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Written Comments for Docket 12-EBP-1

California Energy Commission

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Attn: Dockets Unit

California Energy Commission

From: Toni Turnbull, Director of Marketing & Business Development

RE: Comments on Draft Action Plan for Comprehensive Energy Programs for Existing Buildings

(Please see general comments on a separate CalCERTS submittal)

No Regrets Strategy 3: Foundational Marketing, Education and Outreach Resources

We know that consumers make many decisions in their everyday lives not only based on cost but also on lifestyle, area, habits cultural, etc. Efficiency Upgrades to one's home is very critical in some cases and cost plays a very large role in the consumer's mind. But the key thing here is for the consumer to make the right choice and the way they do that is by knowing all the facts of any program.

Energy Upgrade California has already built its foundation. The key thing to do next is to expand on that foundation to make it a statewide umbrella program. The California Center For Sustainable Energy (CCSE) and the California Public Utilities Commission (CPUC) have put together an elaborate Marketing, Education and Outreach (ME&O) plan to expand the Energy Upgrade California brand that we at CalCERTS support.

While we learned quite a bit from the previous program rollout, there are still some lessons to be learned. Here are some of the key things to think about:

- 1) The field workforce should not be the key agents for marketing the program. They are the implementers of the work that can be done but the program should provide the marketing expertise. The workforce can then use the marketing and outreach tools they need to support and promote the program(s).
- 2) Customers (Mr/Mrs Homeowner) need to have advance knowledge of what the program is all about and what the benefits are for them to take action. This brand awareness will make the "kitchen table" sale much easier.
- 3) Another key element that needs to be incorporated into No Regrets Strategy 3 is that contractors, raters, and other home performance experts in the industry need to be treated as equally necessary market actors so that all consumers receive a uniform message.
- 4) Marketing materials need to be available in advance before any radio, TV or other mediums are used. The contractors, raters and home performance professionals need this information in hand for them to clearly do business in the field as soon as they begin receiving customer inquiries.



- 5) The website must again be inclusive of contractors, raters and ALL industry professionals again, conveying a unified and complete message to the consumer, and to the businesses that want to enter this market.
- 6) The new branding effort should broaden the current focus to include not only residential, but multi-family and non-residential existing buildings.

Based on our comments above, we feel strongly that the ME&O effort needs to be statewide, consistent, uniform, clear, simple and informative. The consumer needs enough information to understand the urgency, the value, and the benefits of participating in the program.

Sincerely,



Toni Turnbull

Director of Marketing and Business Development

CalCERTS, Inc.