

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



May 9, 2013

**Advice Letter 4481-G**

Rasha Prince, Director  
Regulatory Affairs  
Southern California Gas  
555 W. Fifth Street, GT14D6  
Los Angeles, CA 90013-1011

**SUBJECT: Solar Water Heating 6-Month Extension Local Market Facilitation Plan and Budget in Compliance with D.10-01-022**

Dear Ms. Prince:

Advice Letter 4481-G is effective as of May 2, 2013.

Sincerely,

A handwritten signature in cursive script that reads "Edward F. Randolph".

Edward F. Randolph, Director  
Energy Division



**Rasha Prince**  
Director  
Regulatory Affairs

555 W. Fifth Street, GT14D6  
Los Angeles, CA 90013-1011  
Tel: 213.244.5141  
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April 2, 2013

Advice No. 4481  
(U 904 G)

Public Utilities Commission of the State of California

**Subject: Solar Water Heating 6-month Extension Local Market Facilitation Plan and Budget in Compliance with Decision (D.) 10-01-022**

Southern California Gas Company (SoCalGas) hereby submits for filing with the California Public Utilities Commission (Commission) its California Solar Initiative-Thermal Program (CSI-TP) Solar Water Heating (SWH) 6-month Extension Local Market Facilitation Plan and Budget in compliance with D.10-01-022, shown as Attachment B.

### **Purpose**

This 6-month Extension Local Market Facilitation Plan and Budget extends the two-year Local Market Facilitation Plan and Budget, contained in Advice No. (AL) 4098-A that was submitted on August 31, 2011 and approved by Energy Division effective September 30, 2011, for the remaining six months of calendar year 2013. Energy Division authorized the CSI-Thermal Program Administrators to submit 6-month extension plans by April 1, 2013, to restore the annual submission cycle for the local market facilitation plans and budgets as specified in D.10-01-022.

### **Background**

In 2006, the Commission authorized the California Solar Initiative (CSI), a \$2.16 billion statewide incentive program to promote solar development through 2016.<sup>1</sup> The CSI program is funded from the distribution rates of electric ratepayers of Pacific Gas and Electric (PG&E), Southern California Edison (SCE), and San Diego Gas & Electric (SDG&E). See D.06-01-024 and D.06-12-033. The Commission allowed \$100.8 million of total CSI funds to be used for incentives for solar thermal technologies that displaced electricity usage, but deferred allowing SWH technologies to be eligible for CSI until after a pilot program for SWH was conducted in SDG&E's territory.

Starting in July 2007, the California Center for Sustainable Energy (CCSE) administered a \$3 million pilot program for SWH incentives in SDG&E's territory. In D.08-06-029, the Commission

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<sup>1</sup> The CSI program was authorized by Public Utilities (PU) Code 2851, created by Senate Bill (SB) 1 (Murray, 2006) with a goal to install 1,940 MW of new solar generation and to help create a sustainable solar industry.

made minor modifications to the pilot and allowed it to run until December 31, 2009, or until the budget was exhausted, whichever occurred first.

Also in 2007, the legislature authorized the extension of the solar program funded by natural gas ratepayer with the passage into law of Assembly Bill (AB) 1470,<sup>2</sup> which authorizes the Commission to create a \$250 million incentive program to promote the installation of 200,000 SWH systems on homes and businesses that displace the use of natural gas by 2017. The statute required the Commission to evaluate data from the SWH Pilot Program and determine whether a SWH program was "cost effective for ratepayers and in the public interest" before designing and implementing an incentive program for gas customers.

On January 21, 2010, the Commission established the CSI-TP in D.10-01-022 allocating funds for both natural gas and electric displacing solar thermal system incentives, including SWH technologies in all investor-owned utility territories. The Commission established the incentive structure, the Program Administration details, and other key CSI-TP rules. The Commission designated SoCalGas, PG&E, SCE, and CCSE (for SDG&E's service territory) as the Program Administrators (PAs).

The Energy Division issued a Guidance Memo dated November 4, 2010 requesting that the PAs re-file their Market Facilitation Advice Letters in response to the protests and feedback received. It also requested that the PAs hire a specialized marketing and outreach firm to manage a statewide campaign building off of the established *Go Solar, California!* campaign.

On August 31, 2011, SoCalGas filed AL 4098-A that contained its Local Market Facilitation Plan and Budget and also filed joint AL 4274, et al, on behalf of the PAs that contained the Statewide Market Facilitation Plan (statewide campaign) of the four Local Market Facilitation Plans (local campaigns), as developed by a specialized marketing and outreach firm in consultation with the four PAs.

The Statewide Market Facilitation Plan and Budget and the SoCalGas Local Market Facilitation Plan and Budget, as well as the Local Market Facilitation Plans and Budget for the three other PAs, were approved by Energy Division effective September 30, 2011.

On September 28, 2012, Energy Division Staff approved the PA's proposal that they file extensions of their existing approved local market facilitation plans to cover the remaining six months of 2013 by April 1, 2013. Annual local market facilitation plans from each PA will henceforth be due on October 1 of the preceding year in accordance with D.10-01-022. Due to the state's Cesar Chavez holiday on April 1, 2013, the plans will be submitted on April 2, 2013.

### **SoCalGas' 6-month Extension Local Market Facilitation Plan and Budget**

SoCalGas' local campaign extends the goals, target markets, strategies, and tactics of the statewide campaign by working with the three other PAs to continue a statewide presence by utilizing the existing statewide media and marketing assets and reinforcing the messaging, materials, and visibility provided at the local campaign level.

SoCalGas' local campaign is designed to extend the reach and effectiveness of the statewide materials by providing the additional local outreach and media support needed to help transition people from interested parties to applicants. Statewide public education and media efforts will be enhanced with local outreach opportunities that ensure people in the target markets, as well as the

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<sup>2</sup> AB 1470 (Huffman, 2007) was codified as PU Code 2860-2867.

general public, have multiple pathways available for participation in the CSI-TP. Attachment B is SoCalGas' 6-month Extension Local Market Facilitation Plan and Budget based on the information available at the time of this filing.

### **Protest**

Anyone may protest this Advice Letter to the Commission. The protest must state the grounds upon which it is based, including such items as financial and service impact, and should be submitted expeditiously. The protest must be made in writing and must be received within 20 days of the date of this Advice Letter which is April 22, 2013. There is no restriction on who may file a protest. The address for mailing or delivering a protest to the Commission is:

CPUC Energy Division  
Attention: Tariff Unit  
505 Van Ness Avenue  
San Francisco, CA 94102

Copies of the protest should also be sent via e-mail to the attention of Energy Division Tariff Unit ([EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)). A copy of the protest should also be sent via both e-mail and facsimile to the address shown below on the same date it is mailed or delivered to the Commission.

Attn: Sid Newsom  
Tariff Manager - GT14D6  
555 West Fifth Street  
Los Angeles, CA 90013-1011  
Facsimile No. (213) 244-4957  
E-mail: [snewsom@SempraUtilities.com](mailto:snewsom@SempraUtilities.com)

### **Effective Date**

SoCalGas believes that this filing is subject to Energy Division disposition and should be classified as Tier 2 (effective after staff approval) pursuant to GO 96-B. SoCalGas respectfully requests that this filing be approved on May 2, 2013, which is 30 calendar days from the date filed.

### **Notice**

A copy of this advice letter is being sent to the parties listed on Attachment A, which includes parties in R.08-03-008 and R.12-11-005.

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Rasha Prince  
Director – Regulatory Affairs

Attachments

# CALIFORNIA PUBLIC UTILITIES COMMISSION

## ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No. **SOUTHERN CALIFORNIA GAS COMPANY (U 904G)**

Utility type:

ELC     GAS  
 PLC     HEAT     WATER

Contact Person: Sid Newsom

Phone #: (213) 244-2846

E-mail: SNewsom@semprautilities.com

### EXPLANATION OF UTILITY TYPE

ELC = Electric    GAS = Gas  
PLC = Pipeline    HEAT = Heat    WATER = Water

(Date Filed/ Received Stamp by CPUC)

Advice Letter (AL) #: 4481

Subject of AL: Solar Water Heating 6-month Extension Local Market Facilitation Plan and Budget in Compliance with Decision (D.) 10-01-022

Keywords (choose from CPUC listing): Compliance

AL filing type:  Monthly  Quarterly  Annual  One-Time  Other \_\_\_\_\_

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #:

D.10-01-022

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL    No \_\_\_\_\_

Summarize differences between the AL and the prior withdrawn or rejected AL<sup>1</sup>: N/A

Does AL request confidential treatment? If so, provide explanation:    No \_\_\_\_\_

Resolution Required?  Yes  No

Tier Designation:  1  2  3

Requested effective date: 5/2/13

No. of tariff sheets: 0

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: None

Service affected and changes proposed<sup>1</sup>: N/A

Pending advice letters that revise the same tariff sheets: None

**Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:**

CPUC, Energy Division  
Attention: Tariff Unit  
505 Van Ness Ave.,  
San Francisco, CA 94102  
[EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)

Southern California Gas Company  
Attention: Sid Newsom  
555 West 5<sup>th</sup> Street, GT14D6  
Los Angeles, CA 90013-1011  
[SNewsom@semprautilities.com](mailto:SNewsom@semprautilities.com)  
[tariffs@socalgas.com](mailto:tariffs@socalgas.com)

<sup>1</sup> Discuss in AL if more space is needed.

**ATTACHMENT A**

**Advice No. 4481**

**(See Attached Service List)**

**ATTACHMENT B**

**Advice No. 4481**

**California Solar Initiative - Thermal Program  
Southern California Gas Company  
6-month Extension Local Market Facilitation Plan and Budget**

**California Solar Initiative - Thermal Program (CSI-TP)  
Southern California Gas Company (SoCalGas)  
6-month Extension Local Market Facilitation Plan and Budget**

**Background:** In its Guidance Memo dated November 4, 2010, Energy Division staff recommended that the four Program Administrators (PAs) of the CSI-Thermal Program, i.e., Southern California Gas Company (SoCalGas), Pacific Gas and Electric Company (PG&E), California Center for Sustainable Energy (CCSE), and Southern California Edison Company (SCE), “hire a specialized marketing and outreach firm to manage a statewide campaign building off the established Go Solar, California! campaign”. The staff also recommended that each of the PAs contribute 40% of the first two years of their marketing facilitation budgets (\$5 million) to fund statewide efforts.

In March 2011, SoCalGas, acting as Lead Party for the PAs, issued a Request for Proposals (RFP) for a statewide marketing campaign budgeted at \$4.5 million, with the other \$500,000 to be held in reserve for additional statewide efforts to be determined. After the RFP submittal and review process, SoCalGas, in consultation with the other three PAs, selected Fraser Communications as the successful bidder for the campaign in June 2011. The four PAs jointly developed a Scope of Work for the campaign designed to address the issues noted in D.10-01-022 and the Guidance Memo.

Based on the Scope of Work and input from the PAs as managed by SoCalGas, Fraser Communications developed a Statewide Market Facilitation Plan. The Plan outlined the approach that the statewide campaign would take by noting Goals, Strategies, Target Markets, Tactics by Market, Timetables by Category, and Budget by Category. The Plan was designed to achieve a consistency of messaging, materials, and outreach statewide and integrate with each PA’s local market facilitation plan.

The Statewide Market Facilitation Plan and the Local Market Facilitation Plans of each of the four PAs were the subject of a Public Workshop conducted by Energy Division staff at the CPUC building at 505 Van Ness Avenue in San Francisco, California, on Wednesday, August 3, 2011. Energy Division staff was provided with a copy of the PowerPoint Presentations prepared for the workshop on August 1, 2011, per their request. A representative of Fraser Communications presented the Statewide Plan, and a representative of each PA presented their Local Plan individually. Input and comments from Energy Division staff, stakeholders, and the public were taken at the workshop, and some modifications were made to the Statewide Plan accordingly.

During a follow-up conference call between representatives of the Energy Division and the PAs on Thursday, August 11, 2011, it was agreed that each PA would re-file their Local Market Facilitation Plan in a Supplemental Advice Letter and SoCalGas as the Lead Party would file the Statewide Market Facilitation Plan in a new joint Advice Letter by August 31, 2011.

The Statewide Market Facilitation Plan, running from July 1, 2011, to June 30, 2013, was approved by Energy Division effective September 30, 2011. The concurrent Local Market Facilitation Plans for each of the four PAs were also approved by Energy Division effective September 30, 2011.

On September 28, 2012, Energy Division Staff approved the PA’s proposal that they file extensions of their existing approved local market facilitation plans to cover the remaining six months of 2013 by April 1, 2013. Annual local market facilitation plans from each PA would henceforth be due on October 1 of the preceding year in accordance with D.10-01-022.



## Statewide Marketing Campaign

In April of 2012, the four Program Administrators launched the statewide marketing campaign via Fraser Communications to build awareness of solar water heating technology and the rebates available for qualifying systems through the CSI-Thermal Program for both residential and commercial customers.

The elements of the campaign included:

1. Campaign Internet Landing Page
  - a. [www.WaterHeatedbytheSun.com](http://www.WaterHeatedbytheSun.com)
2. 30-second TV Commercial
  - a. NBC “Green is Universal” campaign
  - b. Broadcast TV
  - c. Cable TV
  - d. Online Contextual Video Targeting
3. Residential-themed animated Internet Banner Ads
  - a. Online Contextual Display Targeting
4. Business-themed animated Internet Banner Ads
  - a. Business Targeting Network (BBN)
5. 60-second Radio Advertisement with a Residential Theme
  - a. Broadcast Radio
6. 60-second Radio Advertisement with a Business Theme
  - a. Broadcast Radio
7. Google Ad Word Search
  - a. Google.com
8. Campaign Brochures
  - a. Understanding Solar Water Heating for Single-family Homes
  - b. Understanding Solar Water Heating for Multi-family Dwellings
  - c. Understanding Solar Water Heating for Commercial Customers
  - d. Understanding Rebates for Solar Water Heating Systems – California Solar Initiative-Thermal Program
9. Campaign Press Releases
  - a. Launch
  - b. Increased Rebate Levels
10. Pandora Internet Radio Ads
11. “Go Solar California” Newsletter
12. NPR Sponsorships
  - a. Broadcast Radio
13. Trade Print Publications
  - a. Various magazines
14. E-newsletters
15. Sunset Magazine Promotional “Breezehouse” Promotion
16. International Solar Heating and Cooling Conference Sponsorship

All the statewide materials promoted the website, [www.WaterHeatedbytheSun.com](http://www.WaterHeatedbytheSun.com). From there, visitors self-selected their water heating modality and their supplying utility and were redirected to the corresponding Program Administrator’s CSI-Thermal Program website section.

**Continuation Campaign Strategy and Plan:** The two-year statewide market facilitation plan draws to a close at the end of June, 2013. In an effort to sustain and build upon the momentum generated by the two-year statewide market facilitation plan, the four PAs jointly propose to continue to work together to manage a coordinated statewide market facilitation effort for the remainder of 2013 as a part of each of their individual local market facilitation plans. The expansion of the CSI-Thermal Program to include additional eligible technologies in the fall of 2013 will necessitate the development of some updated materials.

This continuation campaign will provide the basic infrastructure to allow the PAs to focus their local marketing efforts on targeted audiences to embellish and enhance the outreach generated by the statewide effort. It will also position the PAs to begin to plan for a more robust outreach for the expanded Program in their 2014 market facilitation plans due October 1, 2013.

SoCalGas will continue to serve as the Lead Party, operating under the terms of the co-funding agreement that currently exists between the four Program Administrators through the end of 2013. SoCalGas will process the paid media elements through its advertising agency after the expiration of the Fraser Agreement in June, 2013.

## **Goals**

The goals of the coordinated statewide continuation effort are to work in conjunction with the Local Market Facilitation Plans to build awareness and increase understanding of:

- 1) Solar water heating and the California Solar Initiative – Thermal Program;
  - 2) Solar water heating technology; and
  - 3) The advantages and availability of CSI-TP rebates;
- to increase the number of rebate applications statewide.

## **Target Markets**

- 1) Contractors and installers
- 2) Commercial enterprise operators
- 3) Industrial facilities managers
- 4) Multi-family property owners
- 5) Single-family residence homeowners

## **Strategies**

- 1) Maintain established digital statewide paid media elements
- 2) Develop new business internet banner ad and collateral materials to reflect program changes
- 3) Implement earned media outreach to publicize program changes

## **Tactics**

1. Campaign Internet Landing Page
  - a. [www.WaterHeatedbytheSun.com](http://www.WaterHeatedbytheSun.com)
2. Google Ad Word Search
  - a. Google.com
  - b. Updated search
3. Online Contextual Video Targeting

- a. 30-second TV Commercial
- 4. Online Contextual Display Targeting
  - a. Residential-themed animated Internet Banner Ads
- 5. Business Targeting Network (BBN)
  - a. Business-themed animated Internet Banner Ads
  - b. Updated for Program Expansion
- 6. Program Expansion Brochure(s)
- 7. Program Expansion Press Release(s)

**Timetable – Paid Media – Table 1**

2013	JULY	AUG	SEPT	OCT	NOV	DEC
<b>Digital Elements</b>						
<i>Website</i>						
<i>Google Search</i>						
<i>Display Targeting</i>						
<i>Video Targeting</i>						
<i>Business Targeting</i>						
<i>Updated Business Ad</i>						
<i>Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						
<b>Expansion Brochures</b>						
<i>Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						
<b>Press Releases</b>						
<i>Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						

**Budget by Category – Table 2**

<b>Paid Media Costs</b>	<b>\$ 333,000.00</b>
<i>Website Hosting</i>	
<i>Google Search</i>	
<i>Display Targeting</i>	
<i>Video Targeting</i>	
<i>Business Targeting</i>	
<i>Business Banner Ad Production</i>	
<i>Press Release Distribution</i>	
<b>Agency Costs</b>	<b>\$ 67,000.00</b>
<i>Account Management</i>	
<i>Digital Services Management</i>	
<i>Brochure Development</i>	
<i>Business Banner Ad Development</i>	
<i>Press Release Development &amp; Distribution</i>	
<b>TOTAL BUDGET</b>	<b>\$ 400,000.00</b>

**Cost-sharing by Program Administrators**

In order to allow the statewide continuation effort to be implemented, and because it is more cost-efficient to co-fund a statewide digital effort than individually fund separate ones, CCSE, PG&E and SoCalGas will contribute their proportionate shares of the budget using the same percentages as the two-year statewide market facilitation plan (Table 3). SCE has notified the PAs that they will not be funding the statewide continuation effort from July to December, 2013. The budget is revised to \$363,200 to exclude SCE's proportionate share of \$36,800 (Table 4).

**Overall Cost-sharing Amounts by Program Administrators – Table 3**

<b>Program Administrator</b>	<b>Proportionate Share Percentage</b>	<b>Proportionate Share Amount</b>
SCG	40.80%	\$ 163,200.00
PG&E	39.94%	\$ 159,760.00
CCSE	10.06%	\$ 40,240.00
SCE	09.20%	\$ 36,800.00
<b>TOTAL</b>	<b>100.00%</b>	<b>\$ 400,000.00</b>

**Program Administrators Contributions to Revised Budget – Table 4**

<b>Program Administrator</b>	<b>Proportionate Share Contribution Percentage</b>	<b>Proportionate Share Contribution</b>
SCG	40.80%	\$ 163,200.00
PG&E	39.94%	\$ 159,760.00
CCSE	10.06%	\$ 40,240.00
SCE	0%	\$ -
<b>TOTAL REVISED BUDGET</b>	<b>90.8%%</b>	<b>\$ 363,200.00</b>

## **SoCalGas Local Marketing Extension Plan**

### **Goals**

The goals of the SoCalGas Local Marketing Extension Plan are to work in conjunction with the coordinated statewide continuation effort to continue to build awareness and increase understanding of:

- 1) Solar water heating and the California Solar Initiative – Thermal Program;
- 2) Solar water heating technology; and
- 3) The advantages and availability of CSI-TP rebates to increase the number of rebate applications in our service territory.

### **Target Markets**

- 1) Contractors and installers
- 2) Commercial enterprise operators
- 3) Industrial facilities managers
- 4) Multi-family property owners
- 5) Single-family residence homeowners

### **Strategies**

- 1) Embellish and leverage continuing statewide digital paid media elements
- 2) Present workshops to single-family, commercial, and multi-family dwelling customers throughout our service territory
- 3) Participate in local consumer, trade and community outreach events
- 4) Support workshops and event participation with paid media announcements
- 5) Implement earned media outreach to publicize program changes, workshop dates, and event appearances

### **Tactics – Single-Family**

- 1) Continue monthly solar water heating workshops for homeowners
  - A. Alternate locations throughout the service territory
  - B. Promote through:
    - i. SoCalGas.com
    - ii. Local newspaper ads
    - iii. Radio commercials in select markets
    - iv. Cable TV commercials in targeted markets
    - v. “Go Solar California” and local Community Calendars websites
    - vi. Local Press outreach
    - vii. Social media
    - viii. Public Affairs staff outreach
  - C. Distribute brochures and promotional items
  - D. Collect attendee names and e-mail addresses for follow-up
- 2) Print and distribute updated single-family brochure to reflect program changes and new technologies
- 3) Participate in community events geared to home improvement and environmentally-minded individuals
  - A. Distribute brochures and promotional items

- B. Utilize Pop-up Banner Display
- C. Utilize SWH Demonstration Unit
- D. Collect attendee names and e-mail addresses for follow-up
- E. Promote participation with local newspaper ads
- 4) Earned Media
  - A. Print and Internet
    - i. Program Expansion and New Technologies
    - ii. Eco-angle

### **Tactics – Multi-family**

- 1) Continue presenting Solar Water Heating Workshops for multi-family dwelling property owners at least every other month
  - A. Alternate locations throughout the service territory with a focus on trade shows, expos, and conferences geared to real estate and property management professionals
  - B. Promote through
    - i. SoCalGas.com
    - ii. Local newspaper ads
    - iii. Radio commercials in select markets
    - iv. Cable TV commercials in targeted markets
    - v. “Go Solar California” and local Community Calendars websites
    - vi. Local Press outreach
    - vii. Trade publications
    - viii. E-mail newsletter
    - ix. Local Government Partnership Staff Outreach
  - C. Distribute brochures and promotional items
  - D. Collect attendee names and e-mail addresses for follow-up
- 2) Print and distribute updated multi-family brochure to reflect program changes and new technologies.
- 3) Participate in trade shows, expos, and conferences geared to real estate and property management professionals
  - A. Distribute brochures and promotional items
  - B. Utilize SoCalGas Display or Pop-up Display Banner
  - C. Collect attendee names and e-mail addresses for follow-up
- 4) Earned Media
  - A. Print and internet
    - i. Program Expansion and New Technologies
    - ii. Focus on workshop locations

### **Tactics – Commercial/Industrial**

- 1) Continue presenting Solar Water Heating Workshops for commercial/industrial customers at least every other month
  - A. Alternate locations throughout the service territory with a focus on trade shows, expos, and conferences geared to targeted eligible end-users
  - B. Promote through
    - i. SoCalGas.com
    - ii. Local newspaper ads
    - iii. Radio commercials in select markets
    - iv. Cable TV commercials in targeted markets
    - v. Trade publications

- vi. Account Executives Outreach
- vii. “Go Solar California” and local Community Calendars websites
- viii. E-mail newsletter
- C. Distribute brochures and promotional items
- D. Collect attendee names and e-mail addresses for follow-up
- 2) Print and distribute updated commercial customers brochure to reflect program changes and new technologies
- 3) Participate in trade shows, expos, and conferences geared to health, laundry, food and beverage, hospitality and other end use-eligible industries
  - A. Distribute brochures and promotional items
  - B. Utilize SoCalGas Booth or Pop-up Banner Display
  - C. Collect attendee names and e-mail addresses for follow-up
- 4) Earned Media
  - A. Print and internet
    - i. Program Expansion and New Technologies

### **Tactics – Contractors/Installers**

- 1) Promote attendance at contractor trainings
  - A. Focus on additional dates held at locations throughout the service territory
  - B. Promote through
    - i. SoCalGas.com
    - ii. Local newspaper ads
    - iii. Trade publications
    - iv. Direct mail
    - v. “Go Solar California” and local Community Calendars websites
    - vi. Website postings
    - vii. Account Executives Outreach
- 2) Participate in local trade shows, expos, and conferences geared to developers, architects, plumbers, builders, and contractors
  - A. Distribute brochures and promotional items
  - B. Utilize SoCalGas Booth or Pop-up Banner Display
  - C. Collect attendee names and e-mail addresses for follow-up
- 3) Earned Media
  - A. Print and internet
    - i. Program Expansion and New Technologies

### **Tactics – Local Jurisdictions**

- 1) Host Solar Water Heating Workshops in targeted city facilities as much as possible to engage local staff and educate elected officials
- 2) Work with Local Government Partnerships staff to raise awareness
- 3) Earned Media
  - A. Print and internet press outreach in targeted cities

### **Tactics – General Public**

- 1) Participate in community events geared to the general public
  - A. Distribute brochures and promotional items
  - B. Utilize pop-up banner display
  - C. Collect attendee names and e-mail addresses for follow-up

- D. L.A. County Fair
  - i. Display SWH Demonstration Unit
- E. Irvine Great Park – Solar Decathlon
- F. Additional promotional activities
- 2) Print and distribute updated rebates brochure to reflect program changes and new technologies
- 3) Expand and update content on the socialgas.com website
- 4) Provide updates to the Community Calendar section of the “Go Solar California” website
- 5) Paid Media
  - A. Use radio, TV, print, and internet to support workshops and events
  - B. Additional promotional activities
    - i. Low-income outreach for targeted purposes
    - ii. Miscellaneous outreach with partnerships and programs
- 6) Earned Media
  - A. Print and Internet
    - i. Program Expansion and New Technologies
    - ii. Eco-angle

**Timetable – Program Elements – Table 5**

2013	JULY	AUG	SEPT	OCT	NOV	DEC
<b>Outreach Elements</b>						
<i>Workshops</i>						
<i>Trade Shows</i>						
<i>Community Events</i>						
<i>Paid Media</i>						
<i>Workshop/Event Releases</i>						
<i>Earned Media</i>						
<i>Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						

**Budget by Category – Table 6**

CATEGORY	BUDGET
<b>Paid Media</b>	<b>\$ 870,000</b>
<b>Workshops, Trade Shows, Community Events</b>	<b>\$ 105,000</b>
<b>Statewide Continuation Contribution</b>	<b>\$ 163,200</b>
<b>Marketing/Outreach Labor</b>	<b>\$ 115,000</b>
<b>TOTAL</b>	<b>\$ 1,253,200</b>