

## Outreach is the Original Social Media

### Three Tips for Successful Outreach

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



### What is Energy Upgrade California™?

Building upon an unprecedented alliance of state agencies, counties, cities, utilities and community organizations developed originally to help Californians take action for deep energy savings in their homes and buildings, [Energy Upgrade California](#) is a collaborative effort aimed at meeting the state's ambitious energy and climate goals with comprehensive marketing, education and outreach.

This campaign is designed to communicate the broad value proposition of demand side energy management to residents and small businesses and encourage behavior changes that save energy, reduce greenhouse gas emissions, and support clean energy solutions, including participation in state and local programs.

### Partner with us!

We're looking for local government partners to help promote Energy Upgrade California at the community level so we can help you meet the energy goals in your climate action plans and your regional energy plans and you can help members of your communities save energy, money and other resources and contribute to achieving California's major energy ambitions.

The program is pending final CPUC approval and is scheduled to launch by the end of 2013.

**If you would like to be notified of opportunities for local governments to participate, please email [siobhan.foley@energycenter.org](mailto:siobhan.foley@energycenter.org).**

## Together Californians can achieve our bold energy goals by 2020:

- Build all new homes to be zero net energy
- Reduce energy use in our existing homes by 40%
- Add 12 gigawatts of local renewable energy
- Reduce CO2 emissions by 4 tons per person
- Put almost 1 million zero emission vehicles on our roads



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