

Solar Forum

October 2002

California Energy Commission

Renewable Energy Consumer Education Program

Ann Peterson



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Renewable Energy Program Consumer Education Account

- ❖ Renewable Energy Program Update
- ❖ Status of Existing Grant Projects (2001)
- ❖ New Grant Projects (2002)
- ❖ Calendar of Activities
- ❖ Extension of ICF Contract



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Renewable Energy Program Update

Renewables Program Investment Plan (2002 - 2006)

- Consumer Ed to receive \$1.35 million per year
- CEC will develop new Guidelines
- Workshops on Oct. 28 and November 1

Renewables Portfolio Standard (RPS)

- Requires utilities to increase renewables by 1% per year
- 20% by 2017
- Requires municipalities to implement an RPS

Solar Energy and Distributed Generation Grant Program

- No funding at this time



Five Existing Grant Projects (2001)

American Wind Energy Association

- Highlighted case studies at the annual WINDPOWER conference in Portland
- Second phase of direct mail campaign in 9 counties:
 - 35,000 households
 - *Consumer Guide on Buying a Small Wind Electric System*, flyers & postcards

Local Government Commission

- Assistance to 50 cities, 11 counties and 15 schools and special districts
- Revised Renewable Energy Assistance Packet
- Articles in news letters and magazines
- Fact sheets and brochures



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Existing Grant Projects (2001) Cont'd.

Scott Cronk - *“This Renewable House”*

- Aired on 9 CA public TV stations
- Carried in video stores & public libraries
- PSAs on TV and radio

Educators for the Environment

- 2nd draft of the Teacher’s Guide
- A pilot being planned

The Rachus Institute

- Teacher workshops and student hands-on solar projects
- Solar Power Monitor kits
- Online lesson plans



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Eight New Grant Projects (2002)

- **Scott Cronk**
 - Children’s educational video series for TV, Internet and schools
- **The Rachus Institute**
 - Teacher training workshops and facilitate installation of PV systems at schools
- **American Wind Energy Association**
 - Small wind siting handbook
- **Energy Solutions**
 - “Renewable Energy New Construction Tool Kit,” case studies, technical assistance, outreach for Green Building design professionals.



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New Grant Projects (2002) Cont'd.

- **Real Goods Solar Living Institute**
 - Educate electricians : PV installations for affordable housing
- **Twin Pines Cooperative Foundation**
 - Workshop and solar tours for non-profit housing industry
- **Global Possibilities**
 - Solar Home Tour in LA area
- **Scott Cronk**
 - Modify website: contractor database, photo gallery
 - Website advertised through Internet and FOX40 TV



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Calendar of Activities

PAST EVENTS & SPONSORSHIPS

- PCBC Western Builder's Tradeshow
- Solar Forum 2002
- SolFest 2002
- SoCal Renewable Energy Expo
- Pacific Energy Center's Greening the Private Sector
- One-year membership to California Solar Center



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Calendar of Activities

FUTURE EVENTS & SPONSORSHIPS

- Annual Green Materials Showcase
- Solar Homes Tours
- Long Beach Home Improvement Show
- Solar Forums (San Diego, Sacramento, Los Angeles)
- Nature By Design
- Building Industry Show
- Buildex

Join us! Ask us for details.



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ICF Contract

- **One year extension of contract from December 2002 to December 2003**
- **Amend contract with \$400,000**
- **Implement more media, public relations and event opportunities to promote renewable energy**
 - Public Service Advertisements
 - Radio Pilot Program
- **Continue building alliances**



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How to Contact Us

Call Center

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