Communicating RPS Policies & Successes

2017 National Summit on RPS
November 8, 2017
Background on SmartPower


- Today our clients include utility companies, state agencies, private companies, the federal government and private foundations.

- We were named “The Best Non-Profit Marketing Firm in the US” in 2014 & 2015. And the Best Marketing Agency of the Year in 2016.
For organizations and companies looking to engage customers in energy efficiency and clean energy actions, SmartPower is the bridge linking directly to residents and businesses.

Named the United States’ best non-profit marketing firm, SmartPower's exclusive focus on energy efficiency and clean energy results in high visibility, high impact campaigns designed to transform how customers use, adopt and invest in clean energy and energy efficiency. Our on-the-ground campaigns & conversations consistently result in strong customer satisfaction.

We provide strategic program design and implementation that transforms how your customers use, adopt and invest in clean energy and energy efficiency.
In Short, we help Americans make “smart energy choices”.

And in that context,

...We help your customers understand and reap the benefits of the RPS.
A Sample of SmartPower Clients

- Commerce RI
- Southern California Edison
- OPower
- Tucson Electric Power
- APS
- National Grid
- Massachusetts Clean Energy Center
- United States Environmental Protection Agency
- Clean Energy Finance and Investment Authority
- U.S. Department of Energy
- NYserda
- Dividend Solar
We need to understand what any good politician knows: selling policy is an Art form.

A case in point:

In 2001, Congressman James Sensenbrenner (R-WI) introduced the *Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act*.

But you may know it better as.....
The RPS Is A Policy

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The USA Patriot Act
The RPS Is A Policy

And we could list example after example...

**H. R. 2643, Stay in Place, Cut the Waste Act of 2013**

Translation: Keeping federal workers right where they are instead of gallivanting off to far flung conferences = saving money.

**S.1192 and H.R. 2444, Commonsense Contractor Compensation Act of 2013**

Translation: What, you don’t like your reforms common sense?

And The House Republican Tax Bill which President Trump Titled: “Cut, Cut' bill, great”.
What Is The RPS

But we’ve used “RPS” – And We Should Assume That No One Outside This Room Knows Our Definition Of An “RPS”

- Rock Paper Scissors
- Royal Photographic Society
- Redundant Power Supply
- Rockford Public Schools
- Rounds Per Second
- Roadway Package System (FedEx)
- Radiation Protection Supervisor (Dentistry)

- Revolutions per Second
- Rack Protection System
- Really Poor Service
- Royal Philharmonic Society
- Regulatory Policy Staff

- ...Renewable Portfolio Standard!
Making The RPS Relevant To Your Customers

Our customers and residents don’t care what an RPS is...

But they do care about clean, renewable energy. And polls show they like that the local utility and their states are embracing it.

So to Make the RPS Work – let’s keep our eye on the prize – clean, renewable energy...
Case Study: Making The RPS Relevant To Your Customers

The Arizona Solar Challenge

“Walking the consumer the last mile from awareness...to installation!”
The Arizona Solar Challenge Goals

• Help the state reach the 15% RPS by 2025

• Launch Municipal 5% by 2015 campaign
  • Mayor’ s commitment – skin in the game;
  • Citizen call to action is to install solar systems; and
  • Community reward is citizen solar system installs

• Our Measurements
  • # Solar installations
  • # kW and BTU’ s
  • # customers served
  • Reductions in GHG emissions
  • Achieve customer satisfaction levels
1. A Community-based, Neighbor To Neighbor (N2N) outreach effort;

2. Key Elements: on-the-ground community outreach; On-line Community Outreach;

3. Plus community Incentives & Competition!
15 Communities Commit to 5% Solar Power By 2015!

2 Local SmartPower staff and volunteers (Solar Ambassadors) organize and collaborate with on-the-ground organizations to coordinate drive to 5% by 2015.

3 We use Social media to inform, excite and build community awareness;

4 The Community competes for the title “Arizona Solar Community”
1. We’ll offer “The Solar Coach” – an independent Trusted friend who will walk you through the morass of buying solar.

2. There is no “trusted brand” – so we are creating a “Trusted Friend”.

3. The Solar Coach stays with the homeowner through all stages of their solar purchase.

4. This was a solar campaign – not an RPS campaign. But the benefits were to the RPS.
The Arizona Solar Challenge: Creating Awareness

• Working with city leadership we use “leadership by example” to create buzz – the Community Resolution!

• We use local newsletters, earned media, NPR Sponsorships to drive home owners to our solar coach;

• We are out in the community with our “Solar Ambassadors” at events, fairs, and even door-to-door offering the services of The Solar Coach!
The Arizona Solar Challenge

Community Outreach

Maximum Engagement & Support

Social Media

thinking about solar? get a coach!
Creating “The Tipping Point”

Current

Community + Stakeholders

Community + Stakeholders + Social Networks

Arizona Solar Challenge
The Value of The RPS?
Changing Consumer behavior

- The RPS is a policy – but we make it relevant and valuable by focusing on what your customers want;

- *Understand that marketing today is a two-way discussion.*

- *Direct outreach plus online connections and community and personal incentives = Changed Behavior...and support for a “policy” they didn’t know they liked!*

- *The final result – support for your utility, renewable energy, and even a policy they don’t understand called...the RPS....*
The Arizona Solar Challenge was designed for 15 Communities to **get 5% of their homes to be solar by 2015.**

- We wound up getting 12 Communities to get 20% of their homes to be solar by 2010!
- And the other 3 communities achieved 10% by 2010.
- Thousands of Arizona residents participated either through information sessions, or direct purchases of solar. They learned about solar, the RPS and the value of both to their community and state
- Customer Satisfaction Surveys for APS showed huge spikes in customer approval
Following up on AZ, and after studying installations in Connecticut, researchers at Yale and Duke University concluded:

• The single most important factor driving whether a given house installed solar was peer influence -- whether other houses nearby had recently done so.

• There is not as much difference for other socioeconomic and demographic factors - income, political party registration and the unemployment rate were not driving factors.

• The installation of one additional solar rooftop project within the past six months in a community increased the average number of installations within a half mile radius by almost one half.
Adoption During Campaigns and Persistence

Cumulative Installations per Town by Campaign

- R1 campaign
- R2 campaign
- R3 campaign
- Express campaign
- Choice campaign
- R1
- R2
- R3
- Express
- Non-Solarize
Solarize Success!

✓ $100 million of solar installed – on investments of less than $3.5 million

✓ More than 3500 residential homes “solarized” (2,339 in CT in 70 Communities)

✓ More than 20,000 residents inquired about solar energy for their homes

✓ More than 28 MW installed (over 18 MW in Connecticut)

✓ More than 25,000 Metric Tons of Green House Gases Reduced

✓ 20-25% reduction in cost of solar
✓ An RPS can clearly and definitely jump-start a clean energy market in a very positive and constructive way;

✓ But there are political pitfalls, misunderstandings and ramifications if the RPS messaging and implementation aren’t handled correctly;

✓ Utilities need to be brought in as full partners – and prepared for the ramifications of an RPS. Brought in as partners from the beginning – an RPS can be a win-win-win.
✓ The successes are significant – and far reaching. Other countries are investigating and seeking to implement RPS policies based on the US experience. (Israel, India, etc.)

✓ To ensure continued RPS success – let’s keep the end user – our customers, our friends and neighbors in mind. Let’s make the RPS relevant to their lives...and the RPS will endure!

✓ Selling “policies” is an art form in itself. And the RPS is a policy that must be artfully sold and marketed.

✓ Remember: “Cut, Cut, Bill Great!”
...Onward Towards RPS Success....

For More Information
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