

Memorandum



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To: Redacted Pacific Gas and Electric (PG&E)
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Subject: Guidelines for California Solar Initiative (CSI) 2010 Marketing and Outreach (M&O) Plans

Decision (D.) 07-05-047 calls for the CSI Program Administrators (PAs), PG&E, CCSE, and SCE to submit CSI 2010 M&O Plans (2010 M&O Plans) annually, with semi-annual updates. The following guidelines are intended to assist the CSI Program Administrators develop 2010 M&O Plans.

The basic M&O activities called for in D. 07-05-047 have been implemented and are currently in use. Therefore, for 2010, the PAs should develop defined goals and activities to get the most value out of the activities already undertaken, and extend their M&O activities into areas that are generally consistent with the decision.

At any time in the outlined process, the PAs may consult with Energy Division staff to request clarifications or other information that will enable them to be successful with their planning process.

1. Due Dates and Submission Procedures

Each CSI PA shall submit a plan for 2010 M&O Plan by January 22, 2010 via Business Letter to the Director of the Energy Division. PAs shall also provide notice of the submitted plans to the service list of Rulemaking (R.) 08-03-008. The cover letter should state that, similar to the Advice Letter process, parties have 20 days to submit comments to the Energy Division Director on the proposed plans. PAs have five days to respond to any comments provided.

2. Budget

The PAs have an annual budget of \$500,000. The Energy Division expects that unspent funds are not to be carried over from one year to the next without prior approval, which will be granted for special circumstances such as (1) project delays that move a project into the next year, or (2) implementation of an already-approved project.

D. 07-05-047 states in Attachment A.5. that “Program Administrators may request a 20% budget increase, or an additional \$100,000, but must provide detailed justification to Energy Division why additional marketing expenses are required.”

3. Expense Reporting

The 2010 M&O Plans should reference past activities and relevant expense reports (expected in January 2010) to rationalize proposed spending.

PAs shall continue to follow expense reporting procedures provided by Energy Division via data request, and include a breakout of M&O expenses from other administrative activities.

4. Approval Process and Approval for Ongoing Activities

The Energy Division staff will evaluate the 2010 M&O Plans. An approval for M&O plans will be issued via a letter from the Energy Division Director.

In light of the fact that the 2010 M&O Plans will not be approved until late February or early March at the earliest, and some PA M&O activities are ongoing in nature (such as training classes, newsletter, and brochure delivery), the PAs will be allowed to continue to follow the standard approval process to obtain approval for ongoing M&O activities called out under their prior plans, such as the CSI newsletter, monthly classes and other contracted activities. The PAs will submit M&O Approval Request Form on a case by case basis between now and the CSI M&O Plans are approved to ensure ongoing M&O support of the program.

5. Expense Reporting

The 2010 M&O Plans should provide relevant details from the results of 2009 M&O Plan activities such as the experience with the project, including projects costs and benefits.

Expense Reports (which will be submitted in late January) should follow the same activity list format as the 2009 M&O Plans. For example, if the plan addresses a list of activities, then these activities should appear in the M&O Expense Report exactly as they appeared in the 2009 M&O Plan.

6. Statewide Coordination

CSI M&O 2010 Plans should identify areas for statewide coordination and propose cost-sharing methodology for the coordinated activities.

PAs are encouraged to hold a M&O Coordination meeting to decide which activities to pursue at the state level and how to execute the plans. Thus, PAs may set aside a reasonable budget and determine how to allocate the three “coordinated” budgets at a later meeting.

7. Goal Setting

The 2010 M&O Plans should establish clearly defined goals and objectives. The 2010 M&O Plans should include how the Plans will measure success towards the established goals.

Some examples of potential 2010 M&O Plan goals:

- Increase participation in specific sectors, measured by %, capacity, #applications or whatever the PA deems fit.
- Broaden the range of topics offered through the monthly classes, targeting influential groups of consumers or professionals.
- Increase web hits by a certain percentage; in particular, use PA web enhancements (past and current) to improve user experience and flow between PA website and statewide GoSolarCalifornia site.
- Leverage Solar Energy Month in October 2010 to increase consumer participation in territory (suggest what, how, where, budget,etc.)
- Other goals, as the PA deems beneficial and within range of the 2010 year

8. M&O Activities

The 2010 M&O Plans should follow the guidance established in D.07-05-047, including increasing penetration and targeting of materials and activities, relevant training classes, follow-up strategies and Go Solar California web site development participation.

While D. 07-05-047 established a rather narrow set of activities for the M&O Plans, the Energy Division has approved some activities related to, but not explicitly found in the Decision, so long as the activity was consistent with the overall strategic objectives of the program. In the 2010 CSI M&O Plans, PAs should explain if a proposed activity diverges from the original Decision based on the expected outcomes and benefits of the project.

The 2010 M&O Plans should propose a tracking and follow-up plans for activities, when feasible, in order to maintain relationships with potential solar consumers that attend classes, visit the website or receive materials through some distribution channel.

As with past M&O efforts, general market program M&O should focus on the following proven concepts:

- Maintaining the value proposition of the CSI Program, under the *Go Solar, California!* brand, instead of marketing “solar” in general,
- Conveying to consumers the benefits and ease of going solar,
- Offering simple, inexpensive messaging at bill-point opportunities with utility customers, such as bill inserts, on-bill messaging, or other activities that target the utility customer when they review their electric bills,
- Removing barriers to solar (financial, informational, local permitting, safety, maintenance, etc.),
- Facilitating communication between consumers and contractors,
- Demonstrating the importance of Energy Efficiency in system sizing ,
- Targeting and activating specific customer and industry segments

- Providing strategic follow-up opportunities
- Demonstrating efficient and prudent use of ratepayer funds

Materials must all bear the Go Solar California logo in addition to listing the program's URL, www.GoSolarCalifornia.ca.gov.

8.1. Eligible M&O Activities, per. D.07-05-047

This section describes the activities already underway, and suggests topics to address in the 2010 CSI M&O Plans.

- Monthly Classes

Identify current and proposed course offerings, including instructors' names and samples from presentations. If new class offerings are considered, discuss the instructor or consultant delivering the content, etc., and the goals of the course, e.g. "to inform Group A of new policy" or "to inform more [specific customer segment] the benefits of solar." PAs are encouraged to develop relationships with class attendees by collecting attendee information and suggesting targeted follow-up strategies.

- Direct Mail

Recent findings from the CPUC's Energy Efficiency (EE) brand assessment market research indicates areas of overlap between EE and solar consumers. These studies also indicate that customers who have taken EE measures are more likely to go solar than consumers who have never considered EE measures. PAs may choose to identify EE program subscribers and target with direct mail with messaging of the benefits of solar on energy efficient buildings.

Targeted direct mail with defined call to action to specific segments based on M&O objectives may be used to help the PAs achieve their M&O goals and objectives. The PAs should consider strategies for direct mail that include targeting customers using specific market segmentation analysis. For example, SCE has used a probability model to identify market segments using their customer databases.

- Web enhancements

PAs should include in their plans their need for Web site enhancements or maintenance. PAs should include in their plans staff time to support content development and maintenance for the shared Go Solar California Web Site.

- Video Productions

The decision states that short videos are allowed to help users with the application process, etc. The PAs created a web based tutorial that guided users through the application process; however this product has expired and would require updating in order to continue use. In light of the high costs of video relative to the total M&O budget, video projects should be pursued only if that strategy is the best suited to meet the program's goals.

- Bill Inserts

PAs can continue to use bill inserts to promote the CSI Program. PAs may also determine alternative direct bill-point messaging to replace bill inserts.

- Newsletter

PA Lead will refer to Newsletter guidelines and may allocate a sufficient budget annually to cover labor¹ and direct expenses (newsletter email credits.) Non-lead PAs are expected to contribute meaningful material articles and photographs as needed, as well as participate in monthly planning calls and the Beta testing procedure. The expenses associated with these activities will be taken from their regular Administrative budgets, not from the M&O budget.

8.2. Other Approved M&O Activities

In response to unique solar marketing and outreach opportunities in a changing marketplace, the PAs have worked with Staff to initiate additional M&O activities. These previously approved activities have included:

- Solar Maps/Customer Billing Interfaces
- Solar Fairs
- Conferences and Events w/ trade show booth
- Promotional items, such as Calendar and Magnets
- Solar Energy Month Events
- Expanded Solar Class Offerings
- Consumer Guide

8.3. Staff Recommendations for 2010 CSI M&O Plans

Energy Division Staff also encourages PA's to consider M&O Initiatives in the following areas:

- Identify areas of integration with other demand-side programs by identifying IDSM Task Force contacts at utilities, and develop a product planning/review process that involves ME&O members of the IDSM Task Force.

PAs are encouraged to propose activities consistent with the strategies developed within the Energy Efficiency's IDSM Task Force, including leveraging integrated communications opportunities. Certain marketing activities have been identified as relatively inexpensive starting points, such as developing web banners that can be placed on other DSM programs' web sites, occasional inclusion of pertinent articles and announcements in various DSM programs' newsletters, etc.

The IDSM Task Force may identify opportunities in 2010 that may require more resources; if any such activities can advance the goals of the PAs' M&O goals, then PAs may consider a set

¹ Where this allocation comes from is dependent on the PA's expense methodology.

aside of their budget to coordinate with IDSM in a fashion to be determined through planning later in the year.

- Identify and broaden distribution channels for M&O materials.
- Determine a strategy and reasonable expense budget to support Solar Energy Month in October.
- Describe specific plans to take responsibility for content development of the statewide Go Solar, California! web site, and seek ways to increase the Web site's use (views, clicks, all measures) by a specified percentage.
- Identify activities to reduce barriers to solar adoption within your service territory and focus on activities to reduce or eliminate these barriers. Such barriers and remedies may be:
 - Financing
 - Permitting costs and paperwork
 - Finding a contractor
 - Technological barriers such as metering issues
 - EE audits and surveys
- Promote the Go Solar California suite of program offerings including NSHP, SASH, MASH, RD&D, and CSI-Thermal
- Provide actionable activities for targeted audience (Materials can express a clear call to action) and if necessary activities should be developed.
 - For example, Find a Contractor site – was developed by California Energy Commission but could be enhanced with cooperation and input from PAs
 - For example, Find out How much Solar Costs in Your Area – could be developed as a consumer feature through California Solar Statistics
- Develop solar calculator that is consumer friendly and promote an understanding of the solar calculators.
 - The program has already paid to develop the Clean Power Estimator. The 2010 M&O Plans could pay for enhancements, modifications to the calculator or consumer training & awareness tools.
- Develop materials that promote consumer protection
 - Learn how to check for a contractor's license
 - Learn why not to pay a contractor more than \$1000 up front when you sign a contract
 - Learn why you should get more than 3 quotes (Cross connect with Find a Solar Contractor and Find out How much Solar Costs in your community)
- Promote activities that integrate with other DSM programs, if appropriate
- Develop a mechanism to integrate solar contractor and solar consumer feedback on M&O materials and activities, for example an advisory committee, webinars, or presentations at CSI Program Forums.

8.4.PA Recommendations for Strategic CSI M&O Activities Outside of the Interim Budget

In their CSI M&O Plans, PAs may (but are not required) to discuss activities that are currently out of reach of the Interim M&O budget, but that they would like to fund in the future. The Energy Division Staff is remaining purposely non-prescriptive on the subject in order to foster creative responses from the PAs. Information on activities out of reach of existing budget may inform staff development of future PA proposals.