

The California Energy Commission's Renewable Energy Program

California PV Alliance Meeting

June 27, 2001

CONSUMER EDUCATION



*RENEWABLE
ENERGY
PROGRAM*

What's New

- **Activities**
 - Grant Projects
 - Public Awareness Campaign
 - Promoting the Emerging Buydown Program
- **Materials**
 - FAQs of Solar Photovoltaics
 - Financing Fact Sheets
 - Local Government brochure
 - Business brochure
 - PV Consumer Guide
 - ABCs of Net Metering
 - Generate your own Electricity and \$ave
- **Events**
 - Earth Day
 - Stern Grove Alternative Energy Fairs
 - Solfest
 - UPEX '01



Grant Projects

- 7 Existing grant projects totaling \$375,000
 - Term of projects ~ one year
 - Most projects started in October 2000
 - For updated project status reports, visit energy.ca.gov/renewables/education_projects_table
- 5 New grant projects totaling \$620,000
 - Term of projects ~ 18 months
 - Approved at June 13, 2001 Business Meeting
 - Projects to start in July 2001



Existing Grant Projects (2000) * *DETAILS*

- **Evergreen Energy LLC** (\$24,650) - Design, develop and disseminate "Consumer's Guide to Buying a Small Wind Energy System."
- **Northern California Solar Energy Association** (\$11,300) - Support Solar Home Tour 2000 in Northern California; publicity, registration and tour booklet production.
- **Chico Community Publishing, Inc.** (\$69,178) - Develop, produce and distribute series of articles on emerging technologies in Northern California.
- **San Diego State University Foundation** (\$74,980) - Web-based information clearinghouse on PV; targeted outreach including architect workshop and tradeshow display.
- **The Rhaus Institute** (\$71,965) - Assortment of outreach partnerships with US Postal Service, CA Interfaith Power and Light, UC Santa Barbara and Gildea Resource Center.
- **Pathfinder Communications** (\$75,000) - Develop and place a series of articles, web content and targeted handout materials.
- **Twin Pines Cooperative Foundation** (\$47,927) - Develop educational materials and a media campaign to promote PVs mounted at up to 7 food cooperatives.



New Grant Projects (2001) * DETAILS

- **Educators For The Environment** (\$82,076) - A Teacher's Guide and classroom activities about Electricity from Renewable Energy and Emerging Renewable Technologies for Grades 6-12; production and dissemination, bookmarks, survey of students, families and administrators, web site page highlighting the guide, flyers.
- **Scott Cronk** (\$176,156) - This Renewable House; a half-hour filmed program for TV to use a format similar to the PBS show "This Old House", Public Service Announcements, Home video version for distribution through Blockbuster and Hollywood video stores free of charge, Web Site content, and presentations.
- **The Rachus Institute** (\$112,140) - The Solar Series education and energy for schools; energy curriculum for K-12 class level, facilitate installation of PV on schools and integrate with the curriculum, student fundraising via buy-a-watt approach to help fund the purchase of a system, resource Kits such as books, CD, videos, lesson plans, lab equipment, teacher training seminars.
- **American Wind Energy Association** (\$96,205) - Targeted Small Wind Turbine Marketing; short-term direct mail marketing program and development of three case studies of successful small wind turbine installations in the areas of Sonoma, Solano, Alameda, Santa Cruz, Kern, San Bernardino and some parts of Los Angeles (good wind resource).
- **Local Government Commission** (\$153,423) - Stimulating the implementation of Renewable Energy technologies by California Local Governments; promote direct installation on local government facilities, make installation of PV easy and cost-effective, develop expertise for purchasing, permitting, installing, and inspecting PV systems, provide immediate assistance, alert to the availability and immediate cost effectiveness of PV



Renewable Energy Public Awareness Campaign

- Scheduled to be approved by the Commission TODAY
- \$2.097 million statewide campaign June 2001 - January 2003
- Contract with ICF Consulting Team
- Focus on residential and commercial PV customers
 - Editorial outreach
 - Special Events
 - Materials
 - Website



Renewable Energy Public Awareness Campaign * DETAILS

GOAL: Raise consumer awareness and increase purchases of renewable energy and technologies.

Campaign will focus on residential and commercial PV markets in all IOU territories, with theme of 'empowerment' planned to engage consumer and capitalize on energy crisis. Main campaign elements include:

- Segment and profile target market.
- Test and refine campaign messages.
- Conduct editorial outreach that includes:
 - press kit
 - feature stories
 - case studies
 - video news release
- Conduct and coordinate special events, home shows, fairs, Earth Day and other events.
- Develop and distribute brochures, displays, materials.
- Web enhancements.



Promoting the Emerging Buydown Program

★ DETAILS

GOAL: Increase applications to the Emerging Renewables Buydown Program.

Marketing and communications campaign schedule: summer through fall 2001. Strategy based on existing research, enhanced by informal testing using focus groups & manufacturer surveys to test concepts, triggers and delivery methods.

Plan includes:

- Target holders of new commercial & residential building permits.
- Advertising and public relations outreach to real estate offices, home stores and other businesses.
- Point-of-sale displays and leave-behind brochures (using business' logos) for real estate offices, renewable system retailers, home improvement stores
- Media kits
- Targeted editorials targeted to home and business owners and remodelers
- Targeted print ads
- Public service announcements for radio, TV



Promoting the *Emerging Buydown Program*

- \$166,485 Technical Support Contract
 - JHME – Sacramento Marketing Firm
- Marketing campaign May - Nov 2001
 - Strategy based on existing research
 - Concepts tested using focus groups & manufacturer surveys
- Advertising and public relations outreach
 - Special Events
 - Materials (point-of-sale displays & brochures, media kits, editorials, print ads, public service announcements)
 - Website



Events

- Earth Day April 2001 - *statewide*
 - Concord event co-sponsored by Energy Commission
- Stern Grove Alternative Energy Fairs - *San Francisco*
 - July - August 2001
- Solfest - *Hopland*
 - August 2001
 - Energy Commission co-sponsorship
- UPEX '01 - *The Photovoltaic Experience Conference*
 - Sept. 30 thru Oct. 5 - *Sacramento*
 - Energy Commission co-sponsorship



Materials

- FAQs of Solar Photovoltaics - *New!*
- 3 Financing Fact Sheets - *New! Coming Soon*
 - Residential, commercial & industrial
- Local Government brochure - *New!*
 - *Empowering Local Governments*
- Business brochure - *New! Coming Soon*
 - *Ready for the NEW Energy Economy?*
- PV Consumer Guide - *update available soon*
- ABCs of Net Metering - *updated*
- *Generate your own Electricity and \$ave*

www.energy.ca.gov/renewables/marketing/index



For More Information

Renewable Energy Program

www.energy.ca.gov/renewables



Emerging Renewables Buydown Program

www.consumerenergycenter.org

Renewable Energy Call Center

800-555-7794



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