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To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)
Cc:
Bcc:
Subject: CPUC Introduces New Statewide Brand and Website to Motivate Consumers to Embrace Clean Energy Solutions as a Way of Life: CPUC Press Release

FOR IMMEDIATE RELEASE

PRESS RELEASE

Media Contact: Terrie Prosper, 415.703.1366, news@cpuc.ca.gov
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**CPUC INTRODUCES NEW STATEWIDE BRAND AND WEBSITE
TO MOTIVATE CONSUMERS
TO EMBRACE
CLEAN ENERGY SOLUTIONS AS A WAY
OF LIFE**

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FRANCISCO, Oct. 14, 2010 - The California Public
Utilities Commission (CPUC) today introduced Engage 360, a new brand name and
web portal for use statewide to increase consumer awareness of and participation
in energy-saving activities.

On Sept. 18, 2008, the CPUC adopted the state's first Long Term Energy Efficiency Strategic Plan, presenting a single roadmap to achieve maximum energy savings across all major groups and sectors in California. The Strategic Plan outlined a Marketing, Education, and Outreach (ME&O) effort 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.

To that end, Engage 360 was developed through a year-long process based on an in-depth, collaborative approach between CPUC staff and the utilities. The brand is built on the core attributes of conveying progressive inspiration, meaningful change, and a trusted information source with the aim of galvanizing Californians to adopt more clean energy solutions throughout their lives.

"Engage 360 represents a community-based effort to provide Californians with clear and relevant options for smart energy solutions," said CPUC Commissioner Dian M. Grueneich. "Engage 360 takes an umbrella perspective to knowledge, engagement, and action on the part of consumers across all aspects of their daily lives - to choosing what makes sense to them, making a commitment to action, and exploring for ever-larger sets of actions."

In addition to the overall energy efficiency brand, the CPUC has also developed a statewide brand name for its low income energy efficiency program: Energy Savings Assistance Program. The Strategic Plan acknowledged the importance of a single recognizable and trustworthy name for these programs and laid out a strategy to develop such a name and coordinate it with the overall ME&O efforts. The name, Energy Savings Assistance Program, will be used by all CPUC-regulated utilities for programs providing weatherization and energy efficient measures to income-qualified households.

“This new name, Energy Savings Assistance Program, is clear and concise. Customers will immediately understand that this is a program that provides energy and cost savings, resulting in a true benefit for customers otherwise unable to take advantage of energy efficiency programs,” said Commissioner Grueneich, a member of the CPUC Low Income Oversight Board. For more information on the CPUC energy assistance programs, please visit www.cpuc.ca.gov/PUC/CEC/d_lowerbill.htm.

For more information on Engage 360, please visit www.engage360.com.

For more information on California’s Long Term Energy Efficiency Strategic Plan, please visit www.cpuc.ca.gov/PUC/energy/Energy+Efficiency/eesp.

For more information on the CPUC, please visit www.cpuc.ca.gov.

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