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Exhibit No: SDG&E
Witness: Sara Hill

Application of San Diego Gas & Electric
Company (U-902-M) for Approval of
Statewide Marketing, Education and
Outreach Program and Budgets for Years
2013 through 2014

Application 12-08- xxx

VOLUME 2
CHAPTER III & IV
PREPARED DIRECT TESTIMONY OF
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SAN DIEGO GAS & ELECTRIC COMPANY

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

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1 **CHAPTER III**
2 **SDG&E’S STATEWIDE ME&O PROPOSAL**

3 **A. INTRODUCTION**

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

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

1 **B. PLANNING CONSIDERATIONS**

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

3 As noted in Decision (‘D.12-05-015’) citing the 2008 California Energy Efficiency
4 Strategic Plan¹ (“CEESP”) at its core, the Statewide ME&O Program should inform residential
5 and small business customers “of the importance of energy efficiency and their opportunities to
6 act.”² CEESP further elaborates the purpose of the program as to “increase consumer awareness
7 and participation in demand side management activities and to encourage behavior changes that
8 save energy, reduce greenhouse gas emissions, and support clean energy solutions”³ and also
9 notes that “a successful ME&O program must move consumers through a transitional process
10 from awareness, to attitude change to action.”⁴ D.09-09-047 further clarified the purpose of this
11 program, stating that:

12 “The goal of the Statewide Marketing & Outreach Program is to motivate
13 ratepayers to take action on energy efficiency/conservation measures and
14 behavior change. The program should aim to both increase ratepayer
15 awareness and facilitate the ability to act and incorporate technology
16 advances or behavior changes, using all available resources to reduce
17 energy use and choose clean energy options. The program should increase
18 the percentage of ratepayers reducing energy consumption. Furthermore,
19 the program should have the flexibility to include discussion of renewable
20 self-generation options as deemed appropriate. The program should also

¹CEESP page 79.

² CEESP, page 75.

³ CEESP, page 79.

⁴ *Ibid.*

1 motivate those who are taking energy efficiency action to do more and
2 move along a continuum to become clean energy advocates.”⁵

3 These overarching goals and objectives have guided the program direction and
4 implementation since its inception in 2001. At this time, a dynamic economic, energy, and
5 informational climate requires adaptable strategies and activities in service of those objectives.
6 The upcoming 2013-2014 statewide ME&O program has the benefit of prior experience,
7 research and program evaluations to inform the direction of the strategy and subsequent
8 proposed activities. SDG&E recognizes the importance of leveraging lessons learned and best
9 practices from past efforts. Specific statewide ME&O activities will continue to evolve via
10 collaboration with a number of entities and incorporation of recommendations from the brand
11 assessment to be performed in 2012.

12 Prior statewide ME&O programs utilized information learned from the Process and
13 Indirect Impact evaluations⁶ conducted on the 2006-08 Flex Your Power program under the
14 direction of the Energy Division. The observations and recommendations provided in the
15 evaluation reports led the statewide team to make modifications to the 2009-2011 ME&O
16 program in (1) how the program was administered, (2) an overall approach and strategy and (3)
17 tactical marketing activities. Many of those recommendations are incorporated into the planning
18 for the 2013-14 program planning. For example, administratively, the evaluators suggested that
19 the CPUC should be more involved in some of the upfront planning and decision making as clear
20 and unified objectives and goals are set to ensure that the California Public Utilities Commission

⁵ D.09-09-047, page 232.

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>

1 (“CPUC’s” or “Commission”) direction is incorporated into the campaign.⁷ In response to this, a
2 core team, which included a member from each investor owned utility (“IOU”), two Energy
3 Division representatives, as well as a representative from the Division of Ratepayer Advocates
4 (“DRA”) was established to guide the planning and decision making during the 2009-11
5 program. While this collaborative environment was important during the planning stages of the
6 previous effort, SDG&E provided comments to the October 13,2011 “*Assigned Commissioner’s*
7 *Ruling Regarding Statewide Marketing and Outreach Program*” (“ACR”) regarding the “bogged
8 down” decision making process that evolved over time that was detrimental to program
9 effectiveness.⁸ SDG&E’s response to the ACR’s question 6 asserted that “the decision making
10 infrastructure was not nimble enough to make necessary course corrections and adjustments that
11 were recommended because of the time-lag created by Energy Division review.” SDG&E
12 believes that a well defined governance structure, with clearly outlined roles and responsibilities
13 is critical to the success of any future marketing effort. This is addressed in the governance
14 structure that the IOUs propose, found in this application in Chapter V of Witness Besa’s
15 Testimony.

16 Another finding from the evaluations highlighted the need to balance traditional
17 marketing and outreach channel activities with other non-traditional efforts. Along these lines,
18 the team developed and implemented a marketing strategy that de-emphasized mass media.
19 Activities in the 2009-11 program cycle focused on non-traditional channels such as the
20 grassroots and social media efforts since these mediums provide more personalized and relevant

⁷ ODC Process Evaluation, page 9.

⁸ “Comments of San Diego Gas & Electric Company (U 902 M) and Southern California Gas Company (U 904 G) on Assigned Commissioner’s Ruling Regarding Statewide Marketing and Outreach Program,” November 2,2012.

1 communications expected to drive customers to specified actions. A comprehensive Marketing
2 and Integrated Communications (“MIC”) plan dated March 8, 2010, was developed by
3 Interbrand and approved by all members of the statewide ME&O team. The MIC plan has been
4 included with this application as Appendix 2-A.

5 The emphasis placed on non-traditional channels should be revisited in planning for the
6 next statewide ME&O effort. Previous recommendations on tactics and channels will be assessed
7 to determine effectiveness and relevance and if they can contribute to the program objectives and
8 mission outlined in this application. Consistent with this overall direction and building off the
9 relevant findings as well as the lessons learned from other industries and prior program cycles,
10 the marketing efforts undertaken by the statewide ME&O team as well as local IOU marketing
11 during 2013-14 should embrace a tiered approach that utilizes appropriate strategies, tactics and
12 channels for each tier and each brand that delivers the message.

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

14 Another effort undertaken during the previous program cycle was the market
15 segmentation work. The segmentation research utilized key demographic, personal, attitudinal,
16 and behavioral characteristics in assigning consumers to one of five segments. It was executed
17 to enable the program team and implementers to better understand and target customers with
18 more systematic, relevant and action-oriented messages.

19 Consistent with direction in the CEESP, the implementers in the prior program cycle
20 targeted the two customer segments with the highest propensity to act or participate in clean
21 energy programs. Relative to the other segments, these segments were already interested in
22 executing more pro-energy efficiency behaviors. During this program cycle, the IOU’s
23 anticipate reaching a broader audience, including small businesses, residential and hard-to-reach

1 consumers. We will continue to utilize the segmentation analyses to assist in guiding messaging
2 and channel selection for specified and relevant target audiences. With this in mind, the IOUs
3 anticipate development of a strategy that continues to utilize both historical learning as well as
4 this segmentation research when implementing a plan that includes targeted information delivery
5 aimed at the various segments based on needs, receptivity, propensity to act, as well as access
6 and engagement with relevant channels.

7 **3. Assessment of Statewide Energy Brand Landscape**

8 In 2009, the Commission requested an examination of the brand equity of the existing
9 Flex Your Power (“FYP”) brand, which served as the statewide campaign for energy efficiency
10 from 2001-2009. The analysis⁹ was conducted to determine whether FYP was meeting the
11 objectives outlined in the CEESP and in various other decisions. The report recommended that
12 “the Flex Your Power name and communications be phased out, and a new statewide brand be
13 created.” The recommendation ultimately led to the establishment of Engage360. However, the
14 report also makes a number of recommendations and assertions around creation of a statewide
15 brand for energy efficiency that should be evaluated as part of the brand assessment to determine
16 relevance and basis for planning efforts for the new EUC brand moving forward.

17 An important note to consider during the brand evaluation and assessment lies in the
18 research that informs that that, “attempting to evolve a brand that has not achieved a stronger
19 position after several years of significant investments and exposure would require more
20 resources than launching a new brand that is based on sound research and a purpose-built
21 creative strategy.” With this in mind, SDG&E stresses the importance of appropriate evaluation

⁹ Interbrand Memo: “Final Draft Public Brand Assessment Report” November 16, 2009.

1 of the old EUC “program brand” in order to get the new positioning for the new EUC “concept
2 brand” correct from the start. The utilities have been directed to attempt to repurpose a brand that
3 already exists into something entirely different. Without the “sound research and purpose-built
4 creative strategy” the new brand will have difficulty achieving success.

5 Before the Engage360 name was even considered or adopted by the statewide ME&O
6 team, a “Communications Toolkit for the Statewide Energy Brand” was developed by
7 Interbrand. The work to establish meaning around the statewide energy brand that was done for
8 this toolkit was eventually integrated into the statewide ME&O MIC plan previously mentioned
9 in section B.1 of this chapter. Per the guidance in D.12-05-015 to “utilize all prior work that
10 supported Engage 360,”¹⁰ SDG&E proposes that the “Brand House,” as described in the MIC
11 plan on page 9, be considered during the brand assessment and evaluation to determine if the
12 blueprint set forth for the statewide brand in 2010 is still relevant and providing the correct
13 foundation for the statewide ME&O program in 2013 and beyond.

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

17 **a. Foundational Elements**

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

¹⁰ D.12-05-015, page 301

1 **b. Brand Pillars**

2 These core attributes drive behavioral change and account for motivations and barriers.
3 They combine key associations and frame how the brand communicates. They incorporate
4 elements of success attributes and appeal to targeted segments. The brand pillars of the
5 statewide brand would be: Progressive Inspiration, Meaningful Change and Trusted Source.

6 **c. Brand Positioning**

7 This establishes who the brand is for, what it will help them do and why they will care.
8 The brand position for the statewide ME&O brand was defined as, “For Californians who want
9 to do the right thing for their families, the environment, and future generations, we help make the
10 most difference, because we are a trusted source that inspires progressively smarter energy use.

11 **d. Brand Personality**

12 This element establishes how the brand speaks and acts. For the statewide ME&O brand,
13 the personality was defined as Savvy, Optimistic and Imaginative.

14 **e. Brand Idea**

15 The final element of a brand house presents the motivating idea that inspires a change in
16 behavior. For statewide ME&O, the brand idea is to, “know more, care more, do more, be
17 more”.

18 **C. 2012 STATEWIDE MARKETING, EDUCATION & OUTREACH TRANSITION**
19 **ACTIVITIES**

20 While the larger purpose of this application is to describe the statewide ME&O activities
21 that will take place in the 2013-2014 program cycle, described here are the important transition
22 efforts that will take place during the remainder of 2012. These efforts fall into the following
23 categories, (1) Continued Whole House Upgrade program marketing in 2012; (2) strategic

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 Energy Upgrade California brand from its current program focus to the
7 “larger umbrella for the statewide campaign in 2013-2014.” While this planning stage is
8 occurring, the utilities recognize that it is important to keep the Energy Upgrade California brand
9 in the marketplace so as not to lose any traction with the whole house program or its goals. The
10 transition period during the remainder of 2012 is therefore defined as one where the localized
11 program-specific marketing will continue while new statewide campaign plans are developed.

12 SDG&E’s 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 SDG&E’s marketing efforts are done in close collaboration with American Recovery and
21 Reinvestment Act (“ARRA”) funded entities in our service territory. Specifically, SDG&E has
22 identified certain programs managed by the County of San Diego and the City of San Diego that
23 were originally funded through ARRA dollars that will be supported in 2012 to ensure that local

1 marketing efforts continue. This was done in compliance with D.12-05-015, ordering paragraph
 2 119. These programs cover a range of activates including workforce education, local marketing
 3 and outreach to key stakeholders such as the real estate community, rebates for home energy
 4 evaluations, and enhanced support of local financing programs. In aggregate, these programs
 5 represent the spectrum of marketing channels that are core to ensuring continued presence and
 6 participation in the whole house upgrade program and provide for a diverse and comprehensive
 7 dissemination of information.

Table III-1: Successful American Recovery and Reinvestment Act (“ARRA”) Programs to be funded in 2012

Program Title	Program Description
GETUP	The Green Grad Education and Training Upgrade Program (GETUP) comprises three intertwined workforce education pieces that form a comprehensive pathway to employment in the home performance industry
Building a Green Real Estate Industry	Recognizing that real estate professionals including agents, appraisers, inspectors and lenders, have access to homeowners during the home buying transaction period, which can be an ideal time to implement energy upgrades, the “Building a Green Real Estate Industry” program is designed to reach out to this key group and conduct outreach, education, and coordination activities with a goal of enabling these key market actors to become strong advocates for energy efficiency
Co-Op Marketing	The Co-Op Marketing program provides funds (on a cost-share basis) to participating contractors and raters to help them market their businesses and Energy Upgrade California. Participating Contractors and Whole-house Raters were invited to participate in the co-op by either incorporating the Energy Upgrade California Participating Contractor/Rater logo into their own designs, or incorporating their own logo into preapproved Energy Upgrade California design templates.
Home Energy Rating Incentives	Designed to help contractors and raters overcome the “first cost” barriers, the program provides a \$300 rebate to homeowners who sign up for a home energy rating. The program will be exploring new opportunities to leverage critical interactions such as during the time of sale of a new home and building permit application submittals to market and bring customers into the program.
Multifamily Building Program	HMG will continue work on the multi-family program originally funded by the County of San Diego and designed to complement SDG&E’s EUC program. HMG will continue to develop and deploy infrastructure (tools and expertise) to support a sustainable whole building, deep energy savings program for multi-family buildings that builds on and extends HERS protocols for energy assessments of multi-family buildings (HERS Multi-family).
City of San Diego Home Energy Upgrade Program	SDG&E will be working with the City and its contractors and consultants to examine opportunities to drive greater participation in the Cities various financing program offers. Efforts will be focused on greater contractor engagement using an

Program Title	Program Description
	<p>“Account Executive” model which will provide increased interaction and hand holding with contractors including soft skill development and sales training. Additionally, Renewable Funding and MIG Marketing will be assisting the City develop and deploy a marketing strategy focused on expanding the whole house customer base into underserved and hard to reach markets, such as moderate income households.</p>

1 In addition to the above mentioned programs, SDG&E’s marketing team and local
2 government partnerships team will be working closely with local governments and other key
3 regional stakeholders that are actively engaged in marketing of the program at a local level to
4 ensure a continued local presence and maintain regional consistency and continuity of the
5 program.

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

7 Ordering paragraph 123 directs the utilities “to contract with the California Center for
8 Sustainable Energy (“CCSE”) no later than July 1, 2012 to begin activities to allow them to fully
9 implement the program beginning in 2013. A total of at least \$500,000 shall be allocated to
10 CCSE for the remainder of 2012.” PG&E has entered into a contract with the program
11 implementer in the amount of \$3.8 million in compliance with this order. For 2012, the program
12 implementer’s scope of work and contract with PG&E focuses (1) Coordination with
13 stakeholders; (2) Website analysis and consolidation; (3) Brand stewardship and marketplace
14 coordination and support; and (4) Brand assessment, transition activities, preparation for 2013-
15 2014. The utilities intend to support and actively direct the efforts of the implementer through
16 the oversight of the contract, strategic direction and decision making and careful stewardship of
17 the brand transition plan. The transitional period will include strategic planning for how
18 messaging can evolve that moves the brand to represent the more holistic pathway to energy

1 efficiency and other demand-side programs. The rollout of this newly focused brand and
2 messaging will occur in 2013.

3 **3. Brand Architecture**

4 An additional important transition activity that the utilities will undertake during 2012
5 centers on defining brand architecture and developing guidelines for the various roles that the
6 statewide brand and local utility brands can play. D.09-09-047 directed that the utilities “use the
7 brand alone, or in a co-branded capacity across all energy efficiency marketing efforts for all
8 programs.” For the past effort, the utilities proposed a structure where co-branding would occur
9 once measureable recognition could be achieved in order not to dilute brand efforts from either
10 side. SDG&E agrees with the Commission guidance that “utilizing Energy Upgrade California as
11 an umbrella brand for statewide demand-side ME&O does not necessarily mean that it must be
12 used exclusively or in every circumstance. Individual program names, IOU brands, or
13 Commission brands or logos may be appropriate in particular circumstances and may serve to
14 reduce confusion about what is being marketed or communicated.”¹¹

15 SDG&E proposes that established statewide program brands, including Flex Alerts,
16 Energy Savings Assistance Program (ESAP), the California Solar Initiative (Go Solar) and
17 others continue to brand independently from the new EUC brand. This is consistent with the
18 message coordination strategy outlined below in section C4. The new EUC brand will direct
19 consumers to these programs via their local utility or program implementer. Following this
20 coordination approach, co-branding any of the statewide marketing programs should not be
21 required.

¹¹ D.12-05-015, page 301

4. Energy Upgrade California Web Portal Assessment

The Energy Upgrade California web portal is another important piece of the transition puzzle. All relevant content from the Flex Your Power website was transitioned to the Engage360 website during the previous program cycle. For the remainder of 2012, the utilities propose to undertake an assessment of the Engage360 site, including page content, database information and web architecture in order to determine the pieces that should move into the new Energy Upgrade California web portal. Ordering paragraph 121 directs the utilities to, “consult with Commission Staff, California Energy Commission Staff, the California Center for Sustainable Energy, local governments and third-party Energy Upgrade California program purveyors on...(c.) budget for and design of the Energy Upgrade California web portal while Ordering paragraph 127 states that, “The web portal content from Engage 360, including the rebate finder and any other useful content, shall be fully migrated to the Energy Upgrade California web portal, with the Engage 360 web portal decommissioned, by no later than the end of 2013.” While all of this transition activity is happening in 2012, the utilities propose to maintain the existing Energy Upgrade California web portal without incremental expense or enhancements until the transition can take place in 2013. Suggested guidance from Commission staff, issued June 25 2012, requests that this application “describe how EUC website and utility websites will complement each other and link to each other. Include information about programs, rebates, rates, My Account and online tools.” Commission staff also requests that this application “describe what types of data sharing might be necessary between websites to allow for the optimal and most simple consumer experience.” Until the web portal assessment and the new strategic direction are completed, it would be premature to indicate this level of detail in this application. SDG&E agrees with the importance of defining how the new EUC website will push

1 consumers to utility websites, but the specifics of how this will happen must be determined in
2 collaboration with all parties involved.

3 **5. 2012 Flex Alert Campaign**

4 The final component of 2012 statewide marketing activities is the Flex Alert campaign as
5 approved in D.12-04-045. A total of \$10 million dollars was ordered to fund statewide
6 marketing efforts for Flex Alerts during 2012. The utilities are implementing this plan in close
7 coordination with CAISO and the Commission as directed. We will address future plans for
8 incorporation of Flex Alerts in the new Energy Upgrade California brand in subsequent sections
9 of this chapter.

10 **D. PROPOSED 2013-2014 STATEWIDE MARKETING, EDUCATION &**
11 **OUTREACH ACTIVITIES**

12 **1. Scope of Request**

13 D.12-05-015 ordered that the statewide ME&O Program provide general energy
14 education and demand-side management program information for residential and small
15 commercial customers. General energy education includes, but is not necessarily limited to,
16 information about the impacts of energy use and energy costs and rates. Demand-side
17 management program information includes: energy efficiency, demand response, dynamic rate
18 options, enabling technologies, climate change impacts, the Energy Savings Assistance Program
19 (low-income energy efficiency program), distribution generation, smart grid upgrades and other
20 general impacts of energy use for individuals or the state as a whole.¹²

¹² D.12-05-015, OP 117,a.

2. Strategic Approach

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

The first step in the proposed approach is build awareness by to capturing Californians’ attention regarding Energy Upgrade California with education around energy, including general consumption, limited resources, and the need for control/management. After EUC begins to build this awareness, the next step is to move consumers along the path to interest in the subject. EUC will do this by making the topic personal and highlighting the relevant benefits for customers, including the offers of integrated solutions promoted by the local utilities. This awareness and interest will lead to customers’ desire, the “must have” mind-set that will ultimately motivate/inspire action at the local utility program levels. Once the statewide ME&O effort is successful at generating awareness and interest, it becomes the function of utility marketing to present the portfolio of solutions in a way that continues to pique customer interest and their desire of the offer. The function of integrated marketing as well as program specific marketing is to finally drive action so that consumers save energy through behavioral changes,

1 participate in demand side management programs, and become stewards and advocates of energy
2 solutions.

3 This strategic approach is aligned with the CEESP. “By and large, ME&O messages have
4 lacked the comprehensive focus necessary to engage consumers in adopting energy efficiency
5 broadly as a way of life. While messaging that differentiates program and service area issues
6 will remain an important aspect of overall ME&O efforts, the launch of a coherent statewide
7 campaign will be instrumental in bringing consumer awareness of the value of energy efficiency
8 to the next level.”¹³

9 The intent of the statewide campaign at its highest level is to provide “aerial coverage”
10 for the creation of appropriate levels of awareness across the state. In order to measure and
11 evaluate the effectiveness of the statewide ME&O program and associated marketing efforts,
12 SDG&E believes it is critical to have consistent and unified messaging statewide. This unified
13 messaging will also help provide consistency around context for policies of the state of
14 California, and education on consumer action and behavior change, as prescribed in guidance
15 from Energy Division related to this application. It is not necessarily the role of the statewide
16 effort to regionalize the message through flexibility based on service territory; rather, that is the
17 role of the local marketing efforts implemented by each utility.

18 **3. Program Objectives**

19 By functioning under the interconnected guiding principles and utilizing the foundational
20 learning from academic, utility and marketing leading practices, customer research and
21 stakeholder input the overarching objectives of the SWME&O effort are to:

¹³ CEESP, Section 10, page 75

- 1 • Provide customers with information to increase their awareness of, and interest in,
2 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;
- 7 • Bundle relevant messages about options, tools, programs, and services that lead
8 consumers to their local utility’s programs and services

9 **4. Energy Upgrade California Statewide Brand and Message Coordination**

10 The most critical aspect of the brand transition of Energy Upgrade California from a
11 single energy efficiency program to a Statewide brand that serves all energy management
12 programs (energy efficiency, demand side management, dynamic pricing, low income,
13 distributed generation, and climate change), is the brand assessment to be conducted on the
14 existing brand of EUC (the program). This process will begin with a request for proposal in
15 order to designate the appropriate agency for the evaluation. At a minimum, the agency would
16 be tasked with:

- 17 • Evaluating awareness of the program brand;
- 18 • Assessing customer recognition and perception of the program brand;
- 19 • Determining how best to leverage EUC program’s brand strength and transition it to the
20 new Statewide EUC plan;
- 21 • Resolving how EUC will adopt the Brand House and any other components of the work
22 developed by Interbrand and DraftFCB.

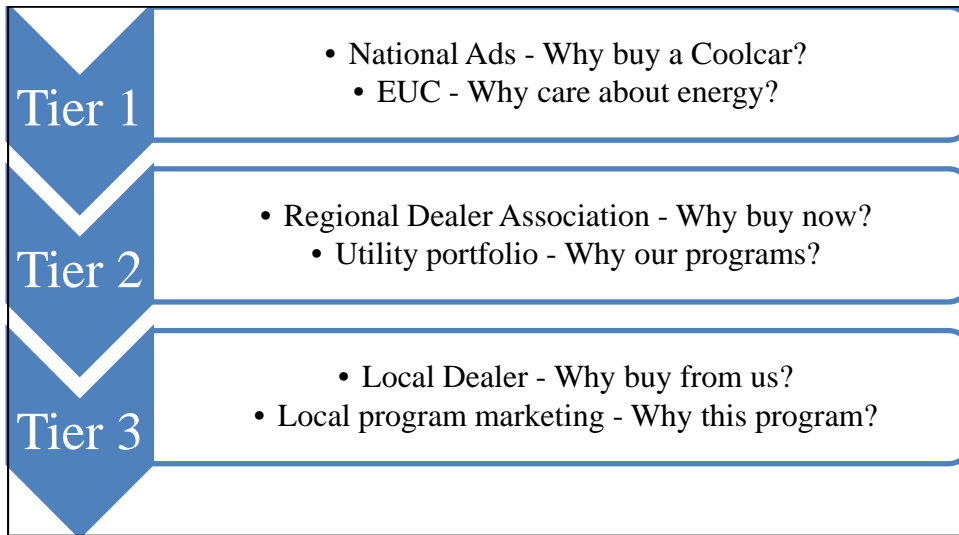
1 Once the brand assessment is completed, it will be important to consider how EUC the
2 program will move forward. In the statewide program implementation plan (“PIP”) for the
3 CalSPREE program, filed on July 2, 2012, the IOUs have already reflected a name change to the
4 “Whole Home Upgrade Program.”¹⁴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

7 Currently the statewide ME&O program assumes a brand architecture where EUC will
8 act as the leading brand with a unifying theme on energy management. No specific utility brand
9 will be acknowledged in order to maintain the goal of increasing the general awareness and
10 education of energy management. Subsequently, specific program promotions would be
11 endorsed at the individual utility levels as well as through local efforts like community-based
12 organizations (“CBOs”.)

13 This type of brand architecture is demonstrated effectively in a model used in the
14 automotive industry, where three levels or “tiers” of marketing are used to drive awareness,
15 interest, desire and action around the purpose of specific car models. For illustrative purposes,
16 Table III-2 below uses a fictitious automotive brand, “Coolcar.”

¹⁴ A.12.07-002, Appendix C.2, page 90.

Table III-2: Proposed Statewide and Local Message Coordination



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

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

13 Finally, in Tier 3, individual car dealerships run specials on the makes and models of cars
14 that they are trying to move off of their lot. They provide very specific calls to action to visit
15 their dealership and purchase a particular car, get automotive service on already purchased

1 vehicles, or sell a used car back to them. These local efforts are parallel to program-specific
2 marketing, where participation in individual relevant and actionable programs is pushed in order
3 to get the consumer to take action.

4 **5. Target Audience**

5 General marketing practice accepts that with limited resources (such as budget) the most
6 effective marketing campaigns are those where a specific target audience is identified based on
7 detailed segmentation. This can come in the form of demographic information, psychographic
8 and behavioral profiles, or any number of other ways to slice up an audience. As noted above,
9 CEESP includes discussion on how segmentation research will “be used to develop a wide range
10 of appropriate messages designed to build on the brand and connect with specific groups of
11 consumers, including low income and other hard to reach populations.”¹⁵ In addition, D.12-04-
12 045 orders that, “statewide efforts should consider marketing and outreach in languages used by
13 customers and tailored to serve the cultural, socioeconomic, geographic, age, disability,
14 residential-type, business size and type, and other diversity of customers, with a well-tailored
15 focus on those customers most affected by electrical supply transmission, distribution, usage,
16 conservation, resource constraint or urgent issues.”¹⁶ Goals for reaching the low income and hard
17 to reach customers can be addressed once the brand assessment is complete and revisions to the
18 MIC plan are developed. These goals would be highly dependent upon the strategies and tactics
19 defined in the plan.

20 As described above, the IOUs will develop a strategy to target appropriate residential and
21 small business customers that utilizes historical learning and segmentation research. The plans

¹⁵ CEESP, page 80.

¹⁶ D.12-04-045, OP24F, page 219.

1 will include targeted information delivery aimed at the various segments based on their needs,
2 languages, and receptivity, propensity to act, as well as access and engagement with relevant
3 channels.

4 **6. 2013 and 2014 Activities**

5 **a. Overview**

6 The primary emphasis of the statewide ME&O Program will consist of a blend of
7 traditional advertising, direct-to-consumer and social marketing that will drive consumers to the
8 Energy Upgrade California website or other social media platforms for more information Links
9 to the local utility websites for program participation and enrollment will be provided to drive
10 consumers down the path to action. As discussed above, there will be three tiers to the statewide
11 ME&O Program and local utility marketing efforts. While each one of these tiers has a different
12 goal, they must demonstrate consistency in messaging and timing in order to be most effective.

13 The role of each tier of marketing is as follows:

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

15 As described by the statewide ME&O program mission statement, the
16 program will elevate the importance and benefits of energy use and
17 management concepts and to create a bridge to local, program-specific
18 outreach and education efforts that are in place across local IDSM programs.
19 It will do this through efforts that drive awareness of smart energy use across
20 the state.

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

22 One role of Local IOU marketing and outreach is to move consumers from
23 awareness to interest in order to drive participation in the integrated DSM

1 programs and solutions available to customers within IOU service territories.
2 Each IOU has a profound understanding of their customers, therefore they
3 have the unique ability to tailor marketing campaigns and bundle programs to
4 fit customers' lives and unique lifestyles. Utility-specific integrated marketing
5 and outreach leverages the awareness generated from the statewide
6 perspective and introduces consumers to integrated energy management
7 solutions by providing them with the "right message, at the right time, through
8 the right channel."

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

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

18 **b. Web Portal Activity**

19 Pursuant to Order Paragraph 121, "IOUs shall consult with Commission staff, California
20 Energy Commission staff, the California Center for Sustainable Energy, local governments and
21 third party energy Upgrade California program purveyors on budget and web portal," the IOUs
22 will continue the efforts outlined in 2012 and consult with stakeholders in a timely manner
23 leading to the introduction of the new website by end of 2013.

c. Marketing Tactics & Channels

Tier I, II, and III messaging needs to be consistent from a strategic perspective, but with the understanding that the actual message will be different because each tier provides the consumer with unique value. It’s important to coordinate these messages while also leveraging the strengths of each tier. In ME&O efforts at all levels, there are tactics and channels that are best suited to achieve the goals for each tier. SDG&E proposes the following Table III-3 as a start at defining the most appropriate tactics and channels for each.

Table III-3: 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

In 2013 and 2014, after the brand assessment is complete and any necessary work to revise the integrated marketing communications plan is done, the statewide ME&O program can be reasonably expected to employ the tactics and channel outreach shown in the Table III-3 above under the “Tier 1” column. Regarding the role of Community Based Organizations, SDG&E believes that we are best suited to capitalize on the unique and strong relationships that we have with local CBOs, trade associations and other outreach agencies. This particular channel

1 could be effective in dissemination of the appropriate statewide messages. However, as described
2 in Chapter IV, SDG&E proposes to utilize funding from the statewide ME&O program to
3 administer this channel through our own resources.

4 SDG&E believes that no marketing effort can exist in a vacuum. All three tiers of
5 marketing presented here – statewide, local integrated and program specific – are necessary to
6 drive consumers from awareness through the continuum to action. Previous Commission
7 direction and efforts may have focused too heavily on having the statewide ME&O effort
8 function across all three tiers despite not having an actual “offer” to make, as the utilities offer
9 programs. With this application, SDG&E proposes that this more structured and academically
10 based approach will contribute to greater success across all three tiers of marketing.

11 **d. Coordination with Local Marketing**

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

19 Local marketing and outreach is budgeted within multiple regulatory proceedings,
20 including Energy Efficiency, Demand Response, Customer Assistance, Dynamic Pricing and
21 Smart Meter. Table III-4 lists the various proceedings that include local marketing and outreach
22 funding.

Table III-4: Proceedings with Local Marketing and Outreach Funding

	Program Years	Proceeding	Decision
Energy Efficiency	2010-2012	A.08-07-023	D.09-09-047
Demand Response	2012-2014	A.11-03-002	D.12-04-045
Customer Assistance	2012-2014	A11-05-020	pending
Dynamic Pricing	2010-2015	A.10-07-009	pending
Smart Meter	2007-2011	A.05-03-015	D.07-04-043

1 Table III-5 shows currently authorized local or statewide marketing budgets, the
 2 proceeding they are authorized in and the time period for which they are authorized. Integrated
 3 (Tier II) and program-specific (Tier III) marketing and outreach activities are included within
 4 these respective budgets.

Table III-5: Authorized Local and Statewide Marketing Budgets

<u>Proceeding</u>	<u>Category</u>	<u>Program Cycle</u>	<u>Program Type</u>	<u>Approved Marketing Budget</u>
D.09-09-047	Energy Efficiency	2010-2012	EE Core Program	\$ 4,540,984
			Institutional Partnerships	\$ 980,804
			Long Term	\$ 7,188,567
			Third Party	\$ 1,784,163
			Statewide ME&O	\$ 8,341,220
D.12-04-045	Demand Response	2012-2014	Statewide ME&O - Flex Alert Network	\$ 1,000,000
			Customer Education and Outreach (CEAO)	\$ 1,100,000
			Other Local Marketing	\$ 4,650,000
		2012	IDSMS - CEO	\$ 984,359
D.07-04-043	Smart Meter	2007 - 2013 ¹	Smart Meter Residential Customer and Community Outreach	\$ 6,263,593
			Smart Meter (C&I) Customer and Community Outreach	\$ 494,591
		2007 - 2011 ²	Peak Time Rebate/Smart Meter Marketing Costs	\$ 1,150,962
		2012 - 2015 ³	PCT Marketing Costs	\$ 1,587,000

1- Outreach costs expected to be complete in 2013, consistent with completion of C&I deployment.

2- Post 2011 PTR costs covered in Demand Response - Other Local Marketing

3 - 2012-2015 approved via Petition for Modification, expected spend is 2014-2015

1 **e. Coordination with Flex Alerts in 2013-2014**

2 Guidance from D.12-04-045 requests that the utilities include a budget for continuing the
3 emergency alert portion of the Flex Your Power campaign, called Flex Alert, and coordinate
4 with the overall statewide ME&O campaign under the Energy Upgrade California umbrella. In
5 addition, two components of DR awareness were recommended for development: 1) emergency
6 alerts and 2) general awareness for residential and small commercial customers.¹⁷ In 2013-2014
7 the IOUs will continue to leverage Flex Alert for emergency alert notifications, and will work to
8 incorporate the Flex Alert brand into the new statewide ME&O effort where appropriate and in
9 accordance with the co-branding principles outlined here. We will implement various marketing
10 tactics as determined to be most effective through the brand assessment study and the integrated
11 marketing communications plan development. The 2013-2014 general awareness and Flex Alert
12 related activities would be facilitated by the statewide ME&O implementer, with PG&E as lead
13 utility and would need to be coordinated with the owner of the Flex Alert trademark, McGuire &
14 Company, for specific Flex Alert related activities.

15 **7. SDG&E’s 2013-2014 Proposed Statewide Marketing, Education and**
16 **Outreach Program Budget**

17 The proposed budget for SDG&E’s 2013-2014 statewide ME&O Program is \$7,946,465.
18 Expenses are categorized in the Table III-6 below.

¹⁷ D.12-04-045, page 80.

Table III-6: SDG&E’s 2013-2014 Proposed Statewide ME&O Budget

SW ME&O Program Activity	2013	2014	2013-2014 Total	
EUC Marketing & Awareness (a)	\$2,502,000	\$2,502,000	\$5,004,000	
Flex Alert	\$1,000,000	\$1,000,000	\$2,000,000	
Marketing Sub-Total	\$3,502,000	\$3,502,000	\$7,004,000	
Implementation (b)	\$300,000	\$300,000	\$600,000	
Administration (c)	\$171,000	\$171,000	\$342,000	
Implementation & Admin Sub Total	\$471,000	\$471,000	\$942,000	
Total (d)	\$3,973,000	\$3,973,000	\$7,946,000	
NOTES: (a) Awareness campaigns, contracts with sub-contractor(s) and SDG&E’s statewide outreach expenses. (b) Program Implementer Contract for labor and administrative costs such as travel expenses. (c) Accounts for 1.5 Full Time SDG&E Employees. (d) Does not include \$121,896 allocated for ESAP SW MEO activities from proposed decision on A.11-05-020 issued on May 4, 2012.				

E. CONCLUSION

In conclusion, SDG&E recommends that the Commission adopt the following proposals and recommendations regarding the statewide ME&O program.

1. Reevaluation of adjustments made from past process and impact evaluations, including the governance model and a shift in emphasis to non-traditional communication channels should be incorporated into program planning.
2. The most critical immediate step is the brand assessment and transition plan, which must include collaboration between the utilities, the Commission, the implementer and identified stakeholders. Without sound research and a purpose built creative strategy, the new brand will not succeed.
3. While planning for the 2013-2014 effort is taking place, SDG&E will continue with local EUC program marketing, utilizing local program funding as well as continuation of funding for successful ARRA programs.

- 1 4. Established statewide brands, such as the Energy Savings Assistance Program and Go
2 Solar California should not be cobranded with the new statewide ME&O effort, and
3 be treated in the same tier as local program marketing with a similar message
4 coordination strategy
- 5 5. Until the hired experts are allowed to complete the web portal assessment and
6 develop the new strategic direction for the website, it is premature to establish how
7 websites will link to each other or to describe what type of data sharing is necessary
8 for an optimal consumer experience.
- 9 6. The academically recognized and commercially applied AIDA marketing framework
10 should be adopted as the strategic approach to drive consumers from the statewide
11 ME&O effort to actions promoted by program specific marketing.
- 12 7. The statewide ME&O mission should be adopted as follows, “to elevate the
13 importance and benefits of energy use and management concepts and to create a
14 bridge to local, program-specific outreach and education efforts that are in place
15 across local programs.”
- 16 8. Objectives for the statewide ME&O effort should be adopted as follows:
- 17 • Provide customers with information to increase their awareness of, and interest in,
18 energy and energy management;
 - 19 • Outline strategies that will lead to desire for and the adoption of energy
20 management solutions for residential and small commercial customers;
 - 21 • Take a strategic, customer centric approach for engagement that utilizes
22 marketing tiers and multiple channels;

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- Bundle relevant messages about options, tools, programs, and services that lead consumers to their local programs and services

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

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

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

1 **CHAPTER IV**
2 **COORDINATION WITH SDG&E’S LOCAL ME&O EFFORTS**

3 **A. INTRODUCTION**

4 Commission guidance in D.12-05-015, ordered that this application describe “how any
5 local and program-specific ME&O activities for energy efficiency, demand response, distributed
6 generation, low-income programs, and any other relevant demand-side programs will be
7 coordinated with the statewide program.”¹⁸ Chapter 4 focuses exclusively on this subject,
8 describing how SDG&E’s proposed Local IDSM Marketing program and local program-specific
9 marketing efforts will function under the framework established in Chapter 3.

10 SDG&E also has a long history of success with outreach through local government
11 partnerships, trade associations and community based organizations. This chapter describes
12 SDG&E’s command of coordination through these outreach channels and proposes a method by
13 which these channels can successfully be utilized for both the Statewide ME&O and local
14 program efforts.

15 **B. LOCAL IDSM MARKETING COORDINATION - INTEGRATED TIER II**
16 **MARKETING**

17 SDG&E filed for an IDSM-Local Marketing program in A.12-07-002. In the application,
18 SDG&E outlined our approach for utility-specific, integrated marketing and outreach (Tier II.) If
19 adopted as proposed, the local IDSM marketing program will follow Commission direction to
20 include “marketing strategies, messages and material that simultaneously promotes demand-side
21 resources to customers and seeks to educate them about the benefits of pursuing these resources

¹⁸ D.12-05-015, OP.117C, page 424.

1 where feasible.”¹⁹ The plans related to IDSM marketing will “include the development of new
2 marketing collateral and strategies that offer ‘bundles’ of Demand-Side Management
3 resources/programs targeted to specific customer groups via ‘one stop’ approaches where
4 possible.”

5 The integrated initiatives are intended to increase interest in SDG&E’s broad portfolio of
6 solutions by communicating the breadth of integrated solutions that SDG&E offers; the benefits
7 that an integrated solution can deliver to the customer; and the availability of customized
8 solutions that can be tailored to individual customer needs. SDG&E’s IDSM local marketing will
9 extend across all customer segments for both residential and business customers. It will achieve
10 the specific awareness and interest goals through localized research on customer attitudes and
11 perceptions; education and awareness umbrella campaigns; targeted business and residential
12 engagement and outreach; and continued development of interactive media based promotion.

13 The IDSM-Local Marketing program is designed to gather, create, and deliver
14 information to customers in a way that (1) bundles DSM programs, products, and information
15 and (2) customizes delivery for individual or groups of targeted customers based on market
16 intelligence, segmentation analyses, self-selection activities, and event-based knowledge of
17 customer’s actions. The important link to the statewide ME&O effort has the IDSM marketing
18 expand on the awareness and education established through the statewide ME&O Program and
19 drive ongoing customer engagement by providing customers with the right message, through the
20 right channel, at the right time. A level of coordination between the statewide ME&O effort and
21 each utility’s local marketing efforts is necessary so that messages and timelines match up in a

¹⁹ D.12-05-015, page 316

1 way that makes it easy for consumers to move across the continuum from statewide awareness to
2 local program action. SDG&E proposes to coordinate this via the development and
3 implementation of campaign calendars at the statewide level. Coordination on integrated
4 campaigns and messaging is already occurring at each IOU through our IDSM efforts. The
5 additional layer of campaign planning and messaging with the statewide ME&O effort can be
6 managed with each local utility reporting regularly back through the statewide ME&O
7 governance team on their coordination efforts.

8 As stated in the IDSM-Local Marketing program implementation plan, the objective of
9 the local IDSM marketing effort will be to “continue to funnel customers from interest in our
10 broad portfolio of programs to action with specific and relevant programs for their needs. This
11 will be done by continuing to promote the impact that integrated solutions can have for
12 customers, with continued reach driving segmented efforts to increase interest in specific
13 programs across the EE (including low-income,) DR, and DG portfolio of programs.”²⁰ This
14 “funnel,” based on the AIDA marketing approach described elsewhere in this application is
15 critical to moving customers down the path towards adoption of energy smart solutions. The
16 funnel starts at statewide marketing, filters through the proposed IDSM-local marketing
17 program, and ends with program specific marketing that drives consumers to action. These three
18 elements cannot be as effective alone as they are with the other two.

19 Utility-specific integrated marketing and outreach also enables the IOUs to respond to
20 utility specific issues – such as SDG&E’s generation concerns related to the San Onofre Nuclear
21 Generating Station during the summer of 2012. To address this concern, SDG&E is conducting

²⁰ A.12-07-002, Appendix C.2 Vol. 5, page 1259.

1 a “Summer Readiness” marketing and outreach campaign, which encourages customers to enroll
2 and participate in integrated DSM solutions, which includes targeted promotion of the newly
3 launched Reduce Your Use Day Rewards (also known as a “peak time rebate” program), offers
4 around the newly launched energy management tool in My Account, general conservation
5 messages and promotion of Flex Alerts.

6 **C. 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 statewide ME&O Program and the interest in SDG&E’s specific portfolio of solutions that
11 is promoted via the IDSM marketing program. Local program efforts will target very specific
12 audiences with a specific offer. SDG&E’s program marketing efforts that will be coordinated
13 with the statewide ME&O campaigns as directed includes EE, DR, low income, and dynamic
14 pricing.

15 Many of the programs have audiences outside of our normal “customer” profile. For
16 example, SDG&E’s Plug Load Appliance (“PLA”) program proposes to transform the market
17 and maximize the adoption of high energy-efficient technologies by “combining appropriate
18 intervention mechanisms to influence the industry’s marketing mix.”²¹ In this program, ME&O
19 efforts are focused on collaboration with industry and retailers in order to influence consumer
20 purchases. This final action on the part of consumers – the purchase of an energy-efficient
21 appliance, is one more step in the consumer’s journey from awareness generated by the statewide

²¹ A.12-07-002, Appendix C.2, Program Implementation Plans, CALSPREE, page 28 of 197

1 ME&O effort around why energy efficiency is important, to the interest in the offers that
2 SDG&E has, to the specific purchase, perhaps driven by a point-of-sale rebate at a retail outlet.

3 Other proposed SDG&E programs will employ highly targeted marketing campaigns
4 aimed at increasing enrollment in their specific program. These campaigns are triggered based
5 on our extensive customer data of the offers that they have already put into action. One example
6 is working with SDG&E's third party contractor that promotes the HVAC QM program to send a
7 direct mail to customers who recently enrolled in SDG&E's Summer Saver (A/C cycling)
8 program. Program-specific materials would build on the statewide ME&O general messaging
9 concepts and timing, as appropriate.

10 **D. COORDINATION WITH LOCAL GOVERNMENTS, COMMUNITY BASED**
11 **ORGANIZATIONS AND OTHER OUTREACH CHANNELS**

12 As demonstrated in Chapter III, Table III-3. "Tier Tactics & Channels", SDG&E
13 proposes to capitalize on our unique and strong partnerships with local governments, community
14 based organizations ("CBOs"), trade associations and other organizations where we have
15 effective influence. We believe that the localized messages around IDSM solutions and specific
16 programs are most appropriate to the nature of these kinds of organizations. The resources that
17 we currently have in place to foster these continued relationships are well equipped to include
18 statewide ME&O messaging as appropriate in their scope of work and to ensure appropriate
19 delivery of the right message to the right customer at the right time.

20 SDG&E has a long history of successful relationships with CBOs based on the work
21 historically done through our Low Income programs; CARE, FERA and the Energy Savings
22 Assistance Program ("ESAP".) Organizations where we have long-standing relationships include
23 health, education, personal growth and improvement, social welfare and self-help for the
24 disadvantaged. These nonprofit groups work at a local level to improve life for residents within

1 our territories and are critical channels for reaching constituents—who have traditionally been
2 difficult to reach—with programs and services that benefit them. The IOUs will leverage the
3 credibility and visibility of these diverse community partners to direct customers to our portfolio
4 of relevant services, or to specific programs as called for based on collaboration with each CBO.

5 The most recent example of how a statewide message can be disseminated at the local
6 level through the coordination efforts of SDG&E is evident in the 2012 Flex Alert “Community
7 Conservation Partners” campaign. The Commission allowed SDG&E to administer 10%, or
8 \$100,000, of the total approved statewide DR marketing (Flex Alert) budget for local outreach to
9 underserved, ethnically diverse and hard to reach communities. As of the time of this
10 application, SDG&E is working with over 30 local CBOs, representing ethnic minorities that
11 include Pan-Asian, Hispanic, Chamorro (Guam), African American, Filipino, Kurdish, Somali,
12 Laotian, Hmong, and Vietnamese communities. We are also reaching low income, disabled,
13 senior services and the LGBT community through this effort.

14 In A.12-07-002, SDG&E proposed continuation of our successful Local Government
15 Partnerships (“LGP”) programs, which have “grown organically from a smaller, highly focused
16 effort into a more integrated, regionally focused program that works across resources and
17 geographic boundaries.”²² As proposed, the LGP program will serve as a delivery channel for
18 specific products and services to local governments. Each partnership is unique in its offering,
19 but most of them include an element whereby the partner proposes to educate consumers and
20 refer them to SDG&E programs and services. As regional representatives, the partners serve as
21 an important conduit to funnel customers into programs. Partners can also serve to deliver the

²² A.12-07-002, Direct testimony of George Katsufarakis, Chapter II, page 22.

1 statewide ME&O message, but coordination of timing and messages must be carefully planned
2 with IDSM and local program efforts.

3 Outreach to business customers, specifically the specialized, local small businesses that
4 make up a large part of our customer base, is another critical component to SDG&E’s outreach
5 effort. We have built strong relationships with trade associations, business improvement
6 districts, chambers of commerce and economic development corporations in order to help
7 SDG&E promote a wide range of offers and services. Small business owners do not have a lot
8 of extra time to devote to thinking about energy management, so we have found that the most
9 effective delivery mechanism for our messages is through these kinds of partnerships. Small
10 business owners tend to place a good amount of trust and interest in the trade association or
11 chamber of commerce, so SDG&E has spent a considerable amount of effort building
12 relationships with these groups in order to foster outreach to this “hard to reach” customer.
13 Similar to the LGP outreach, the education and messaging is localized and sometimes specific to
14 particular programs, so SDG&E proposes that we maintain these critical relationships and insert
15 the statewide ME&O message through our resources as appropriate.

16 **E. CONCLUSION**

17 In conclusion, SDG&E recommends that the Commission adopt the following proposals
18 and recommendations regarding the integration of statewide and local utility efforts.

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

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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. SDG&E 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 **WITNESS QUALIFICATIONS**
2 **SARA HILL**

3 My name is Sara Hill and I am employed by San Diego Gas and Electric Company
4 (SDG&E). My business address is 8326 Century Park Court, San Diego, CA 92123.

5 My present position is Customer Programs Marketing Manager at SDG&E. My primary
6 responsibility is to oversee development and execution of marketing strategy for SDG&E's
7 Energy Efficiency and Demand Response programs. I have been employed by SDG&E since
8 2006. I have held various positions of increasing responsibility in Customer Communications
9 and Customer Programs. I received a bachelor's degree in English from the University of
10 California, Davis and a Masters degree in Business Administration from Rice University in
11 Houston, Texas.

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

Appendix 2-A

Statewide Marketing, Education and Outreach Marketing and Integrated Communications Plan

March 8, 2010



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

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 - Marketing Strategy

3. Communications Strategy

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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	<i>Alex Leading Achiever and Carlos Practical Spender</i> <ul style="list-style-type: none"> • A large portion are landlords and owners of small & mid-size businesses
Action	<i>Know more, care more, do more, be more. to manage your energy consumption and make the most practical, relevant energy choices every day</i>
Instead of	<i>Feeling I'm doing enough It's not my personal responsibility</i>
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
Because	<i>I want to do the right thing for my family, the environment, and future generations—I can help make a difference</i>
Brought to you by...	<i>[New Brand (TBD)]</i> Campaign Tone: <i>"We, the people of California"</i> <i>"Your fellow Californians"</i> <i>(Backed by CA Customers, IOUs and CPUC)</i>
How	A dynamic program that comes to life <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	Awareness Knowledge, Relevance & Engagement Behavioral Change & Advocacy <ul style="list-style-type: none"> • Operational metrics • Success metrics
Timing	Three year time frame Jan 2010 - Dec 2012 <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

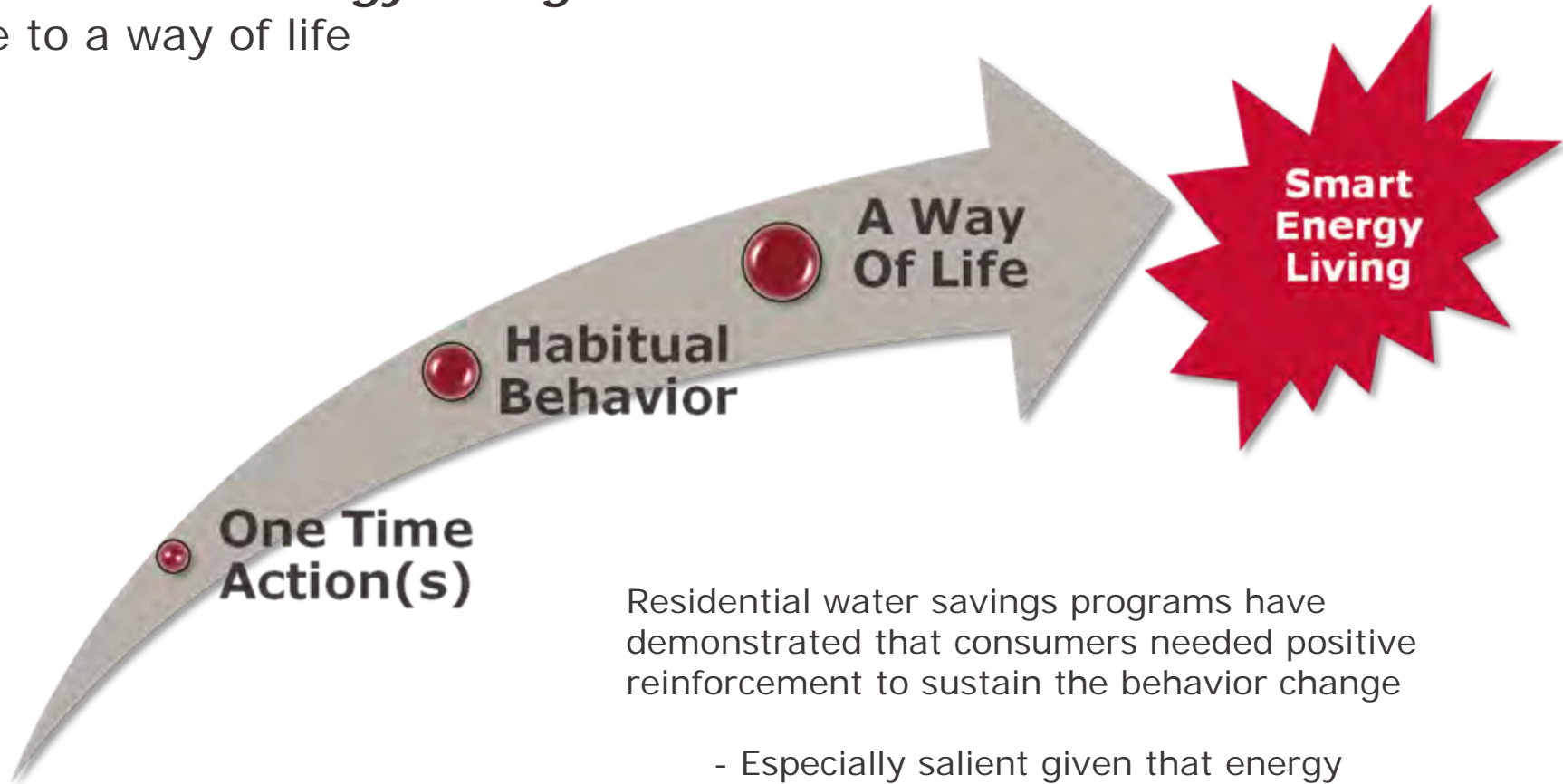
A number of active behaviors are driven by positive attitudes around energy efficiency

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

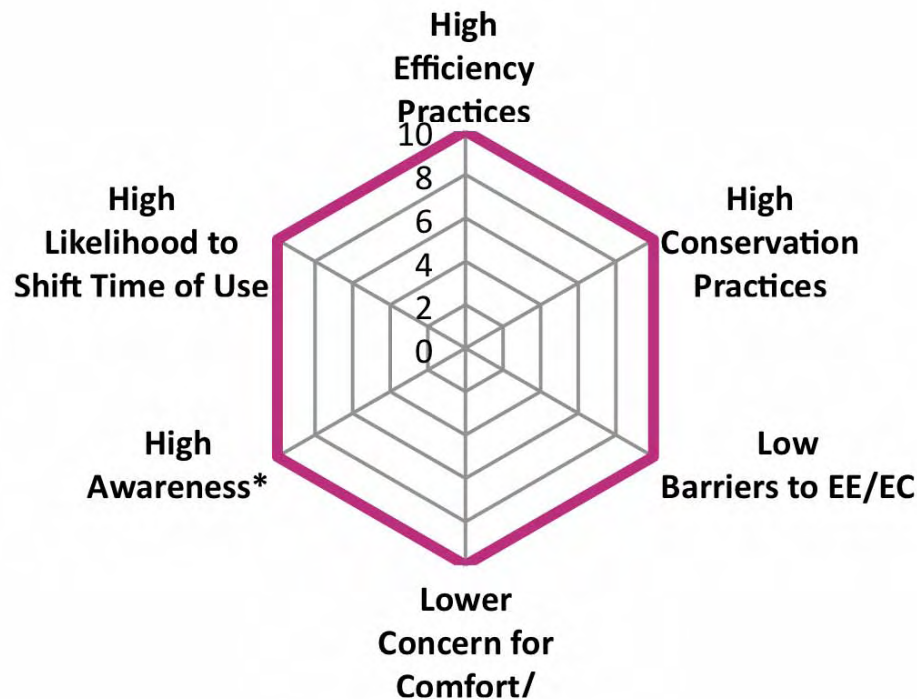
Look What Else We're Doing...

- 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



Scale 1 to 10, with 10 = highest

* 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
High Awareness	<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
High Likelihood to Shift Time of Use	<ol style="list-style-type: none"> 1) Willing to shift based on season 2) Willing to respond to IOU alerts 3) 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
High Efficiency Practices	<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
High Conservation Practices	<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
Low Barriers to EE/EC	<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
Lower Concern For Comfort/Convenience	<ul style="list-style-type: none"> Willingness to participate in <i>Smart Energy Living</i> 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

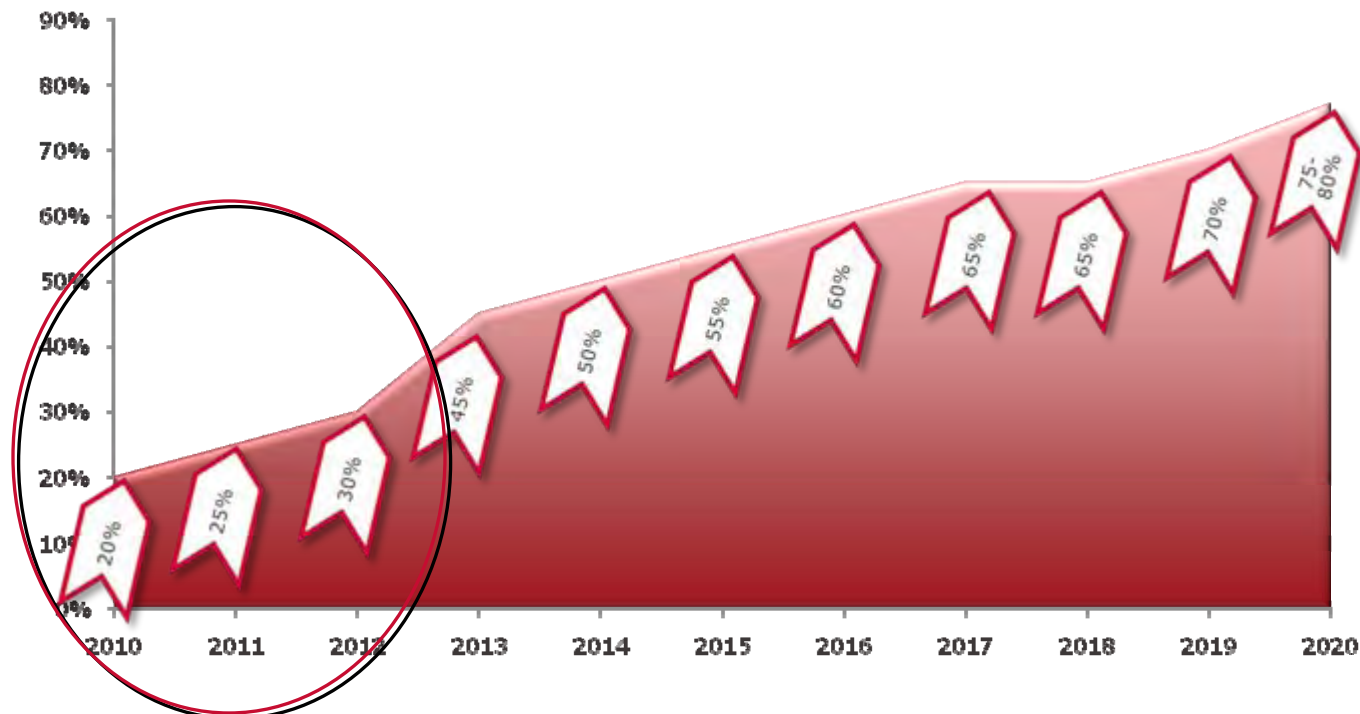
- 63% could install window film or weather stripping
- 40% can wrap our water tanks
- 87% of us could have an energy audit and find out how we can use less energy

*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*



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

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

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

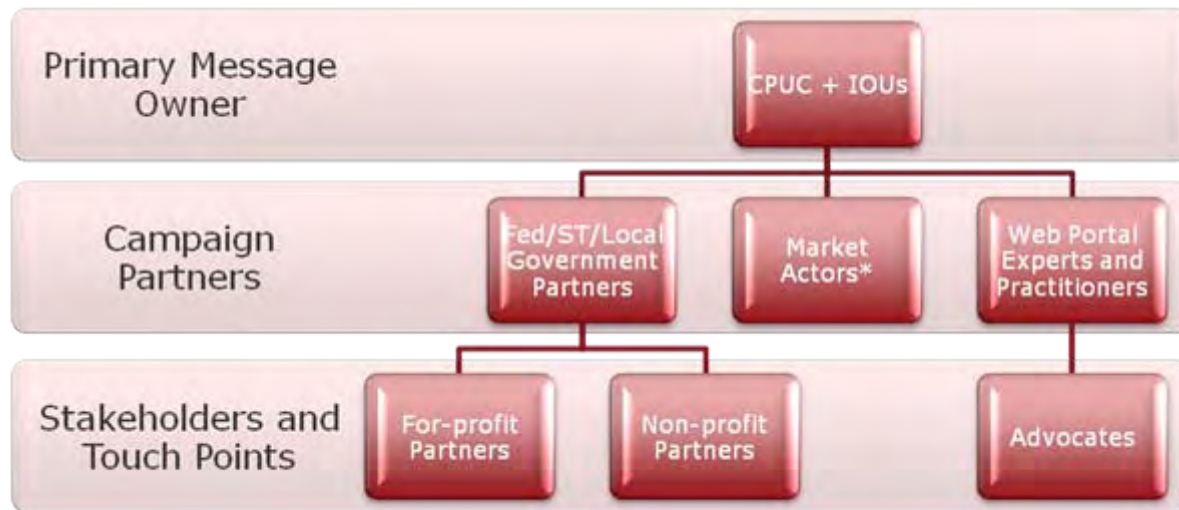
Roles And Goals— Guiding Californians To *Smart Energy Living*



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

beta portal

Discover Connect Post

Login Register

ABOUT US

Home > Discover Search Content:

TOPICS PEOPLE GROUPS CONTENT

Illustrative Beta Site

Welcome 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.

Latest Members	Latest Groups	Latest Content
	Marketing & Outreach Best Practices 10 Members	Using Earned Media for Energy Efficiency Education
	EE Program Best Practices 7 Members	Light-Emitting Wallpaper
	Local Government 2 Members	U.S. Dept. of Energy Website for Energy Efficiency & Buildings
	EE Strategy Implementors 7 Members	Computer Data Centers & the need for increased energy efficiency
Show All	EE Portal Beta Group 22 Members	Social Norms and Energy Conservation
		CPUC sponsored research on behavior and energy efficiency
		NYSERDA energy efficiency "how to save energy" videos

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

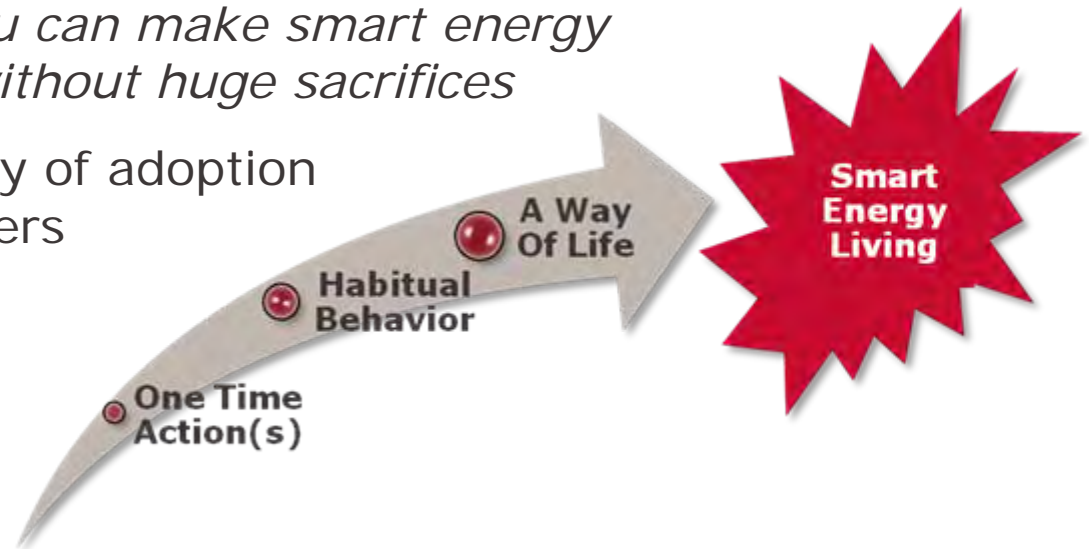
- *Simple actions matter; you can make smart energy choices in your daily life without huge sacrifices*

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
Department of Energy (DOE)/EPA	<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
State and Local Agencies & Programs (e.g., CARB, CEC, CA EPA, Environment LA, Stand For Less, CoolCalifornia)	<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
Green and Clean Coalitions & Organizations, CBOs (e.g., Together.com, OneChange)	<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
Academia/Schools & Education	<ul style="list-style-type: none"> Educate, reinforce and substantiate EE issues—Why we need to “<i>Do The Right Thing</i>” 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
US DOE and EPA (e.g., ENERGY STAR®)	<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
Contractors, Plumbers, HVAC and Other Trade Allies	<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
Home Improvement Retailers (e.g., The Home Depot®, Lowes®, OSH®, Dixieline®)	<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
Internet Home Pages/Heavy Traffic Sites (e.g., iGoogle®, My Yahoo®)	<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
Software (e.g., Microsoft®Hohm™, OPOWER®, Google® PowerMeter™)	<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

Key Attitudes/ Barriers	<i>I feel I'm already doing everything I can</i>	<i>I feel I already do more than others for the environment;</i> <i>I'm too busy;</i> <i>As a renter, I'm not empowered to go big on EE</i>	<i>I feel that saving energy is really not my personal responsibility;</i> <i>I'm about comfort and convenience</i> <i>I'm turned off by environmental messages</i>	<i>I feel my actions will have little impact and not make a big difference;</i> <i>I feel that saving energy is not my personal responsibility;</i> <i>I'm financially limited;</i> <i>I'm not willing to sacrifice my comfort, convenience and appearance</i>	<i>I'm financially limited;</i> <i>I feel saving energy is a hassle;</i> <i>It's not my personal responsibility—It's the government's</i>
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

Source: Opinion Dynamics Corporation, 2009

Five Unique Segments— Additional Barriers

Barriers	<i>Mass media is not relevant to me, I actively seek out my own, credible information</i> <i>Energy efficiency messages are not for me—they're for others</i>	<i>EE and EC is not very easy for me – I don't have a lot of control</i> <i>I want to be engaged and entertained—mass media is not relevant to me or my peers</i>	<i>If it will benefit me, then I will consider taking action</i> <i>I am most concerned about my life today – and I am not willing to make personal sacrifices for "global" good</i>	<i>I use very little energy to begin with</i> <i>EE products are inferior and too expensive. EE actions require too much thought—they're inconvenient and difficult</i>	<i>I don't really know what to do, and I feel un-empowered to do much</i> <i>I need personalized programs that do the work (and pay for it) for me</i>
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

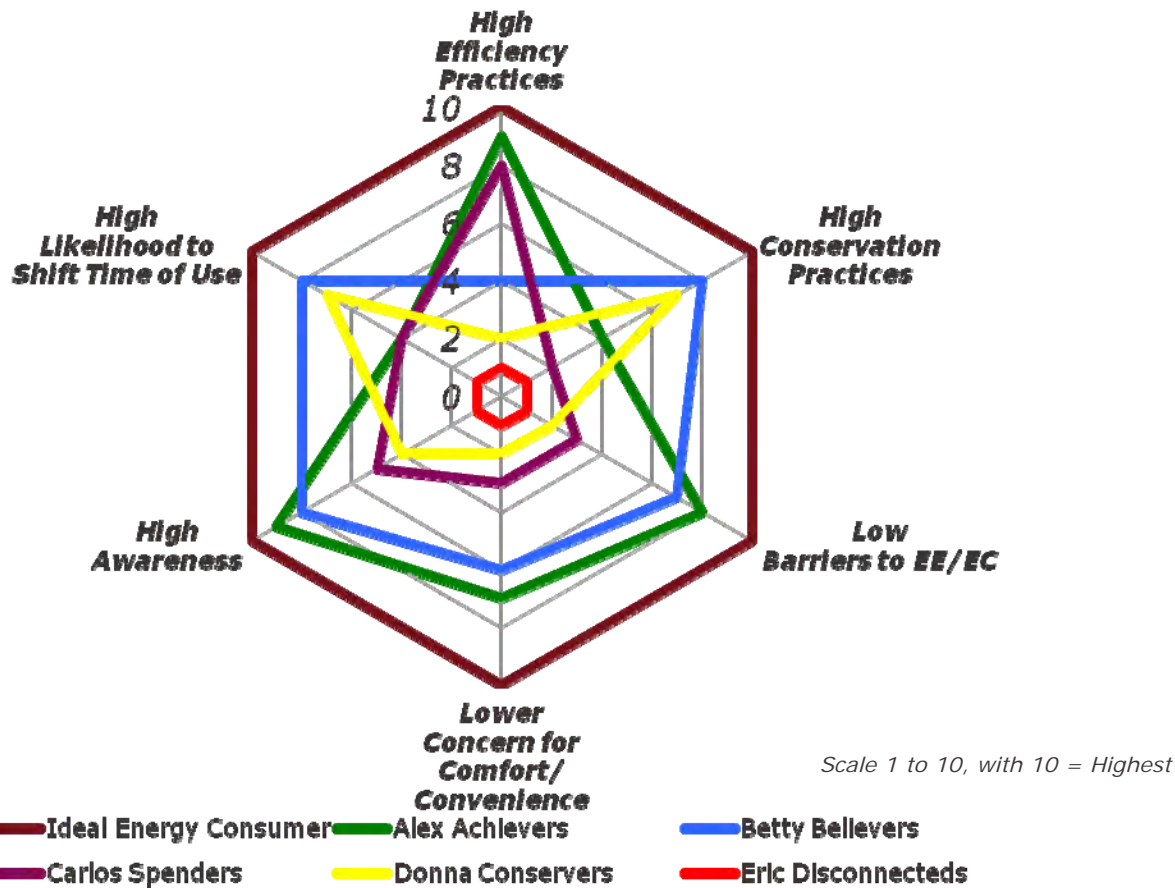
Five Unique Segments— Smart Energy Practices And Demographics

Meet...	Alex The Leading Achiever	Betty The Striving Believer	Carlos The Practical Spender	Donna The Thrifty Conservor	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

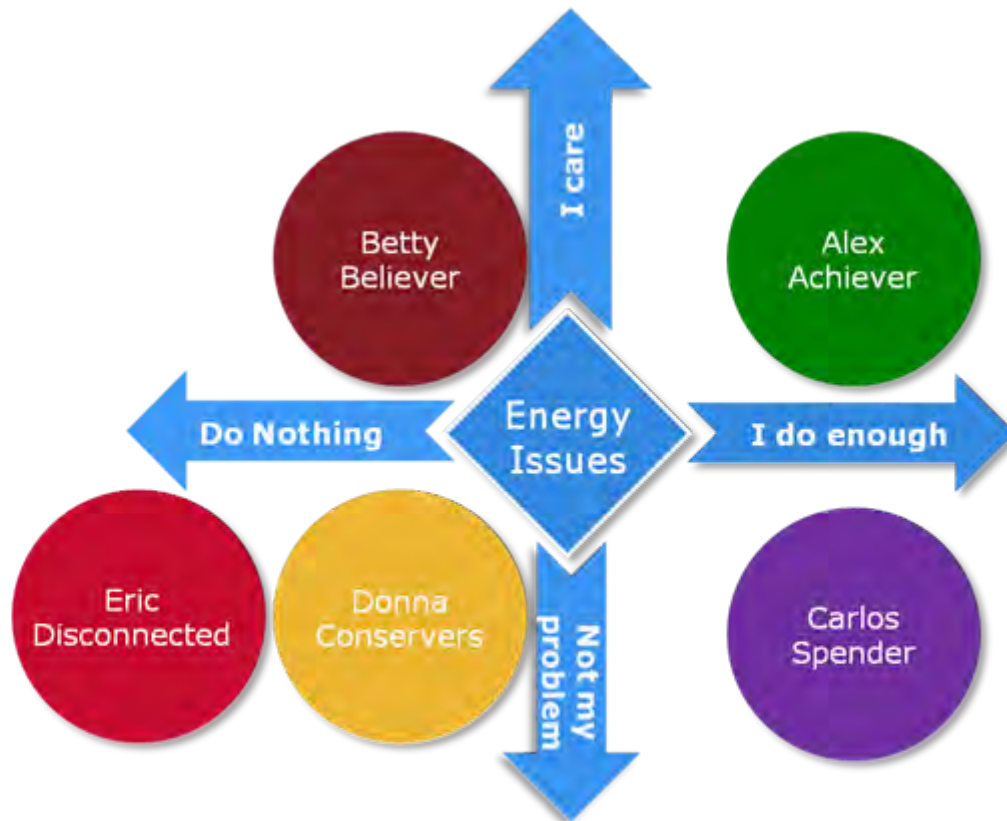
Californians of all segments fall short of the Ideal Smart Energy User



* 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

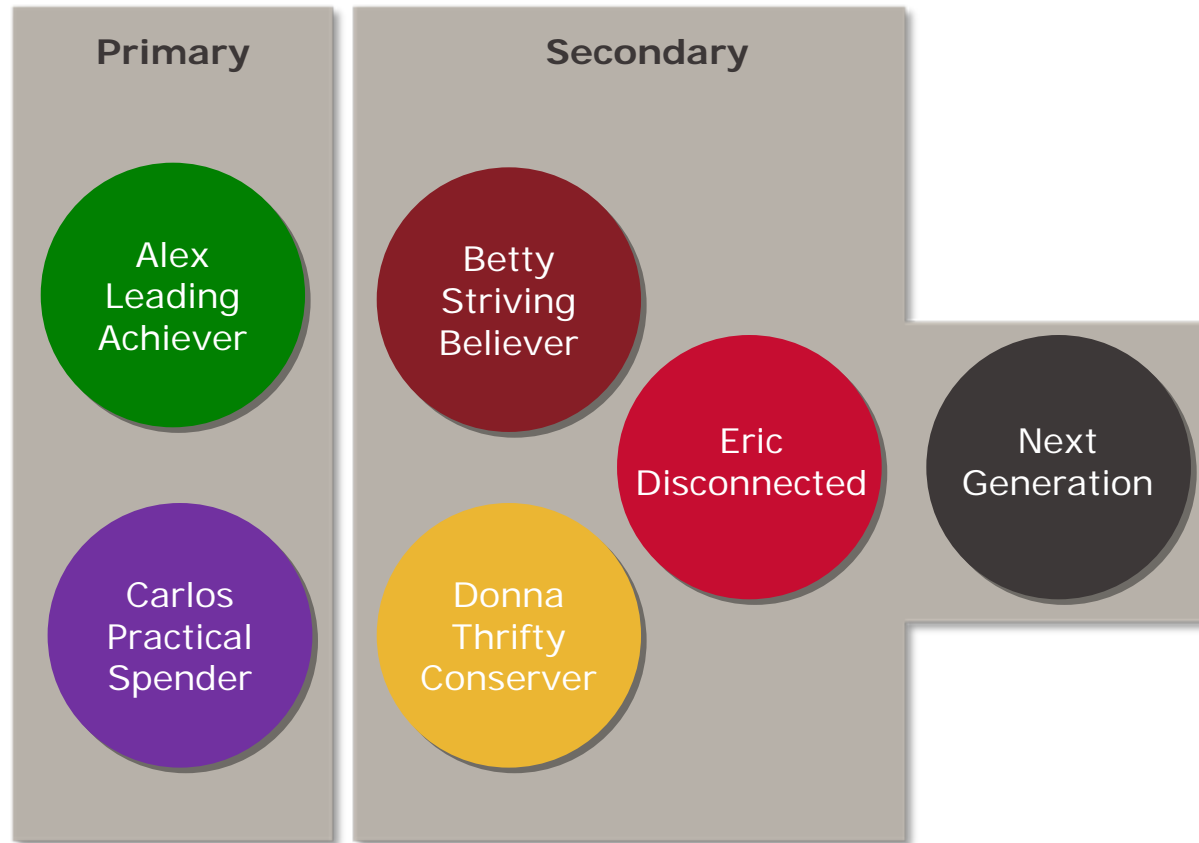
An unconscious running away from energy issues that leads to the same behavior — apathetic energy savings and wasteful energy use



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

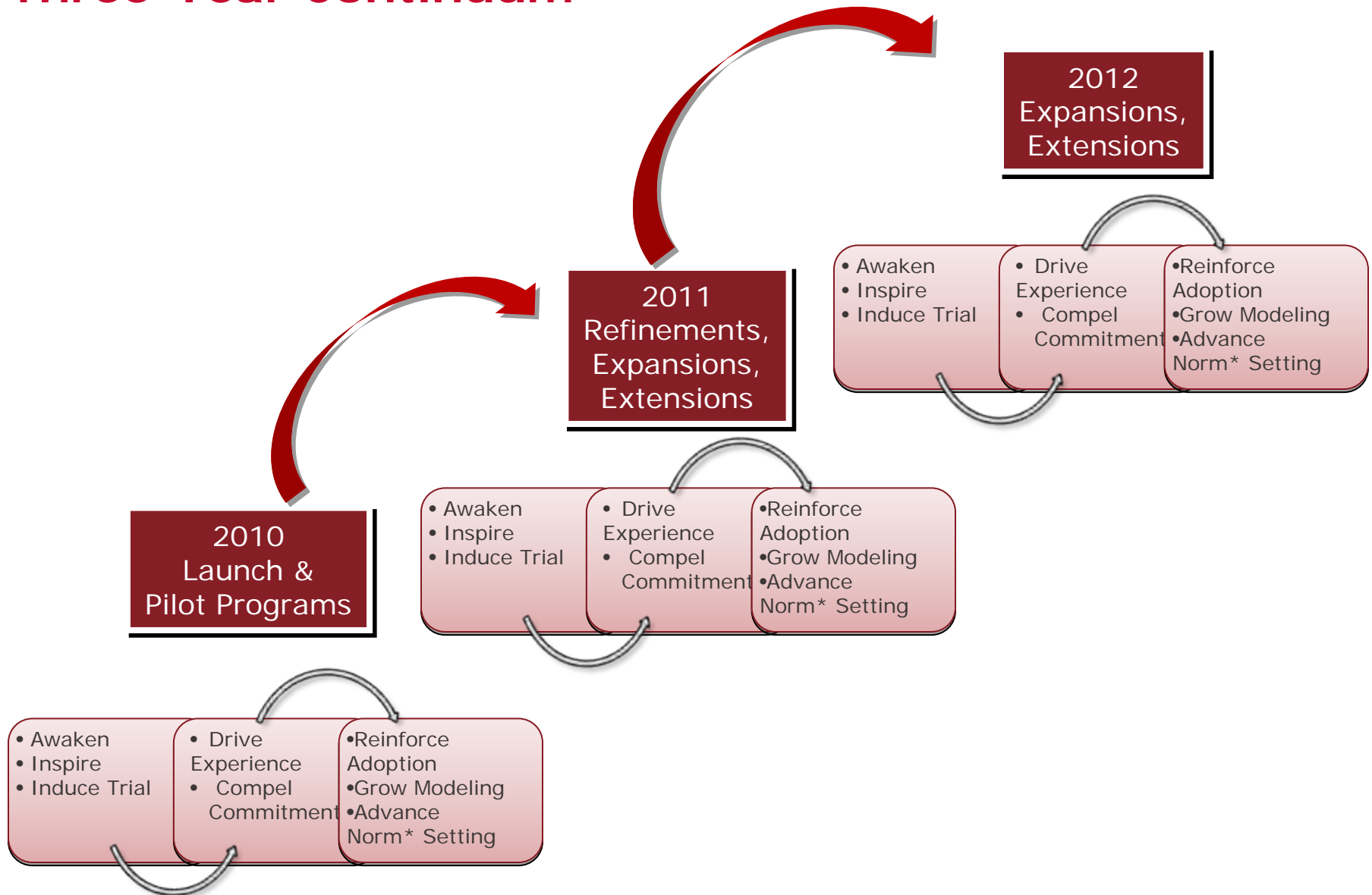
Possible Behavioral Targets— Example Of Sorting The “Ask” Actions By Segment

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"> “<i>Find 5*</i>” 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

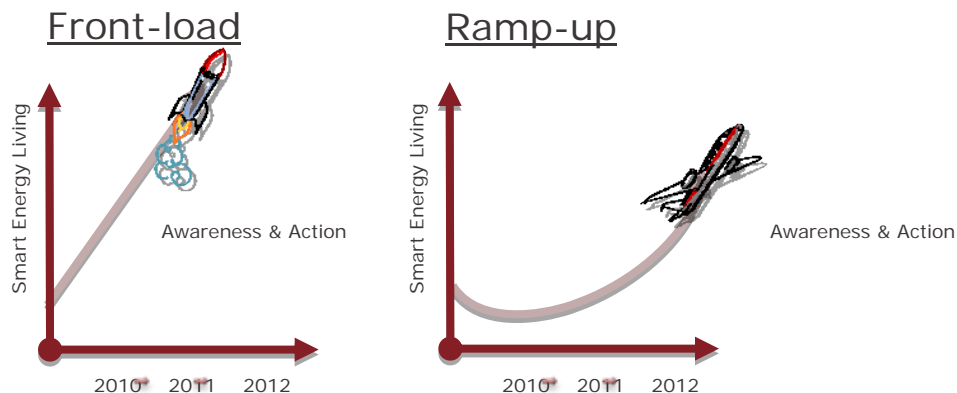
Overall Approach— Strategic Considerations: *Plane Vs. Rocket*

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

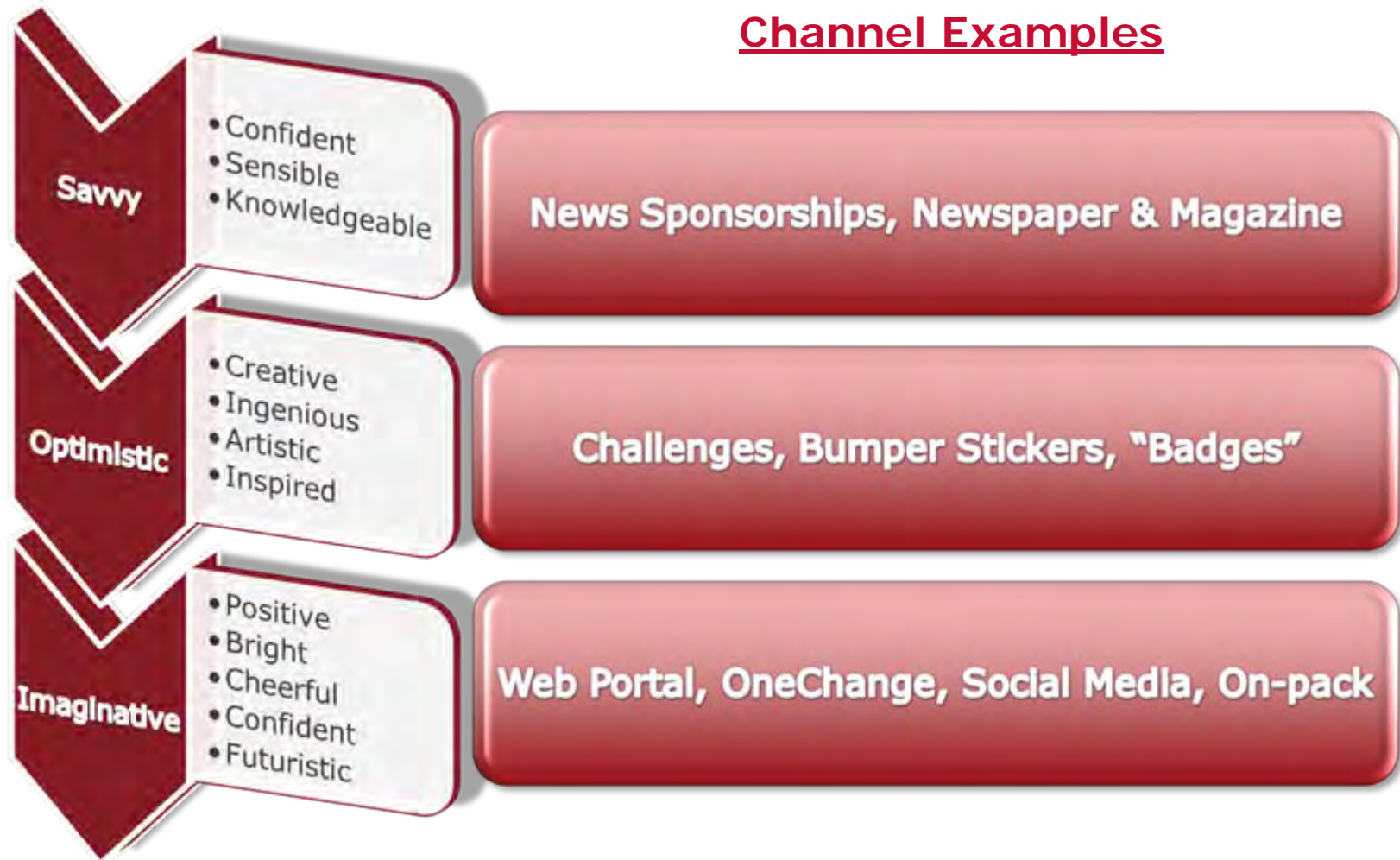
Engaging—Calling For Interaction

Integrated, Connected, Well-rounded

Efficient and Leverageable for Added Value

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

Channel Examples



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*

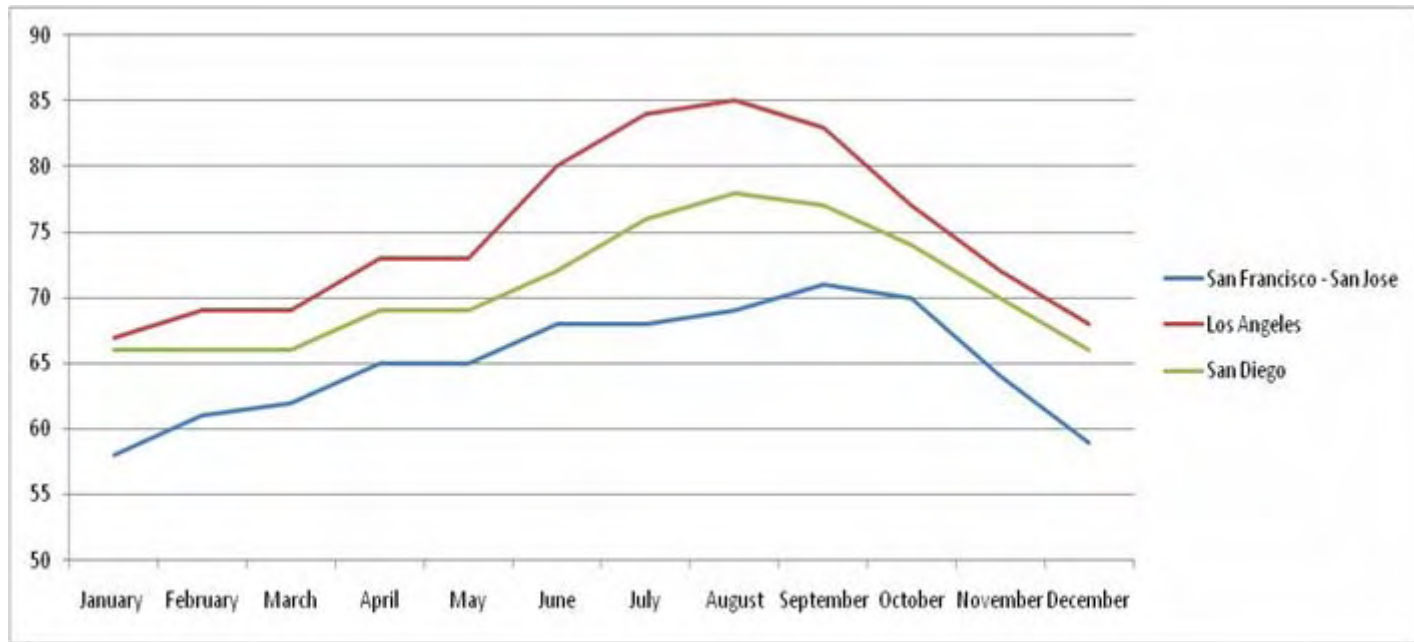
Consider a “Living Strategy” approach to activity, accounting for varying states of mind and contexts for highest receptivity (“prompting”)

- 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

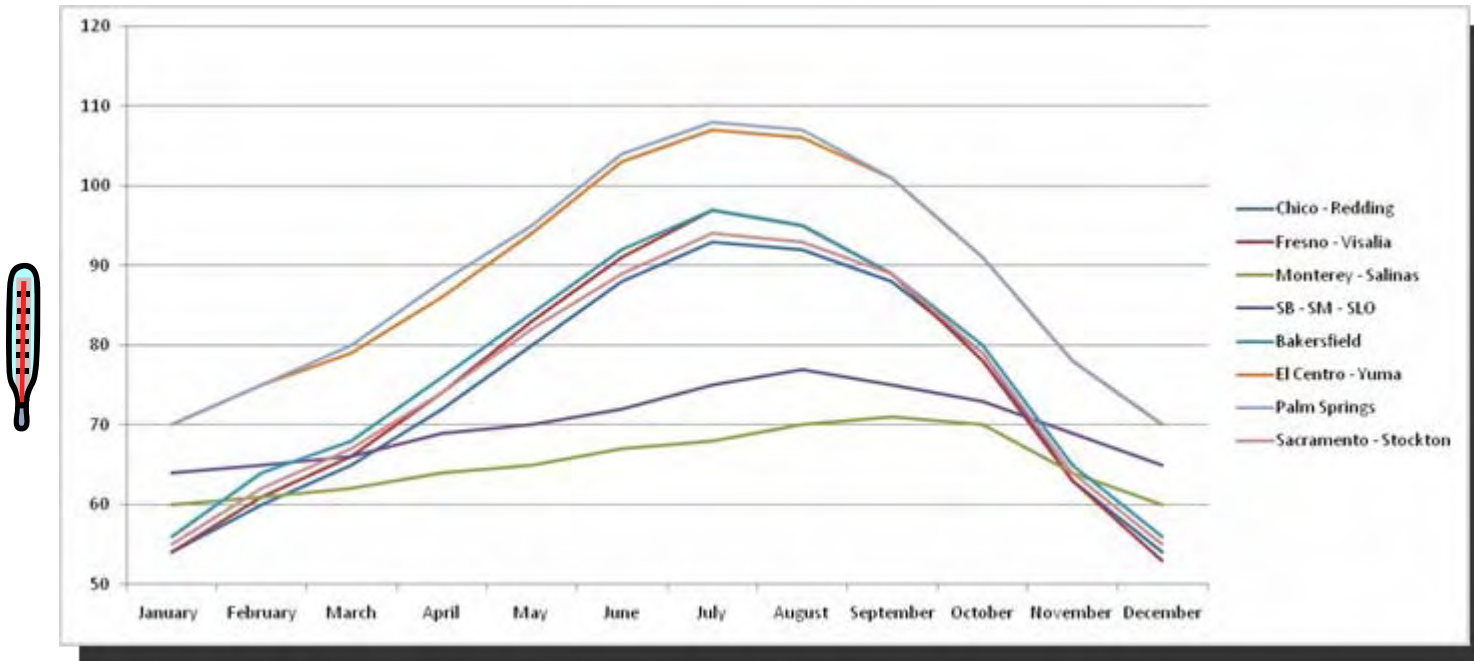


Source: *Weather.com*

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)



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)



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 Dessert, 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 JUN/JUL: Launch AUG/SEPT: Competition 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 You Tube (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

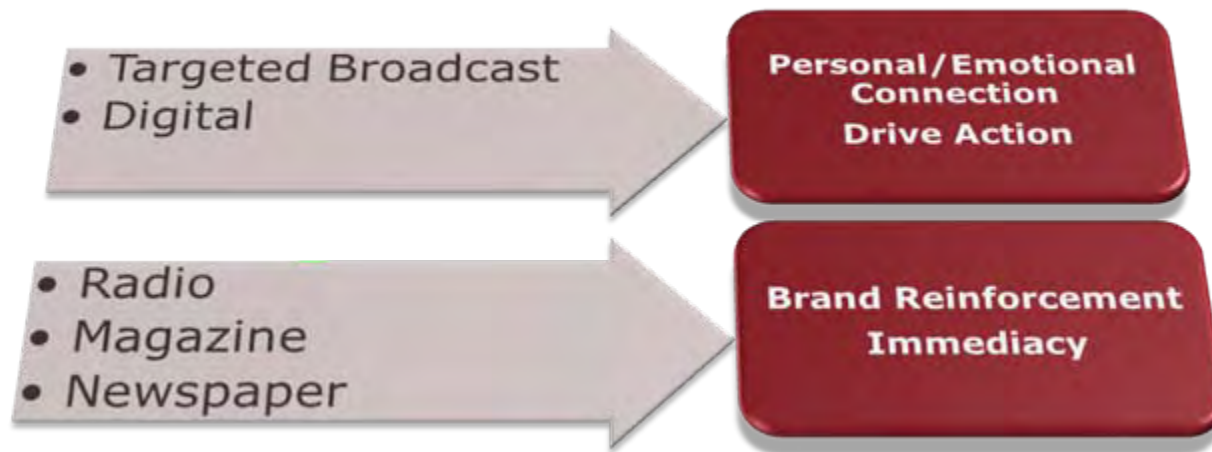
The *4-D* Media Experience

- 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](#)
- 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
Department of Energy (DOE)/EPA	<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
State and Local Agencies & Programs (e.g., CARB, CEC, CA EPA, Environment LA, Stand For Less, CoolCalifornia)	<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
Green and Clean Coalitions & Organizations, CBOs (e.g., Together.com, OneChange)	<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
Academia/Schools & Education	<ul style="list-style-type: none"> Educate, reinforce and substantiate EE issues—Why we need to “<i>Do The Right Thing</i>” 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
US DOE and EPA (e.g., ENERGY STAR®)	<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
Contractors, Plumbers, HVAC and Other Trade Allies	<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
Home Improvement Retailers (e.g., The Home Depot®, Lowes®, OSH®, Dixieline®)	<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
Internet Home Pages/Heavy Traffic Sites (e.g., iGoogle®, My Yahoo®)	<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
Software (e.g., Microsoft®Hohm™, OPOWER®, Google® PowerMeter™)	<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 >>](#)

Bulb counter & empowerment message

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



Bulbs Changed: **2,910,050**



Volunteer driven



Recycle your bulbs!
Click here to learn how

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...](#)

New Jersey

Select one... ▼

Puget Sound

Select one... ▼

Vermont

Select one... ▼

Individual web pages for each locality

Get involved...

1 Signup For Updates

Join our list to be informed of upcoming One Change campaigns.

Email >>

2 Volunteer

Please click here for information about volunteering.

>>

3 Find a Local Campaign

Get information about one of our local campaigns now.

Select one... ▼

Industry Programs—Pilot Examples

Sponsor & Campaign	Target	Campaign Goal	Elements	Measures of Success	Current Results
LivingWise 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

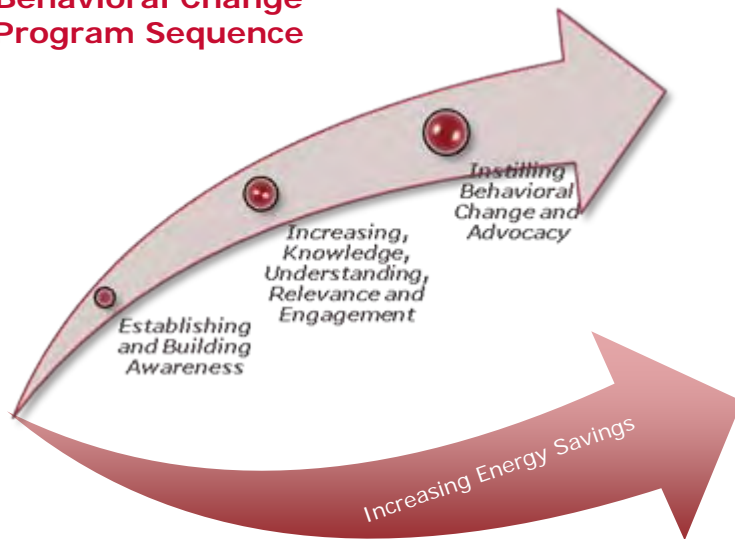
a) Measurement, Analysis And Evaluation Goals

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

Behavioral Change Program Sequence



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

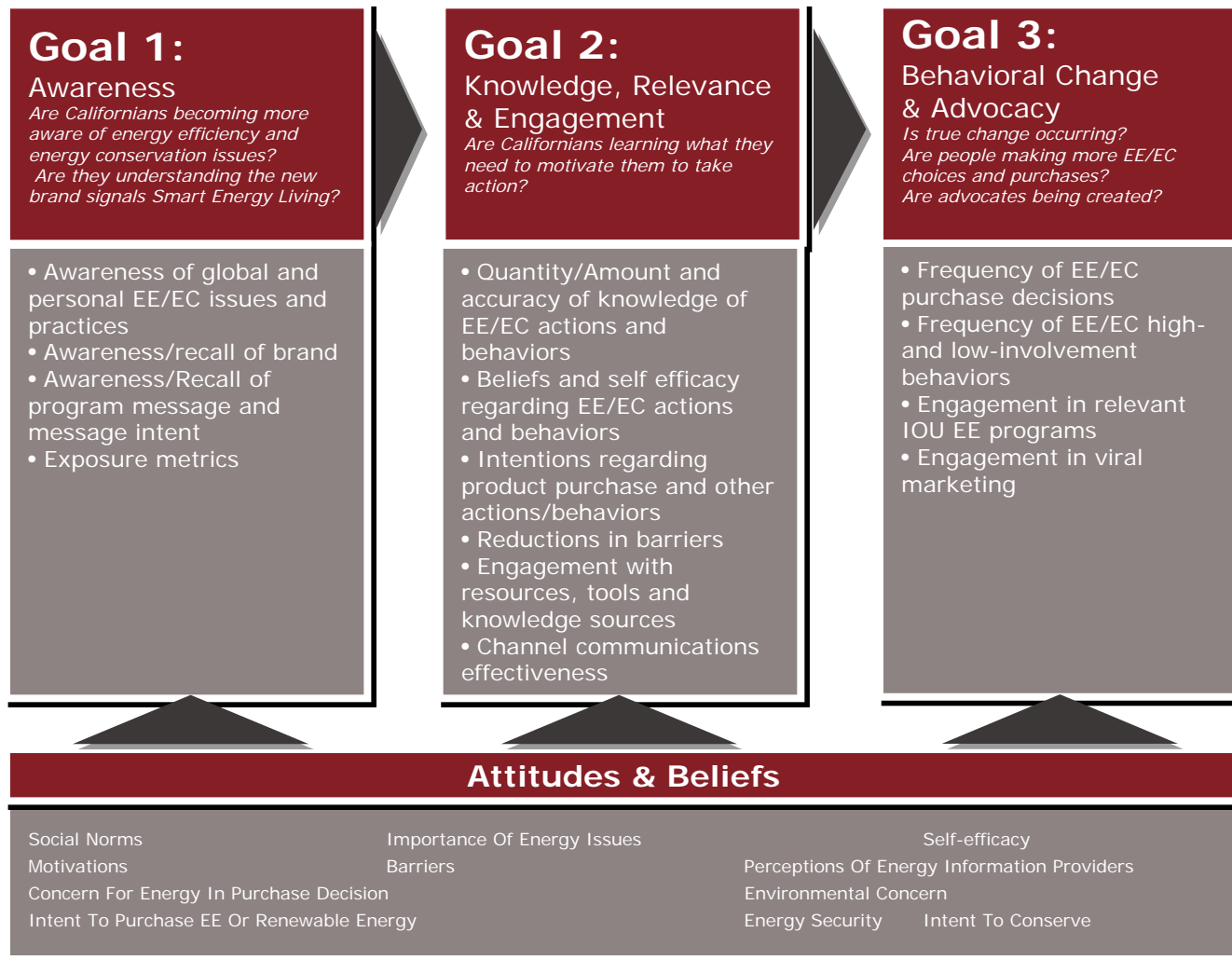
Employ multiple methods of data collection and analyses in establishing the baseline. Phone surveys, mail surveys, internet panels, focus groups, and observational recording each offer different benefits and disadvantages in terms of assessing Californian awareness, knowledge and behavior. Previous research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

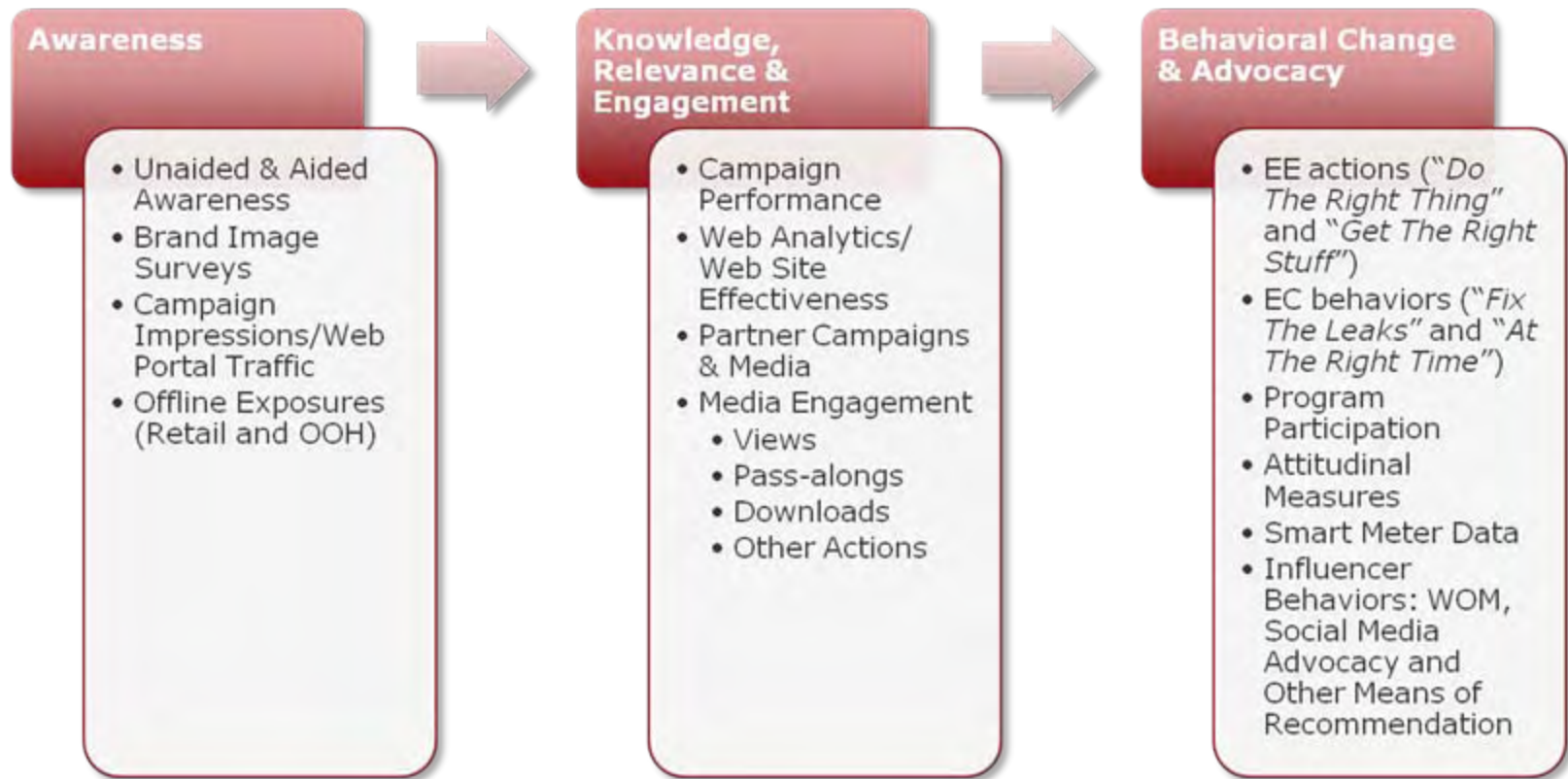
Ongoing Tracking Studies— With Each Marketing Plan Stage, Measure Change In Awareness, Engagement And Change



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

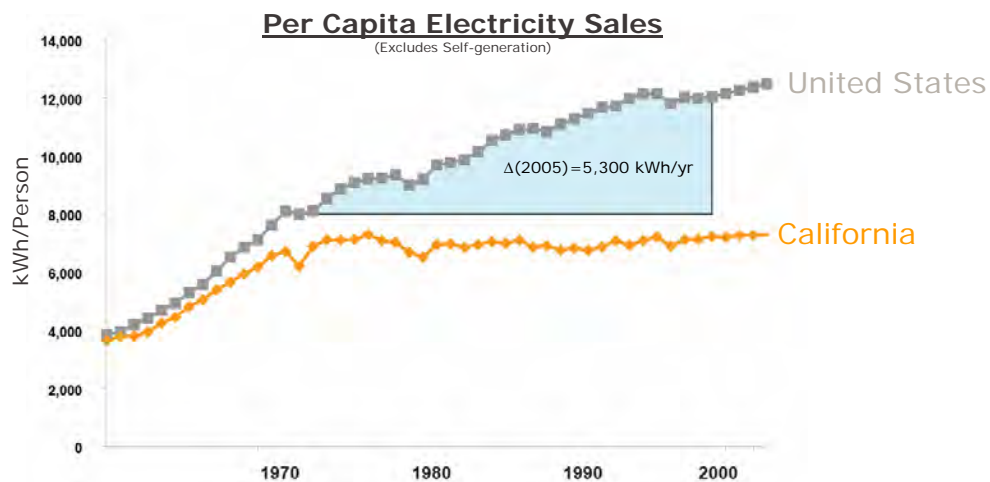
11. a) CALIFORNIA OVERVIEW

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



Per Capita Income in Constant 2000 \$

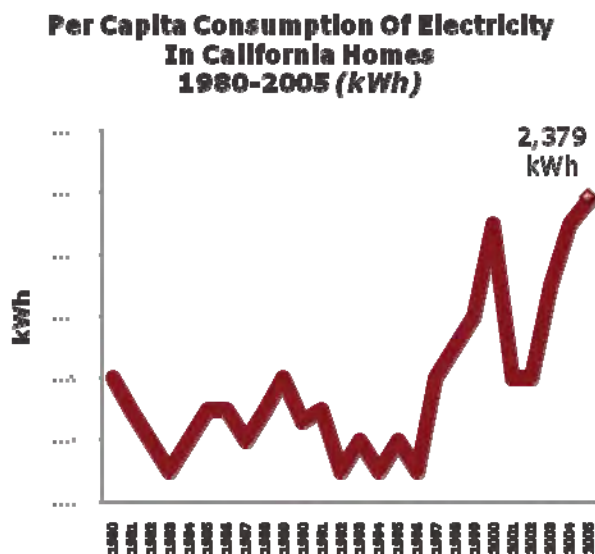
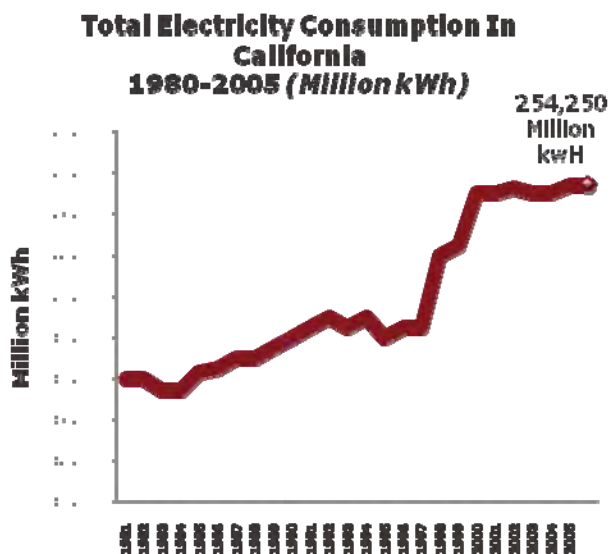
1975	2005	% Change
\$16,241	\$31,442	94%
\$18,760	\$33,536	79%

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

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

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



Los Angeles	
Non-Residential	50,195
Residential	20,467
Total	70,662
Per capita (kWh)	1,988

Orange	
Non-Residential	14,266
Residential	6,879
Total	21,145
Per capita (kWh)	2,220

San Diego	
Non-Residential	12,744
Residential	6,691
Total	19,435
Per capita (kWh)	2,144

Kern	
Non-Residential	14,252
Residential	2,042
Total	16,294
Per capita (kWh)	2,521

Santa Clara	
Non-Residential	11,955
Residential	4,070
Total	16,025
Per capita (kWh)	2,236

Riverside	
Non-Residential	7,987
Residential	6,853
Total	14,840
Per capita (kWh)	3,310

San Bernardino	
Non-Residential	9,598
Residential	4,998
Total	14,594
Per capita (kWh)	2,451

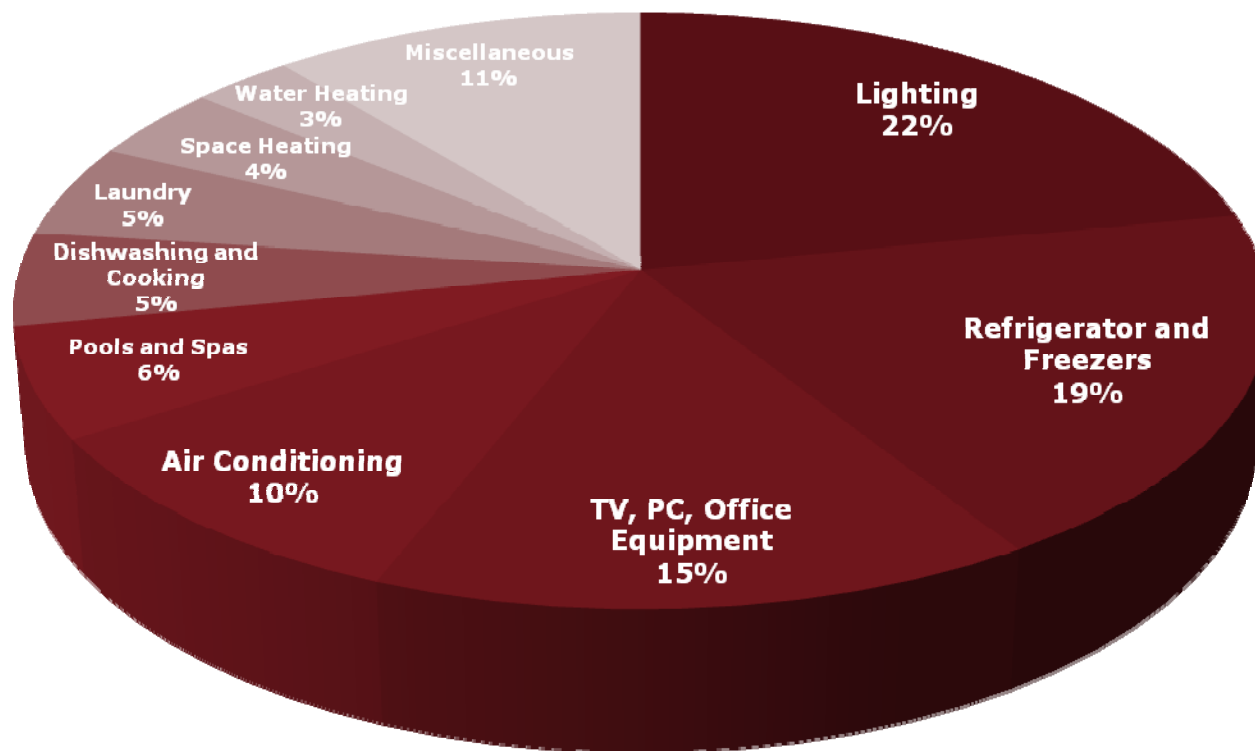
Alameda	
Non-Residential	8,009
Residential	3,089
Total	11,098
Per capita (kWh)	2,018

Contra Costa	
Non-Residential	5,791
Residential	2,719
Total	8,511
Per capita (kWh)	2,604

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

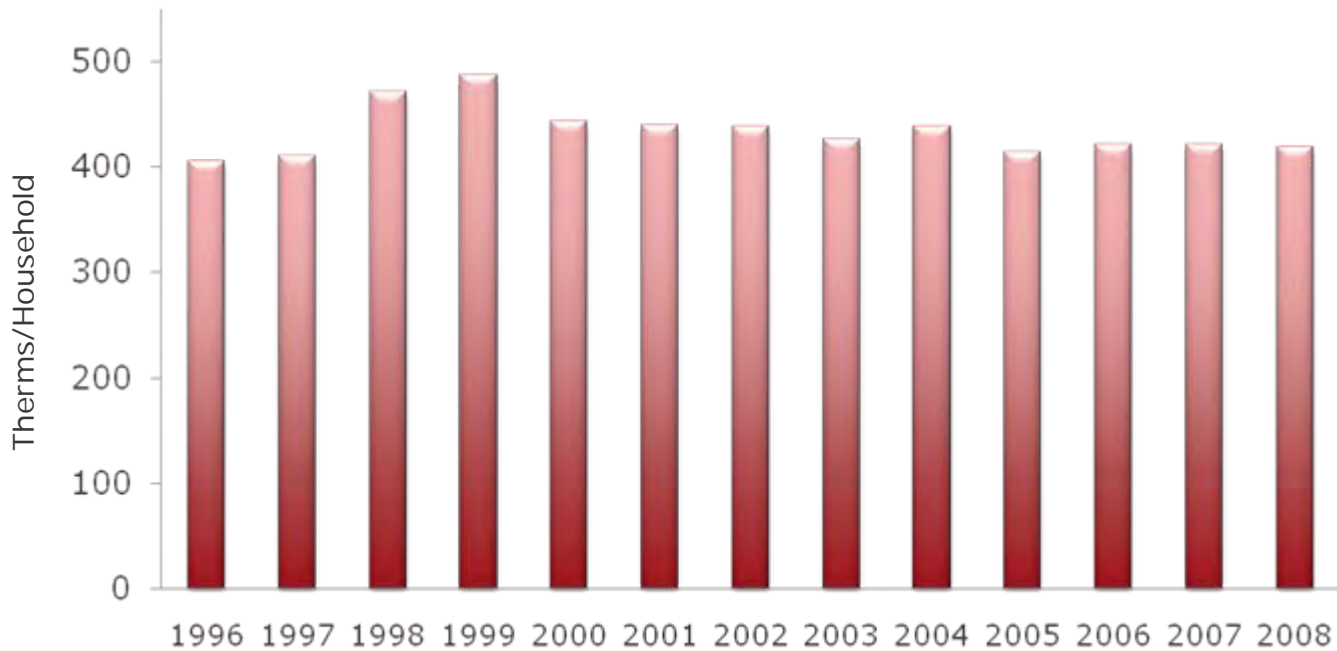
California Energy Consumption— Electricity Type Of Use



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

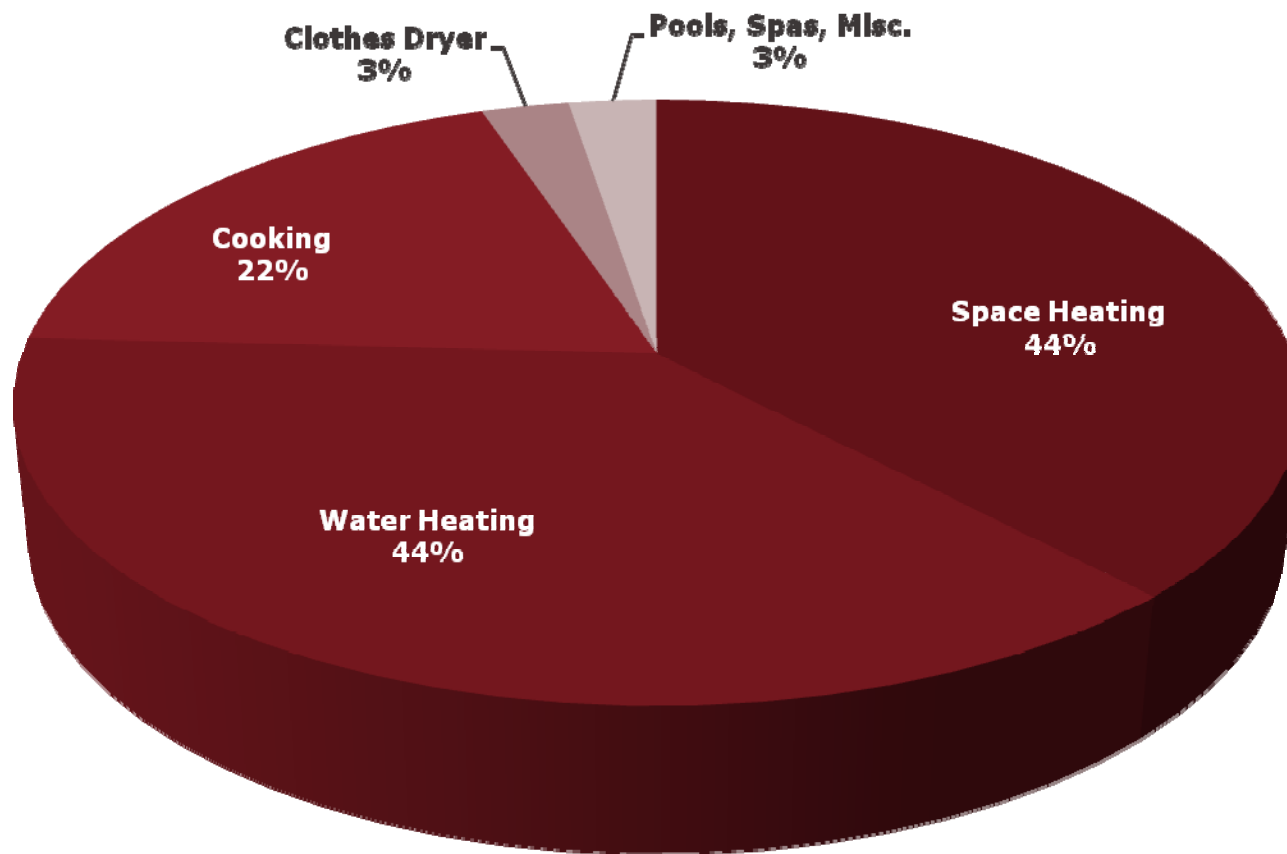
California Energy Consumption— Natural Gas

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)

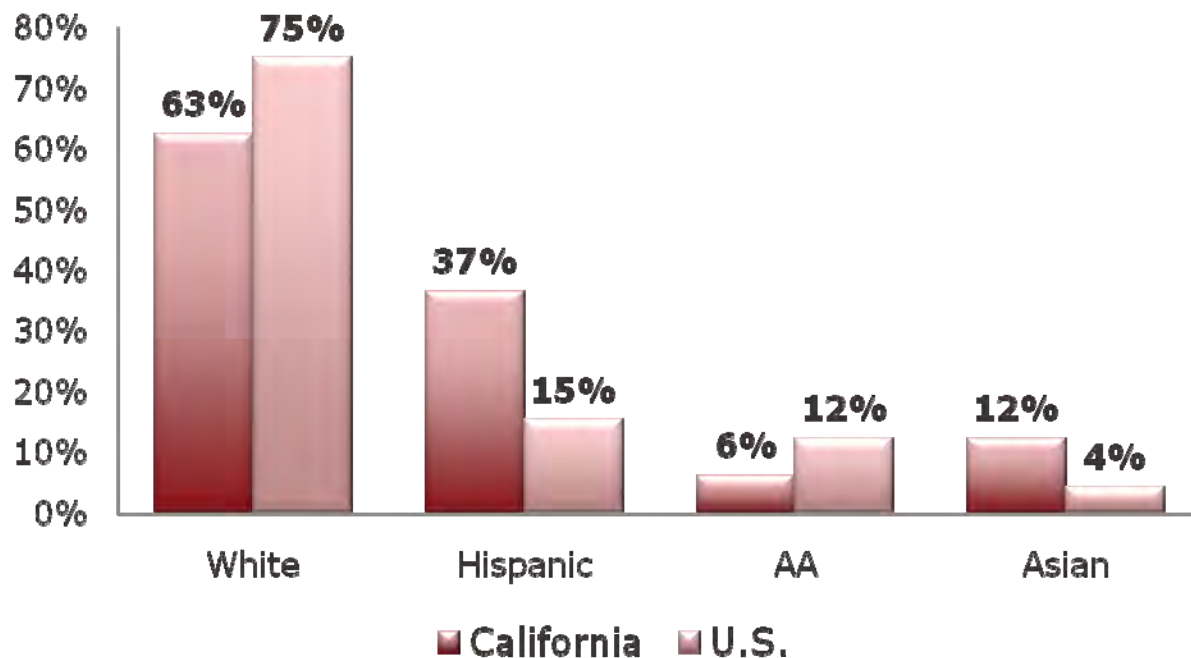
Death Rate: 6.57 (per 1,000 people)

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

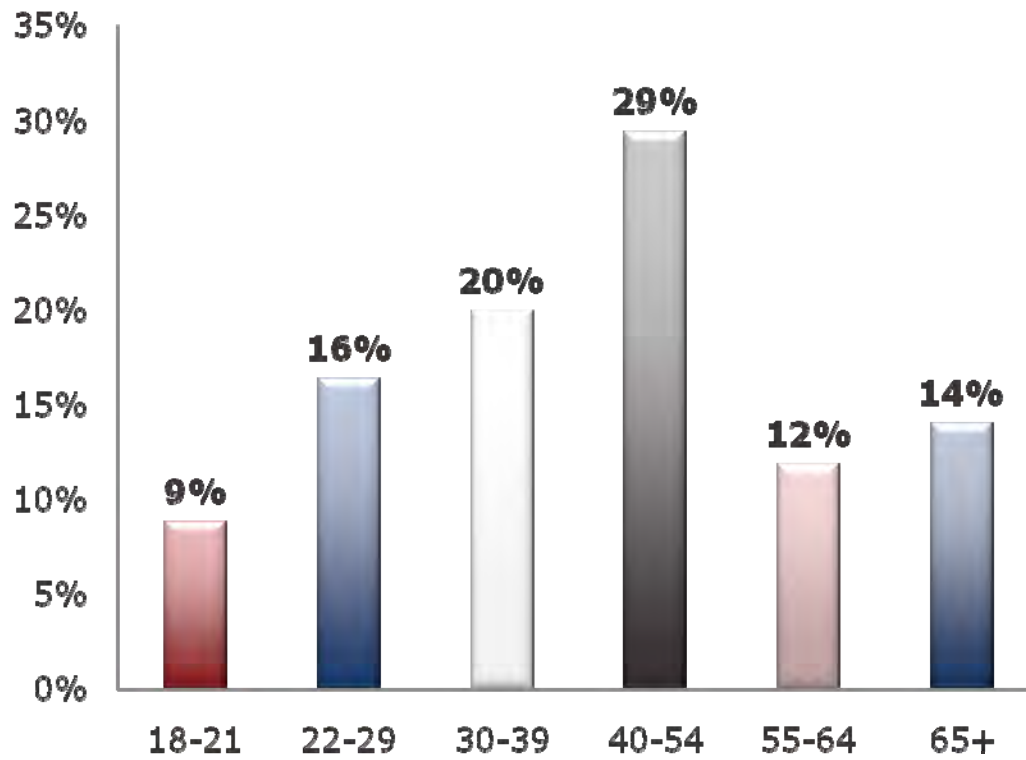


Note: Total percentages equal over 100% because Hispanic, AA and Asian segments include people of several races

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

Age

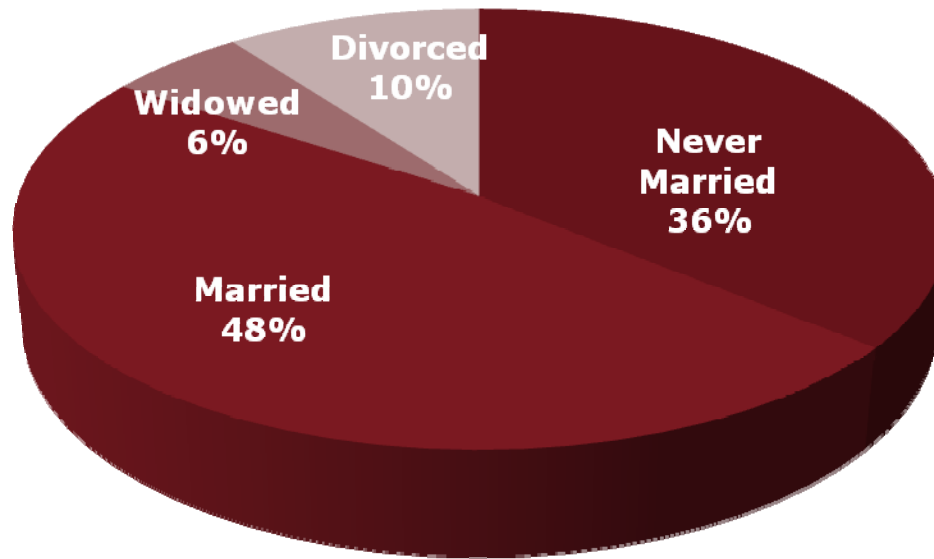
The largest portion (~50%) of California's Adult population is 30-54 years old



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

Marital Status

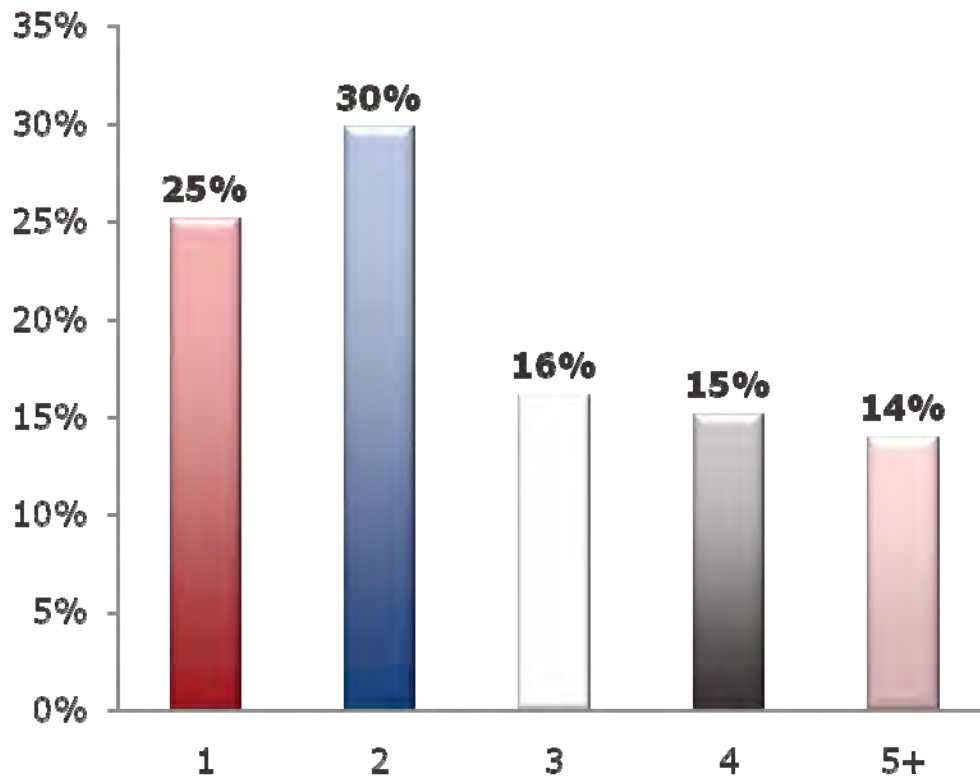
Just under half of Californian Adults 18+ are married



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

Household Size

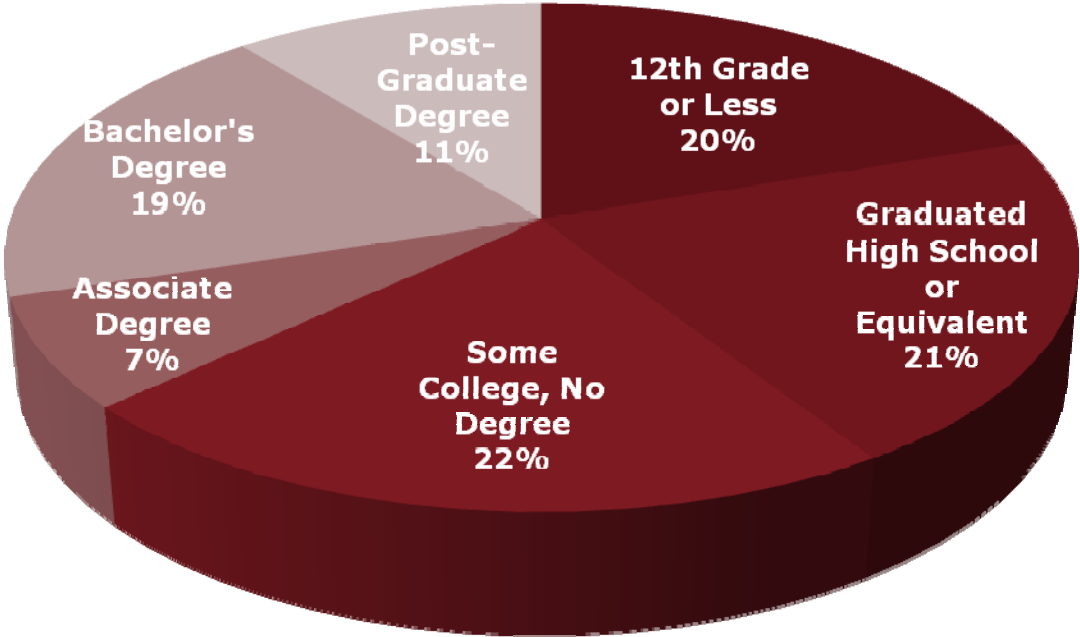
In 2008, 45% of California adults lived in a household with three or more people



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

Education

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

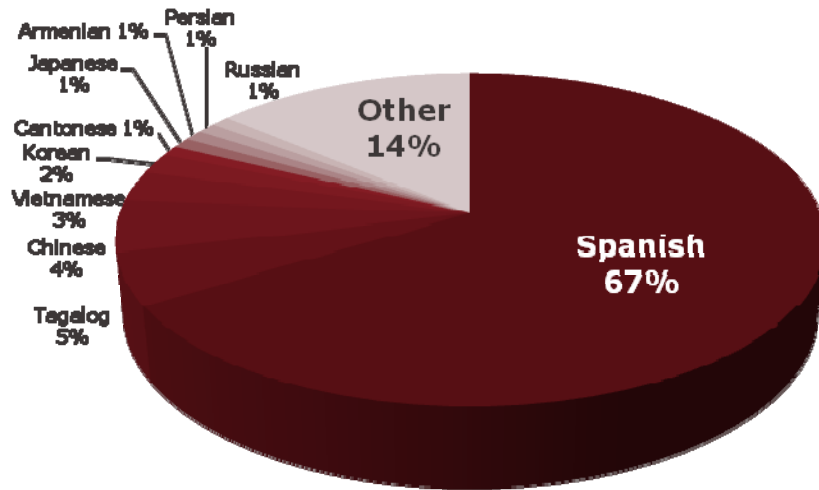


Source: 2008 American Community Survey, U.S. Census Bureau

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

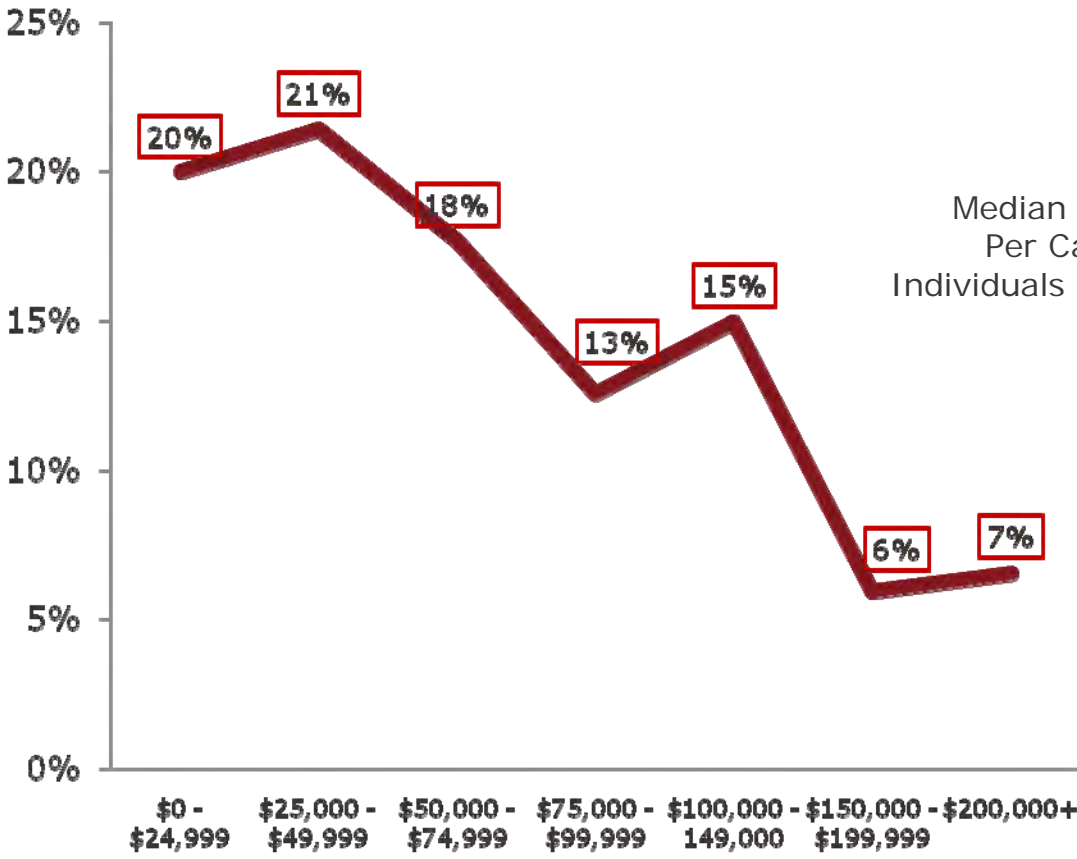


Note: Data is solely for contextual purposes—This is not to suggest intent to disseminate messaging in all languages

Source: 2005 American Community Survey

Socioeconomics

Median Household Income stands at \$61,021



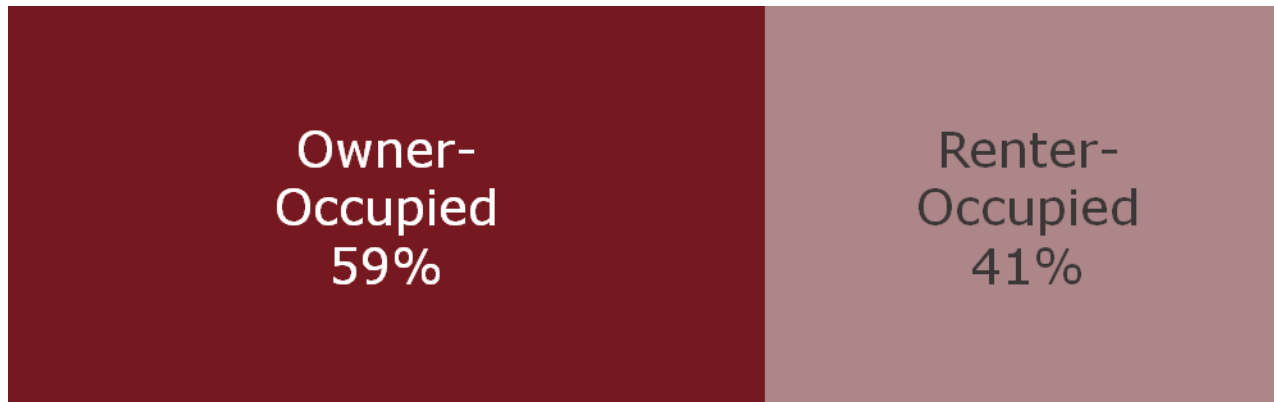
Median Family Income: \$64,563
Per Capita Income: \$29,388
Individuals Below Poverty Line: 13.3%*

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

Strengths (Internal)

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

Weaknesses (Internal)

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

Opportunities (External)

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.)

Threats (External)

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)

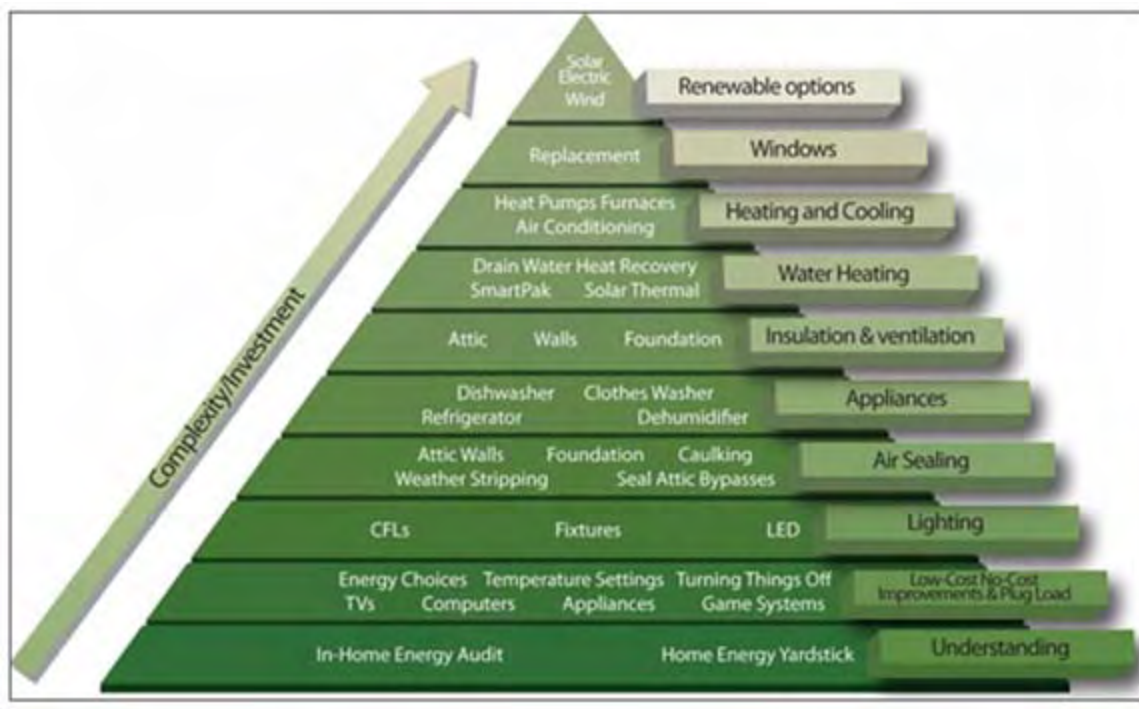
- Put forth real control to turn "*I feel I'm doing enough*" and "*It's not my personal responsibility*" into "*I want to do the right thing for my family, the environment, and future generations—I can help make a difference*"

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



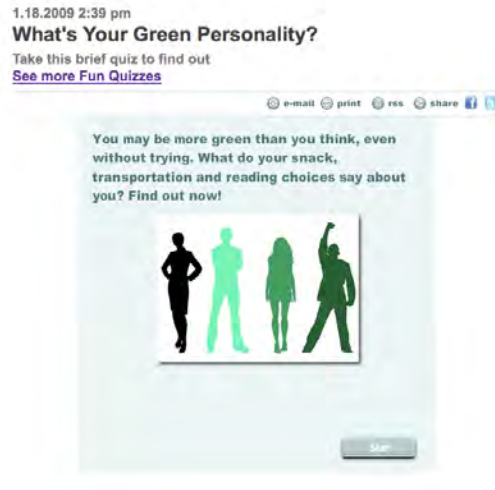
Source: www.doe.gov, Minnesota Power, 2009

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

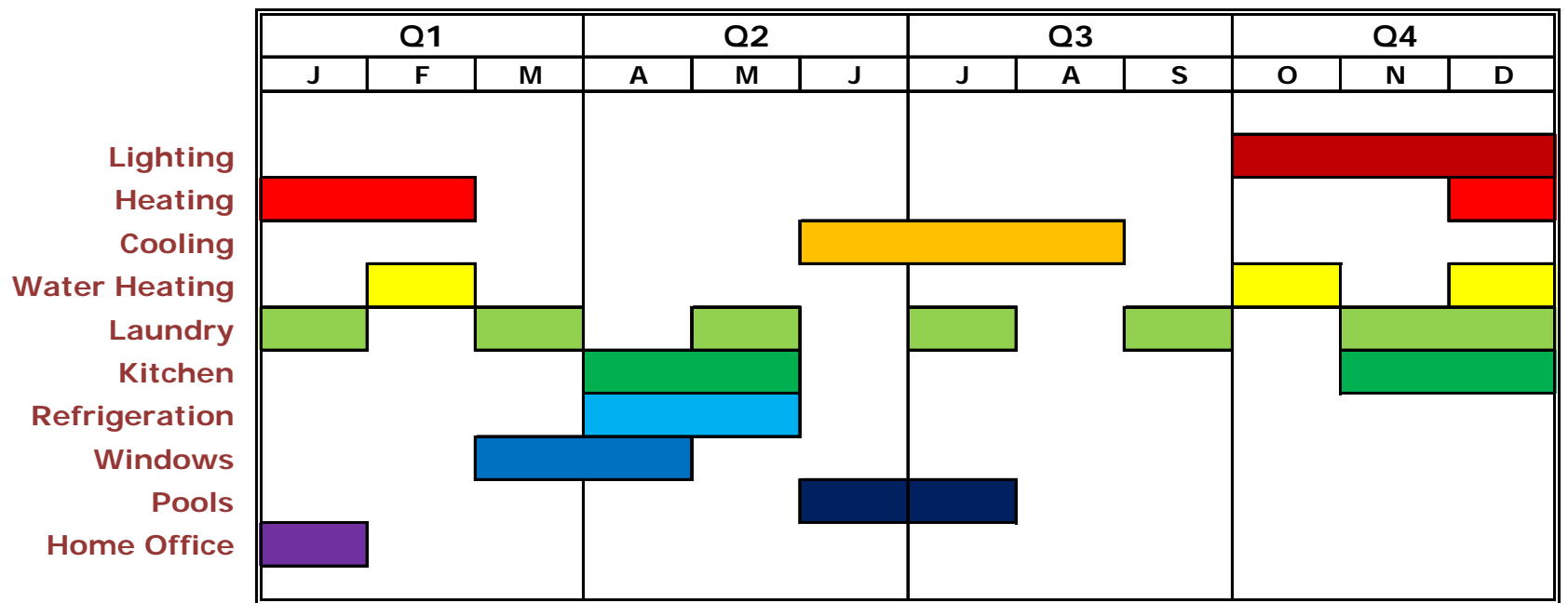
The “Ask” Actions— Life-Centric Sort Illustration

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 	<ul style="list-style-type: none"> • Replace your five most-used lights with CFL bulbs and fixtures 	<ul style="list-style-type: none"> • Install dimming switches or motion detectors
Heating	<ul style="list-style-type: none"> • Schedule heating system check-ups annually 	<ul style="list-style-type: none"> • Add carpeting to bare floors in the winter 	<ul style="list-style-type: none"> • Caulk frames around windows and doors
Cooling	<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
Water Heating	<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
Laundry	<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
Kitchen	<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
Refrigeration	<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
Windows	<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
Pools	<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
Home Office	<ul style="list-style-type: none"> • Set your laptop or desktop computer to sleep mode or turn off when not in use 	<ul style="list-style-type: none"> • Use laptop computers instead of desktop computers 	<ul style="list-style-type: none"> • Use a power strip to turn off electronics when not home

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 f B

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

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

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

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

- 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/freeResources/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
<i>It isn't necessary to have a home energy assessment and it's too time consuming</i>	<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>I don't have to install double paned windows and insulation</i>	<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
<i>One doesn't need to do a HVAC audit</i>	<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		Segment	Others
Gender				Children in Household	
Male	43%	44%		None	61%
Female	57%	56%		1	19%
Age				2-3	17% ↓
24 or younger	5% ↓	14%		4 or more	3%
25-34	9% ↓	20%		Annual Household Income	
35-44	20%	21%		Less than \$30K	13% ↓
45-54	30% ↑	17%		\$30K-\$49,999	15% ↓
55-64	22% ↑	11%		\$50K-\$74,999	13%
65 or older	14%	17%		\$75K-\$99,999	17% ↑
Ethnicity				\$100K-\$149,999	16% ↑
White or Caucasian	76% ↑	49%		\$150K-\$249,999	10% ↑
Black or African American	3% ↓	8%		\$250,000 or more	4%
Hispanic or Latino	13% ↓	31%		Annual Income Level	
Asian	5% ↓	10%		Low (State standard)	20% ↓
Other	2%	2%		Medium (>L.I.-\$200K)	66% ↑
Education				High (\$200K+)	9% ↑
High school or less	7% ↓	28%		IOU Territory	
Some college/associate degree	37%	34%		PG&E	42%
College graduate	23%	17%		SCE	40%
Graduate degree	33% ↑	17%		LADWP	4% ↓
Own/Rent				SDG&E	10%
Own	84% ↑	58%		Other	3%
Rent	16% ↓	42%		Urban/Rural	
				Urban	83%
				Rural	16%

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)	33% ↓	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

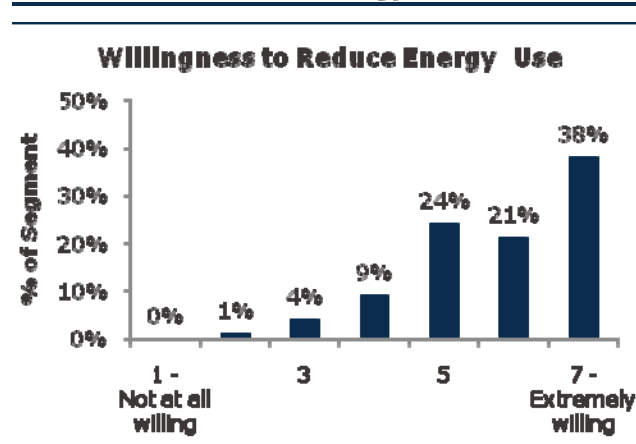
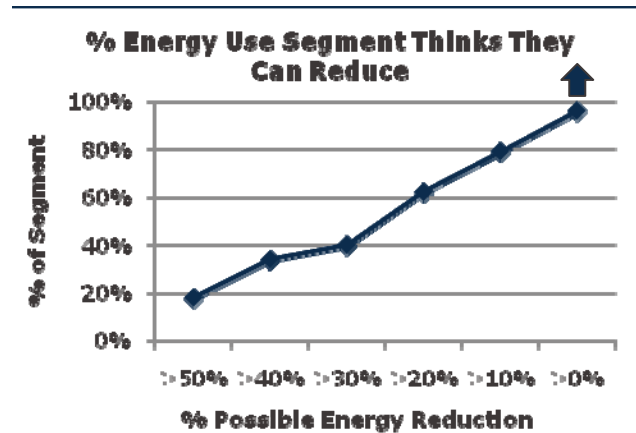
Primary Non-Money Motivation:	Protecting the environment
Willingness to Reduce Energy Use:	5.8 







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
Climate change	38%
Healthy environment	23%
Future generations	10%


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

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



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

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

Information Sources (% of Total)		
	Segment	Others
Most trusted	Utility (34%)	Utility (34%)
Least trusted	Retailers (28%)	Retailers (24%)
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%

Demographics and Geographic Location (% of Total)					
	Segment	Others		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

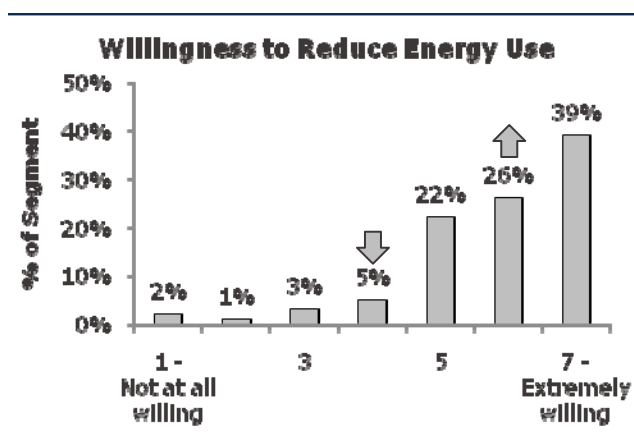
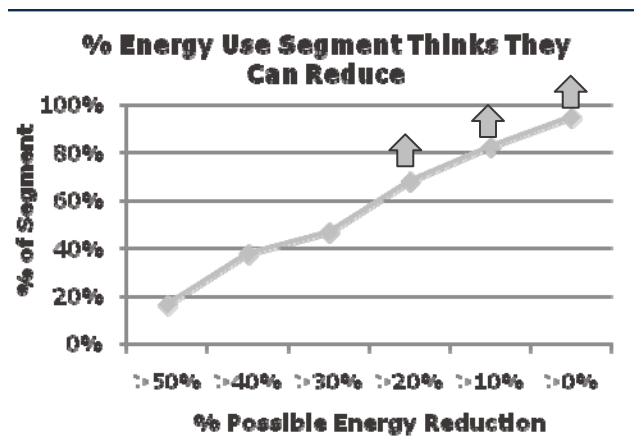
Primary Non-Money Motivation:	Protecting the environment
Willingness to Reduce Energy Use:	5.8 ↑

Motivation Rank	
Segment	Others
1 Saving money	Saving money
2 Environment	Environment
3 Future generations	Foreign oil
4 Foreign oil	Health
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)		
	Segment	Others
EE won't look as good	6% ↓	21%
No personal responsibility	6% ↓	21%
Small contribution to energy use	5% ↓	17%
Can't do anything about supply	1% ↓	15%
Not willing to sacrifice comfort	3% ↓	14%

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



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

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

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

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% ↓
Unplug other electronics and power strips (Top 3 Box)	42%	Purchases (% Yes)	
Unplug computer when not in use (Top 3 Box)	23%	Solar panels installed	7%
Turn off lights when leave a room (Top 3 Box)	88%	Smart meter installed	9% ↓
Calculated carbon footprint (% Yes)	12%	Double-paned windows	48% ↓
Low-Cost EE Equipment		EE HVAC	69%
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

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

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%

Carlos Practical Spenders

Arrows indicate statistically significant difference at 95% confidence

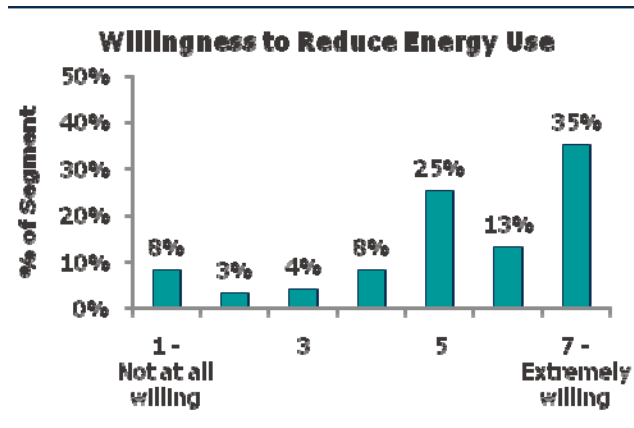
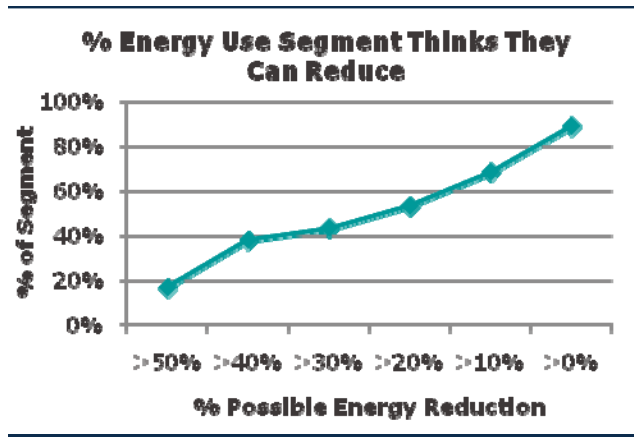
Primary Non-Money Motivation:	Reducing foreign oil
Willingness to Reduce Energy Use:	5.3

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 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%
Unplug other electronics and power strips (Top 3 Box)	33%	Purchases (% Yes)	
Unplug computer when not in use (Top 3 Box)	18%	Solar panels installed	6%
Turn off lights when leave a room (Top 3 Box)	81%	Smart meter installed	38%
Calculated carbon footprint (% Yes)	5%	Double-paned windows	70%
Low-Cost EE Equipment		EE HVAC	74%
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

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%

Demographics and Geographic Location (% of Total)

	Segment	Others		Segment	Others
Gender			Children in Household		
Male	40%	45%	None	55%	55%
Female	60%	55%	1	15%	18%
Age			2-3	27%	23%
24 or younger	11%	12%	4 or more	3%	3%
25-34	23%	16%	Annual Household Income		
35-44	18%	21%	Less than \$30K	28% ↑	19%
45-54	13% ↓	22%	\$30K-\$49,999	22%	22%
55-64	13%	14%	\$50K-\$74,999	12%	15%
65 or older	21%	15%	\$75K-\$99,999	10%	11%
Ethnicity			\$100K-\$149,999	8%	12%
White or Caucasian	49%	57%	\$150K-\$249,999	3% ↓	7%
Black or African American	4%	7%	\$250,000 or more	1%	2%
Hispanic or Latino	35% ↑	25%	Annual Income Level		
Asian	11%	8%	Low (State standard)	43% ↑	32%
Other	1%	2%	Medium (>L.I.-\$200K)	46% ↓	56%
Education			High (\$200K+)	2% ↓	5%
High school or less	31% ↑	22%	IOU Territory		
Some college or associate degree	36%	35%	PG&E	37%	38%
College graduate	14%	19%	SCE	40%	42%
Graduate degree	12% ↓	22%	LADWP	8%	6%
Own/Rent			SDG&E	7%	10%
Own	55% ↓	66%	Other	6%	4%
Rent	45% ↑	34%	Urban/Rural		
			Urban	83%	85%
			Rural	16%	14%

Donna Thrifty Conservers

Arrows indicate statistically significant difference at 95% confidence

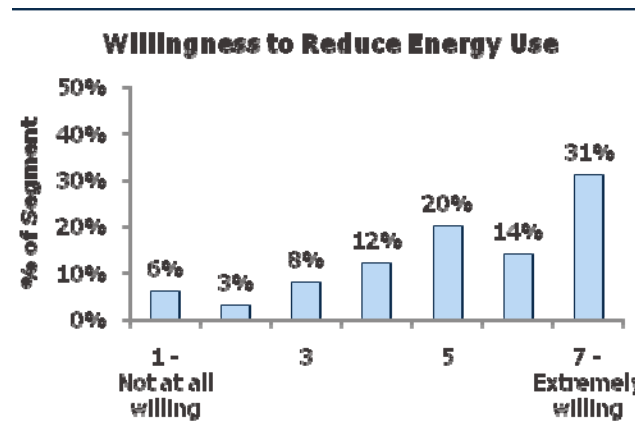
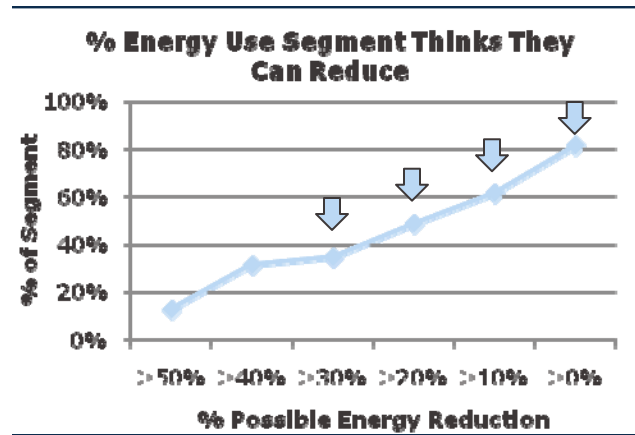
Primary Non-Money Motivation: Willingness to Reduce Energy Use:	Protecting the environment 5.1 ↓
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Motivation Rank	
Segment	Others
1 Saving money	Saving money
2 Environment	Environment
3 Foreign oil	Foreign oil
4 Health	Future generations
5 Future generations	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 they respect 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)	51% ↑	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

Arrows indicate statistically significant difference at 95% confidence

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%

Demographics and Geographic Location (% of Total)

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

Eric Disconnecteds

Arrows indicate statistically significant difference at 95% confidence

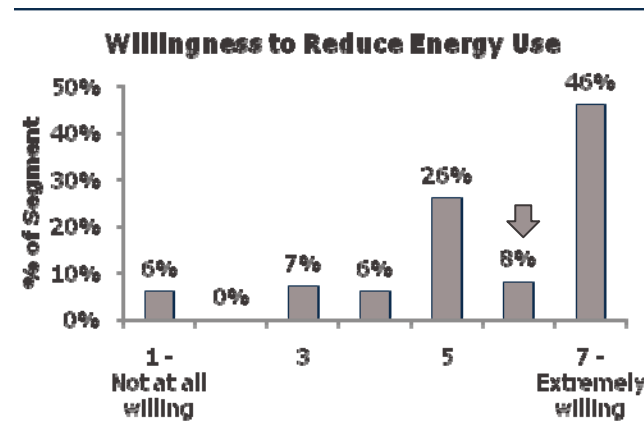
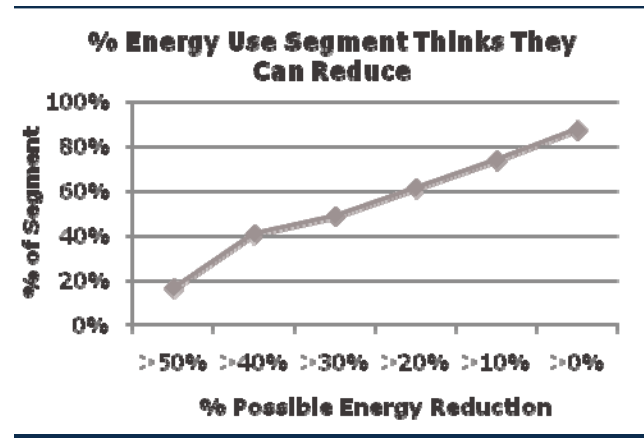
Primary Non-Money Motivation:	Protecting the environment
Willingness to Reduce Energy Use:	5.6

Motivation Rank	
Segment	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 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

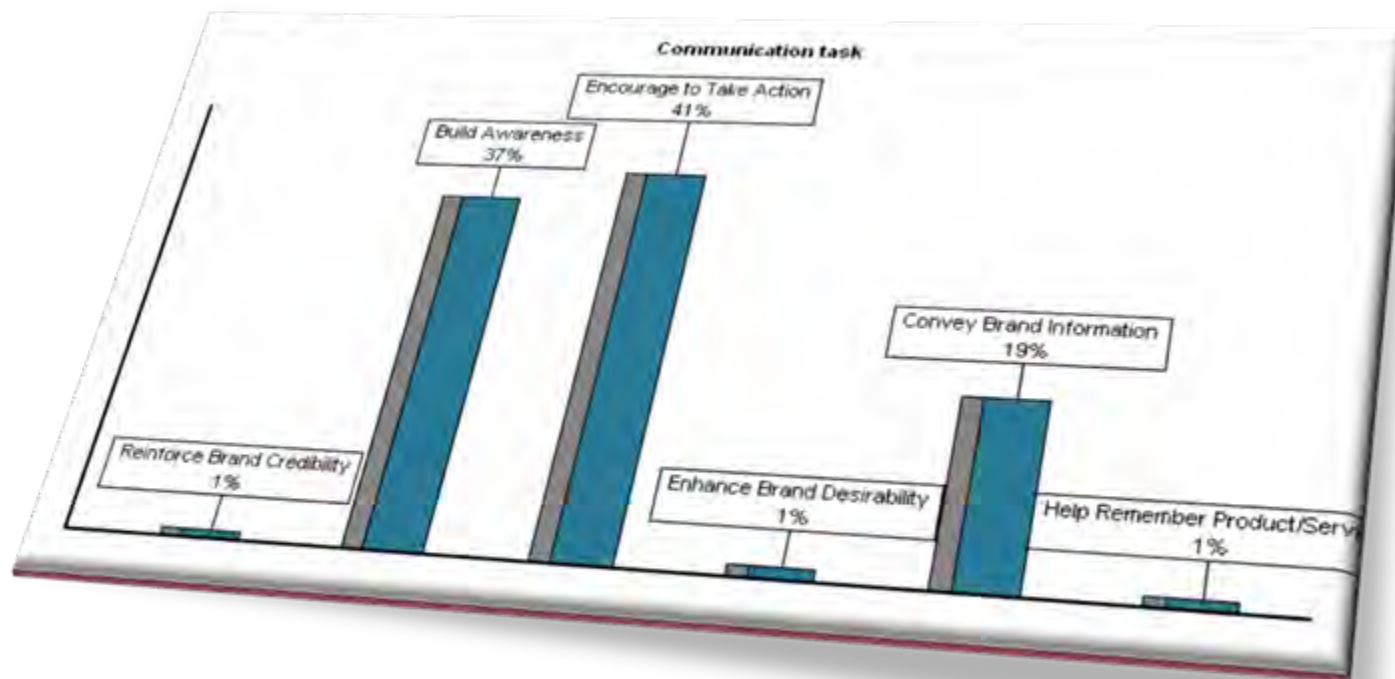
Practices (No Cost)		Low-Med Cost Requiring Knowledge or Installation (% Yes)	
Turn off TV when leaving the room (Top 3 Box)	66% ↓	Programmable thermostat	21% ↓
Turn on min number of lights (Top 3 Box)	66% ↓	Motion detectors	13% ↓
Turn off computer (Top 3 Box)	37% ↓	Ceiling fans	62%
Unplug cell phone chargers (Top 3 Box)	46% ↓	Attic vent	9% ↓
Unplug other electronics and power strips (Top 3 Box)	38%	Purchases (% Yes)	
Unplug computer when not in use (Top 3 Box)	18%	Solar panels installed	11%
Turn off lights when leave a room (Top 3 Box)	74% ↓	Smart meter installed	14%
Calculated carbon footprint (% Yes)	0%	Double-paned windows	30% ↓
Low-Cost EE Equipment		EE HVAC	21% ↓
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

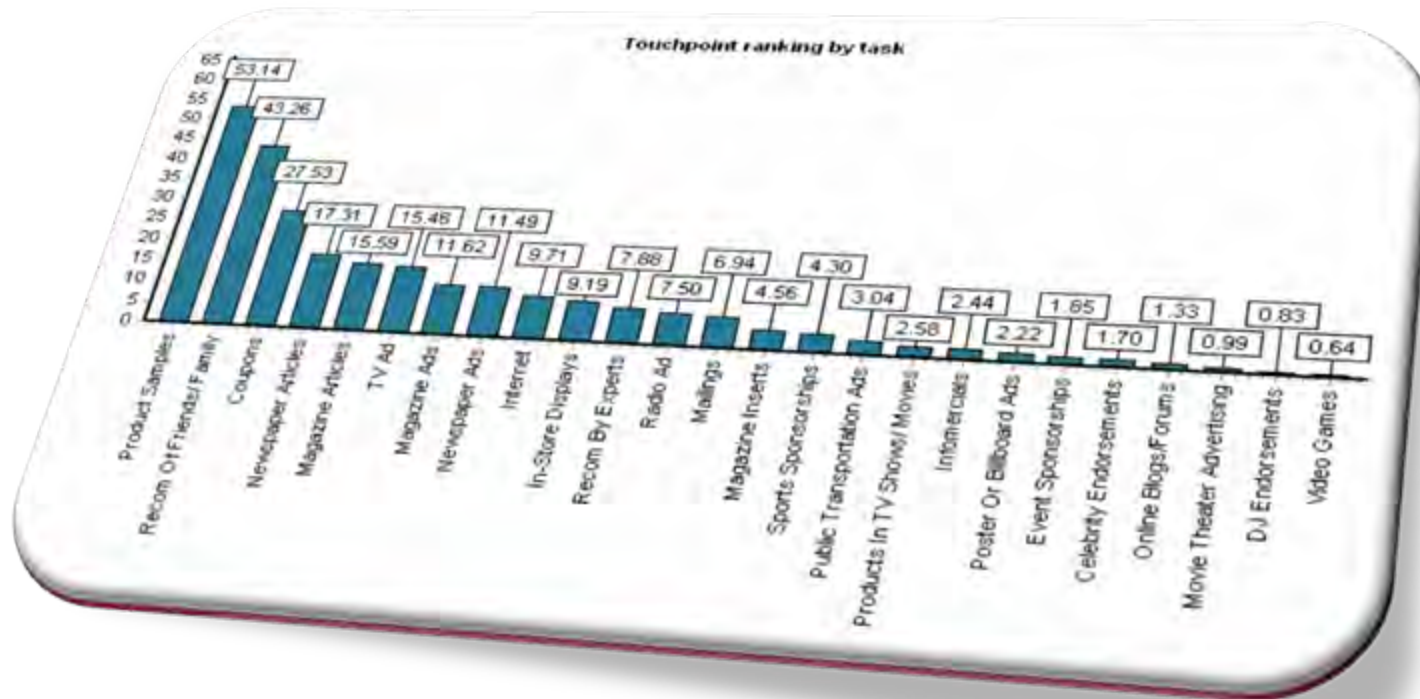
Encouragement to take action is priority, as EE/EC awareness already exists



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

Alex Leading Achiever— Touch Point Rankings

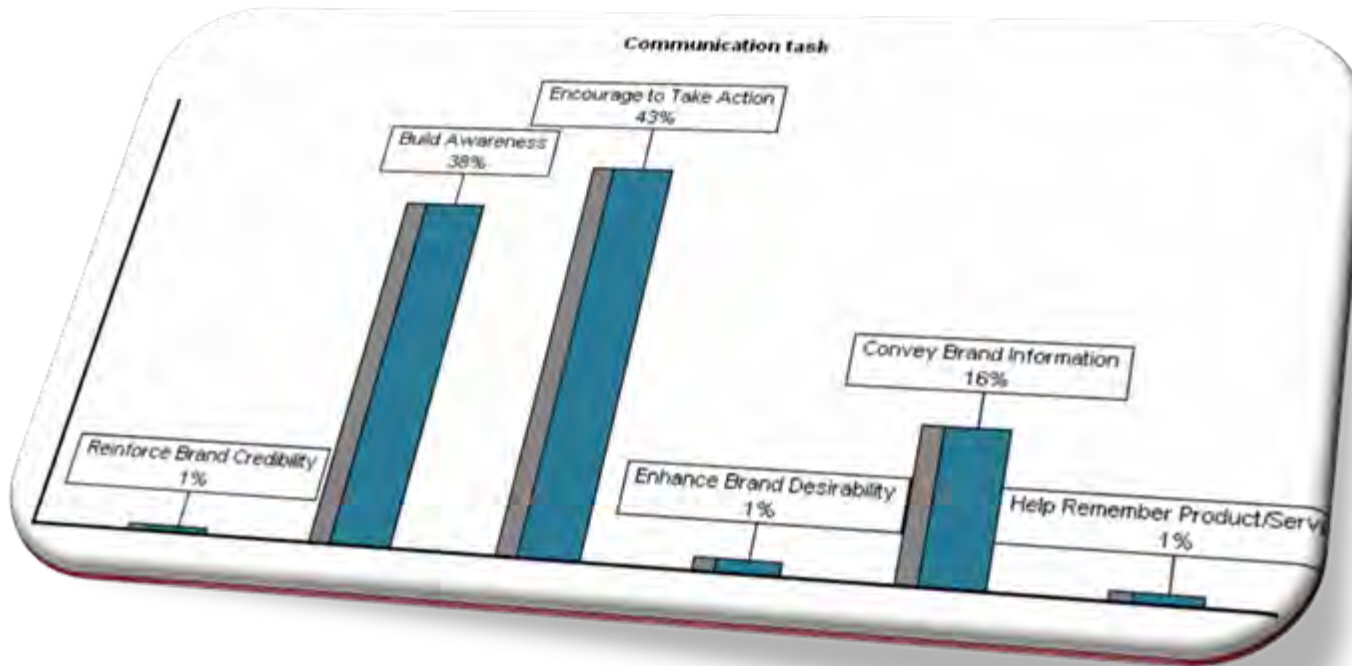
Sampling, recommendations, and trial are essential for taking action



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

Betty Striving Believer — Communications Tasks

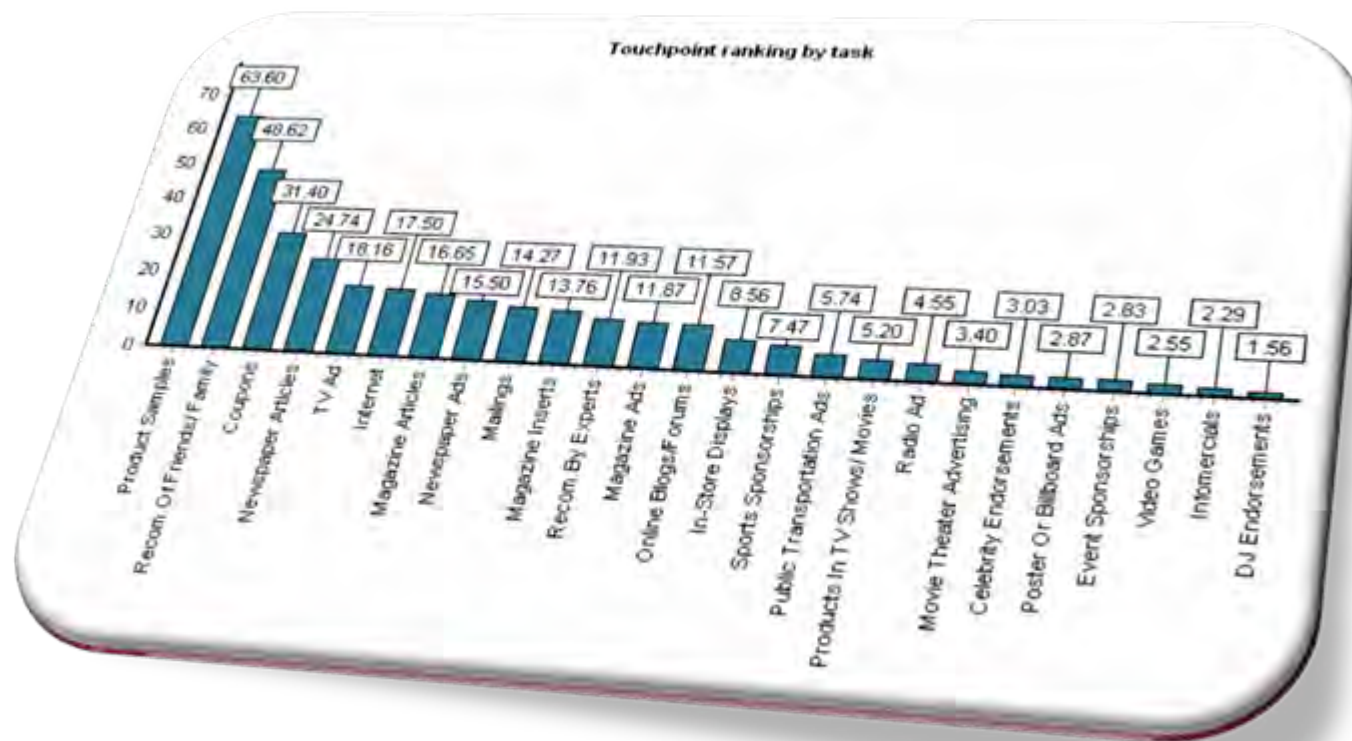
Encouragement to take action is priority, as concern for helping the environment is already present



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

Betty Striving Believer— Touch Point Rankings

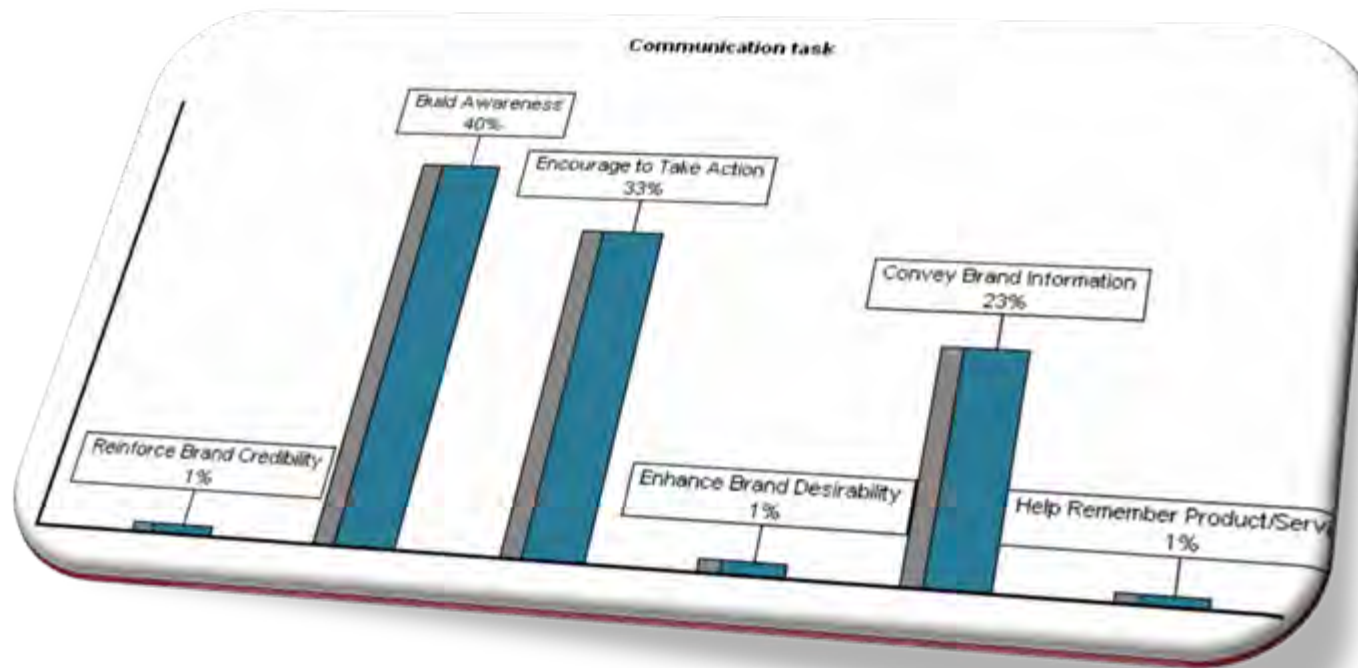
Sampling and recommendations are key, followed by advertising



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

Carlos Practical Spender — Communications Tasks

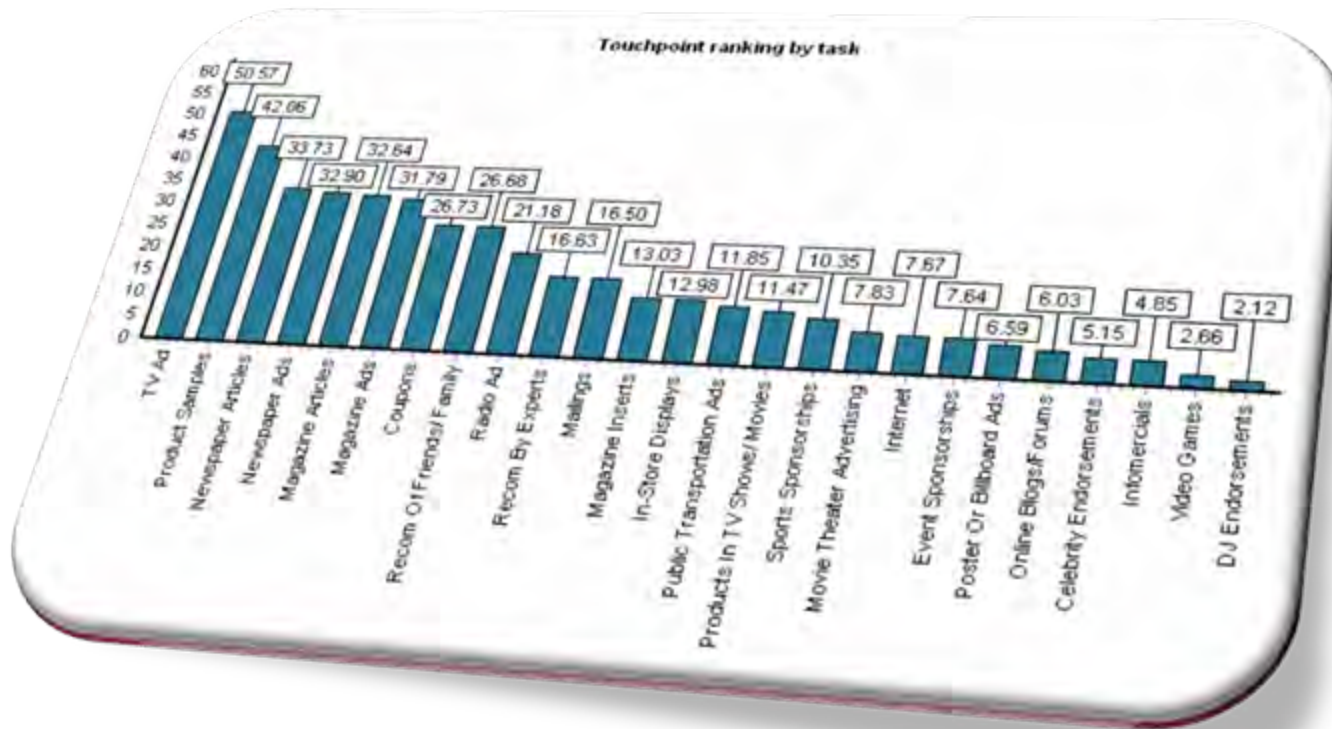
Building awareness is imperative before action is taken



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

Carlos Practical Spender— Touch Point Rankings

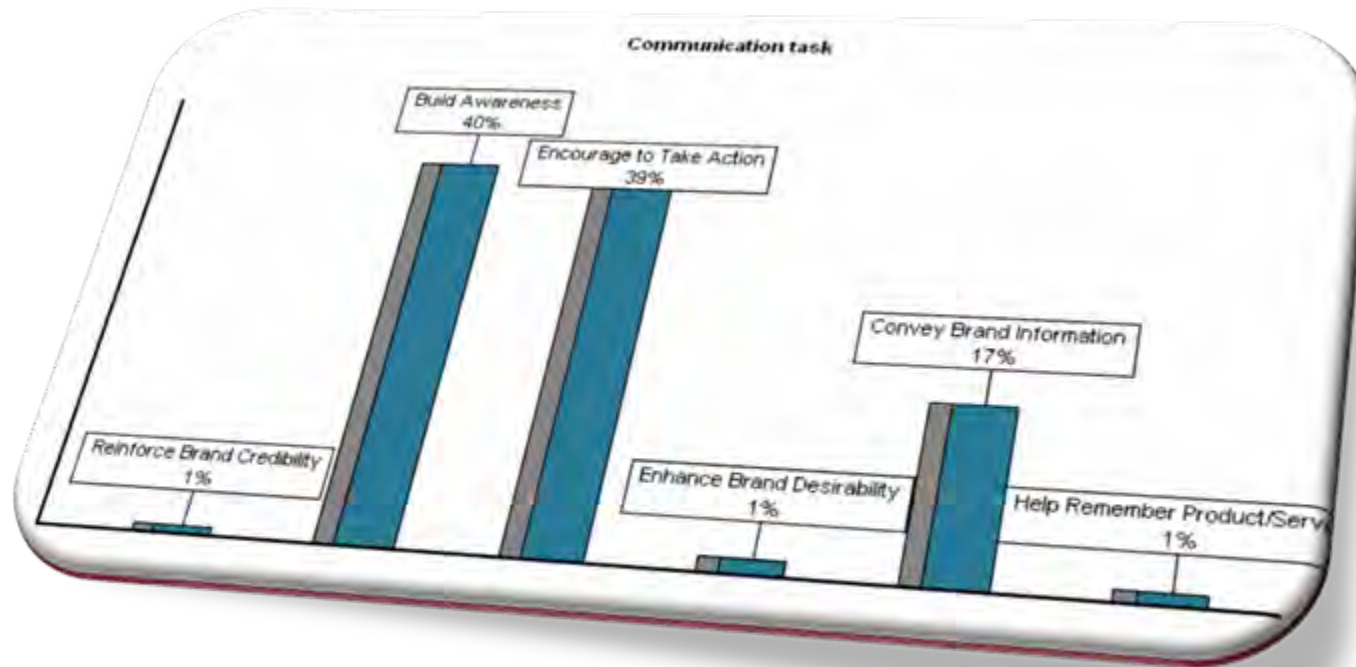
Mainstream media is important, coupled with relevant, informational articles



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



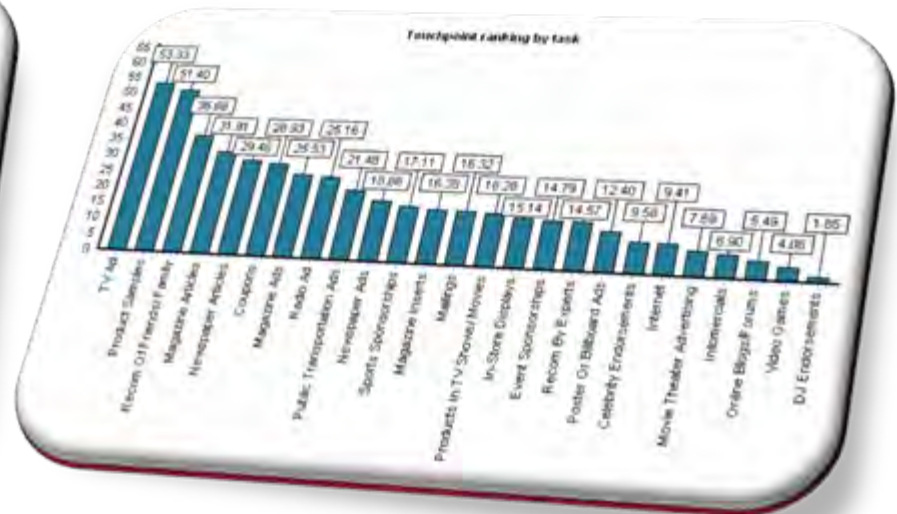
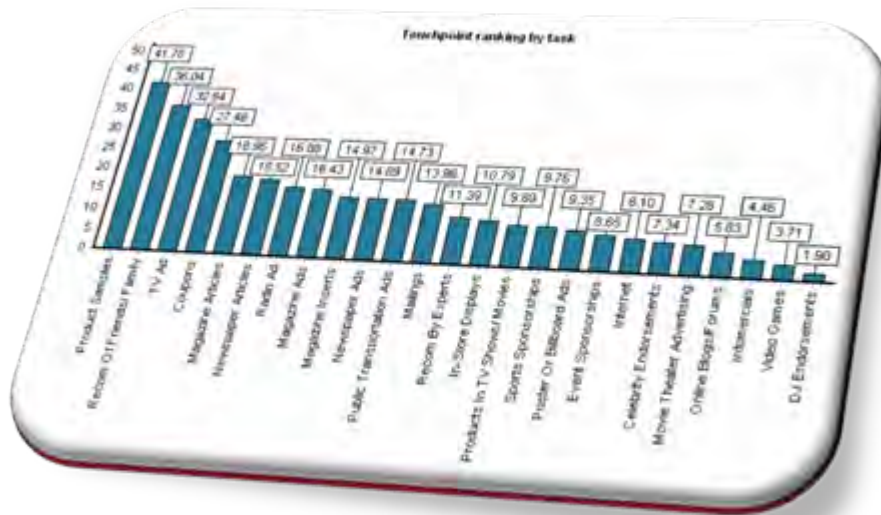
Source: OMD PaletteCP, 2009 and Opinion Dynamics Corporation, 2009

Donna Thrifty Conserver— Touch Point Rankings

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

Build awareness

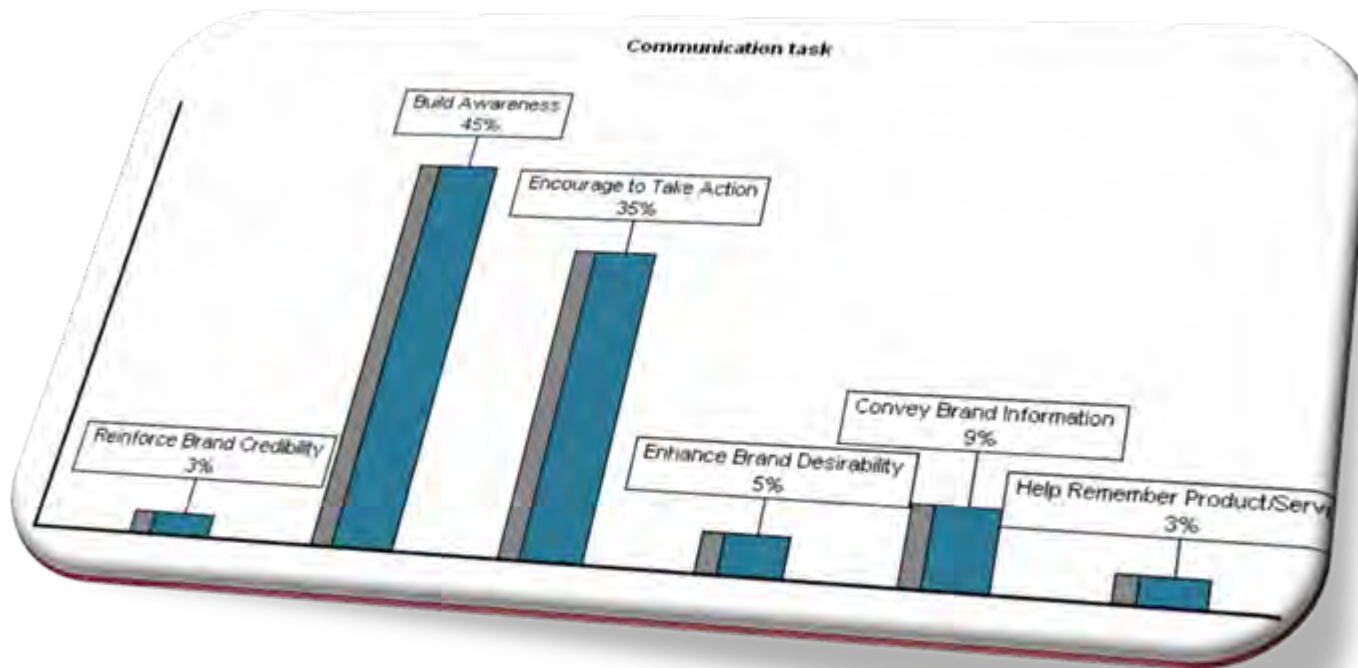
Take Action



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

Eric Disconnected — Communications Tasks

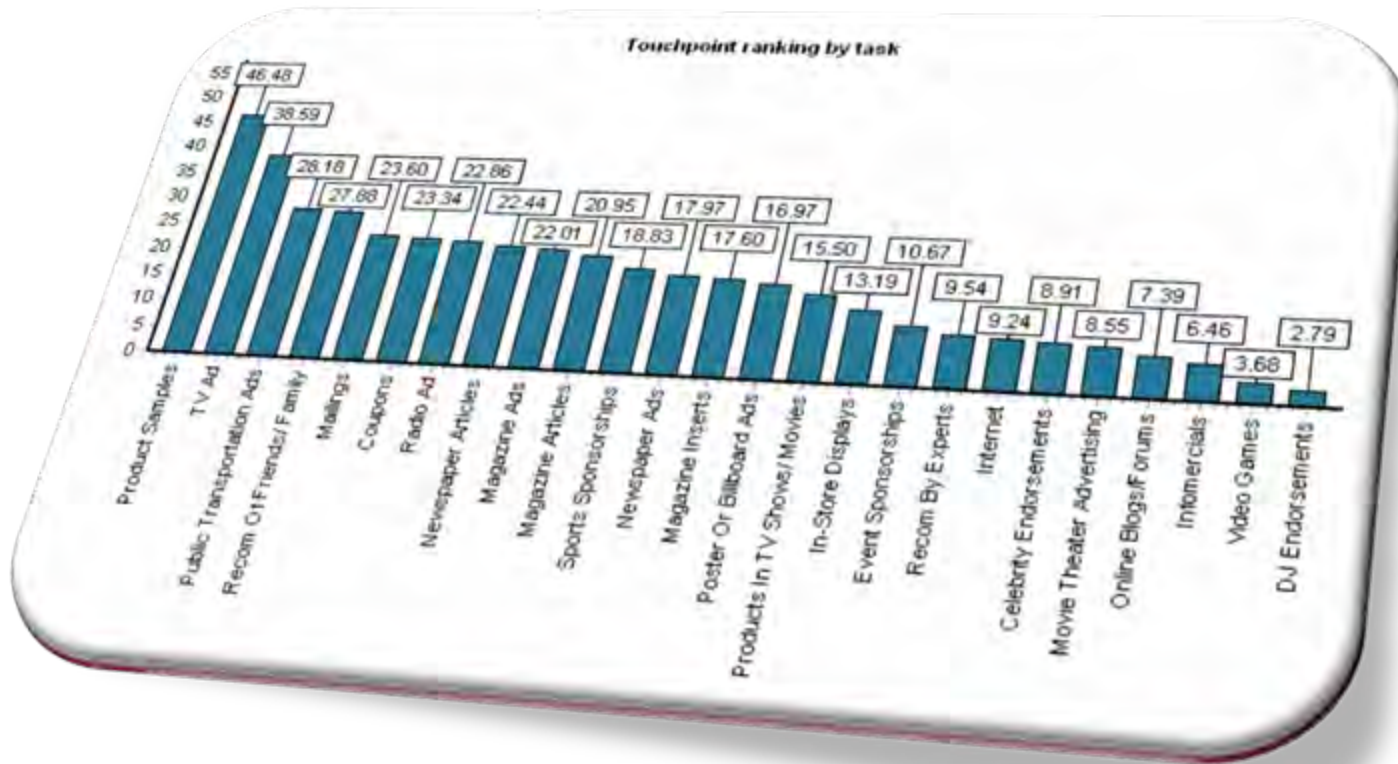
Building awareness is the priority to be moved to take action



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

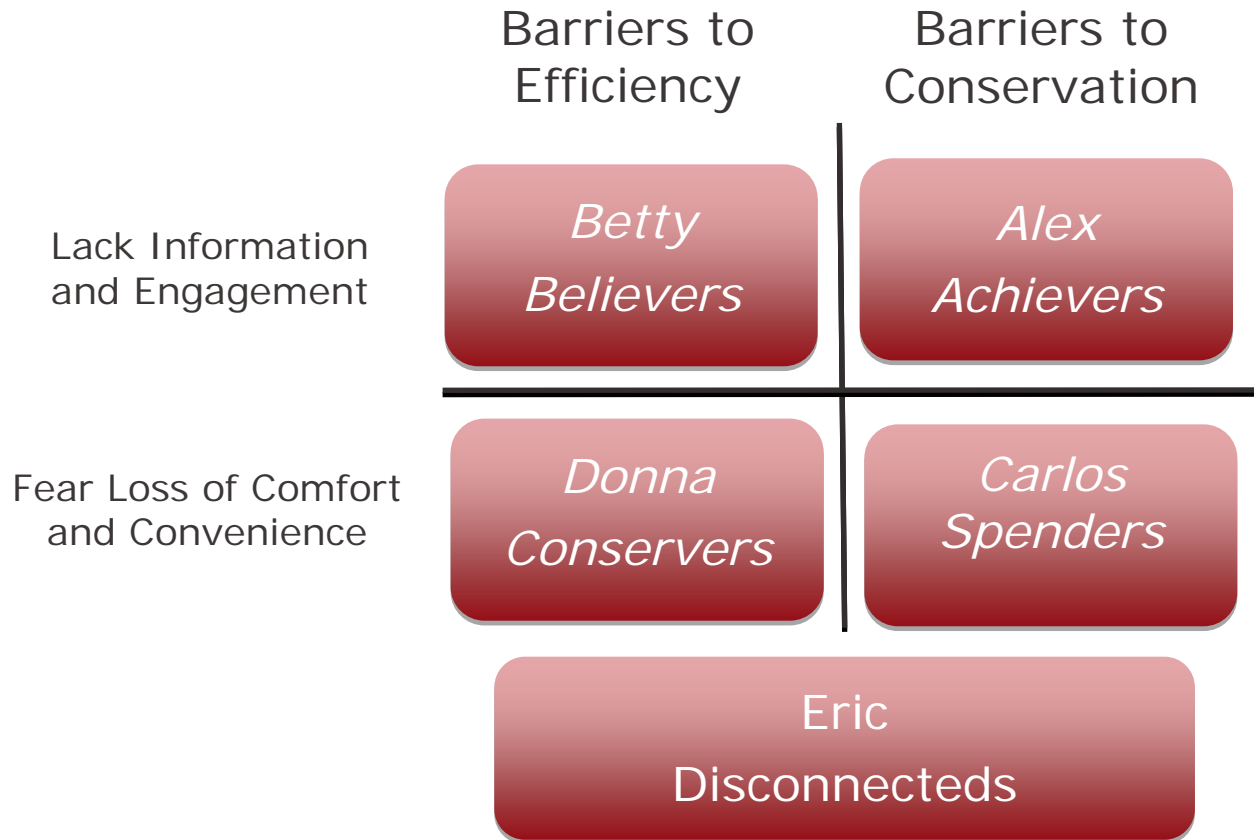
Prime Location— *Eric Disconnected*



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 visuals)	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 visuals)	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 visuals)		Received EPA's Clean Air Excellence award; est. reduction of climate pollution by 650K pounds

Current Examples

Smart Power—deep Engagement With Social Media

The screenshot shows the Climate Culture website interface. At the top left, it says "in partnership with SmartPower Let's Get Energy Smart." The main header features the "climate culture live smarter" logo and a "Community" tab. A central banner asks "Are you ready to live smarter?" and lists savings: 97,643 terms gas, 9,470 tons CO₂, 147,598 gal. gasoline, and 46,445 gal. fuel oil. Below this are buttons for "Install CFLs", "Use a Drying Rack", and "Take Shorter Showers". To the right is a login section with "Email", "Password", "Connect with Facebook", and "LOGIN" buttons. A "Click here to begin!" button is also present. On the right side, there are social media links: "Follow Climate Culture", "Click here to get the Climate Culture Facebook App!", and "Add Climate Culture as a friend on Myspace!". At the bottom, there is a video player with the title "Want Obama Girl? Save your energy!" and a "GO GREEN. WIN \$20,000." banner for "AMERICA'S GREENEST CAMPUS™". Below the video, it lists the winners of America's Greenest Campus 2009: The University of Maryland (2,257 registered participants, wins \$5,000) and Rio Salado College (4.4% reduced CO₂ per person, wins \$5,000).

Callouts:

- Community (must sign up/in)
- Multiple viral elements
- Live smarter with personal benefits **and** see what we accomplish together
- Engaging target-relevant video
- College competition with recognition & monetary rewards

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.


<http://climateculture.com/>

Current Examples


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

Power Smart

Evocative team imagery & graphics



JOIN TEAM POWER SMART



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
Sumey	13923
Burnaby	8221
Richmond	7541
Kamloops	5427


[See all communities](#)

1 JOIN THE TEAM


- Help reduce B.C.'s energy use and move toward self-sufficiency by 2016
- 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](#)

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

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* sections.


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

Appliances




Detailed information on appliance options, including costs and potential savings impacts.

Electronic



Detailed information on product and potential savings impacts.


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 Kreek is Power Smart, pushing biodiesel

Clear benefits outlined – both tangible & educational

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 individual actions create a world of difference. [Learn More](#)

Take the Challenge

Protecting the Planet One School at a Time

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."](#)

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

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

TIPS // TO REDUCE YOUR IMPACT

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!

COOL IDEAS

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

Of course, there's prominent social media

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

GET INVOLVED AT HOME

School	CO ₂ Reduction (lbs)
Jefferson Middle School	3,788
Cascade High School	2,714
Lincoln High School	2,958.25
Juanita High School	3,700
Ingraham High School	39,850
Anacortes High School	30,000
Lake Stevens High School	15,500
Ridgeline Middle School	24,520

<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".

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

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.

get started!

thequestion:

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

- Pat in Richland Center, WI

...andtheanswer

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 [Focus on Energy Web site](#) to saving energy.

abouttheexperts

Lynn Clement
Chuck Sasso

Doug Dettlaff
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

Efficiency Vermont

ENERGY SAVED is MONEY SAVED

ASK THE HOME TEAM
Read the team's commonsense 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**

Authentic services generate buzz, consumer participation and support tangible results

Li Ling Young, Bob Murphy, and Kathleen Brown

Real advice from real people

eNewsletter & Facebook viral elements

Business team serves different targets simply

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)

Efficiency Vermont [Become a Fan](#)

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 Flanigan, 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!

Vermont Edition: Winter Heating Efficiency

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

or call toll-free: 888-921-5990 to speak with a customer service representative.

For Your Business ▶

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

<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** (Community)

Glendale Community Responses

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

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

Reports available online & in your monthly bill

Answer 5 easy questions – demos, budget, interest

My goal

Join your neighbors and other Glendale Water And Power customers in setting a goal to reduce your Electricity use.

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.

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.

Start your goal
Yes, I commit to reducing my home Electricity use by **5%** over the next 4 months.

Easy, tangible goal setting tool

Set my goal

Find the Best Tips for Me

Your recommendations
If you only have time to do a few tips, these can make an impact in your home.

Your responses: (Mod) Rain 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 TIPS - Save \$420

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

Marketing Partners/Tools— Microsoft Hohm

Microsoft beta
tool/site

Consumers can get
personalized energy
reports online

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

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

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 »](#)

Month	2009	2008
Mar	\$100	\$105
Feb	\$85	\$85
Jan	\$95	\$85

Your Annual Energy Usage Breakdown*

- Heating - \$2321
- Cooling - \$4
- Lighting - \$115
- Appliances - \$423
- Water Heating - \$378
- Other - \$185

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 screenshot of the Tendril website homepage. The header features the Tendril logo and the tagline "Smart Energy For Life". A navigation menu includes links for Consumers, Utilities, Support, Smart Energy, About, and Partners. The main content area has a green background with a row of white house icons. The headline reads "Where is your energy going?" followed by a sub-headline: "Find out how much energy your appliances, electronics and household devices are using in your home." Below this is a "Go Inside" button with a right-pointing arrow. The bottom of the page shows a close-up of the house icons.

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

Marketing Partners/Tools— Google Power Meter



A free electricity usage monitoring tool that provides information on how much electricity your home is consuming

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