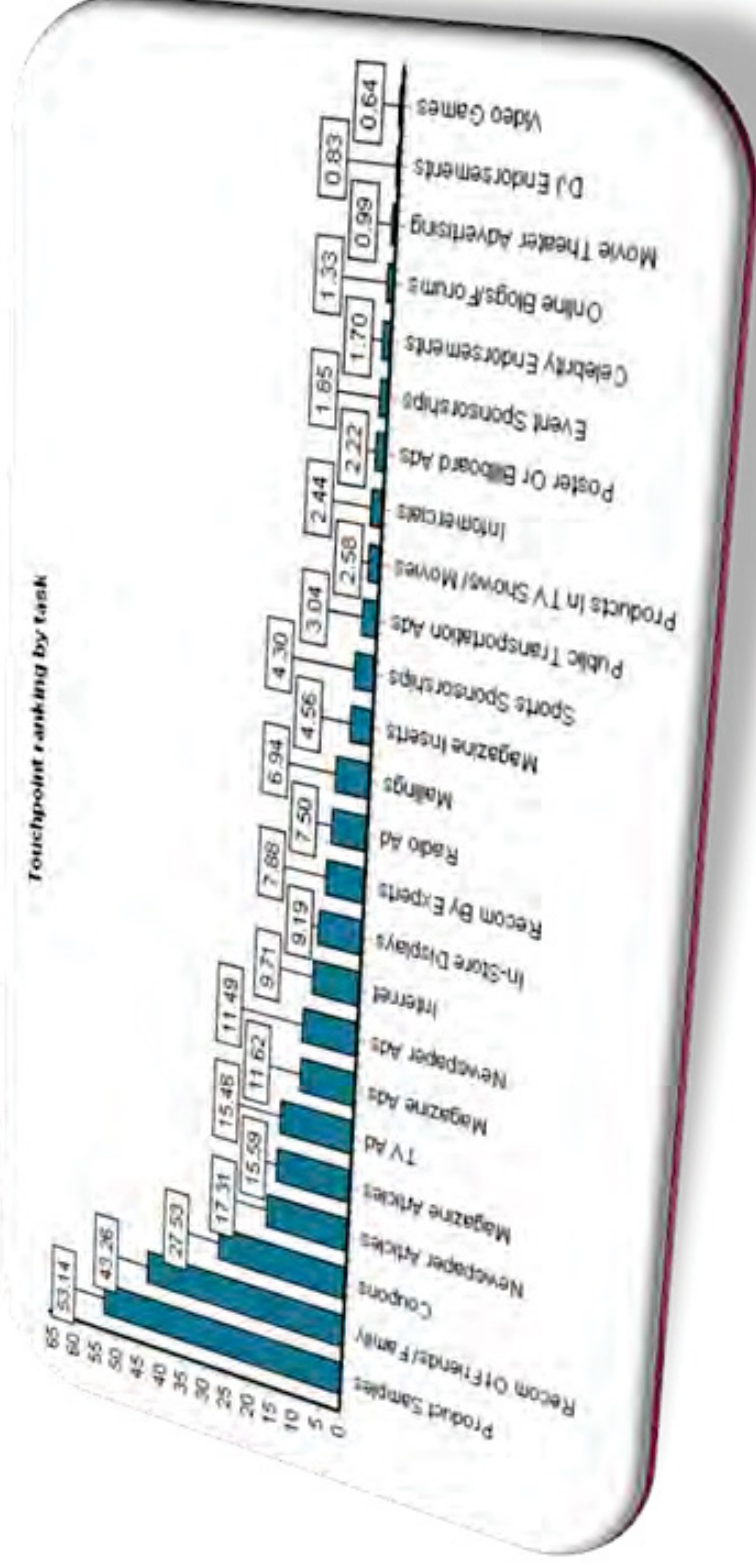
Encouragement to take action is priority, as EE/EC awareness already exists



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Alex Leading Achiever— Touch Point Rankings

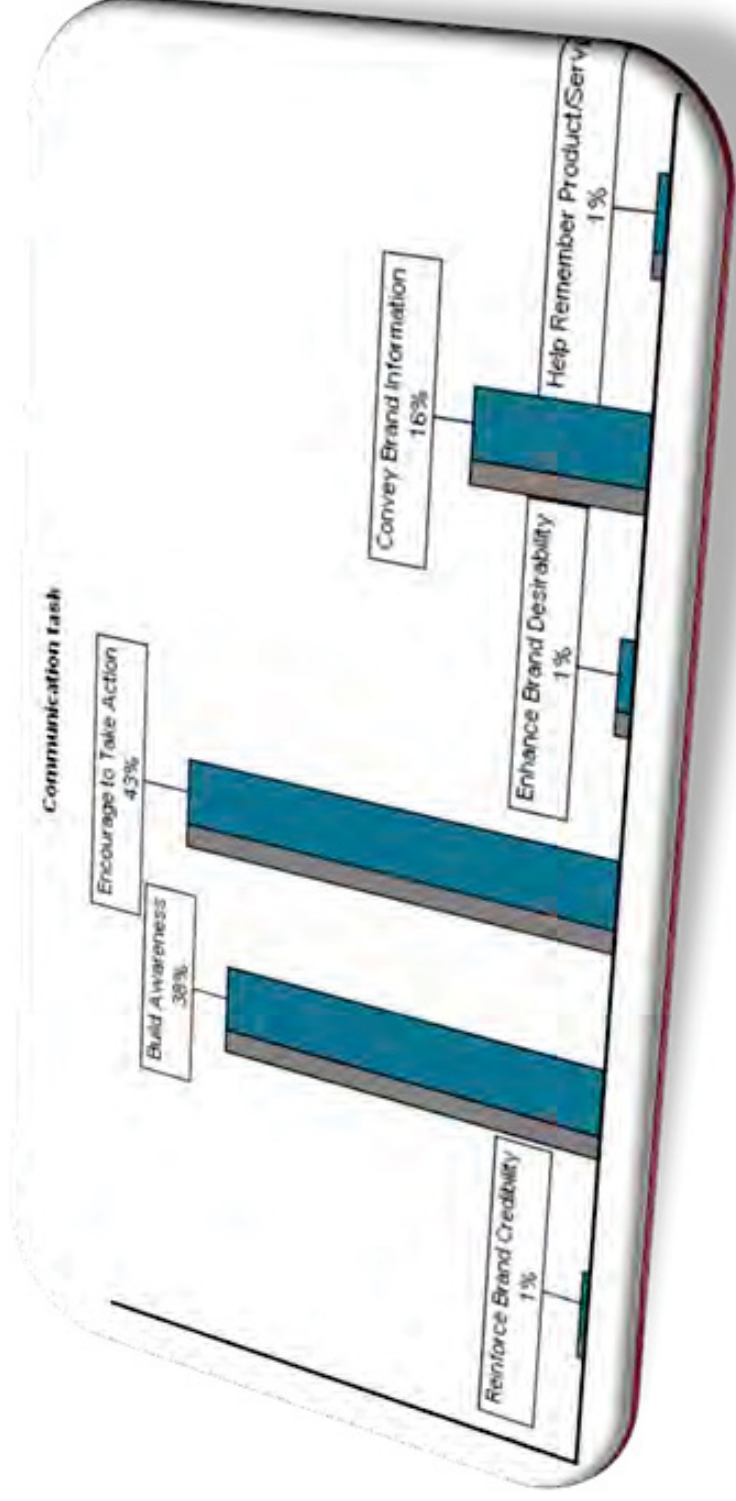
Sampling, recommendations, and trial are essential for taking action



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Betty Striving Believer – Communications Tasks

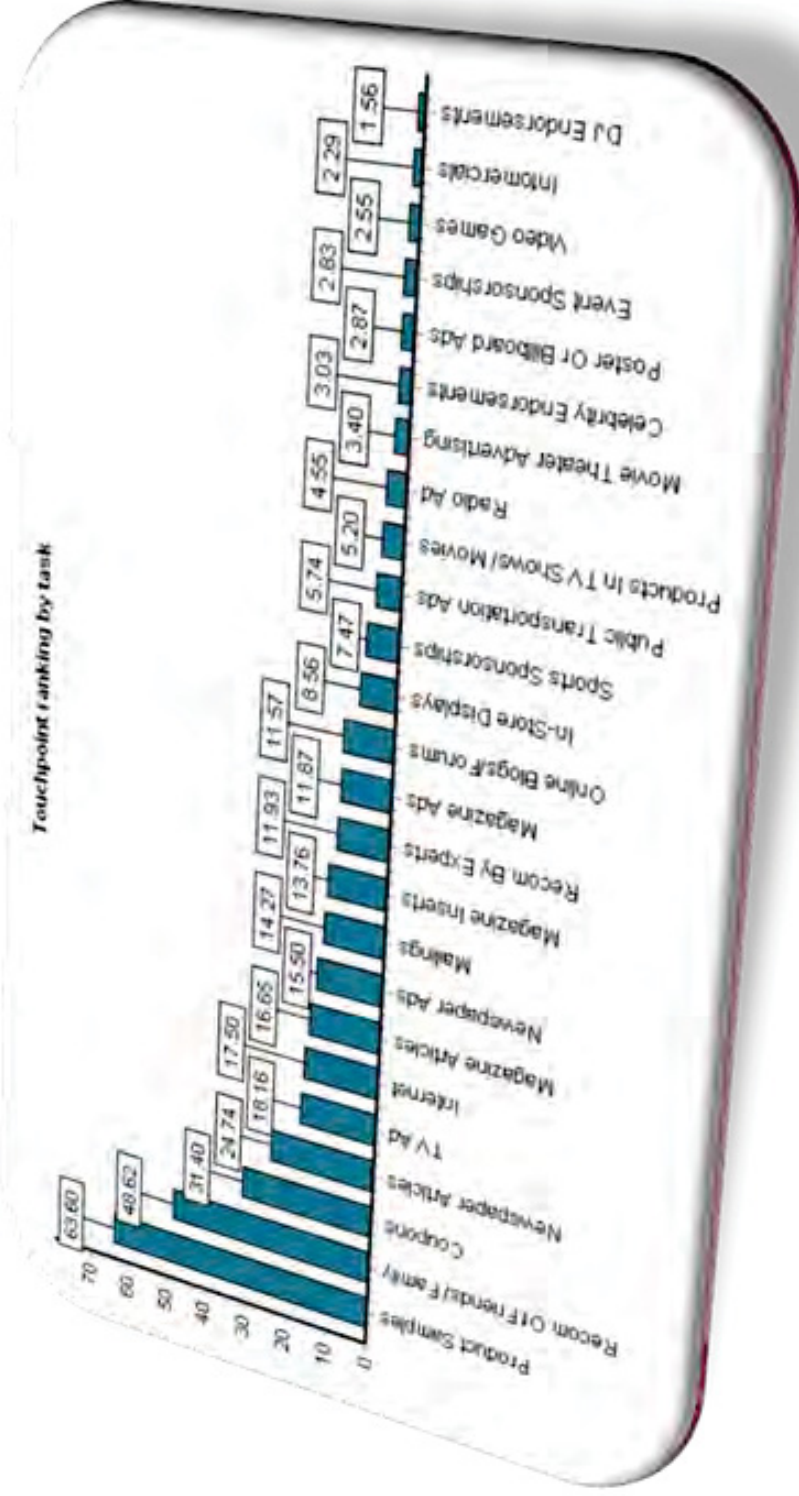
Encouragement to take action is priority, as concern for helping the environment is already present



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Betty Striving Believer— Touch Point Rankings

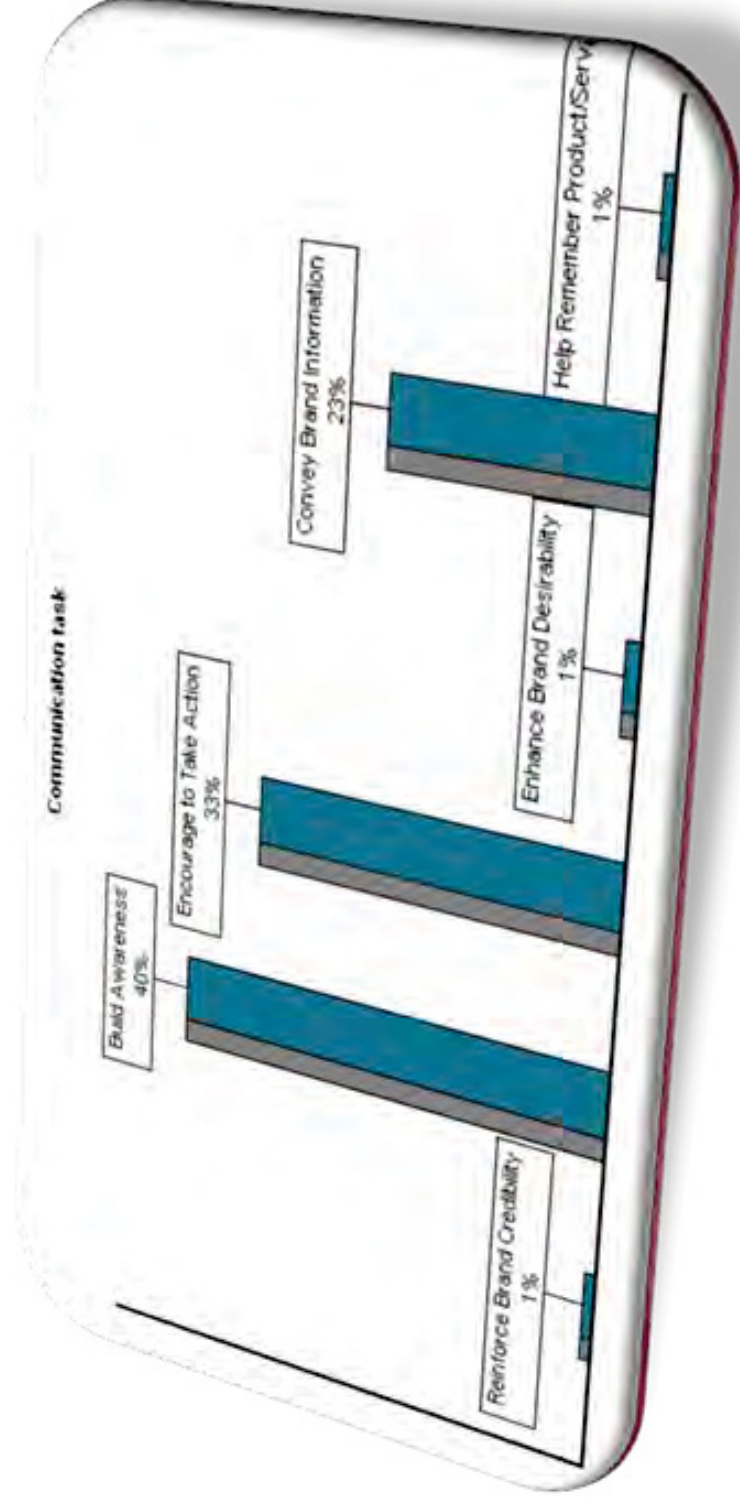
Sampling and recommendations are key, followed by advertising



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Carlos Practical Spender — Communications Tasks

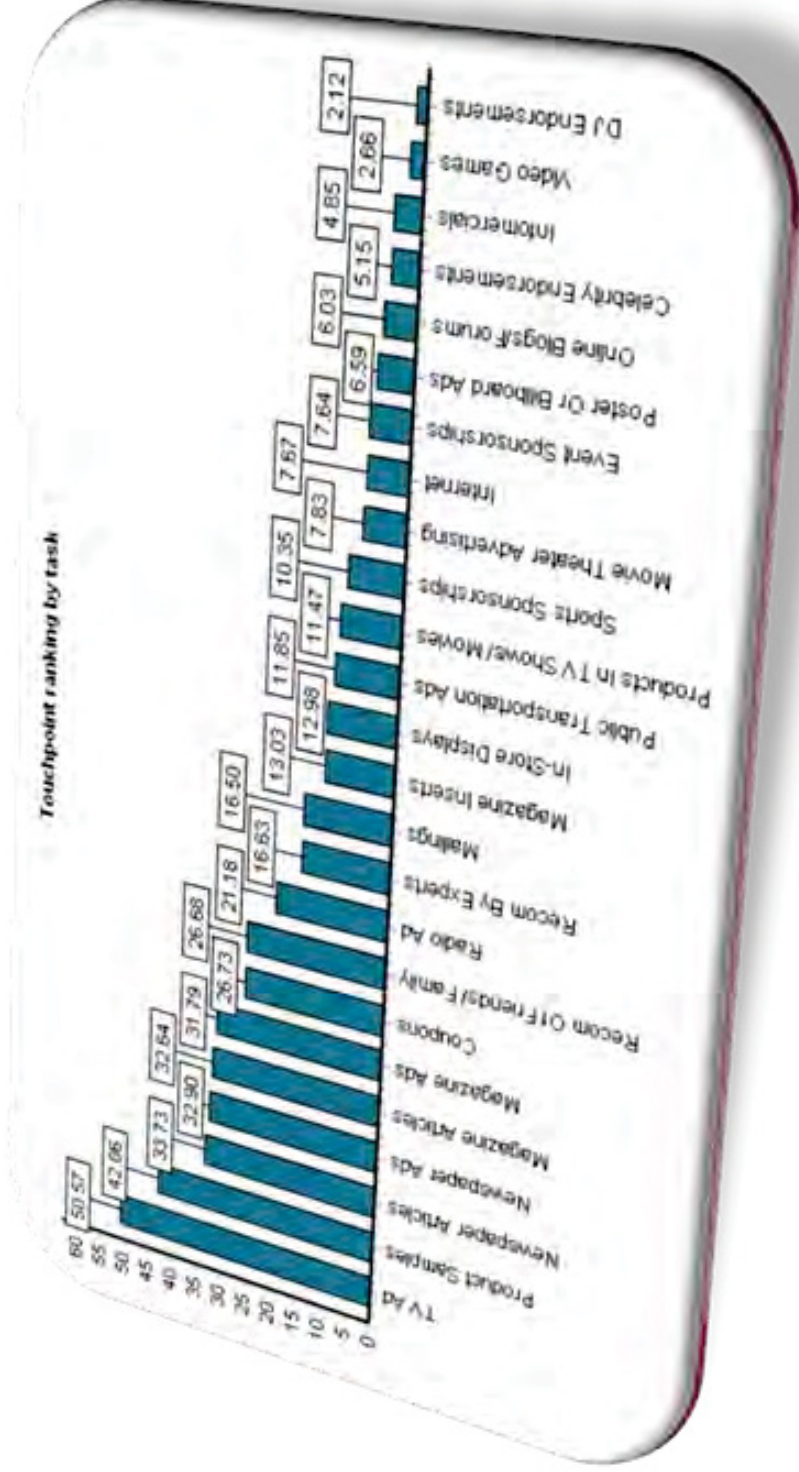
Building awareness is imperative before action is taken



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Carlos Practical Spender— Touch Point Rankings

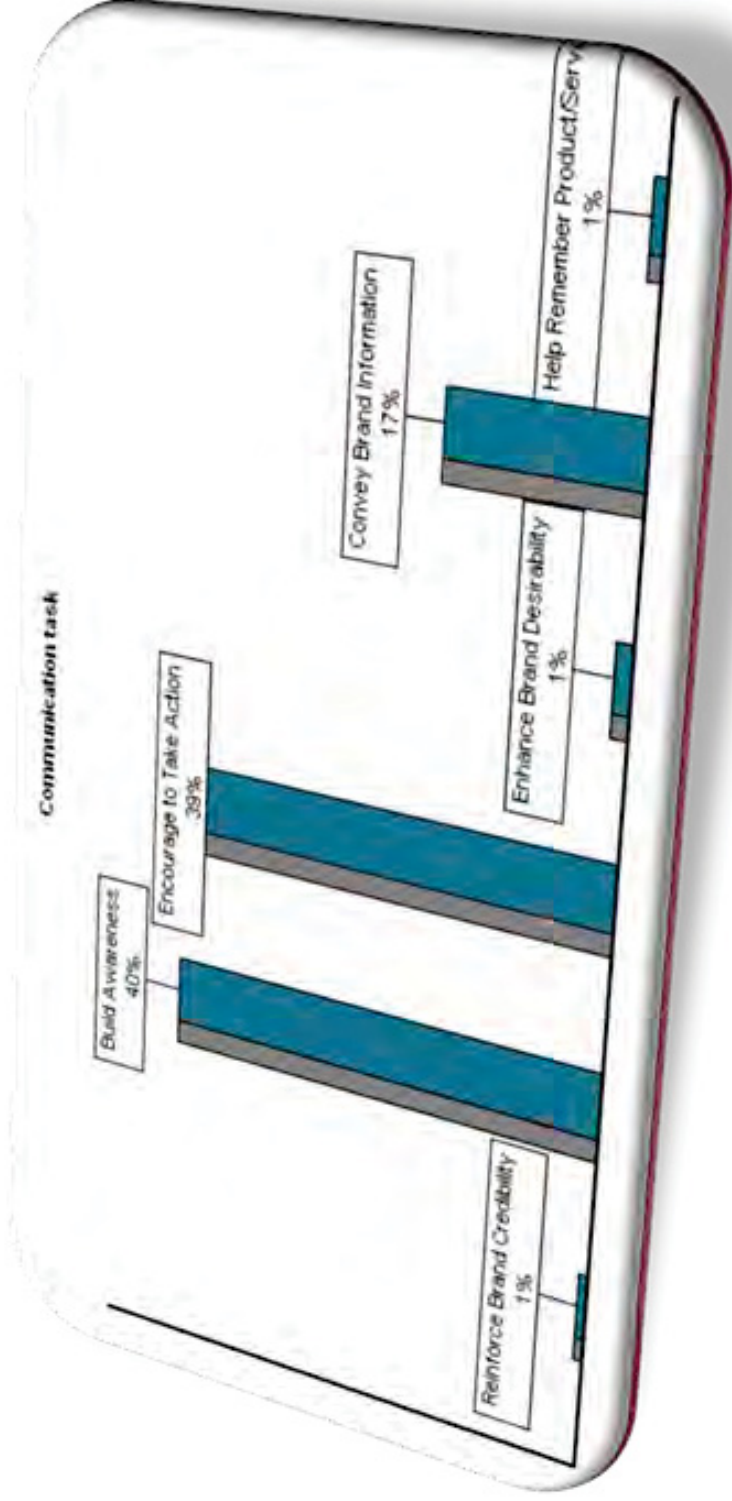
Mainstream media is important, coupled with relevant, informational articles



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Donna Thrifty Conserver — Communications Tasks

Taking relevant action will quickly follow the key awareness-building task



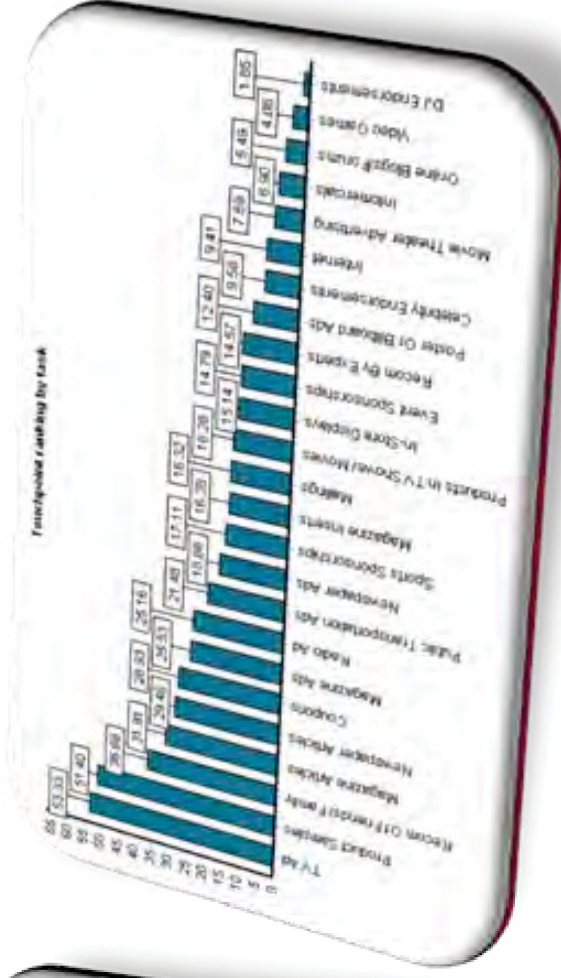
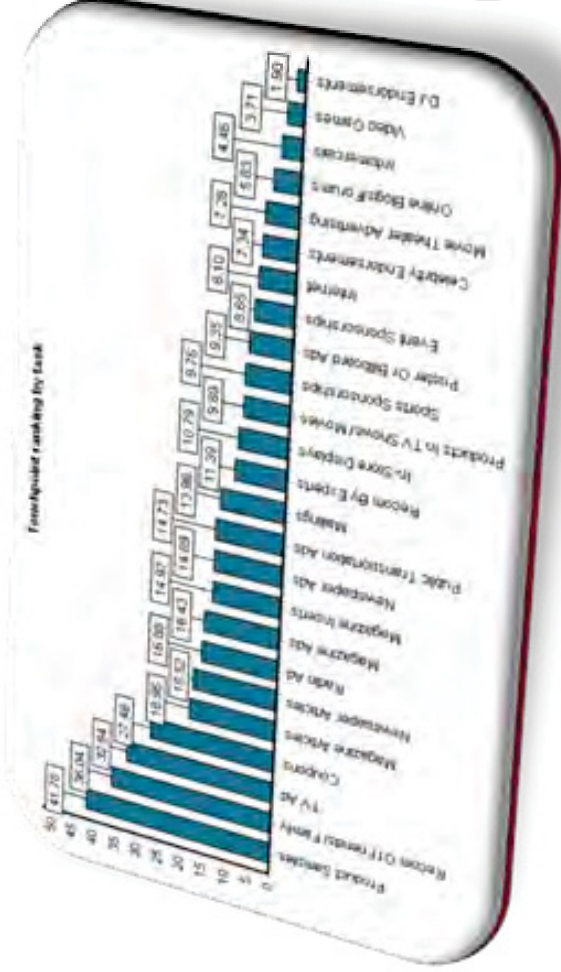
Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Donna Thrifty Conserver— Touch Point Rankings

Mainstream vehicles, coupled with recommendations and information will address both tasks

Build awareness

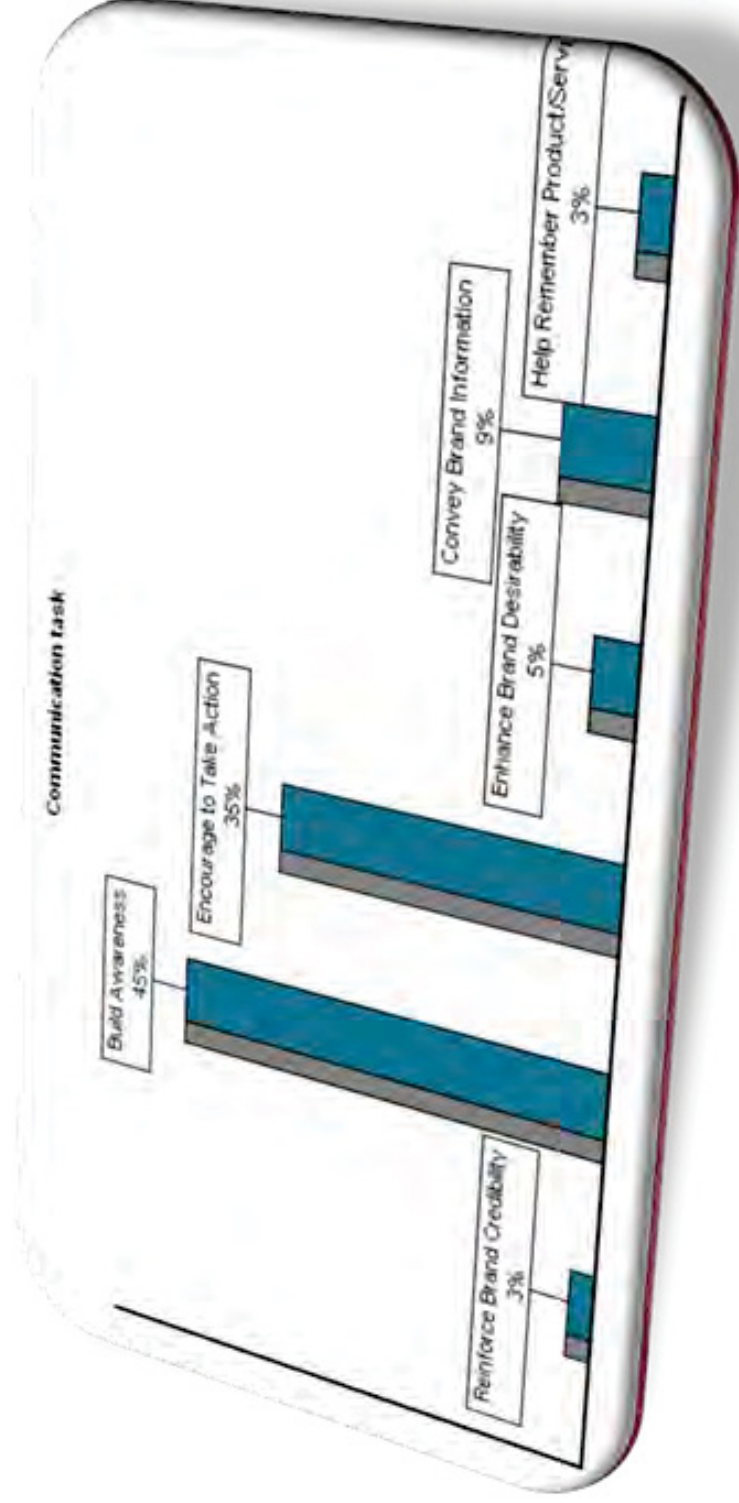
Take Action



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Eric Disconnected — Communications Tasks

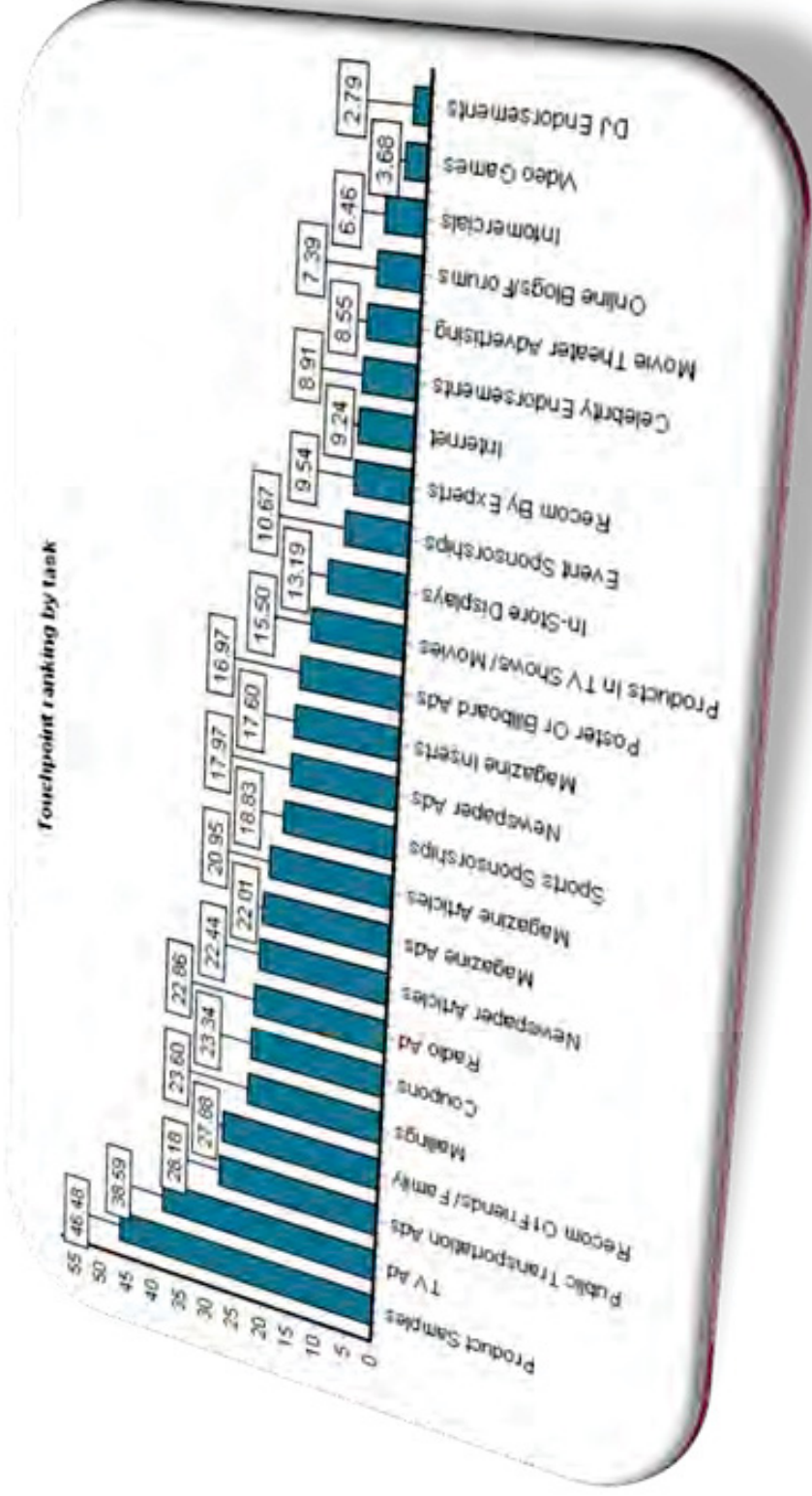
Building awareness is the priority to be moved to take action



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Eric Disconnected— Touch Point Rankings

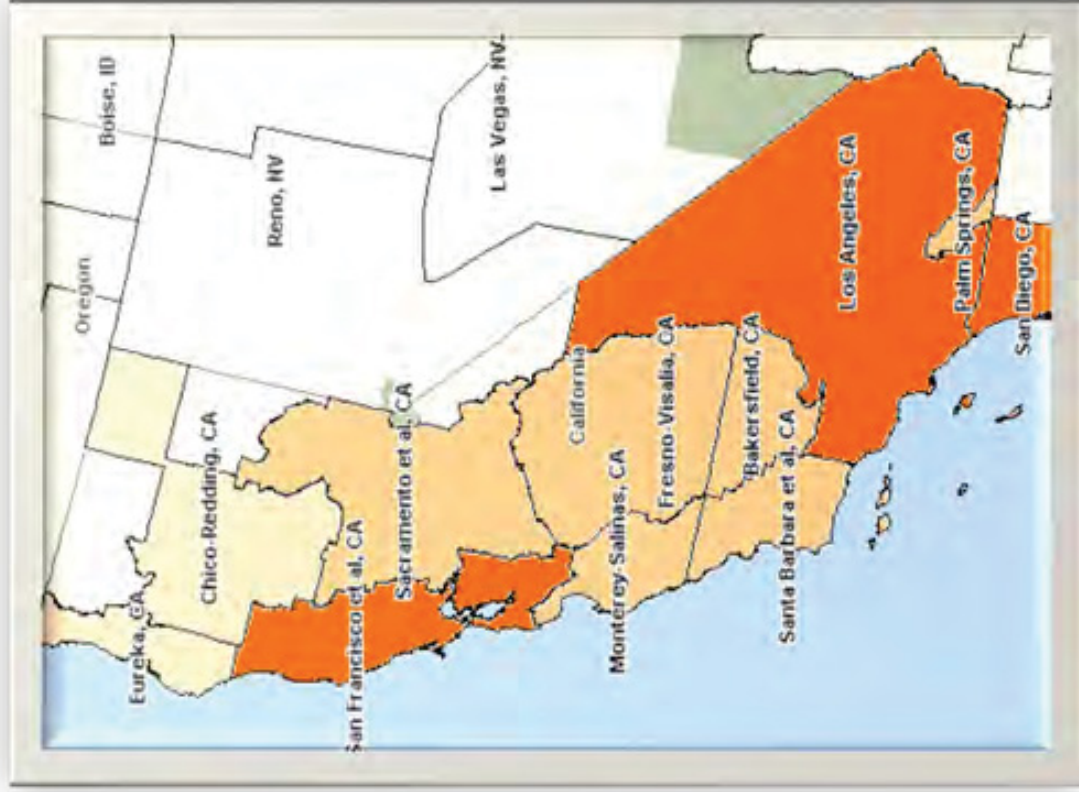
Multiple avenues of communication, from media to experiential will ensure the message is seeded



Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

11. g) SEGMENT PRIME LOCATION HEAT MAPS BY DMA WITH CUSTOM ZIPS

Prime Location— Alex Leading Achiever



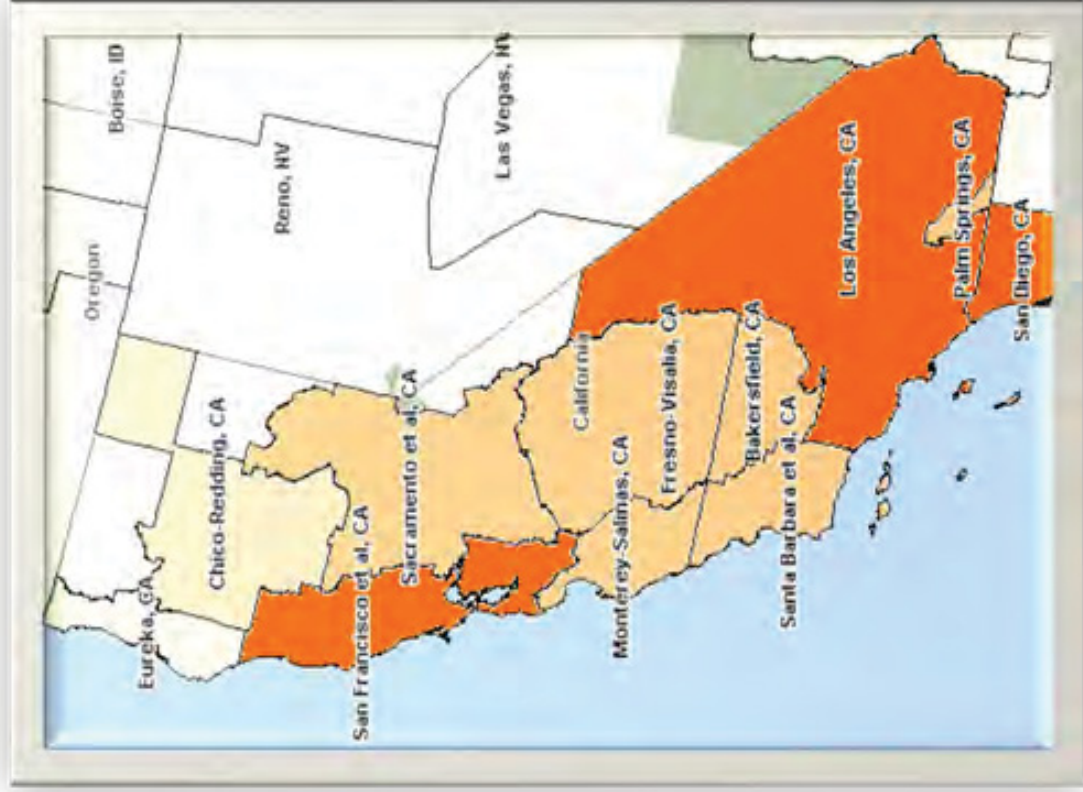
Source: Nielsen/Claritas, 2009

Prime Location— Betty Striving Believer



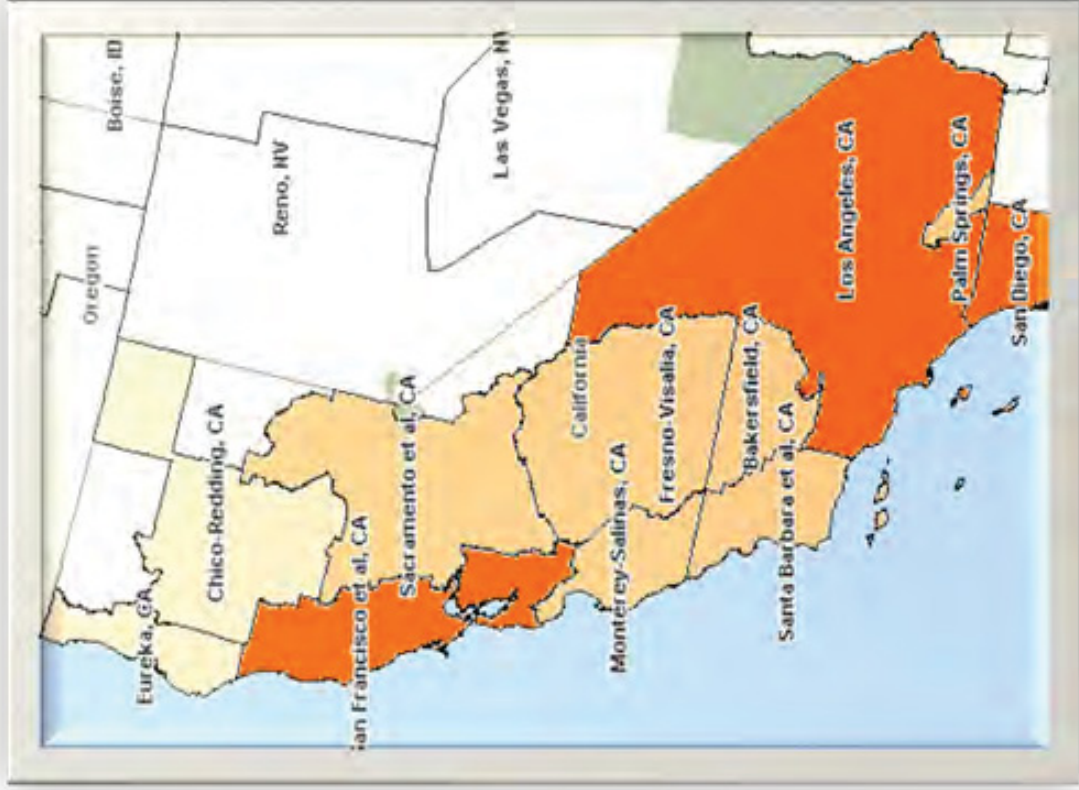
Source: Nielsen/Claritas, 2009

Prime Location— Carlos Practical Spender



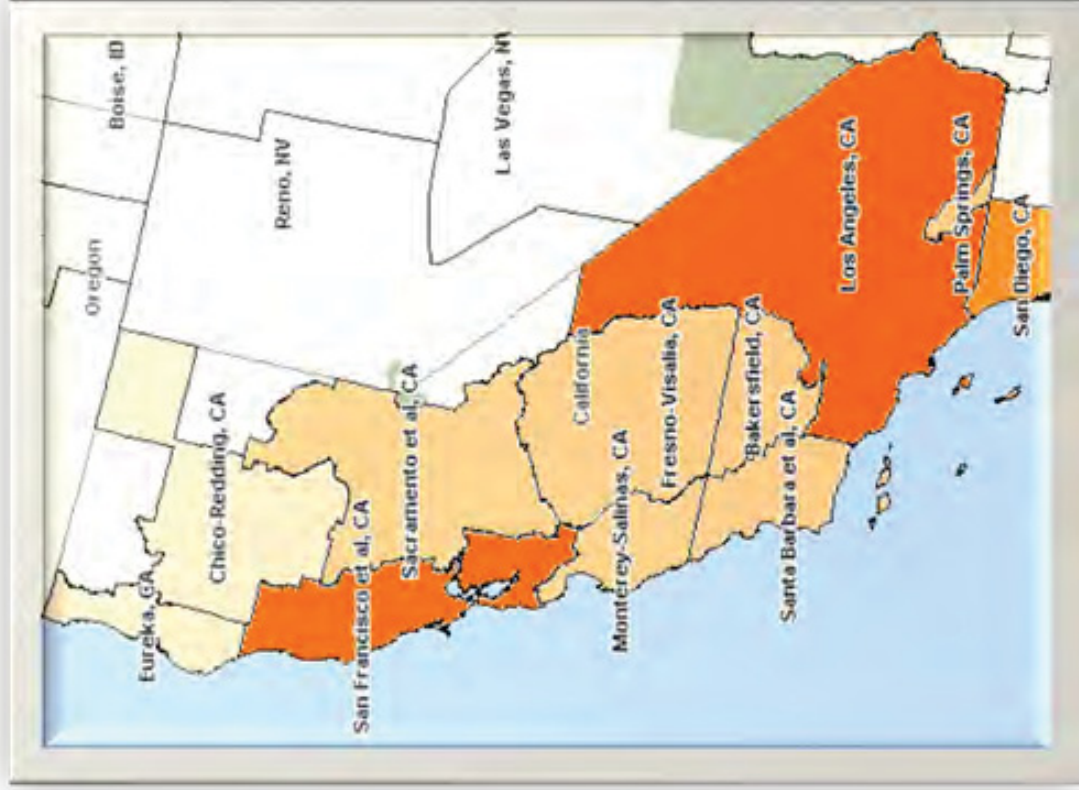
Source: Nielsen/Claritas, 2009

Prime Location— Donna Thrifty Conserver



Source: Nielsen/Claritas, 2009

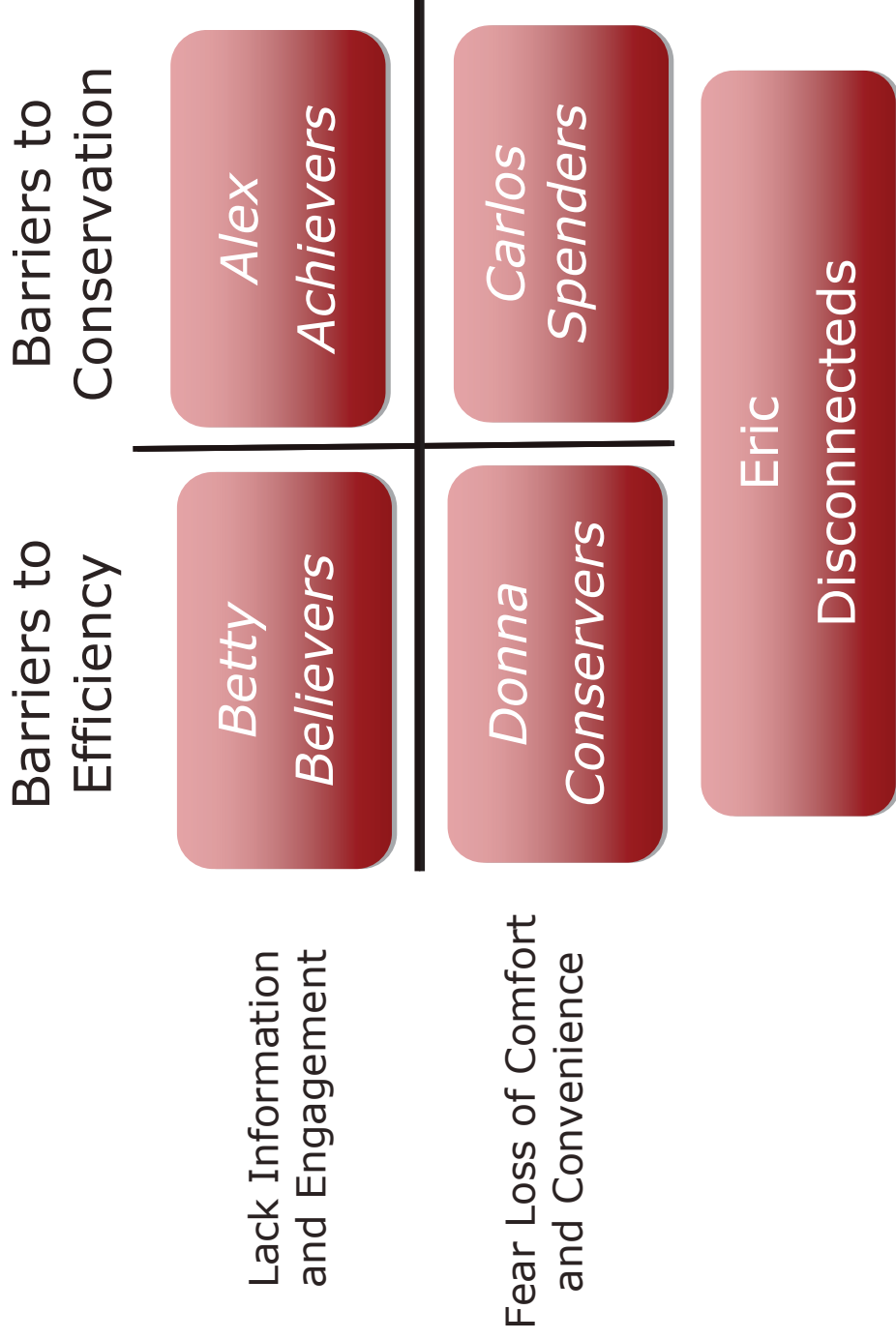
Prime Location— Eric Disconnected



Source: Nielsen/Claritas, 2009

11. h) BREAKING THROUGH EE AND EC BARRIERS

Primary Attitudinal Barriers— Efficiency vs. Conservation Behaviors



Breaking Through Efficiency Barriers Betty Believers And Donna Conservers

Often renters and/or lower income, these segments feel less empowered and lack resources to purchase items that support EE behaviors

Barriers	Program Communication Objective	Example Strategies
<i>Income/Renters.</i>	<ul style="list-style-type: none"> • Provide low-to-no cost ways to improve energy efficiency 	<ul style="list-style-type: none"> • Distribute personalized tip sheets and free EE starter kits with CFLs and low flow appliances
<i>Personal Comfort and Convenience</i>	<ul style="list-style-type: none"> • Educate on ways to be EE and keep comfortable at the same time • Provide information that makes buying the "right" products easy 	<ul style="list-style-type: none"> • Focus on programmable appliances and power-strips that can be easily switched off; create POS materials that "certify" products as CA EE approved
<i>Empowerment</i>	<ul style="list-style-type: none"> • Increase user awareness about the little actions that add up to energy and money savings 	<ul style="list-style-type: none"> • Incent sign-ups for energy audits • Provide special EE starter kits customized specifically for renters
<i>"I'm all alone in this"</i>	<ul style="list-style-type: none"> • Offer information-sharing and peer-support platforms that help inform users about what others are doing to be EE 	<ul style="list-style-type: none"> • Online user portal areas designed for peer-to-peer interaction; neighborhood contests; create and post videos of "my EE challenge" a la YouTube

Breaking Through Conservation Barriers Alex Achievers And Carlos Spenders

Often home-owners, they feel they are already doing a lot by purchasing low-mid priced EE products and are not convinced they can (or need to) do more

Barriers	Program Communication Objective	Example Strategies
<i>Personal Comfort and Convenience</i>	<ul style="list-style-type: none"> Educate on ways to be EC while keeping comfortable at the same time Provide information that makes buying the "right" products easy 	<ul style="list-style-type: none"> Focus on programmable appliances and power-strips that can be easily switched off Create POS materials that "certify" products as CA EE approved and remind people to unplug items when not in use
<i>Information</i>	<ul style="list-style-type: none"> Increase user awareness about conservation measures that add up to money savings Define the difference between conservation and efficiency, and be clear about the need for both 	<ul style="list-style-type: none"> Incent sign-ups for Home Energy Assessments Distribute materials that educate users on the power needs of today's most popular consumer electronics Support development and purchase of smart meters and other technologies that show people how much power is being used and where
<i>Income</i>	<ul style="list-style-type: none"> Improve access and availability of coupons and rebates for high-cost EE equipment (HVACs, home insulation and roofing materials) 	<ul style="list-style-type: none"> Develop co-promotions with retailers and manufacturers to incent EE product purchase

11. i) CURRENT INDUSTRY PROGRAMS-- BEST PRACTICES

Key Observations From Industry Programs

Benchmarked the landscape and Best Practices

- ✓ Program Goals
- ✓ Target Audiences
- ✓ Key Success Measures and Results
 - Consumer Engagement and Action

Top Learnings and Opportunities From Industry Programs

Competition leverages human psychology and motivates

- Friendly, tangible energy usage competitions within and between IOU's, Schools, Neighbors—Even a Statewide competition

Social media are fostering awareness and creating engagement among diverse target audiences

- As a key component of the campaign, needs to go deep and engage on several levels to make them care and act

Technology partners are behind-the-scenes engines that enable utilities and customers to know and do more—To lead a *smarter energy life*

- OPOWER, Tendril, Microsoft, Google are key potential partners—Use more than one to truly empower the customers with options

Kid's school programs affect school and home usage

- A robust, branded school program tied to our messaging will help to entrench our efforts on the home front

So much information...so many sources...so many "experts", where do I turn, who do I trust, what do I do?

- Clear comprehension and simplification will ensure involvement and participation

Key Observations From Industry Programs

- ✓ Program Goals
 - Fairly universal
 - Increase Awareness, Educate, Motivate, Engage, Behavioral Change, Change Perception
 - No “gold standard”—The “winning formula” has yet to be determined
 - Opportunity exists for the CPUC and IOUs to create a best-in-class, industry-leading, breakthrough program

Key Observations From Industry Programs

- ✓ Target Audiences
 - **Residential** Customers
 - *Everyone lives somewhere; hit them where they live*
 - Early Adopters/**Believers**/Activists
 - *We're open to your messages, and we want to influence others*
 - **Students** (K-6 and College)
 - *Get us while we're young or when our awareness and activism interest are heightening*
 - Residents of **Higher-risk Areas**
 - *Don't ignore what we can fix, especially if it can save money or help us avoid larger infrastructure projects*

Key Observations From Industry Programs

- ✓ Key Success Measures and Results
 - While many organizers claim success, concrete data is not shared or publicized
 - No consensus on what to measure (or how)—Program success is measured in varying ways
 - How many people pledged to...
 - SmartPower Teen Program, BC Power Smart
 - IOU Program signups and retention
 - Energy audits, equipment upgrades
 - Savings expressed in equivalents
 - Cars off the road; one less electrical plant; pounds of carbon removed from air, etc.
 - Shifts in awareness of EE options, purchase of EE products uptake of EE product rebates
 - Actual kWh saved per program/initiative
 - Reduction in HH energy use
 - Comparative usage between similar HH's
 - Digital activity
 - Web hits, movement of online energy audits
 - Customer surveys during workshops
 - Renewable energy purchases

Industry Programs – Pilot Examples

Sponsor & Campaign	Target	Campaign Goal	Elements	Measures of Success	Current Results
Be Cool Pilot State of New York and ConEd	NYC Borough Residents	Replace inefficient AC units with ENERGY STAR® units	Contest—Which borough could get the most conversions	Number of conversions, conservation measured in kWh's and carbon emissions	9756 AC units replaced, representing savings of 900,075 kWhs and 982K pounds of carbon
OPOWER SMUD Pilot program	Residential	Increase awareness and spur efficiency & conservation behaviors	Energy evaluation report- measured usage & carbon, neighbor comparison, customized tips	Increase in awareness and EE behaviors measured in kWh's saved Pilot v control	No significant increase in EE behavior measured over test period; report recall was high, suggesting increase in awareness

Industry Programs – Current Examples

Sponsor & Campaign	Target	Campaign Goal	Elements	Measures of Success	Current Results
Smart Power Non-profit Energy Marketing Organization (Climate Culture)	College Students - Believers and Disconnecteds	Increase awareness and shift behavior among target	Online games & education; campus competition; grassroots and WOM support (See <i>visuals</i>)	Pledges & Sign-ups	Deemed successful due to high number of pledged behavior changes to conserve resources (gas, paper, oil, electricity, etc.)
Team Power Smart British Columbia Power	Residential	"Create a culture of conservation"	Opt-in education and monitoring program, metering technology, contests, incentives (See <i>visuals</i>)	Program Sign-ups Long term reduction in electricity consumption	Results to be measured in attributable kWh's through billing analysis and additional behavioral research
Puget Sound Energy	Students	Reduce climate pollution	Cool School Challenge; Classroom toolkit, training, workshops, calculator (See <i>visuals</i>)		Received EPA's Clean Air Excellence award; est. reduction of climate pollution by 650K pounds

Current Examples Smart Power—deep Engagement With Social Media

Community (must sign up/in)

Multiple viral elements

Live smarter with personal benefits **and** see what we accomplish together

College competition with recognition & monetary rewards

in partnership with **SmartPower** Let's Get Energy Smart.

climate culture™ live smarter

Community

Are you ready to live smarter?
Each year Climate Culture saves:

97,643	tons CO ₂	147,598	gal. gasoline	46,445	gal. fuel oil
99,643	tons CO ₂	147,598	gal. gasoline	46,445	gal. fuel oil

How much would you save if you . . .

- Install CFLs
- Use a Drying Rack
- Take Shorter Showers

Click here to begin!

Follow Climate Culture

Click here to get the Climate Culture Facebook App!

Add Climate Culture as a friend on Myspace!

Engaging target-relevant video

Want Obama Girl? Save your energy!

Climate Culture is the first fun and personal utility to help you make smarter choices that reduce your impact on climate change and save some cash.

The winners of America's Greenest Campus 2009 are:

- The University of Maryland with 2,257 registered participants, wins \$5,000!
- Rio Salado College with 4.4% reduced CO₂ per person, wins \$5,000!

AMERICA'S GREENEST CAMPUS™
GO GREEN. WIN \$20,000.

<http://climateculture.com/>

Current Examples BC Hydro—Join The Team (We're All Better Together)

Evocative 'team' imagery & graphics

JOIN THE TEAM THAT ALWAYS WINS

166,113
MEMBERS & COUNTING

Top communities

Is your community in the top 5? Spread the word and help your community rise to the challenge.

Vancouver	25672
Surrey	13923
Burnaby	8221
Richmond	7641
Kamloops	5427

See all communities

Power Smart!

1 JOIN THE TEAM

- Help reduce B.C.'s energy use and move toward self-sufficiency by 2018
- Learn how to save energy and money with online tips & tools
- Receive a members-only version of our popular Connected e-newsletter
- Get in on exclusive contests, including a chance to win 2010 Winter Games tickets.
- Qualify for members-only offers that can save you money

Learn how to join the team

2 ADD ACCOUNT

- View your bill online, track savings and go paperless
- Compare your energy usage to homes like yours

Learn how to add your account

3 TRACK PROGRESS

- Compare your year-over-year energy consumption
- Win exclusive rewards
- Learn how to conserve with easy-to-use conservation tools

Get more info about tracking your progress

What you get

As a Team Power Smart member, you get more direct contact with Power Smart to help you learn how to save energy and money.

- Access to a Members' Tool Box: energy-saving advice, exclusive offers and contests.
- Exclusive tools, including the Compare Your Home and Personal Energy Planner
- For BC Hydro account holders, access to real-time consumption data & tracking, and a \$75 reward if you hit your 10% target over 12 months.
- Subscription to the exclusive version of the popular Connected newsletter
- Exclusive rebates & offers

What you learn

Team Power Smart members learn how to cut their energy use and save money, and they're helped on that path by exclusive product offers and promotions.

Follow the links below for a look at the experiences of a few Team Power Smart members over the past year.

- Single girl blogger cuts electricity use by 25%
- Two Lions Bay kids get Power Smart, get paid
- LadySmith duo cuts electricity use by 41%
- Physicist, soccer player, senior: Three everyday eco-heroes
- Olympic champ Kneek is Power Smart, pushing biodiesel

Clear benefits outlined – both tangible & educational

Buyer's Guide

Welcome to the Power Smart Buyer's Guide, a comprehensive information about energy-efficient and environmental products. Business owners will find useful information here, but information in our Power Smart Buying Guides, along with incentives information in our Product Incentive Programs.

Also check out our Resources section for selected links that can help you on the path to greater efficiency.

Appliances
Detailed information on appliances, including costs and potential savings impact.

Electronic
Detailed information on product and potential savings impact.

3 easy steps to join and stay involved/informed (Incorporates OPower Tools)

Easy guide to "getting the right stuff"

Members share experiences & learn from each other

<http://www.bchydro.com/powersmart/>

Current Examples Puget Sound Energy—Students Can Make A Difference

It's all about the challenge, with lots of resources & support

Cool School Challenge
Big changes start with small steps... and taken together, simple individuals actions create a world of difference. [Learn More](#)

[Take the Challenge](#)

Protecting the Planet One School at a Time

Navigation: About Us | Take the Challenge | Activities | Resources | Who's Cool? | Get

TIPS // TO REDUCE YOUR IMPACT

- COOL IDEAS
 - Start up a "Green" Club at your school to raise awareness about climate change and things everyone can do to help.

STUDENTS MAKING A DIFFERENCE

Updated! Cool School Challenge Toolkit
We've updated the Cool School Challenge Classroom Toolkit and Carbon Calculator. Check 'em out.

Downloadable school toolkit (copy available)

Upcoming training workshops
Sign up now for workshops in Bremerton or at the Point Defiance Zoo and Aquarium...

Learn how your school can get involved!

Of course, there's prominent social media

Who's COOL
Here are the latest 10 schools to report progress toward their reduction goals! For a complete list, check out ["Who's Cool."](#)

School	Progress
Jefferson Middle School	3,788 lbs
Cascade High School	2,714 lbs
Lincoln High School	2,958.25 lbs
Juanita High School	3,700 lbs
Ingraham High School	39,650 lbs
Anacortes High School	30,000 lbs
Lake Stevens High School	15,500 lbs
Ridgeline Middle School	24,520 lbs

Who's cool progress meter shows schools ranked against each other

Take beyond the school to your home (kids as influencers)

GET INVOLVED AT HOME

<http://www.coolschoolchallenge.org/>

11. j) ADDITIONAL PROGRAMS AND TACTICS OF INTEREST

Wisconsin Energy— Easy And Interactive Answers From Experts

askfocusonenergy
get answers. be more energy efficient.

Start your search or question here

searchanswers askanexpert

Welcome pop-up panel, easy 3-steps/options

Welcome!

You're interested in energy efficiency. Focus on Energy is glad to hear it. We're Wisconsin's team of energy efficiency and renewable energy experts—and we live for this stuff. We love answering energy-related questions and showing people how to save money by being more energy efficient. **Here's what you can do while you're at askfocusonenergy.com:**

- 1. ask**
Send us an energy-related question. Then, check back to see if we answered it. If we did, it may be our "Featured Question of the Week".
- 2. search**
Find all the questions that have been asked about a subject—and the answers. Don't see your question? Send it to our experts.
- 3. browse**
Get to know Focus on Energy, see what others are asking and learn from the answers to a variety of questions.

don't want this message next time you come? check here!

get started!

the question:

Does it take more energy to turn my TV and lights on & off, or leave them running?

- Pat in Richland Center, WI

...and the answer

Lynn Clement from Focus says:
It's always a good idea to turn devices off when they're not in use.

Click to read the rest

Ask questions & search for answers from expert panel, learn from others

Go deeper or stay shallow & feel free to browse

Do you have any no-cost tips to save energy?

We have a ton of no cost, energy saving tips!

Absolutely. There are a number of ways to save energy without having to spend listed a few tips below, but you can also visit the [EcoLink on Energy Web site](#) to saving energy.

about the experts | Lynn Clement | Chuck Sasso | Doug Detlaiff | Ken Williams | Emily Hickey | Kevin Hogan

Does it take more energy to turn my TV and lights on & off, or leave them running?

Do you have any no-cost tips to save energy?

What will WI's rebate be for the 'Cash for Appliances' & when

Topics cover range of "do the right thing, get the right stuff and fix the leaks" spectrum

<http://www.askfocusonenergy.com/>

Efficiency Vermont— Personalize The Conversation

Authentic services generate buzz, consumer participation and support tangible results

ENERGY SAVED IS MONEY SAVED

ASK THE HOME TEAM
Read the team's *common sense solutions* or ask them a question of your own.

Sign up for our Newsletter, Watts New
Receive energy saving tips from our mascot Wattson.

email address

Residential Business **SUBMIT**

And become a fan on **facebook**

eNewsletter & Facebook viral elements

Real advice from real people

Li Ling Young, Bob Murphy, and Kathleen Brown

Ask The Home Team
Send in a question of your own

Last Christmas, my parents gave me a TV that's got the ENERGY STAR® label, which was great because I was in college and I couldn't afford a TV or higher electric bills. This year, I've got my first job and I'd like to return the energy-saving favor. My younger sister wants to get in on the act too, and she's still a broke student, so can you give us some ideas on efficient gifts of different price ranges?
(Posted December 9, 2009)

Call for advice too (or read the newspaper column) – multi-channel impact

Efficiency Vermont
Wall Info Photos Video Discussions Events

Efficiency Vermont [Just Fans](#)

Efficiency Vermont Tune your radio dial to VPR today at noon and 7PM! Our very own Sara Davie and Russ Flanagan, a Home Performance with ENERGY STAR contractor, will join host Jane Lindholm on Vermont Edition. They will discuss how to get your home ready for winter -- with tips, info and more!

For Your Business
Find out how energy efficiency can help your business run more profitably.

Business team serves different targets simply

<http://www.encyvermont.com/pages/>

Glendale Energy Insider— Set Goals And Challenge Your Neighbors

Home | **My Energy Use** | **My Goal** | **All Tips** | **Best Tips for Me** | **Neighbor**

Glendale/OPOWER site – super simple to use, powerful graphics, actionable information

Take the Neighbor Challenge
How does your action count compare to your community?
Action Count: The number of steps taken to be efficient.
GWP Average: **6** | **You** **7**

Glendale Community Responses

Seal leaky ducts	62%	You
Maintain your heat pump	53%	You
Weather strip windows and doors	52%	You
Be smart about clothes washing	87%	You
Unplug stereos and other devices	25%	You

Our challenges could be easily customized & categorized into the right thing, get the right stuff and fix the leaks

Reports available online & in your monthly bill

Find the Best Tips for Me
If you only have time to do a few tips, these can make an impact in your home office.
Your Responses: (Modis) Rent Apartment Home office High tech

Top 3 Recommendations

- Look for the ENERGY STAR® label** (High tech, Rent Apartment)
- Recycle your second refrigerator** (Rent Apartment)
- Weather strip windows and doors** (Smart purchases, Rent Apartment)

My goal
Set a goal: Set a goal to reduce your use in the next few months. We'll help you meet your goal and track your progress. If you're enrolled in the Home Energy Report program, we'll show you how you're doing on the report.
Start your goal: Yes, I commit to reducing my home Electricity use by **5%** over the next 4 months.

Easy, tangible goal setting tool

My TIPS Save \$420

ON TRACK / AHEAD

Set my goal

Why set a goal?
Customers who set goals are more likely to use less.

We'll help you succeed
During your commitment period you can sign in here to track your progress.

How it works:
Your goal is to use 5% less than you used last year during the same period.

<http://gwp.opower.com/challenge/>

Marketing Partners/Tools— Microsoft Hohm

Microsoft beta tool/site

Consumers can get personalized energy reports online

How can I save?
Receive personalized energy saving recommendations and track your progress.

Where do I spend?
Find out where your energy is going and how you compare to others.

+






Xcel Energy, Seattle City Light and SMUD customers can input actual electricity use

My Hohm Center

How does your energy usage compare to others in your area?

You can either connect to your energy provider or use your statements to manually enter your usage data. Find out how you are doing compared to others in your area.

Get Your Energy Data »




Your Annual Energy Usage Breakdown*



How is this calculated?

Average Annual Energy Costs In Your Area



Get Your Energy Data

Top Ways to Save

Configure your computer display to use low power modes when not in use
savings*: \$45/yr

News

11 Myths about Compact Fluorescents
8 Cheap Ways to Make Your Home More Energy-efficient

<http://www.microsoft-hohm.com/>

Marketing Partners/Tools— Tendril Smart Energy Monitors

Consumers...

Understand and manage your energy consumption = insight and control

The Tendril Residential Energy Ecosystem (TREE) in-home wireless network connects appliances and outlets to a home energy monitor or web portal

Smart energy delivered through your utility

Empowerment vs. Control

Tendril enables true 21st century energy efficiency with the Tendril Residential Energy Ecosystem (TREE), a complete, simple-to-use and easy-to-understand solution for energy efficiency. TREE seamlessly connects "smart" consumer devices (like thermostats and outlets) to the

A website banner for Tendril Smart Energy For Life. The background is green with a row of white house icons. The text reads: "TENDRIL Smart Energy For Life", "Where is your energy going?", "Find out how much energy your appliances, electronics and household devices are using in your home.", and a "Go Inside" button. A navigation menu at the top includes: Consumers, Utilities, Support, Smart Energy, About, Partners.

TENDRIL
Smart Energy For Life

Where is your energy going?

Find out how much energy your appliances, electronics and household devices are using in your home.

[Go Inside](#)

Consumers Utilities Support Smart Energy About Partners

<http://www.tendrilinc.com/>

Marketing Partners/Tools— Google Power Meter



Utility Partners
include SDG&E and
JEA

Key Messages:

- **Access:** See your electricity use from any Google PowerMeter enabled device
- **Understand** more about how you use electricity throughout the day
- **Save:** Reduce your electricity use and lower your monthly bills

<http://www.google.com/powermeter>

Industry Programs – Additional Resources

Who	What Can We Learn?
<p>Coolcalifornia.org(CARB) http://coolcalifornia.org/</p>	<p>CA state site that builds awareness and action around climate change—Can offer integration opportunities</p>
<p>Home Energy Makeover Contests Links to contests & works http://homeenergymakeover.org/ops</p>	<p>Education and motivation through home makeovers: show tangible way to see energy savings possibilities in existing buildings</p>
<p>Energy Smackdown From National Grid, NEEP and Nstar http://www.energysmackdown.com/</p>	<p>Effectiveness of gaming and challenges on moving from "awareness to action"—Another source on competition and challenges</p>
<p>http://letsgetenergysmart.com/</p>	<p>Another microsite powered by SmartPower and Climate Culture (See best practice example) – pledge oriented</p>
<p>Electricity Conservation in Context: NZ Research Study http://researcharchive.vuw.ac.nz/handle/10063/1099</p>	<p>About residential conservation behaviors when there are shortages/crises</p>
<p>Capelight Compact Smart energy monitoring pilot project launched Feb '09 http://www.capelightcompact.org/</p>	<p>Impact of smart energy monitoring on usage and behavior</p>
<p>Northwest Energy Efficiency Alliance http://www.nwalliance.org/</p>	<p>How a non-profit alliance mobilized the Northwest to become increasingly energy efficient for a sustainable future</p>
<p>Madison Gas & Electric Power Tomorrow http://www.mge.com/home/saving/</p>	<p>The effectiveness of promoting 'Five Powerful, but Simple Steps to Efficiency' save electricity and natural gas equivalent to the use of more than 20,000 homes'</p>
<p>Progress Energy Florida (Save the Watts) http://progress-energy.com/custservice/flares/index.asp</p>	<p>Effectiveness of tactics like Lower Your Bill Toolkits, Save the Watts microsite</p>