



# Diversified Marketing for Commercial Third Party Programs

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# History

San Francisco Bay Area Aerial View



**SmartLights Program** ( 2004-2012 )

Financial Savings for Customers: \$10.5 million

Cumulative KWH Savings: 64 million

Energy Efficiency Projects: 5,614



# Communication

- Joint business outreach
  - Government or Utility staff
  - CESC auditor + marketer
- Pitch for assessments based on
  - Financial incentives:
    - Payback period
    - Rebate
  - Maintenance reduction
  - Quality Control Management
- Proposals primarily e/mailed



# Communication

- Joint business outreach
  - Government or Utility staff
  - CESC auditor + marketer
  - Enlist community partner
  - Translator services
- Pitch for assessments based on
  - Financial incentives:
    - Payback period
    - Rebate
  - Maintenance reduction
  - Quality Control Management
  - Community participation
- Proposals primarily e/mailed
  - In person presentations

# Expanding Marketing Approach

## Utilized Strategies by business sector

Business Type	Canvassing	Mailers	Community Network	Appointment	Time Sensitive
Offices	x	x	x	x	
Restaurants	x	x			x
Retail	x	x			
Medical/Dental		x	x	x	x
Manufacturing	x	x		x	
Multifamily		x	x	x	
Law Office		x	x	x	x



## Case Studies

### **Pacific Seafood**

2,500 sq ft Multifamily Housing

Reduced KWh/yr: 33,481    Estimated Yearly Savings: \$300

### **Oakland Machine Works**

15,000 sq ft Manufacturing facility

Reduced KWh/yr: 25,081    Estimated Yearly Savings: \$ 4,533

### **Pacific Renaissance Plaza**

800,000 sq ft Mixed use complex

Reduced KWh/yr: 197,870    Estimated Yearly Savings: \$35,750

# Takeaway

- Understand your demography
- Build community trust
- Diversify marketing strategies

## PROGRAM OUTCOMES

### **Oakland Shines Program** (2010-2012)

Financial Savings for Customers: \$4.5 million

Cumulative KWH Savings: 4.5 million

Energy Efficiency Projects: 191

### **SmartLights Program** (2013)

Financial Savings for Customers: \$400,000

Cumulative KWH Savings: 2.5million

Energy Efficiency Projects: 300