

Renewable Energy Program Update

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Solar Forum



*RENEWABLE
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Renewable Energy Program Consumer Education & Outreach

Goals:

- **Develop an understanding** of consumer attitudes, perceptions, knowledge and level of awareness
- **Raise consumer awareness** of renewable energy
- **Increase consumer knowledge** of benefits and mechanics of purchasing renewables
- **Increase renewable energy technology purchases**



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Renewable Energy Program Consumer Education & Outreach

What have we done?

- **Conducted consumer research**
 - Highest interest in San Jose and San Diego
 - Homeowners prefer a system large enough to supply 50% or more of their needs
 - Barriers: Cost and reliability
- **Developed public relations campaign**
 - Media outreach and story placements
 - Events
 - Brochures and fact sheets
- **Formed Renewable Energy Alliance**



Renewables in the News

- Press releases
- Articles in the news
- **EarthNewsRadio interviews**
 -  – Marwan Masri, California Energy Commission
 -  – Davis Homeowner
 -  – California Energy Commissioner John Geesman



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2001-2002 Events

Event	Date	Location	Audience	Estimated Attendance
San Francisco Total Building Expo	Apr. 3-4	Bill Graham Civic Auditorium	Commercial	1400
Berkeley Earth Day	Apr. 20	Civic Center Park	Residential Consumer	5000
Santa Barbara Earth Day	Apr. 21	Santa Barbara County Courthouse	Residential Consumer	10000
San Diego Earth Fair	Apr. 21	Balboa Park	Residential Consumer	60000
Los Angeles Whole Earth Festival	Apr. 20-21	Sherman Oaks-- Lake Balboa	Residential Consumer	30000
San Francisco Pacific Coast Builders Conference	Jun. 25-28	Moscone Center	Commercial	21000
Pomona Southern California Renewable Energy Expo	Aug. 17	Fairplex Los Angeles County Fairgrounds	Residential Consumer	TBD
Hopland SolFest	Aug. 24-25	Real Goods Solar Living Center	Residential Consumer	10000
Long Beach Home Improvement Show	Oct. 11-13	Long Beach Convention Center	Residential Consumer	15000
Solar Home Tours	October	Visit www.norcalsolar.org/tour/ for more information		
Long Beach Building Industry Show	Nov. 7-8	Long Beach Convention Center	Commercial	8000
San Francisco Buildex	Nov. 19-20	Bill Graham Civic Auditorium	Commercial	2200



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Renewable Energy Alliance

Mission:

To increase consumer awareness of California's renewable energy resources and programs, and to build partnerships with organizations connected to California's renewable energy market.

- **Announced:**
Sept. 23, 2002
- **To date: 108 members**
- **Representatives from federal, state, local govt., renewable energy trade assoc., retailers, mortgage lenders, and grass roots organizations**



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Renewable Energy Alliance
CALIFORNIA ENERGY COMMISSION

Members

- 3 Phases Solar
- AAPS Alternative Power Systems
- Advanced Alternative Energy Solutions
- Akeena Solar
- Alameda Power & Telecom
- Alpha Technologies
- Altair Energy
- AWEA
- AquaEnergy Group
- Atlantis Energy
- Bergey Windpower
- BOMA of LA
- BOMA of San Francisco
- Calenergy
- CADER
- CalPine Corporation
- Carlson Solar
- Center for Energy Efficiency and Renewable Technologies
- Center for Resource Solutions
- City and County of San Francisco, Dept. of the Environment
- City of San José
- City of San Ramon
- City of Santa Monica
- Clean Power Resources
- Clean Power Systems
- Dankoff Systems
- Donnell Company
- Educators for the Environment
- Electric & Gas Industries Assoc.
- Endecon Engineering
- Energy Consulting Assoc.
- Energy Options Co.
- Energy Solutions
- Environmental Media Assoc.
- EV3A
- Fannie Mae, LA
- FRESH Training & Energy Systems
- Geothermal Ed. Office
- Geothermal Energy Assoc.
- Geothermal Resources Council
- Global Possibilities
- GO Solar Company
- Golden Shores Financial
- Heliocol Solar Pool Heating
- Home Energy Systems
- Horizon Industries
- Independent Energy Producers
- Independent Energy Solutions
- Insoltech Solar
- Interstate Renewable Energy Council
- It Solution Provider
- Kerr Enterprises
- LADWP, Green Power Group
- Landsafe, Countrywide Mtg.
- Local Government Commission
- MC Solar Engineering
- Mohr Solar
- Morse Associates Inc.



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- National Lease Financing Services
- National Solar Power Inc.
- Northern California Solar Energy Assoc.
- OnGrid Solar Energy Systems
- P. L. O'Neal & Assoc.
- PG & E
- Princeton Energy Systems
- Real Goods
- Renewable Energy Concepts Inc.
- Revco Solar
- Rexel Electrical Supplies
- Rising Sun Energy Center
- San Diego Regional Energy Office
- Santa Barbara Regional Energy Alliance
- Shasta Energy Group
- Short Electric
- Sigbert Brandfoord Shank & Co. LLC
- Skelly Electric Inc.
- Sky Power Systems
- Skyco
- Sol Energy
- Solar Depot
- Solar Edge
- Solar Electric Inc.
- Solar Electric Power Assoc.
- Solar Electrical Systems
- Solar Energy Company
- Solar Energy Industries Assoc.
- Solar Living Institute
- Solar Summit
- Solar Wind Works
- South Coast Solar
- Spectrum Energy Inc.
- Sun Light & Power Co.
- Sundance Technology Inc.
- The Rachus Institute
- The Sun Works
- Twin Pines Cooperative
- Uni-Solar
- U.S. DOE, National Renewable Energy Laboratory
- U.S. DOE, Seattle Regional Office
- U.S. EPA, Green Power Partnership
- U.S. Green Building Council
- Venture Capitol
- Western Area Power Administration
- Wind Turbine Co.
- Xantrex Technologies

Membership as of 10/25/02



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What's next?

- Alliance networking opportunities
- Alliance survey results
- Renewable energy icons
- Public service ad campaign
- Case studies
- Hearst Castle renewables technology exhibit



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Renewable Energy Alliance Resource Kit

Tools You Can Use!

- Case studies
- Public service ads
- Web banners
- Fact sheets
- Educational videos



Introducing The Renewable Energy Icons



solar



wind



fuel cells



biomass



geothermal



water



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Public Service Ads

The power of nature can change the nature of power.



Solar Wind Fuel Cell

Geothermal Biomass Water


Renewable energy - energy in nature that replenishes itself - is one of our best hopes for a clean energy future. Whether it's the power of solar, wind, fuel cells, geothermal, biomass or water, harnessing the earth's own inexhaustible energy can reduce our dependence on fossil fuels and provide power for generations to come. Find out more about the renewable promise and progress of renewable energy.

Harness the Power All Around Us
www.californiaenergycenter.org
 1-800-555-7794




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Renewable energy is a natural choice.



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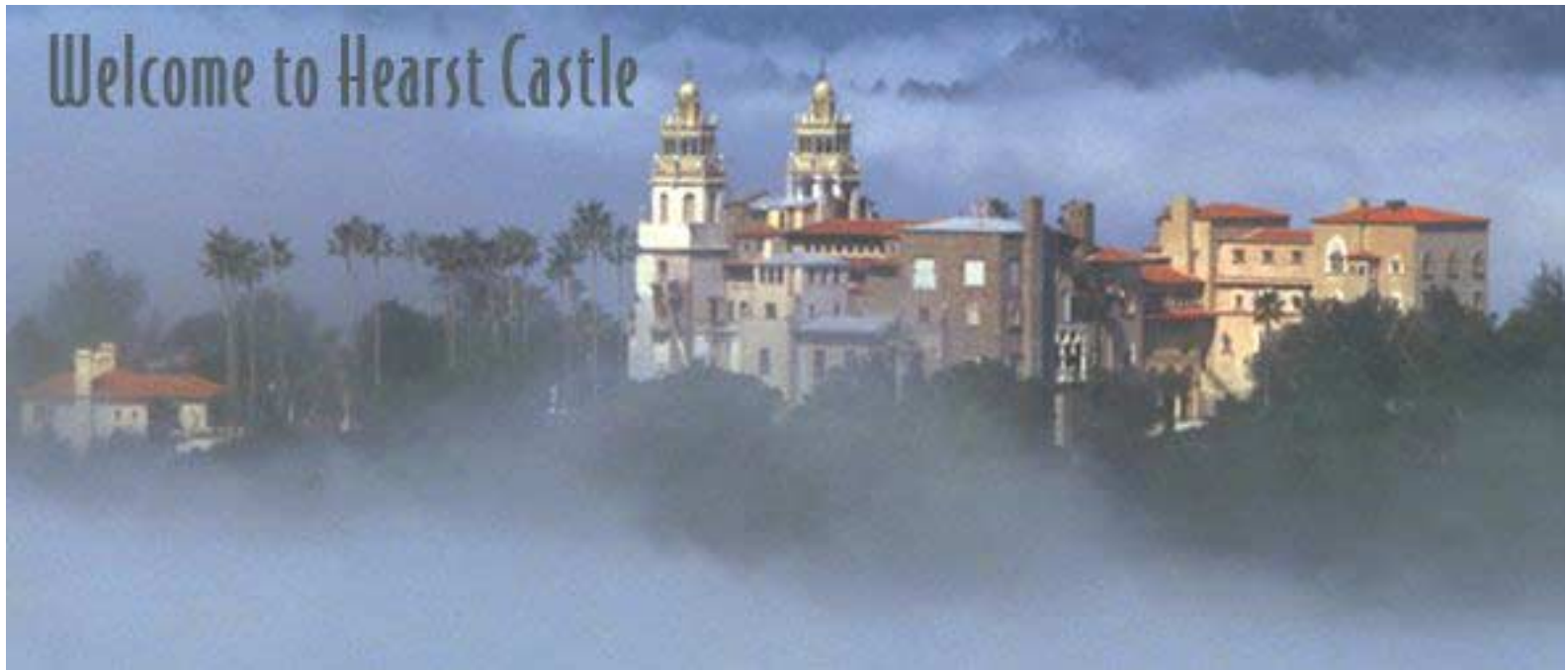
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Case Studies



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Hearst Castle Visitor Center Renewable Energy Exhibit



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Hearst Castle

Part of the State Parks system

Visitor's Center will showcase:

- PV
- Wind
- Fuel cells
- Biomass
- Small hydro



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Renewable Energy

It's the natural choice.



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