

# Energy Upgrade California™ Engaging Your Community

Community Energy Partnership  
Team Leaders Meeting  
March 23, 2011



## Welcome to Energy Upgrade California™



Why?  
The Big Picture



## Local & Regional Goals

- SCE & SCG: 13,000 upgrades completed by end of 2012
- Using \$40 million in funds from CPUC
- LA County: More than 19,000 upgrades completed by 2013
- Over 2,500 jobs created
- Significant amount of GHGs removed from atmosphere



## Energy Upgrade California in LA County



- An Alliance Among:
  - Los Angeles County
  - Southern California Edison
  - Southern California Gas Company
- Additional Partners:
  - City of Los Angeles (Department of Water and Power)
  - Other municipally owned utilities (MOUs)
  - Cities and COGs Countywide
  - WIBs and Community Colleges



## Benefits to Program Participation

- Get Rebates
- Save on Utility Bills.
- Help the Environment
- Increase Property Values
- Create green jobs



## Welcome to Energy Upgrade California™

Marketing and Promotions



## LA County Program Launch - Overview

- Fully launched at the end February
- Region wide ad campaign
- Energy Champions
- Home Energy Makeover Contest
- Resources for residents:
  - Call Center – 1-877-785-2237
  - Website – [www.EnergyUpgradeCA.org](http://www.EnergyUpgradeCA.org)



## Engagement Strategy



- **Contractor Engagement** – Ongoing
  - Build participating contractor database
  - Contractors provided with incentive forms and marketing materials to capture early adopters.
- **Community Engagement** – Ongoing
  - Grassroots networking
  - Cities begin marketing the program locally
  - Pilot Marketing Area media
- **Consumer Engagement** – Ongoing
  - TV, Radio, Advertising
  - Home Energy Makeover Contest

*Current goal = 19,000 homes  
retrofitted by 2013*



## Energy Champions

- Champion organizations:
  - Schools
  - Non-profits
  - Faith-based organizations
- Purpose of program is to test if homeowners will take action when a group they care about also benefits
- Champions fill out an application to participate, attend training, then market the opportunities to their network



## Home Energy Makeover Contest

- Free energy assessments awarded to 20 finalists and advanced upgrades awarded to 6 winners
- Most materials donated by manufacturers
- Net-zero energy goal for one selected house, Green Point Rated certification for all others
- Field mentoring and training component
- Television and PR coverage of event




# Welcome to Energy Upgrade California™

Local Government Engagement  
Strategy



## City Participation Strategy – 6 Steps

1. Partner with CEP to develop EUC marketing and outreach efforts.
2. Promote Energy Upgrade California through existing channels of communication
3. Distribute information throughout the community using existing networks
4. Utilize local media to promote EUC
5. Develop in-house awareness/expertise with energy efficiency upgrades
6. Donate in-kind staff hours, serve as a point of contact and/or provide additional resources to participating local homeowners



## 1. Partner with CEP

- Request additional support through CEP to access SCE/SCG resources or LA County templates.
- LA County City/COG online resource library available at [www.energyupgraderesources.org](http://www.energyupgraderesources.org):
  - Customizable collateral
  - Talking points
  - Description of EUC/LA support and the benefits for greater participation.



## 2. Promote EUC Through Existing Channels of Communication

- **Cable TV**
  - Video, PSAs
- **City website**
  - Link to County's EUC website, draft text
- **Community Newsletters**
  - Newsletter articles, templates
- **Presentation at City Council Meeting**
  - Speakers toolkit, PowerPoint presentation
- **Incorporate into existing marketing campaigns with other City programs**
  - Template press releases, logos, draft text
- **Send out a community email blast**



### 3. Distribute Information Throughout the Community

- **Community events**
  - Template collateral (customizable brochures, posters)
- **City facilities and community centers**
  - Templates, posters, counter stand
- **Local chamber of commerce, businesses, realtors, HOAs**
  - Templates, information tailored to job creation



### 4. Utilize Local Media

- **Local earned media to promote EUC to residents**
  - Template press releases
  - Talking points
  - Articles
  - Advertisements



## 5. Develop In-House Awareness/Expertise with Energy Efficiency Upgrades

- **Send city staff to Energy Upgrade marketing training**
  - Trainings will be coordinated through the local COG or The Energy Coalition
- **Provide elected officials with program overview and talking points**



## 6. In-Kind Staff Resources

- Establish a single point of contact for EUC program
- Allocate internal resources for development of customized marketing and outreach campaign for the city (using the EUC umbrella brand)
- Host and promote a special community forum/event on EUC



## Online Resource Library – Get ideas!

- Trifold brochure
  - LA template: Printed, customizable, in-language
- Use of logo
  - Strict brand guideline use must be followed
  - Marketing department available to review
- Web banners and links
- Newsletter articles
- Counter stand for public counters
- Videos – :30 sec, 2 min, and 6 min
- Press releases and media ads
- FAQ



## How to Access the Online Resource Library

- [www.EnergyUpgradeResources.org](http://www.EnergyUpgradeResources.org)
- Click on “Los Angeles County”
- Click on “County, COG and City Staff”
- Enter:
  - **LOGIN:** EnergyUpgrade
  - **PASSWORD:** UpgradeNow

