

ATTACHMENT 7

**STATEWIDE MARKETING AND OUTREACH
PROGRAM DESCRIPTIONS**

**2004 2005 STATEWIDE MARKETING AND OUTREACH
PROGRAMS**

**McGuire and Company (Efficiency Partnership)
Flex Your Power Marketing and Outreach Program– 1491-04**

PROGRAM IMPLEMENTER(S):	Efficiency Partnership
PROPOSED SUBCONTRACTOR(S):	D&R International Grey Worldwide – Los Angeles
IOU SERVICE TERRITORY:	SCE SDG&E SoCalGas PG&E –
GEOGRAPHIC AREA:	Statewide
TARGET MARKET:	Crosscutting
IOU CONTRACT ADMINISTRATOR:	SCE
APPROVED BUDGET by SERVICE TERRITORY	SCE: \$ 9,819,151 SDG&E: \$ 4,089,070 SoCalGas: \$ 2,946,066 PG&E: \$13,145,713
PGC	Total: \$ 30,000,000

PROGRAM DESCRIPTION:

This provides marketing and education programs that capitalize on the “Flex Your Power” campaign through TV, newspaper, radio and targeting English and Asian-speaking consumers. Additionally, this program promotes energy efficiency through printed educational materials; events; a website; a biweekly electronic newsletter; planning forums; and crucial partnerships with businesses, government and nonprofit organizations. The campaign coordinates with IOUs, municipal utilities, water agencies, non-utility program providers, manufacturers, retailers of energy-efficient products, contractors and other energy efficiency service providers to provide a consistent statewide energy efficiency message and information.

PROGRAM MODIFICATIONS:

It should continue to make prominent the information about non-utility programs so that access to them is comparable to the access on information about utility programs. EP should continue to coordinate with non-utility implementers for ways to represent their programs effectively at the website.

EP, RS&E and Univision should continue to coordinate their efforts with each other, with the utilities, and non-utilities energy efficiency program implementers for consistent, coherent and timely marketing and outreach.

EP should submit program implementation plan for Energy Division approval that details the above-mentioned activities, including timelines.

PROGRAM BUDGETS AND TARGETS:

	Program Budget	Energy Reduction Targets* (kWh)	Demand Reduction Targets* (kW)	Energy Reduction Targets* (Therms)	Other Targets
SCE	\$ 9,819,151	0	0	0	See plan
SDG&E	\$ 4,089,070	0	0	0	See plan
SoCalGas	\$ 2,946,066	0	0	0	See plan
PG&E	\$13,145,713	0	0	0	See plan
TOTAL	\$ 30,000,000	0	0	0	

*Minimum expectations based upon budget, and pending program implementation plan finalization

**Univision Television Group and Staples/Hutchinson and Associates, Inc. (Univision)
Univision Television Energy Efficiency Marketing Program;
Statewide Energy Efficiency Marketing and Outreach- 1490-04**

PROGRAM IMPLEMENTER(S):	Univision Television Group and Staples/Hutchinson and Associates, Inc. (Univision)
PROPOSED SUBCONTRACTOR(S):	

IOU SERVICE TERRITORY:	SCE SDG&E SoCalGas PG&E –
GEOGRAPHIC AREA:	Statewide
TARGET MARKET:	Hard-to-reach Spanish speaking
IOU CONTRACT ADMINISTRATOR:	SCE
APPROVED BUDGET by SERVICE TERRITORY	SCE: \$ 1,963,830 SDG&E: \$ 818,250 SoCalGas: \$ 589,020 PG&E: \$ 2,628,900 Total: \$ 6,000,000

PROGRAM DESCRIPTION:

This program provides marketing and outreach to Spanish-speaking communities, using televised marketing and information, building on its success from the previous years.

PROGRAM MODIFICATIONS:

In addition to televised commercials, Univision proposes to produce a 30-minute Spanish-language infomercial, in VHS and DVD formats, to provide energy efficiency information. This infomercial would provide to television stations, local governmental agencies, utilities, and non-utility program providers to enhance outreach to the Spanish-speaking customers.

Univision should revise its workbook to provide further breakdown of their budget. For example, Univision should provide breakdown of advertisement/media promotions of \$2,149,028.

Univision should submit program implementation plan for Energy Division approval. Univision, RS&E and EP should continue to coordinate their efforts with each other, with the utilities, and the third-party energy efficiency program implementers for consistent, coherent and timely marketing and outreach.

Univision should submit program implementation plan for Energy Division approval that details the above-mentioned activities, including timelines and revised workbook.

PROGRAM BUDGETS AND TARGETS:

	Program Budget	Energy Reduction Targets* (kWh)	Demand Reduction Targets* (kW)	Energy Reduction Targets* (Therms)	Other Targets
SCE	\$ 1,963,830	0	0	0	See plan
SDG&E	\$ 818,250	0	0	0	See plan
SoCalGas	\$ 589,020	0	0	0	See plan
PG&E	\$ 2,628,900	0	0	0	See plan
TOTAL	\$ 6,000,000	0	0	0	

*Minimum expectations based upon budget, and pending program implementation plan finalization.

**Runyon Saltzman & Einhorn (RS&E)
Reach for the Stars Statewide Energy Efficiency Marketing and Outreach Program– 1492-04**

PROGRAM IMPLEMENTER(S):	Runyon Saltzman & Einhorn (RS&E)
PROPOSED SUBCONTRACTOR(S):	SG Henderson Consulting Muto-Dolk Associates, LLC
IOU SERVICE TERRITORY:	SCE SDG&E SoCalGas PG&E –
GEOGRAPHIC AREA:	Statewide
TARGET MARKET:	English and Spanish-speaking customers in rural communities
IOU CONTRACT ADMINISTRATOR:	SCE
APPROVED BUDGET by SERVICE TERRITORY	SCE: \$ 1,636,525 SDG&E: \$ 681,500 SoCalGas: \$ 491,000 PG&E: \$ 2,190,975 Total: \$ 5,000,000

PROGRAM DESCRIPTION:

This is a continuation of the 2003 “Reach for the Stars” statewide marketing and outreach energy efficiency communications program. It is directed to customers in rural communities primarily through radio and printed materials, including grants to community-based organizations with strong community ties to further promote awareness to the hard-to-reach customers.

PROGRAM MODIFICATIONS:

We approve a program budget of \$2.5 million per year, same budget as that authorized for PY 2003, for two years. RS&E should reallocate the approved budget to most effectively incorporate Spanish-language marketing and outreach component as described in its proposal.

RS&E, EP and Univision should continue to coordinate their efforts with each other, with the utilities, and the third-party energy efficiency program implementers for consistent, coherent and timely marketing and outreach.

RS&E should submit program implementation plan for Energy Division approval that details how it would reallocate its budget, accomplish the above-mentioned activities, including timelines.

PROGRAM BUDGETS AND TARGETS:

	Program Budget	Energy Reduction Targets* (kWh)	Demand Reduction Targets* (kW)	Energy Reduction Targets* (Therms)	Hard-to-Reach Targets
SCE	\$ 1,636,525	0	0	0	100%
SDG&E	\$ 681,500	0	0	0	100%
SoCalGas	\$ 491,000	0	0	0	100%
PG&E	\$ 2,190,975	0	0	0	100%
TOTAL	\$ 5,000,000	0	0	0	

*Minimum expectations based upon budget, pending program implementation plan finalization.