

Abstract #: 305

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Abstract Text:

Step Up and Power Down is an innovative initiative designed to drive culture change and increase customer adoption of conservation actions, increase demand for Pacific Gas and Electric Company's (PG&E) residential efficiency portfolio, and use the data to help customers along a customer journey of lifetime energy savings. Step Up and Power Down uses community-based social marketing techniques and channels to move social groups to deeper and more meaningful engagement with PG&E's residential portfolio. This marketing initiative includes more in-person contact than traditional utility marketing efforts because promoting energy efficiency action is most effectively accomplished via trusted messengers in a live setting. Step Up and Power Down employs a combination of data gathering and analysis technologies with proven grassroots organizing strategies. Social science research and approaches, proven community-based social marketing methods, and a sophisticated data tracking technology (i.e., the Nexus platform) allow implementers to bring highly relevant, hyper-local marketing and outreach strategies to participating communities. The Nexus data tracking platform also enables a continuous improvement process called test/learn/adapt, allowing implementation staff to focus on what is working and eliminate what is not working in each community. The Nexus data tracking technology combines existing PG&E smart meter, customer target, and participation data with additional data collected in the field and from participants to enable smart customization of marketing and outreach approaches to achieve deeper participation across a wider audience. The initiative will launch in three diverse communities in early May 2015 with early results shared at BECC.