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# CALIFORNIA'S PLAN TO ENGAGE CONSUMERS IN EFFICIENCY



Integrated Statewide Marketing, Education & Outreach to Maximize Energy Savings

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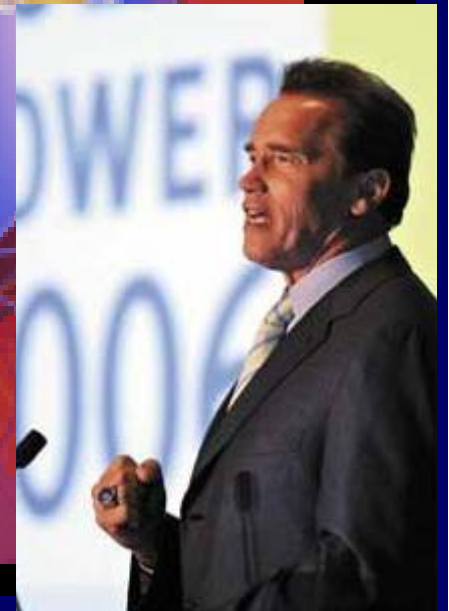


# LEADERSHIP, VISION, CLEAR POLICY

**“I say the debate is over. We know the science. We see the threat. And we know the time for action is now.”**

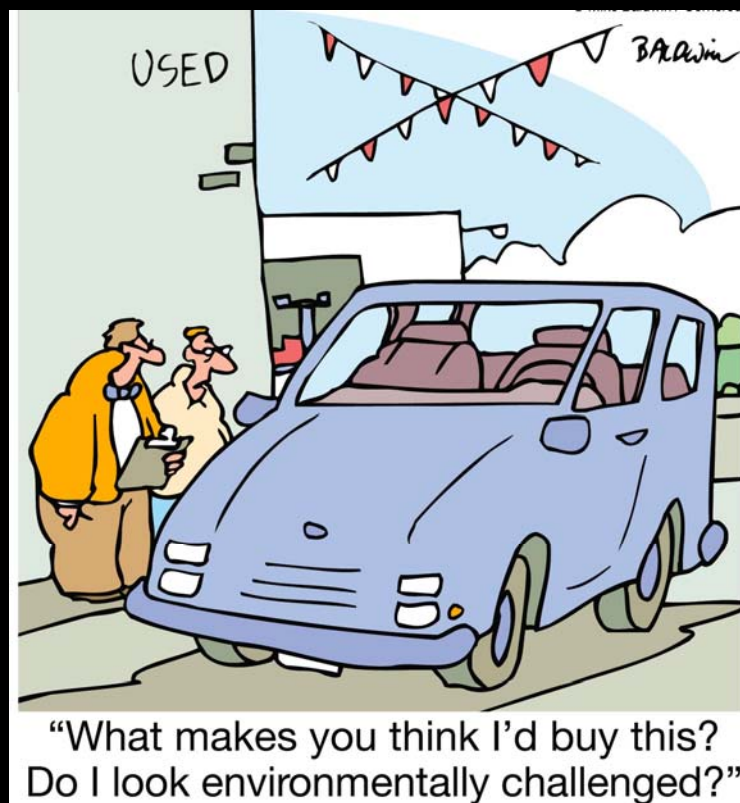
**Governor Schwarzenegger  
World Environment Day, 2005**

EE in AB32 Scoping Plan: Huge potential; Great need – for energy, GHG, and economic reasons



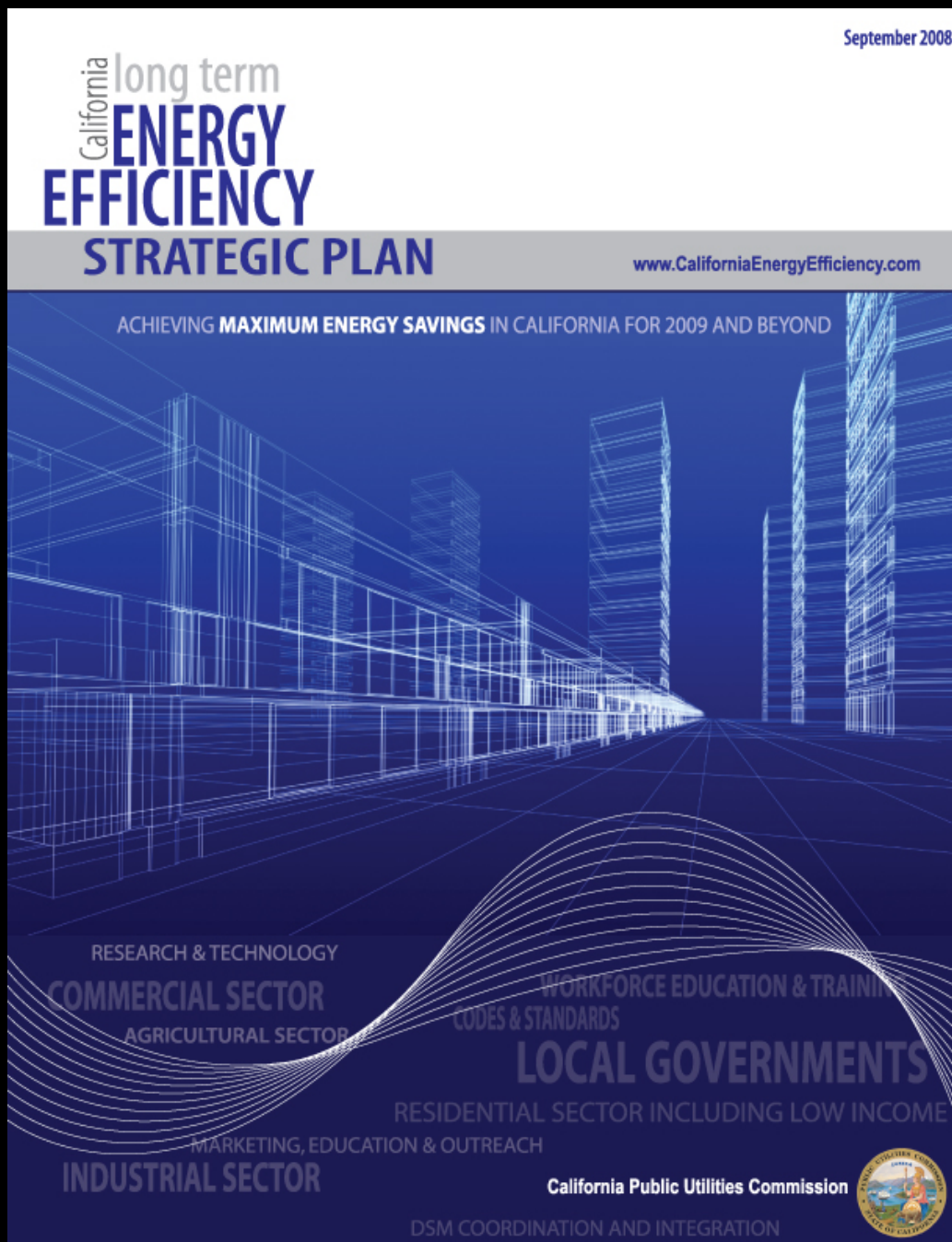
# TIME FOR ACTION IS NOW

## OPPORTUNITY TO LEAD



Need to build effective statewide model specifically addressing energy-efficient behavior





Ensure energy efficient practices become *“business as usual”* for individuals, businesses and communities in California.

—CPUC Commissioner  
Dian Grueneich

# MORE THAN A PROGRAM

## MORE THAN A MESSAGE...



Create a new  
marketing program  
to promote energy  
efficiency

### **A MOVEMENT...**

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

# THE SITUATION:

- We **see** the HURDLES
- We **need** the SUPPORT & TRAINING
- We **will** achieve our GOALS

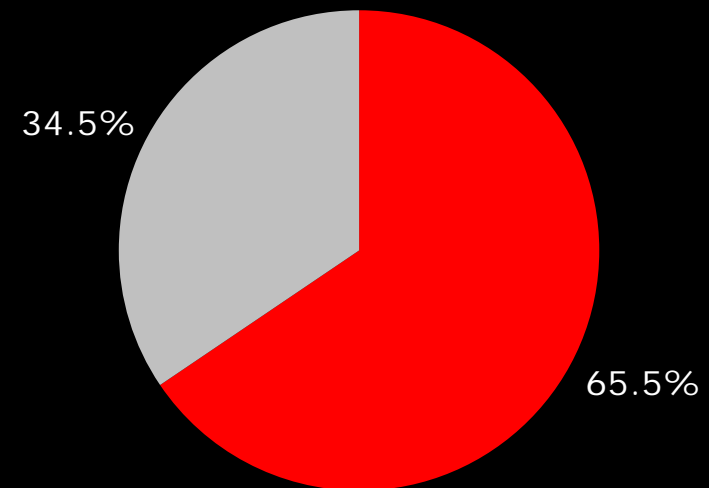


# BRIDGING THE GAP BETWEEN AWARENESS AND ACTION

**Despite much progress,  
Californians need  
fundamental education  
regarding energy efficiency**

- Widespread confusion about energy efficiency terms, what actions provide greatest impact
  - what is or isn't energy efficient
- People believe they are “doing all they can” yet they could easily do more

Do you believe that your own household energy usage (i.e., electricity/ natural gas) has an impact on global warming?



# WHAT ARE THE CHALLENGES?

## SEEING THE HURDLES

- Consumer Confusion: breaking through the **NOISE**
- Defining the **ASK**
- (re) Building the **MOTIVATION** and marketing the **NEED**





# CLARIFYING THE ASK

## IN TERMS THAT MAKE SENSE

### Industry

#### EE Terms

- Energy Conservation
- Energy Efficiency
- Demand Response
- Smart Energy
- Clean Energy
- Green Technology



### Consumer

#### Interpretations

- Conserve
- Efficiency
- Take Action
- Forward thinking
- Pollution Free
- Solar Panels

Consumers use different terms than industry to describe energy and the environment

*Source: EcoAlign's EcoPinion Survey Report 2007 - The Green Gap: Communications and Language*

Plug load, heat storm, and carbon footprint (generally confused) are additional observed industry EE terms, but at this time we have no secondary research on how consumers interpret these terms.

*Source: Yankelovich Going Green Report July 2007*

# CLARIFYING THE ASK

- What are we asking individuals and businesses to do?
  - engage in more non-buying and buying energy efficient behaviors at home, at work, at school...all the time
  - Businesses: implement energy efficient components in their buildings, reduce energy intensity of products; encourage employees to be efficient
  - Per capita reductions!!!!



# (re) BUILDING THE MOTIVATION

**Purchase intent** on energy efficient products and activities appears to **be decreasing**

- According to the 2007 Energy Pulse Study, people's intent to purchase energy efficient products fell from 72% to 67% from 2006 to 2007

Product / Task	% Change
Purchase a programmable thermostat	-22%
Purchase compact fluorescent light bulbs	-11%
Purchase an Energy Star appliance	-19%
Install extra insulation to make home more EE	-15%
Install special EE windows and doors	-12%
Purchase higher EE heating and cooling system	-17%
Request home energy audit to improve EE	-9%
Install solar panels or other renewable source	-21%

"Fewer consumers seem willing to put the up-front-cash into a green or energy-efficient purchase despite how much it may save them in the long-run or how it might assuage their guilt about the environment" —*Shelton Group*

*Source: 2007 Eco Pulse Study, Shelton Group (National Study)*

# WHAT IS THE PLAN?

## ✓ MARKET ASSESSMENT



- Brand ASSESSMENT
- Brand CREATION
- Marketing Education & Outreach STRATEGIC IMPLEMENTATION PLAN
- IMPLEMENTATION

## • ENERGY EFFICIENCY WEB PORTAL

- Level 1: Policy makers, practitioners, utilities, international and more
- Level 2: Consumers, communities and businesses and





# STAKEHOLDERS

- **CPUC**
  - Oversees the overall effort
  - Approves/administers budget to utilities
- **CPUC/IOUs Partnership**
  - Best practices together in ME&O
  - Key decisions and guidance of effort (contractors, implementers)
- **IOUs**
  - Utility programs, channels
  - ME&O contract management

- **Advisory “ME&O Task Force”**
  - State agencies, utilities, NGOs, etc.
  - Provides feedback
  - Builds joint investment & ownership over effort





# For more information...

**The Long Term EE Strategic Plan and material:**  
**[www.CaliforniaEnergyEfficiency.com](http://www.CaliforniaEnergyEfficiency.com)**

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