

Inform policy – Drive innovation – Empower wise decisions

Outreach is the Original Social Media

4th Annual Statewide Energy Efficiency
Best Practices Forum

June 20, 2013

WHAT WE DO AT CCSE

Help accelerate the adoption of clean and efficient energy in California

Stakeholder facilitation
Education and outreach
Incentive programs





**Building
Performance**



**Renewable
Energy**



**Clean
Transportation**

**Program
Administration**

**Research &
Analysis**

**Policy
Support**

**Marketing, Outreach &
Education**



Outreach is Social Media

reaching out

attracting people

bringing a message

informing

dialogue

one-to-one marketing

engaging people

learning

listening

elicit action or reaction

recruiting

conversation

education

connection

community

3 Tips for Successful Outreach + Invite

1. Meet People Where They Are
2. Make Conversation, Not a Speech
3. Ally to Amplify

And an invitation to ally with us...

1. Meet People Where *They* Are

- Go where they go – choose aligned opportunities
- Be relevant
 - Define and know your audience – segment, target
 - Plan for *their specific* barriers, benefits and concerns
- Be as attractive, interactive and fun as possible
- Give them something clear to do – compel action to bring them closer to where you want them to go

Go where they go – create or find opportunity





Adventure



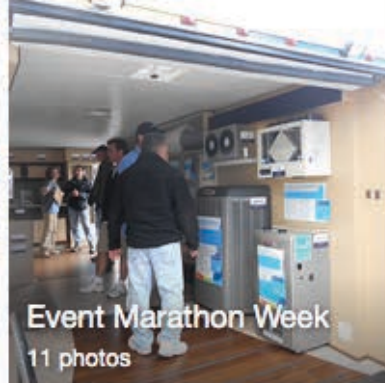
Roadshow 2012-11-02
8 photos



Energy Education...
128 photos



Pasadena CVRP
Workshop
7 photos



Event Marathon Week
11 photos



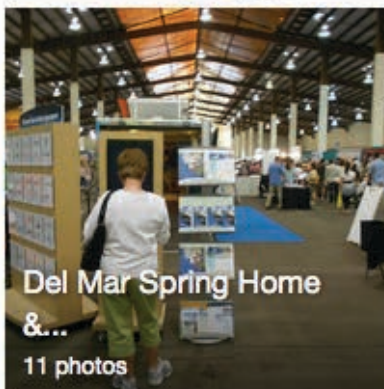
Riverside
Workshop
5 photos



Workshop



Irvine CVRP Workshop
21 photos



Del Mar Spring Home
&...
11 photos



Roadshow 2012-03-04
6 photos



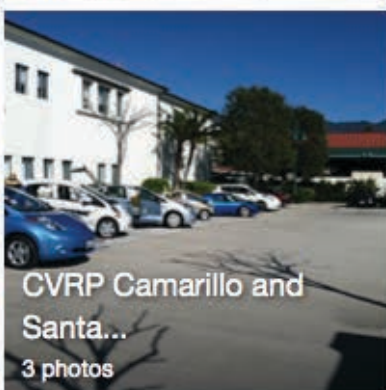
Roadshow 2012-03-03
5 photos



CVRP V
Monica
12 photos



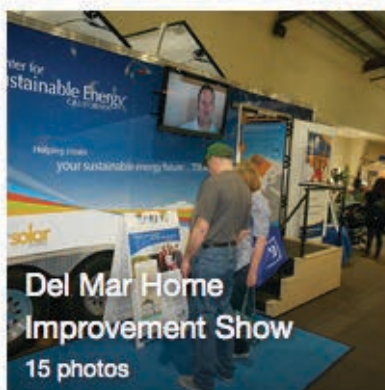
2-02-11



CVRP Camarillo and
Santa...
3 photos



BMW Electric
6 photos



Del Mar Home
Improvement Show
15 photos



Roadshow 2012-01-29
10 photos



Roadsh
3 photos





Go where they go – be in the community

Try different approaches and track – different things work for different communities



Be relevant

Define and know your audience – segment, target

Plan for *their specific* barriers, benefits and concerns





Be as attractive, interactive and fun as possible

Give them something clear to do – compel action to bring them closer to where you want them to go



2. Make Conversation, not a Speech

- Outreach is one-to-one marketing
 - Gives qualitative and quantitative data
 - Measure impact w/total numbers and conversions
- Listening as as important as talking
 - Hear from your audience and adjust
- Time intensive and smaller volume but also > quality interactions for > impact per person

Outreach is one-to-one marketing



You have conversational time to understand barriers, benefits and concerns and address them



Listening is as important as talking - Hear from your audience and adjust



Measure impact qualitatively and quantitatively



Give them something clear to do – compel action to bring them closer to where you want them to go



Quality interactions = greater impact per person
Ensure there is a follow up action



Measure Inputs, Outputs and Outcomes

Roadshow?	Yes	No	No	No	No	Yes	Yes	No	No		
Discount Assessment Advertised?	Yes	No	No	No	No	No	Yes	Yes	Yes		
Live Homeowner Testimonial?	No	Yes	No	No	No	Yes	No	No	No		Total
Audience headcount	26	34	6	18	10	24	3	19	18		134
Leads (unique household sign-ins)	23	30	6	13	8	21	3	11	15		111
Referrals (sign-ups with contractors)	13	7	2	5	4	7	0	5	7		43
Conversion rate (Lead --> Referral)	57%	23%	33%	38%	50%	33%	0%	45%	47%	#DIV/0!	39%
Pre-registered leads	8	19	1		7	6		5	5		50
Walk-ins	15	11	5		14	15		9	10		74
Pre-registered no-shows	8	3	0		1	4		2	5		23
Percent of leads that pre-registered	35%	63%	17%		33%	29%		36%	33%	#DIV/0!	40%
Lead sources (does not include no-shows):											
Mailer	6	17	5		8	8		5	7		56
Signs	3	3	2		12	1		5	4		30
Community relationships*	8					8					16
Email	1	5			0	1					7
Flyer*	2										2
Door hangers*	2										2
Other	1	4			2	2		2	5		16

*These outreach strategies were not used at every event.

3. Ally to Amplify

- Outreach is social and resource intensive
- Partner to share costs and increase reach and relevance
- Let others carry your message – testimonials, demonstrations etc.
- Plug in to existing infrastructure wherever possible



Partner to share costs and ↑ reach and relevance



Let others carry your message

Plug in to existing infrastructure wherever possible

An Invitation...



smart grid upgrades

SoCalREN - Southern California Regional Energy Network

Making the connection for residential consumers and small businesses with learning about energy use information and taking energy management action

Local Governments

dynamic rates

enabling technologies

State of California

Energy Savings Assistance Program

California Energy Commission

Pacific Gas & Electric

Community Organizations

Retailers

Prompting home and building owners to take immediate steps to achieve deep energy retrofits

Californians engaged as partners in the state's energy efficiency, demand-side management and clean energy efforts and fully informed of the importance of energy management and their opportunities to act

San Diego Gas & Electric

Go Solar, California!

California Public Utilities Commission

climate change impacts

Flex Alerts

Southern California Edison

Southern California Gas Company

Contractors

Realtors

demand response

distributed generation investment

BayREN - Bay Area Regional Energy Network

low-income energy efficiency programs

Energy Upgrade California™ is...

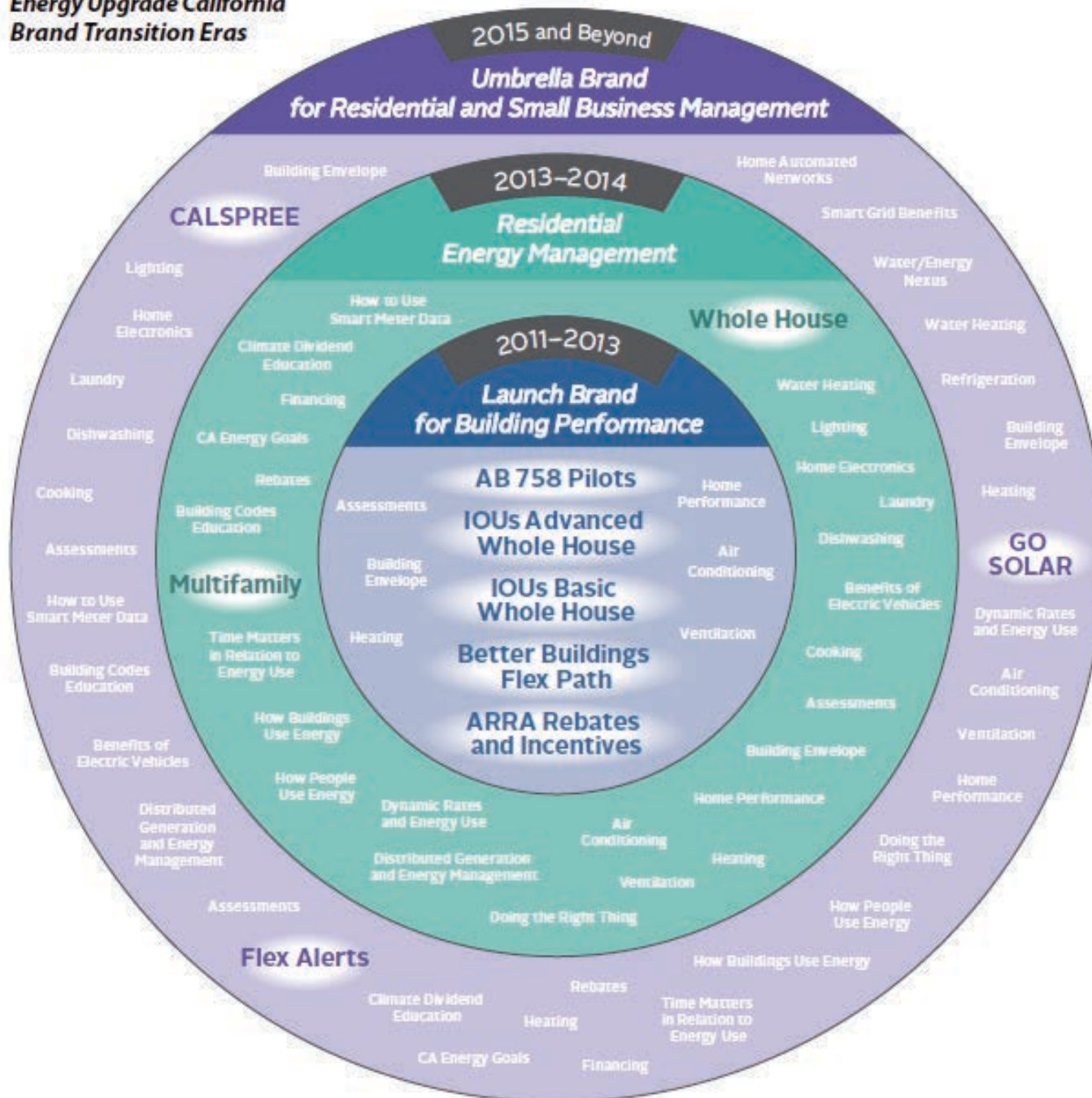
- Collaborative effort to provide a central platform of engagement for California's residents and small businesses
- Communicating the broad value proposition of demand side energy management
- Encouraging behavior changes that save energy, reduce greenhouse gas emissions, and supporting clean energy solutions, including participation in state and local programs

Campaign is in development

- Pending CPUC Decision expected this summer
- Website and communications plan in development
- About a \$50 million budget to include marketing, education and outreach
- Residential “whole house” programs that originated the brand name are now part of its portfolio



**Energy Upgrade California
Brand Transition Eras**



Partner with us

- We are looking for local government partners to help promote Energy Upgrade California at the community level – sign up to get more information
- Help you meet local climate action and energy goals
- Help your residents and small businesses save energy and money and contribute to achieving California's major energy goals

Thank you!

Siobhan Foley
Director of Education and Outreach

siobhan.foley@energycenter.org
858.244.1177