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# **Sonoma County Energy Independence Program**

## **Marketing Education and Outreach (MEO) Plan**

### **Non-Residential**

#### **Energy Upgrade – CA**

7/1/11

#### **I. INTRODUCTION**

The Sonoma County Energy Independence Program (SCEIP) received a \$3 million dollar grant from the California Energy Commission to implement Energy Upgrade California in Sonoma County. Specific deliverables through this funding include marketing, education and outreach to inform customers and contractor participants of program changes and new opportunities that will occur as SCEIP moves to align with federal/state guidelines and other program offerings.

Energy Upgrade California promotes energy-efficiency and water efficiency upgrades for existing properties, including residential, commercial and multi-unit residential. The program offers the convenience of a “one-stop shop” experience—providing the tools and resources to educate and motivate participation among property owners about eligible upgrades, program-qualified contractors, rebates and financial resources.

The following MEO Plan outlines and prioritizes specific communication and outreach tactics to drive demand in the non-residential/commercial market sector relative to current products and services offered through Sonoma County Energy Independence Program under the Energy Upgrade California brand.

#### **II. Communication Goal and Objectives**

The following are key communication objectives and messaging:

- Though a combination of targeted and broad messaging employed locally, the primary focus in terms of strategy and allocation of time and budget will be toward reaching the non-residential consumer target audiences (all commercial, agricultural and multi-unit residential property owners) in a very direct way.
- An emphasis will be placed on the value and benefit of an energy analysis and taking the “whole building” approach to achieving energy independence.

- Energy independence is achieved through saving energy and water, generating renewable power, creating and retaining local jobs and stimulating the local economy.
- Commercial sites have many opportunities to reduce operating and maintenance costs through investment in energy efficiency and renewable energy.
- SCEIP is the “one-stop-shop” for non-residential customers to learn about efficiency, rebates, incentives and financing, including the Sonoma County Energy Watch Program and PG&E programs and incentives.

Benefits to commercial and business property owners include: lower utility bills, healthy and comfortable buildings, reduction of ghg emissions, conservation of local resources and local economic stability.

### III. Messaging

**KEY MESSAGE:** Energy Upgrade California in Sonoma County is a new program that helps property owners reduce their energy use and save money with rebates, incentives, and financing. Through this program, Sonoma County businesses address their energy saving needs by taking a “whole-building” approach, because it takes more than just switching out light bulbs to achieve maximum efficiency.

### IV. Key Products and Services

- Analysis and Evaluations
- Energy Efficiency Consulting
- Project Evaluation
- Incentives and Rebates
  
- Financing
- 

*The Sonoma County Energy Independence program (SCEIP) provides financing to commercial property owners. There are more than 80 eligible measures for funding including solar, HVAC systems, cool roofs, process water use reduction, lighting and control systems, insulation and envelope sealing. If you have developed an idea involving a process or equipment not currently on the eligible improvements list, you may apply as a custom measure. Improvements must be made to existing buildings – new construction does not qualify.*

#### **IV. TIMELINE/KEY STRATEGIES**

While certain elements of the local marketing program are already underway, the majority of the marketing campaign will follow a phased rollout schedule in November 2011. This phased approach will allow for the most effective use of the marketing budget and will allow for the development and integration of the RCPA/PG&E pilot program.

##### **Media/Advertising**

- Integrate with residential advertising and media program highlighting testimonial from non-residential customer (print and electronic)
- Target both earned and paid media through business and trade publications (i.e. Northbay Biz, Northbay Business Journal, Sonoma County Vintners Assoc., etc.)

##### **Door-to-Door – (In coordination with RCPA/PG&E Pilot)**

##### **Speakers Bureau**

- In coordination with the overall Outreach Network, target business and trade organizations for speaking engagements, sponsorships and tabling.

##### **Direct Mail**

- Post card mailing to businesses targeted for canvassing program to introduce the Energy Specialist who will be stopping by

##### **Events/Promotions**

- Participate in the Employee Outreach program targeting employers
- Sponsor or table events that draw commercial/non-residential consumers, i.e. Solar Leaders Circle

##### **Web/Call Center**

- Ensure all products and services for non-residential consumers are available and readily accessible on local SCEIP and Energy Upgrade California regional websites.

#### **Proposed Budget Allocation**

Total Budget: \$55,260