



## 2011 Pilot *Demand Response* Marketing Campaign

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### Program Introduction

In 2011, SCE and TEC will be working together to offer a **Demand Response (DR) Marketing Pilot** to CEP Partner Cities...

#### Purpose

Further DR messaging and integration in Partnership Communities.

#### Goal

Pave the way towards further integration of EE and DR in future funding cycles.



# Energy Leader Partnership Model

## Demand Response Criteria

### GOLD

Conduct co-branded marketing and outreach to residential customers on SCE's Demand Response programs.

### PLATINUM

Organize a local outreach event during the Spring/Summer season to promote Demand Response/iDSM

CEP Support = Development of materials for DR related activities + Assistance with co-branded outreach events

# Events & Opportunities

## Educational Presentations & Workshops

- Integrated presentations on SCE's EE/DR program offerings
- "Green Bag Lunch & Learn" series



## Community Marketing & Outreach

- Promote DR at community events
- Development of DR related marketing materials
- Giveaways (pens, tote bags, etc.)



## Event Goals

- Summer season focus: June 1st – October 1st
- 2 ELP Gold/Platinum Co-branded Outreach events
- 2 Green Bag “Lunch & Learn”
- 5 Community Events



## Q & A

