

**DOCKET**

**10-IEP-1D**

DATE

RECD. SEP 29 2010

# Energy Upgrade California

## Marketing and Communications

Reduce energy use. Save money. Create jobs.



# Research

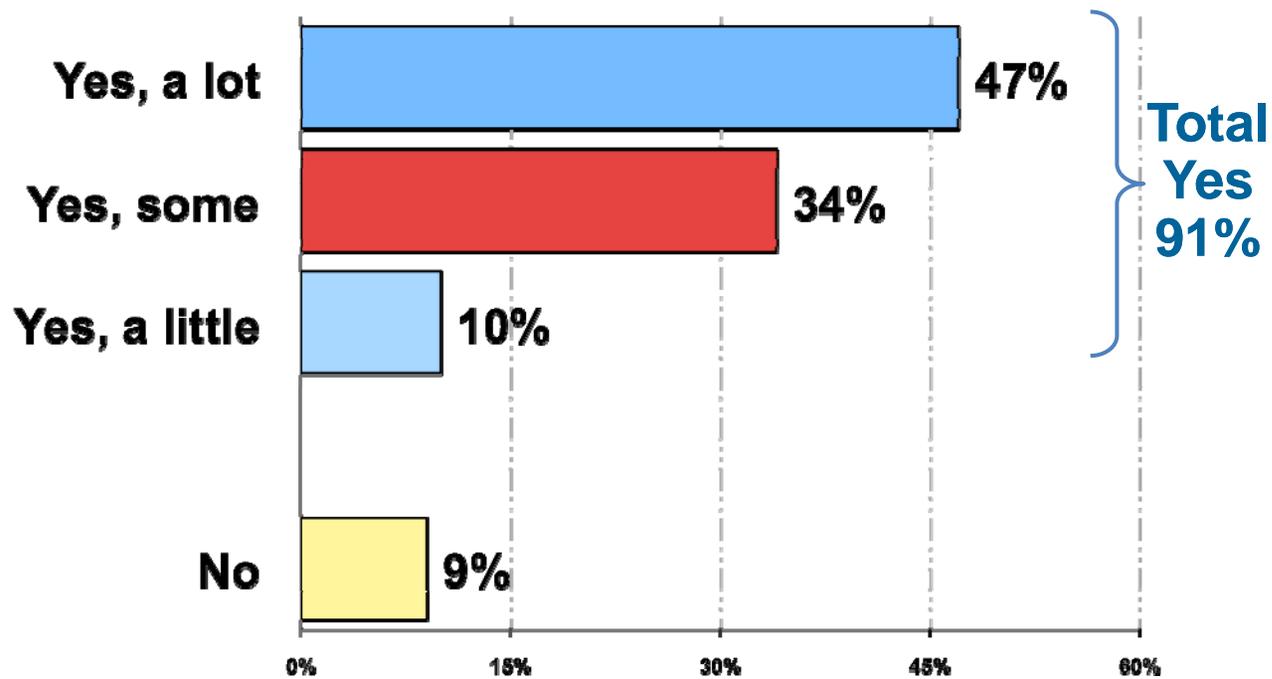
Reduce energy use. Save money. Create jobs.



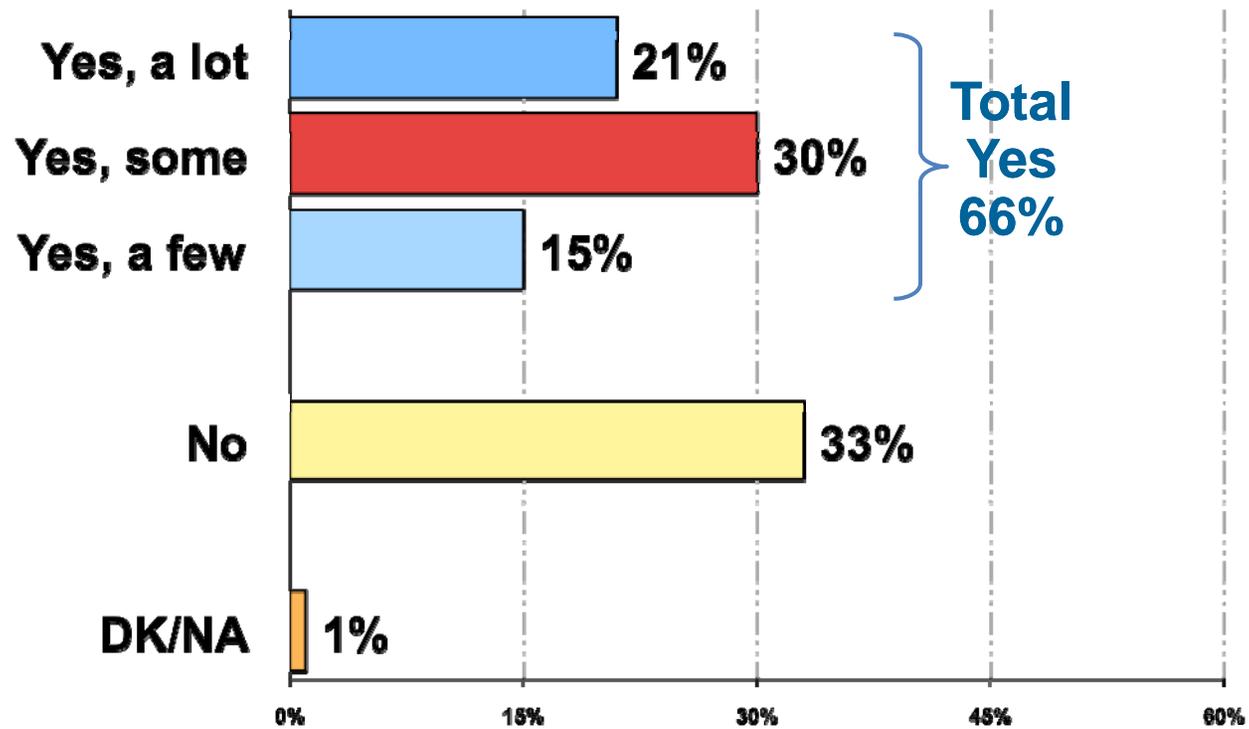
# Extensive Market Research

- LA County
  - 1,200-person survey, 8 focus groups
- Alameda County
  - 600-person survey, 3 focus groups
- 9 Bay Area Counties (ABAG)
  - 900-person survey
- Statewide
  - 6 focus groups, survey

# Have changed household behavior to reduce energy usage in the last few years



# Have made energy efficiency upgrades/improvements in the last few years



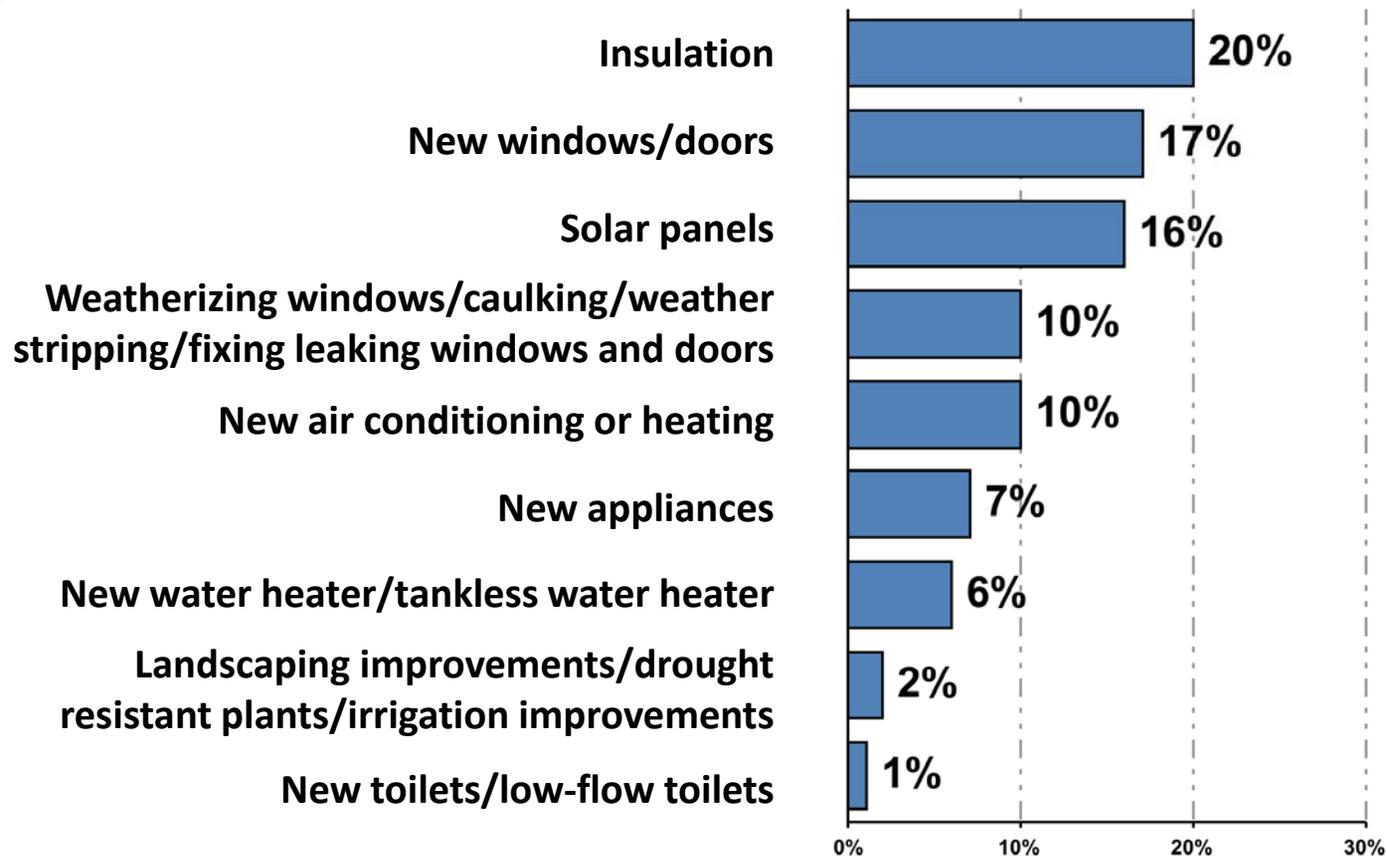
Reduce energy use. Save money. Create jobs.



# Energy upgrades/improvements most needed

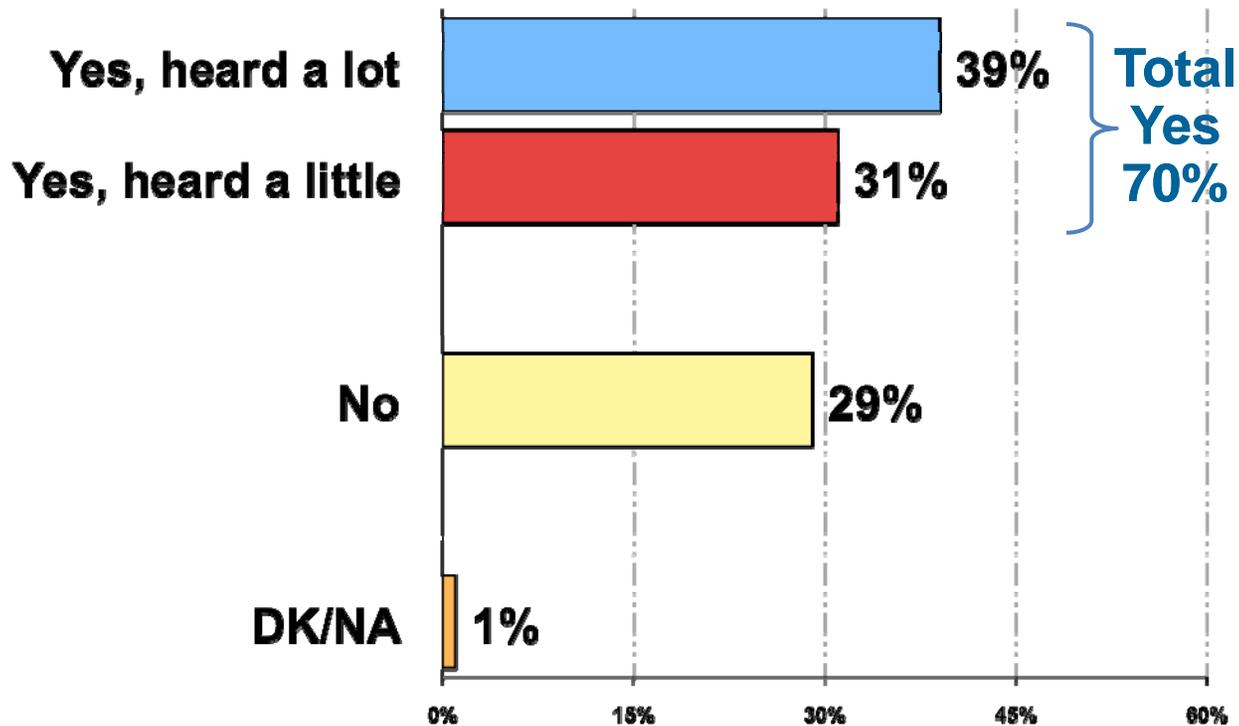
(Grouped responses, multiple responses accepted)

(Ranked by most frequently reported)



10. What upgrades or improvements do you think are most needed in ,

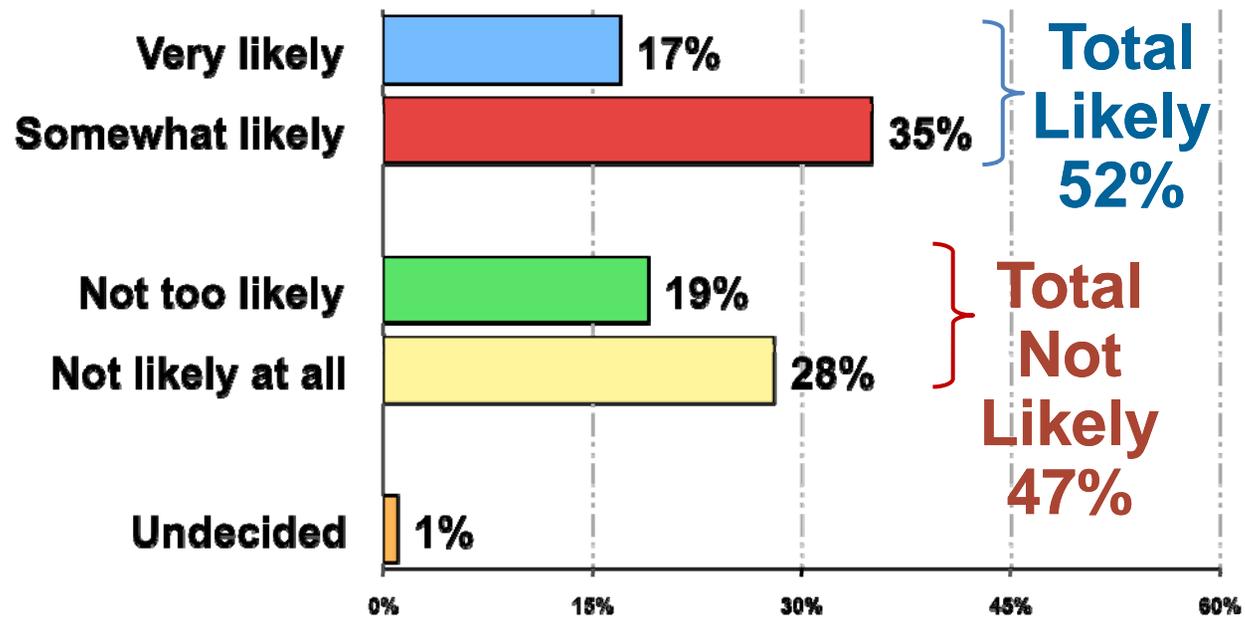
# Seen/heard/read anything about programs for upgrading or remodeling homes to make them greener/ more energy efficient



Reduce energy use. Save money. Create jobs.



# Initial likeliness to consider taking part in program



# Barriers

## The “band-aid” approach

- Taking care of everything at once not an option; Address issues when they become chronic or painful

## Cost: \$5,000 maximum

- Total project costs; Out of pocket costs; Up-front costs

## Program Complexity

- Credibility; Quality assurance

## Contractor Concerns

Reduce energy use. Save money. Create jobs.



# Key Target Markets

Homeowners, aged 35-54

Women (college-educated)

Incomes of \$60,000-\$120,000

Multicultural

- Asian (63%), Latinos (62%), African-Americans (59%), White (47%)

With school age children at home (large families)

Speak Spanish as a primary language

- Took survey in Spanish—68% positive responses

## Key Target Markets (continued)

Homes built before 1940 (expand to built before 1978)

Have made some energy upgrades already

Transitioning (buying a house or increasing family size)

Reduce energy use. Save money. Create jobs.



# Key Messages



- **Save on Utility Bills**
- **Save on Upgrades**
- Certified Contractors Save Money
- Help the Environment/Climate Change
- Reduce Foreign Oil/Fossil Fuels
- Increase Property Values
- Comfort
- Indoor Air Quality

Reduce energy use. Save money. Create jobs.



# Messengers

- Neighbors and other homeowners
- Building Contractors
- Architects/design professionals
- Gas and electric utilities
- Environmental organizations
- Home improvement store staff

# Modes

- Utility and bill inserts
- Newspaper articles
- Mailers
- Television ads
- Posters/notices at public venues
- Social Media
- Word of Mouth

# Strategy

Reduce energy use. Save money. Create jobs.



# Market Capture Cascade

Already  
There

- Environment
- Fossil Fuels
- Rebates Available

Retrofit  
Ready

- Save money on utility bills
- Rebates Available!

Retrofit  
Persuadable

- Property Values
- Comfort
- Health
- REBATES Available!

The Next  
Phase

No  
Way

Reduce energy use. Save money. Create jobs.



# Targeted Marketing Approach



Reduce energy use. Save money. Create jobs.



# Targeted Marketing Approach



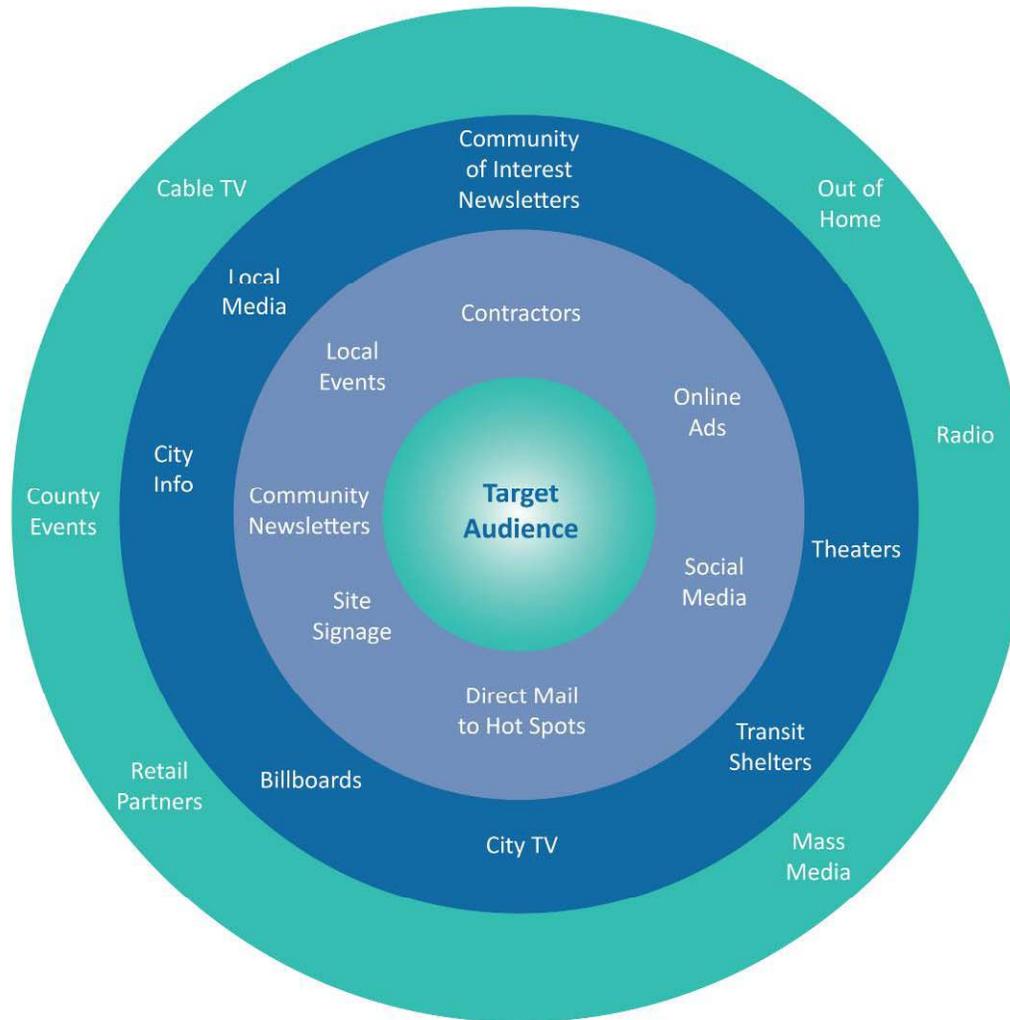
Reduce energy use. Save money. Create jobs.



# Targeted Marketing Approach

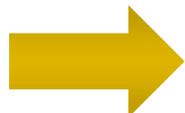


# Targeted Marketing Approach



# Trigger-Event Marketing

1. Replace on Burnout



Contractor Marketing Kit, Retail Partners

2. Life-Stage Changes



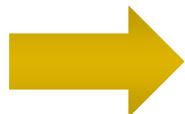
+ Ads in Online Media for Families

3. Purchase



+ City/Utility Welcome Kits, Realtor Marketing Kits

4. Complaints



+ Utility Online, Direct mail

5. Home Remodel



+ Architects, Ads in Media for Remodels

Reduce energy use. Save money. Create jobs.



# Branding

# Vision

- The Energy Upgrade California brand is inspirational and aspirational – motivating users to make energy efficiency upgrades to their homes by presenting a compelling vision of a better quality of life.
- The brand vision is dynamic, positive and upbeat, and conveys a lifestyle of personal comfort and connection to the environment.
- The brand reaches viewers at an instinctual and a rational level

# Core Principles

- **Quality**  
The brand reflects the quality of a prominent statewide program with maximum exposure.
- **Clarity**  
The brand clearly conveys the main benefits of the program and inspires people to participate, with imagery and messages that are direct and easy to understand.
- **Creativity**  
The brand creates a long-lasting vision of the program through creative design that is memorable and compelling.
- **Consistency**  
The brand reinforces the benefits of the program through reliable and consistent messaging.
- **Community**  
The brand creates a sense of community by offering homeowners a vision of connection at the local level (families, friends, neighbors) and to the environment

Reduce energy use. Save money. Create jobs.



# Positioning

For property owners who want to reduce their energy use and increase comfort, while saving money and helping the environment, we are the source for practical information and innovation—we make it simple.

# Brand Personality

- **Practical:** We provide one-stop-shop information
- **Can-Do:** We make it easy so you can get things done
- **Empowering:** We provide you with the ability to make choices and take actions that make sense for you
- **Inspirational:** We bring new ideas and information that will inspire you to go beyond what you thought you could do

Reduce energy use. Save money. Create jobs.



# Brand and Identity



Reduce energy use. Save money. Create jobs.



# Website

energy upgrade CALIFORNIA

LOG IN or REGISTER

Reduce energy use. Save Money. Create jobs.

Get My Local Information Find Out More Rebates and Incentives I'm a Contractor

## I want to participate.

[Not registered? Click here.](#)

### How to be a part of the team.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

#### Useful Documents

- [Duis aute irure dolor.pdf](#)
- [Excepteur sint occaecat.pdf](#)
- [Duis aute irure dolor.pdf](#)
- [Excepteur sint occaecat.pdf](#)
- [Duis aute irure dolor.pdf](#)
- [Excepteur sint occaecat.pdf](#)
- [Duis aute irure dolor.pdf](#)
- [Excepteur sint occaecat.pdf](#)

I'm already certified.

Contractor log-in

Sponsored by

home | about | press room | contact us | terms of service | partner log-in | sign up for email updates

Copyright © 2010 California Energy Commission, State of California

Reduce energy use. Save money. Create jobs.



Roll over to see  
how your home

Attic air sealing  
Attic insulation  
Duct sealing

Attic air sealing  
Attic insulation  
Duct sealing  
Hot water pipe insulation  
Low-flow showerheads  
Combustion safety testing  
Energy-efficient HVAC system  
Wall Insulation  
Energy-efficient windows  
Tankless/solar water heater  
Cool roof  
Energy-efficient pool pumps  
and solar pool heaters  
Solar panels  
Water-efficient landscaping

### Seal those ducts! (X)

Leaky ducts can lose over 20% of conditioned air through holes and poor connections. Make sure that your warm and cool air gets where it needs to go!



Reduce energy use. Save money. Create jobs.



# Local Website



energy upgrade<sup>TM</sup>  
CALIFORNIA  
IN LOS ANGELES COUNTY

LOGIN

sign up  
to receive email updates **GO**

Status Update – PACE Financing Programs

About The Program

For Homeowners

For Cities/COGs

For Contractors

search

 **GO**


energy upgrade<sup>TM</sup>  
CALIFORNIA  
IN LOS ANGELES COUNTY

Improve your home. Get rebates. Save money.

HOME CONTACT US CALENDAR LIBRARY

LOGIN

wel

sign up  
to receive email updates **GO**

Status Update – PACE Financing Programs

About The Program

For Homeowners

For Cities/COGs

For Contractors

search

 **GO**

## ABOUT THE PROGRAM

### About the Program

#### What is Energy Upgrade California<sup>TM</sup> in Los Angeles County?

Energy Upgrade is a public-purpose program with the following goals:

- Promote energy-efficiency retrofits of the existing building stock in Los Angeles County
- Put construction professionals back to work
- Reduce greenhouse gas emissions

An investment of \$5,000 to \$15,000 to implement a home energy retrofit can achieve an average of 20% energy savings, reduce utility bills, improve building comfort, enhance indoor air quality, and increase the home's value. In addition, customers of Southern California Edison and Southern California Gas Company may be eligible for up to \$5,000 in rebates and tax credits to offset project costs. Water efficiency measures and renewable energy installations to achieve even greater utility bill reductions may also be eligible. With the Program, homeowners benefit, the economy benefits, and the environment benefits!

#### Who is funding this Program?

Funding for development and administration comes from Federal American Recovery and Reinvestment Act grants that the County received.

#### How does the Program work?

The aim is for participating property owners to achieve an average of 20% reduction in energy consumption in their homes. Homeowners will have a choice of upgrade packages and options that qualify for rebates and incentives, from basic weatherization, insulation and sealing of their house to installing energy efficient windows, tankless water heaters, air conditioners, and even installing solar panels. The Program will provide a one-stop shop where homeowners can find information about all the Federal, State, County, and utility rebates and incentives available.



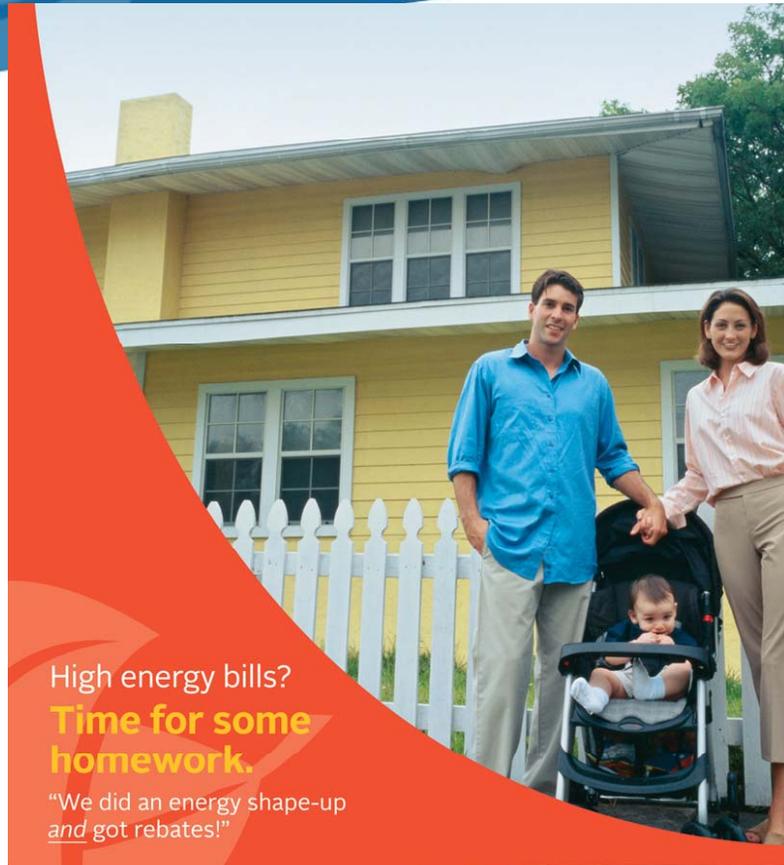
Click on image for full size picture



Reduce energy use. Save money. Create jobs.



# Templates



High energy bills?  
**Time for some homework.**

"We did an energy shape-up  
*and got rebates!*"

Energy improvements. Get rebates. Save money.  




We did an  
**energy shape-up**  
at our house!  
[www.EnergyUpgradeCA.org](http://www.EnergyUpgradeCA.org)

Improve your home

Energy Upgrade California™ aut untiores equosti torrovides eum, exerfer iatibus est, si re, ommo te aperciat et, con eaturit ea et aceatatiatus autemped maio ipite consed evendit re la sit andici is entor audam iur, volo cus dolore non numquis consenimet quossincia cullestia apercept aeptatissum quatectatur?

For more information:  
[www.EnergyUpgradeCA.org](http://www.EnergyUpgradeCA.org)



Reduce energy use. Save money. Create jobs.  


# Templates

**REBATES**  
for home energy  
upgrades at  
[EnergyUpgradeCA.gov](http://EnergyUpgradeCA.gov)



Reduce energy use.  
Get rebates.  
Save money.

**REBATES**  
[www.EnergyUpgradeCA.gov](http://www.EnergyUpgradeCA.gov)



energy  
upgrade™  
CALIFORNIA

**REBATES**  
for home energy upgrades  
[www.EnergyUpgradeCA.gov](http://www.EnergyUpgradeCA.gov)



energy  
upgrade™  
CALIFORNIA

Reduce energy use. Save money. Create jobs.



# Web Banner Ad

Subscribe Place An Ad Jobs Cars Real Estate Rentals Foreclosures More Classifieds

## Los Angeles Times | HOME & GARDEN

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL OPINION MORE  Search

HOME FOOD IMAGE AUTOS BOOKS HOT LIST BRAND X MAGAZINE YOUR SCENE

High energy bills? Time for some homework.

Improve your home. Use less. Save money.



**REBATES**  
for home energy  
upgrades at  
EnergyUpgradeCA.org

### Minarc transforms a former five-plex into an eco-friendly single-family home

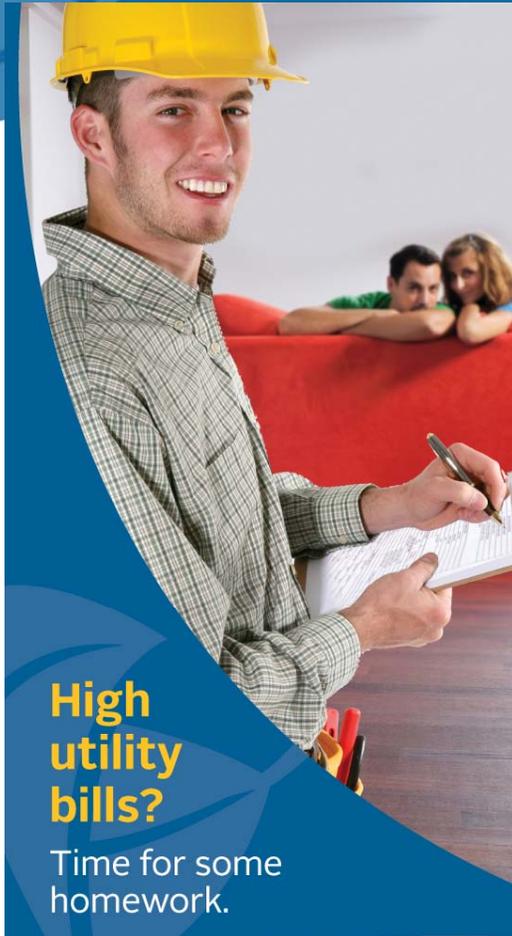
June 26, 2010 | 6:04 am



advertisement



# Co-Branding



High utility bills?

Time for some homework.

## Energy Upgrade California™

is a triple win for homeowners:

- 1 Rebates for energy efficiency improvements
- 2 Lower utility bills
- 3 A more comfortable and livable home

[www.EnergyUpgrade.com](http://www.EnergyUpgrade.com)  
1-877-785-2237

Energy Upgrade California is a partnership of the California Energy Commission and the California Public Utilities Commission.

Energy Upgrade California in Los Angeles County is an alliance among Los Angeles County, Southern California Edison and Southern California Gas Company. This program is funded in part by California utility customers and administered by Southern California Edison and Southern California Gas companies under the auspices of the California Public Utilities Commission.

This material is based upon work supported by the Department of Energy under Award Number I104079.

Energy Upgrade California is a partnership of the California Energy Commission and the California Public Utilities Commission.

Energy Upgrade California in Los Angeles County is an alliance among Los Angeles County, Southern California Edison and Southern California Gas Company. This program is funded in part by California utility customers and administered by Southern California Edison and Southern California Gas companies under the auspices of the California Public Utilities Commission.

This material is based upon work supported by the Department of Energy under Award Number I104079.

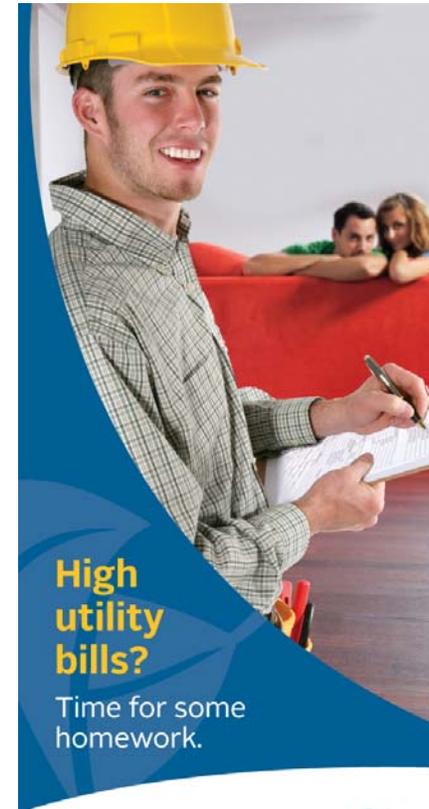
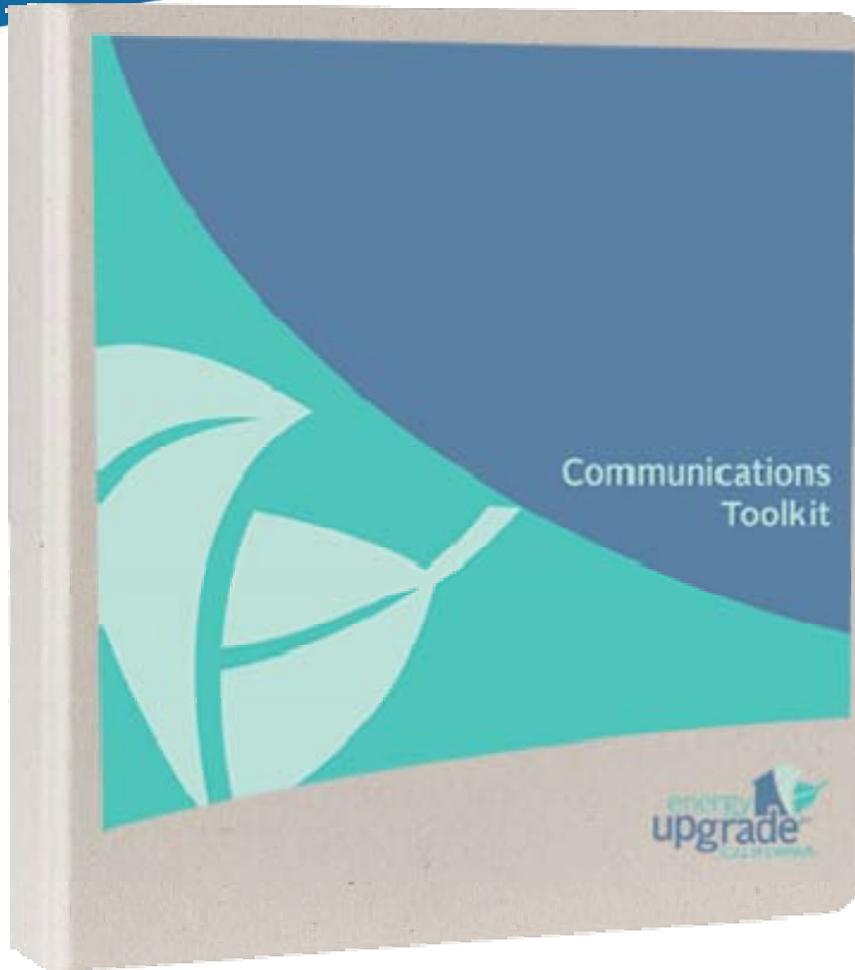


Improve your home. Get rebates. Save money.

Reduce energy use. Save money. Create jobs.



# Regional: Contractor Marketing Kits



Improve your home. Get rebates. Save money.

Reduce energy use. Save money. Create jobs.



# Promotional & Signage



cap



iPhone case



contractor's sign



t-shirt