Inform policy – Drive innovation – Empower wise decisions

Outreach is the Original Social Media

4th Annual Statewide Energy Efficiency Best Practices Forum

June 20, 2013
WHAT WE DO AT CCSE

Help accelerate the adoption of clean and efficient energy in California

Stakeholder facilitation
Education and outreach
Incentive programs
Outreach is Social Media

- reaching out
- attracting people
- bringing a message
- informing
- dialogue
- one-to-one marketing
- engaging people
- learning
- listening
- elicit action or reaction
- recruiting
- conversation
- education
- connection
- community
3 Tips for Successful Outreach + Invite

1. Meet People Where They Are
2. Make Conversation, Not a Speech
3. Ally to Amplify

And an invitation to ally with us…
1. Meet People Where *They Are*

- Go where they go – choose aligned opportunities
- Be relevant
  - Define and know your audience – segment, target
  - Plan for *their specific* barriers, benefits and concerns
- Be as attractive, interactive and fun as possible
- Give them something clear to do – compel action to bring them closer to where you want them to go
Go where they go – create or find opportunity
Go where they go – be in the community
Try different approaches and track – different things work for different communities
Be relevant
Define and know your audience – segment, target
Plan for *their specific* barriers, benefits and concerns
Be as attractive, interactive and fun as possible
Give them something clear to do – compel action to bring them closer to where you want them to go
2. Make Conversation, not a Speech

- Outreach is one-to-one marketing
  - Gives qualitative and quantitative data
  - Measure impact w/total numbers and conversions
- Listening as important as talking
  - Hear from your audience and adjust
- Time intensive and smaller volume but also > quality interactions for > impact per person
Outreach is one-to-one marketing
You have conversational time to understand barriers, benefits and concerns and address them
Listening is as important as talking - Hear from your audience and adjust
Measure impact qualitatively and quantitatively
Give them something clear to do – compel action to bring them closer to where you want them to go.
Quality interactions = greater impact per person
Ensure there is a follow up action
# Measure Inputs, Outputs and Outcomes

<table>
<thead>
<tr>
<th>Roadshow?</th>
<th>Yes</th>
<th>No</th>
<th>No</th>
<th>No</th>
<th>No</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>No</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount Assessment Advertised?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Total</td>
</tr>
<tr>
<td>Live Homeowner Testimonial?</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Total</td>
</tr>
</tbody>
</table>

- **Audience headcount**: 134
- **Leads (unique household sign-ins)**: 111
- **Referrals (sign-ups with contractors)**: 43
- **Conversion rate (Lead --> Referral)**: 39%

- Pre-registered leads: 50
- Walk-ins: 74
- Pre-registered no-shows: 23
- Percent of leads that pre-registered: 40%

**Lead sources (does not include no-shows):**

- **Mailer**: 56
- **Signs**: 30
- **Community relationships***: 16
- **Email**: 7
- **Flyer***: 2
- **Door hangers***: 2
- **Other**: 16

*These outreach strategies were not used at every event.*
3. Ally to Amplify

- Outreach is social and resource intensive
- Partner to share costs and increase reach and relevance
- Let others carry your message – testimonials, demonstrations etc.
- Plug in to existing infrastructure wherever possible
Partner to share costs and reach and relevance
Let others carry your message
Plug in to existing infrastructure wherever possible
An Invitation...
Energy Upgrade California™ is…

• Collaborative effort to provide a central platform of engagement for California’s residents and small businesses
• Communicating the broad value proposition of demand side energy management
• Encouraging behavior changes that save energy, reduce greenhouse gas emissions, and supporting clean energy solutions, including participation in state and local programs
Campaign is in development

• Pending CPUC Decision expected this summer
• Website and communications plan in development
• About a $50 million budget to include marketing, education and outreach

• Residential “whole house” programs that originated the brand name are now part of its portfolio
Partner with us

• We are looking for local government partners to help promote Energy Upgrade California at the community level – sign up to get more information

• Help you meet local climate action and energy goals

• Help your residents and small businesses save energy and money and contribute to achieving California’s major energy goals
Thank you!

Siobhan Foley
Director of Education and Outreach

siobhan.foley@energycenter.org
858.244.1177