

CALIFORNIA'S PLAN TO ENGAGE CONSUMERS IN EFFICIENCY



Integrated Statewide Marketing, Education & Outreach to Maximize Energy Savings

Këri Bolding
Senior Communications Advisor
California Public Utilities Commission



Pamela Wellner
Senior Regulatory Analyst
California Public Utilities Commission

Energy Efficiency Vision for California



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*.

- CPUC, California Energy Efficiency Strategic Plan, October 2008

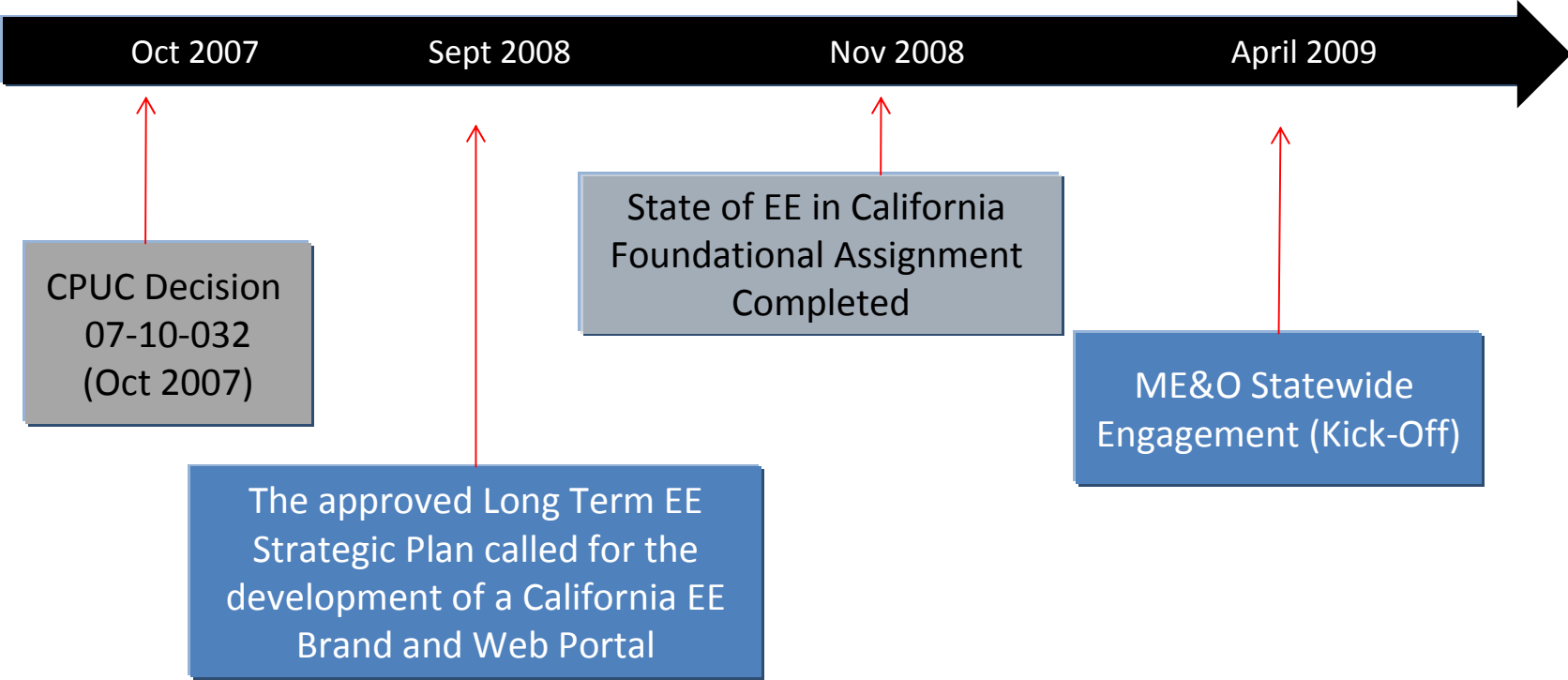


Background of the ME&O Statewide Campaign

- ***ME&O programs should be more strategic and comprehensive*** in the way they are used to promote energy efficiency and the statewide energy efficiency strategic plan should address ME&O as set forth herein.
- The utilities should work with Commission staff to ***develop an energy efficiency web portal*** that provides an integrated point of access to energy efficiency program information.
- The Commission should lead an ME&O task force to assist in relevant aspects of the statewide strategic plan and utility portfolio applications, develop an energy efficiency web portal and ***consider the development of a brand for California energy efficiency products and services.***

CPUC Decision 07-10-032 October 19, 2007 - From Conclusion of Law

Background: Timeline of Events



Our Mission

~~Create a new
marketing program
to promote energy
efficiency~~

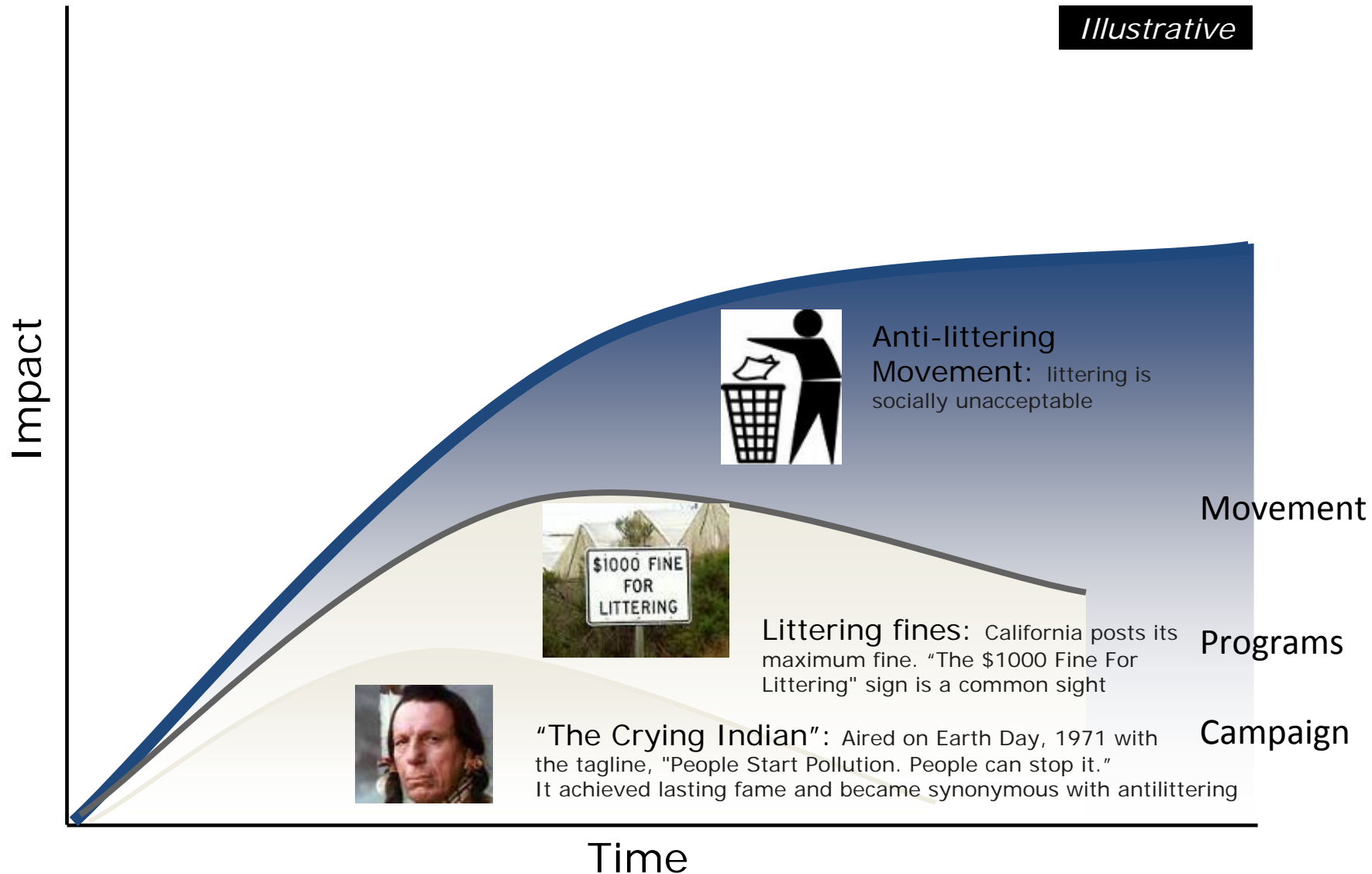
Build a Movement

Create a
change in behavior
that will effect
a meaningful,
long-term reduction
in energy
consumption



Anti-littering became a movement; now it is a norm

Illustrative



Utilities' program messages are evolving

SDG&E
Serving you today. Planning for tomorrow.
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Home > Environment > Edison SmartConnect™

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Lynda Ziegler Customer Service

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April 14, 2009 Contact SMUD

Energy-efficient electronics get a boost

SMUD and PG&E are teaming up with retailers and manufacturers to encourage consumers to buy energy-efficient electronic products such as televisions and desktop computers. [More.](#)

SMUD invites public input on rates

SMUD General Manager and CEO John DiStasio is recommending the Board of Directors adopt a two-step rate increase to cover costs amid a shortfall in revenues and to prevent a drop in the District's credit rating. DiStasio is recommending a 9.5 percent increase beginning Sept. 1, after the peak power season, followed by a 3.5 percent increase in January 2011. There would be public workshops and a hearing before any rate changes occur. [Read his recommendation here.](#) [See a press release here.](#)

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Energy-Efficient Electronics

Purchasing energy-efficient electronics can save you energy, money and help the environment. The product you choose can make a big difference.

Look for the Pacific Gas and Electric Company (PG&E) and ENERGY STAR® stickers.

Get the facts about: [MONITORS](#)

ENERGY STAR Desktops

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<ul style="list-style-type: none"> Less than \$400 (21) \$400 - \$500 (70) \$500 - \$600 (86) \$600 - \$700 (88) \$700 - \$800 (54) 	<ul style="list-style-type: none"> Acer (4) Apple (47) Dell, Inc. (122) enano Computers (1) Gateways (22) 	<ul style="list-style-type: none"> Acer Veriton (4) Apple eMac (3) Apple iMac (26) Apple Mac mini Apple Mac Pro

4.2 TONS CO₂

Retailers are promoting energy efficiency

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The ENERGY STAR difference.

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An easy way to identify the most energy-efficient products is to look for products that are ENERGY STAR qualified. ENERGY STAR qualified products — home electronics, office products, appliances, and more — prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy — helping us all save money and fight global warming.



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Replacing a refrigerator manufactured prior to 1993 with a new ENERGY STAR qualified one can save you over \$65 per year on your energy bill.
[Learn more about ENERGY STAR qualified refrigerators](#) | [Shop Now](#)

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Rebates up to \$100 are available on qualified products. Use the ENERGY STAR Rebate Finder to find special offers and incentives available near you.

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www.energystar.gov/changetheworld

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ENERGY STAR @ home Interactive tool

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Windows of Opportunity Take advantage of \$110 entire

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Simple Choices BIG DIFFERENCE

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Technology meets ecology

- make an impact
- experience intelligent charging
- enjoy great features

Meet a new breed of handset incorporating environmentally friendly innovations.

Get even more from your phone

Tell a friend

Get support for your phone

Apple and the Environment

Protecting the environment is critical to the conservation of precious the continued health of our planet. Apple recognizes its responsibility and continually strives to reduce the environmental impact of the products we create.

Apple and your carbon footprint

Apple is constantly working to minimize our impact on the environment. We lead this in to make our products more energy efficient and environmentally friendly.

In October 2008, Apple began providing customers with estimates of the green generated by each new product sold. For example, manufacturing and using a popular notebook — results in 460 kg of CO₂e emissions over four years of use that's about the same amount the average car emits in a month.

Apple's Environment team arrived at this estimate using a sophisticated life-cycle emissions at each phase of production, starting with the mining of raw materials, manufacturing of the product as well as its packaging. Then we add the emissions to market, the power consumed during the product's use, and the energy required

TOSHIBA

we care about the earth.
green programs

Toshiba is proud to say we're not only leading innovation in mobile technology, but leading the charge to preserve the air we breathe, the water we drink and the ground we walk on.

FREE electronic recycling and trade-in program

When it comes to building our award-winning products, we believe less is more. So we minimize waste and use recycled materials wherever we can, while constantly looking for ways to reduce energy consumption. Our own recycling programs keep discarded technology from fouling the soil and atmosphere, as does our devotion to worldwide environmental initiatives. Plus, we check to see that the people who make the materials that go into our products follow earth-friendly practices just as we do so we all can enjoy mobile computing amid a cleaner, more sustainable "global village."

No, it isn't always easy being green. But it sure is the right thing to do.

Laptop Recycling and Trade-In

Of course we'd like you to buy a new Toshiba laptop PC. But we also want to help you retire your old technology the right way and maybe get back some green as you go green. So if it still has trade-in value, we'll mail you a credit when you send us your old working Laptop. And even if it isn't working, we can see that it's recycled properly. That goes to show you how banding together for the good of the environment can be good for your pocket book too.

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9

Governments now driving EE agenda

National (Dept of Energy)

The screenshot shows the White House website's 'Stand For Less' campaign. The header includes the White House logo and navigation links like 'THE AGENDA', 'ADMINISTRATION', and 'ABOUT THE WHITE HOUSE'. A prominent banner reads 'STAND FOR LESS' with a search bar and an email sign-up form. Below the banner, there's a 'Fact 1' section stating: 'Drive down pollution! You can also eliminate one pound of greenhouse gas emissions by eliminating just one mile of driving.' The main content area is titled 'Energy' and features a graphic with the text: 'San Diego electricity consumption has increased over the past 17 years.' It lists three bullet points: '90% of the energy use in washing goes to heating water', 'Energy Star appliances can reduce energy consumption by as much as 30%', and 'Unused televisions, stereo equipment and cell phone chargers continue to use electricity.' A sidebar on the right lists 'THE AGENDA' items such as 'Civil Rights', 'Defense', 'Economic', 'Education', 'Energy & Environment', 'Health Care', 'Homeland Security', 'Immigration', 'Iraq', 'Poverty', 'Rural', 'Seniors & Social Security', 'Service', 'Terrorism', and 'Technology'.

Local (City of San Diego)

This screenshot shows the San Diego 'Stand For Less' campaign page. It features a large image of an industrial facility with smokestacks. The text reads: 'San Diego electricity consumption has increased over the past 17 years.' Below this, it lists three energy-saving tips: '90% of the energy use in washing goes to heating water', 'Energy Star appliances can reduce energy consumption by as much as 30%', and 'Unused televisions, stereo equipment and cell phone chargers continue to use electricity.' The page also includes a 'SF Environment' logo and a navigation menu with links like 'Home', 'About SFEW', 'Commercial', 'Multifamily', 'Contractors', 'Success Stories', 'Energy Info', and 'Contact Us'.

Local (City of San Francisco)

The screenshot shows the San Francisco Energy Watch website. It features a green header with the 'SF Environment' logo and the tagline 'Our homes, Our city, Our planet.' The main content area has the text 'SAN FRANCISCO energy watch' and a navigation menu with links: 'Home', 'About SFEW', 'Commercial', 'Multifamily', 'Contractors', 'Success Stories', 'Energy Info', and 'Contact Us'. Below the navigation, there's a video player showing a man speaking.

This screenshot shows the video content from the San Francisco Energy Watch website. The video title is 'San Francisco Offers Energy Efficiency Retrofits'. The video content lists three key benefits: 'FREE on-site assessments to identify energy savings', 'NEW ENERGY-EFFICIENT EQUIPMENT and technical services at greatly reduced cost', and 'EXPERT INSTALLATION of energy-saving equipment'. Below the video, there's a caption: 'WATCH THE VIDEO: Feb 6, 2007 San Francisco Mayor Gavin Newsom joins San Francisco'.

The screenshot shows the CoolCalifornia.org website. The header includes the 'COOLCALIFORNIA.ORG' logo and navigation links. The main content area is titled 'CHANGE YOUR CARBON FOOTPRINT' and features a 'Calculate your Carbon Footprint now' button. The page also includes a sidebar with links like 'HOME', 'ABOUT US', 'BUSINESS', 'CARBON CALCULATOR', 'SAVE ACTION', 'CLIMATE CHANGERS', 'NEWSBLOGS', and 'FEEDBACK'.

The screenshot shows the Governor Schwarzenegger's 'Energy & the Environment' website. It features a large image of a 'FLEXFUEL' car and a video player showing a man speaking. The page includes a navigation menu with links like 'Governor's Home Page' and 'Issues & Policy Home'. Below the video, there's a caption: 'WATCH THE VIDEO: Feb 6, 2007 San Francisco Mayor Gavin Newsom joins San Francisco'.

California (Air Resources Board)

State California (Governor's website)



Breaking through the noise: Cacophony can impede progress

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- 100% of Nokia's products are made from recycled materials
- 100% of Nokia's products are made from recycled materials
- 100% of Nokia's products are made from recycled materials

STAND FOR LESS

Apple and the Environment

search

Fact 1 Drive down pollution! You can also eliminate one pound of greenhouse gas by eliminating just one mile of driving.

energy

SUPERIOR ENERGY MANAGEMENT CREATES ENVIRONMENTAL LEADERS

U.S. Environmental Protection Agency

TOSHIBA

we care about the earth green programs

FREE electronic recycling and trade-in program

I WILL USE LESS ENERGY.

Adapt and we'll love it.

Adapt and we'll love it.

Adapt and we'll love it.

San Francisco Energy Watch

Home About SFEW Commercial Multifamily Contractors Success Stories Energy Info Contact Us

San Francisco Energy Watch was launched in 2007 to help businesses and multifamily building managers or owners in San Francisco reduce their energy costs and improve their environmental performance.

San Francisco Offers Energy Efficiency Incentives

San Francisco Mayor Gavin Newsom Joins Smart Meters

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A Smarter, Cleaner Energy Future with our Customers

"Smart" Meters are Coming Your Way

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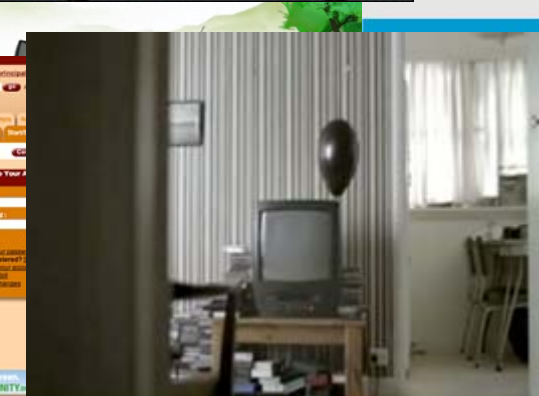
SMUD

SACRAMENTO MUNICIPAL UTILITY DISTRICT

Energy-efficient electronics get a boost

SMUD invites public input on rates

Save Today. Save Tomorrow.



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Company (PG&E)

Find by Product Line

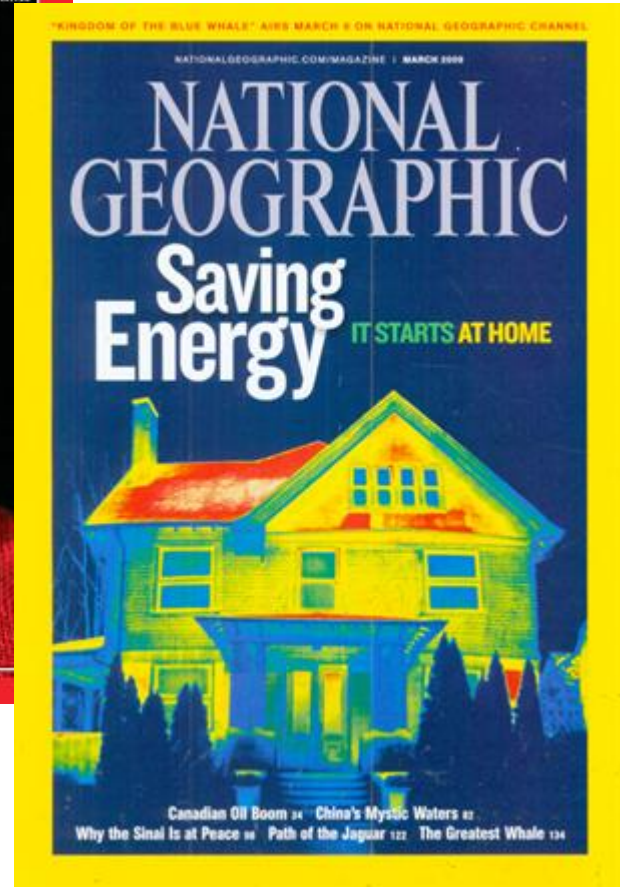
- Acer Veriton (4)
- Apple iMac (1)
- Apple iMac (24)
- Apple iMac (11)
- Apple Mac Mini (1)
- Dell Dimension (1)
- Dell Dimension (1)
- Dell Dimension (1)

INSTALL ENERGY SAVING BULBS

4.2 TONS CO₂

Organize an

Earned media increasing focus and information



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World U.S. NY / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS

Search Business Financial Tools More in Business

Green Inc.
Energy, the Environment and the Bottom Line

April 09, 2008, 8:04 AM
The Promise of a Better Light Bulb?
By VICTOR BRONKHORST-WITTEMS
Vix, a Seattle-based company, is preparing to introduce a light bulb that it says will outperform incandescent, compact fluorescent, and LED bulbs—a tall order.

April 09, 2008, 7:55 AM
Turning Up the Heat on Outdoor Heaters
By JENNIFER KOSCIUSKO
Public heaters encourage smokers to spend money at bars and pubs and allow homeowners to spend more time outdoors. Are these devices too watchful?

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NYSE Energy		8,923.68				

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Time for Action

Energy issues are on everyone's minds

Inform Decisively:

There is a strong need for an authoritative, expert voice to clarify and inform with a unified message.

Empower Generously:

People need to be challenged to act and recognized when they do. Companies, government and consumers must be encouraged to join together to spur on the energy efficiency movement through co-marketing, legislation and community efforts.

Speak to Diversity:

Different audiences interpret a message, a call-to-action and a social issue in many ways. Understanding these dimensions and effectively promoting benefits most relevant to each group is the key to success.



Moving Forward: Statewide ME&O

The Major Elements

BRAND

1. Goal Setting
2. Assessment
3. Approach

↙ ↘
Revamp New

ME&O PLAN

1. Baseline
2. Segmentation
3. Marketing Plan
4. Integrated Communications Plan

WEB PORTAL

1. Goals/Research
2. Level 1
3. Level 2

Campaign Goal Setting Process

We will clarify through the goal-setting process desired market research goals.

Behavioral changes

- Changes in behavior intent
- Changes in reported behavior (% increase/decrease, change in numbers)
- As possible, changes in documented behavior

Awareness levels

- Changes in knowledge (knowledge of key facts, information, etc.) of EE actions and their relative importance
- Changes in belief (attitude, opinion, values)

Market Research

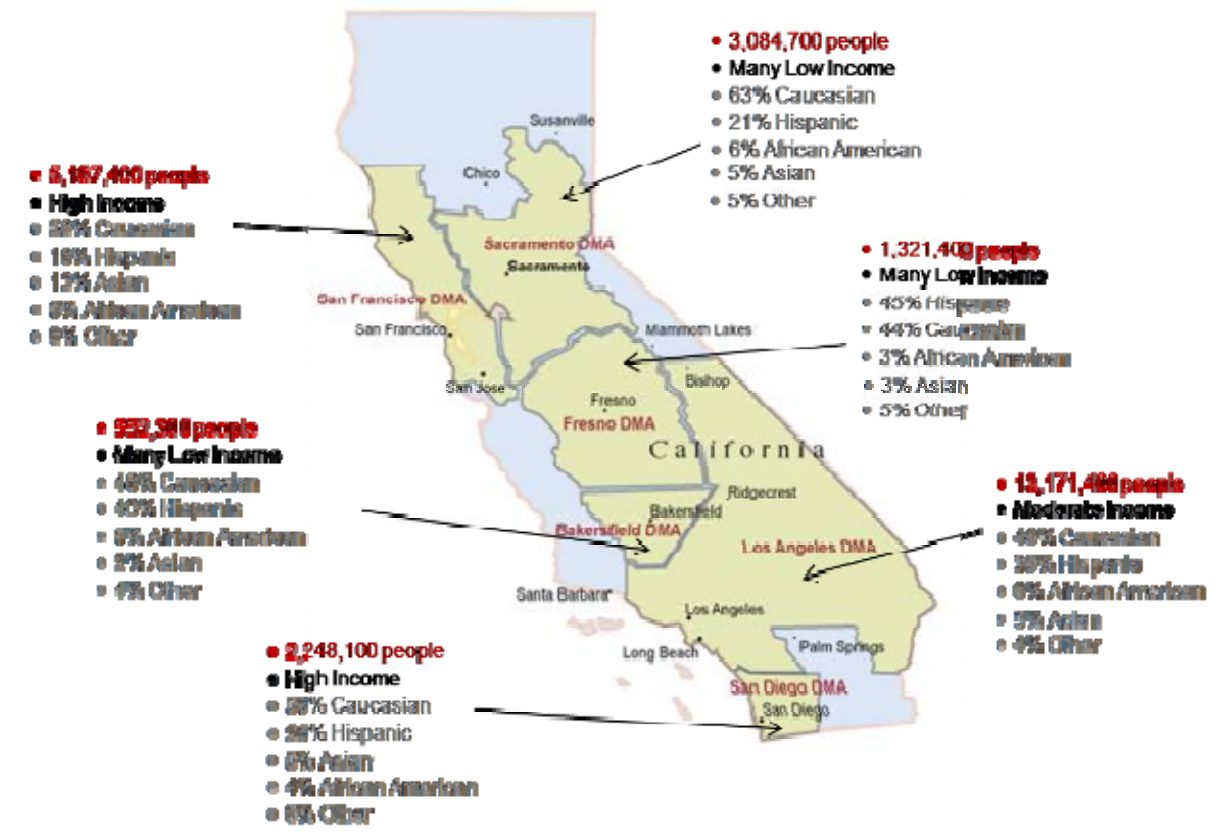


1. Establish a Baseline: Californians' current awareness, knowledge, beliefs, and behaviors regarding energy management
2. Segmentation: Who do we need to influence and how do they receive information?
3. Brand Assessment: What is the potential of existing brands to accomplish the new goals?

Market Research

California is extremely diverse across many dimensions.
Segmentation is essential.

Designated Market Areas (DMAs) are determined by Nielsen Media Research



Source: 2007 Scarborough USA • 12 Month Release 2, a study of people age 18 and over and Nielsen Media Research

We need to understand energy efficiency **drivers** by audience, and use them to motivate change with the right people at the right time, in the right place. We also need to understand the information **networks** utilized by each audience.

This effort requires an effective statewide segmentation based on extensive primary research that will build a new **baseline.**

Note: The information presented compares the percent of individuals in the DMA and does not make comparison as it relates to the total population of individuals in the state.



Research Efforts

1. **Baseline** of awareness, attitudes, knowledge, beliefs and behavior, and greater variation not captured in current survey research
2. **Ethnographic** research in field (in-home visits statewide)
 1. Understand the little picture to sharpen the big picture
 2. Listen to stories of energy use and learn colloquial language
 3. Determine non-material motivations and barriers to action
 - Emotional
 - Inspirational
 - Familial/Household
3. **Segmentation**
4. **Additional quantitative** research
 - In-language and ethnic language groups
 - Social/information networks and new social media



Segmentation

- To segment the California market based on attitudes, values, behavior, current position in the conversion funnel, energy use and other relevant metrics (e.g. influence model)
- To profile and size segments to define the immediate and long term opportunity
- To unveil the drivers of behavior (emotional and functional benefits) that will result in desired actions
- To understand the reach of existing programs and applicability by segment

Brand Assessment



- Conduct primary, statistically representational/valid research to:
- Establish brand equities
 - Awareness
 - Associations & attributes
 - Relevance
 - Differentiation
- Understand fit/stretch potential for the brands to encompass a wider scope of energy management and achieve CPUC behavior change goals

Marketing & Integrated Communications Plan Outlines

Marketing Plan

1. Executive Summary
2. Background
3. Purpose
4. Situation Analysis
 - Internal Factors
 - External Factors
5. Marketing Objective and Goals
6. Offerings
7. Target Audience Segmentation
 - End Users
 - Residents
 - Ethnic
 - Low Income
 - Business (Small and Mid-Size)
 - Local Governments
 - Trade Allies
 - Retailers
 - Manufacturers
 - 3rd Parties
 - Utilities
 - Community Based Organizations
8. Competitive Factors
9. Effective Marketing Practices

Integrated Marketing Communications Plan

1. Branding and Messaging
 - Brand Architecture
 - Positioning Statement
 - Value Proposition
 - Major Messages
2. Target Markets
 - Segments
 - Geography
3. Marketing Strategy
 - Timing (3-year plan)
4. Communication Channels
5. Tactics
6. Calendar
7. Budget
8. Campaign Evaluation Plan

Questions so far?



Energy Efficiency Web Portal



EE Web Portal

ascentium

1. The Task
2. Our Approach
3. Phases of Development
4. ME&O Integration Points

The Task

Creation of a **Web portal** that allows energy efficiency practitioners and consumers to **exchange information and solutions** on implementing energy efficiency programs and measures.



Our Approach

The Web is **not**
another Channel.
It is a Network!



1 Look

2 Learn



3 Lead

Phases relative to audience-based levels



Phases of Development



Phases of Development

Phase 1 - Build

Content Management

Search

Administration

User Profiles

Dashboard

Press Blog

Phase 2 - Inform

Search Expansion

Profile Expansion

Third Party Content

Expert Q&A

Phase 3 - Expand

Multi-language Support

Dashboard

ME&O Integration Points

Branding, Marketing, and Research inputs are all needed at the start of the Consumer Level (Phase II & III).





Questions?

