

**PROCESS EVALUATION OF THE  
2004 / 2005  
FLEX YOUR POWER NOW!  
STATEWIDE MARKETING CAMPAIGN**

**FINAL REPORT**

Volume II: Appendices

July 24, 2006

Submitted by:



# PROCESS EVALUATION OF THE 2004 / 2005 FYP NOW! CAMPAIGN

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## PROCESS EVALUATION OF THE 2004 / 2005 FYP NOW! CAMPAIGN

### 5 APPENDICES

#### 5.1 Depth Interview Guide



#### Flex Your Power NOW Evaluation Program Administrator/Staff Interview Guide

##### *Introduction*

*Hi, my name is \_\_\_\_\_ and I'm calling from Opinion Dynamics and we are doing an evaluation of the Flex Your Power NOW program for the California IOU's. In order to gain a better understanding of the program, we would like to talk to you regarding your. We will also be using these responses to aid in the drafting of our focus group guides and other quantitative survey efforts.*

[Begin with introduction and find out whether the individual has participated in a process evaluation before. If not, explain the purpose of this survey. Also establish a comfort level with the interviewee that this is an overall research effort to aid in possible program refinement and should not be viewed as any type of scorecard or audit function.

[Note to Interviewer: Throughout the interview, try to distinguish between how the respondent says the **current** program is implemented and how it should be implemented in the **future**.]

The following abbreviations will be used to help understand which questions are being asked of which program actors:

- |  |   |         |
|--|---|---------|
| • Program Managers and Administrators    | - | PA's    |
| • Utility Representatives                | - | U-Reps  |
| • Research 360 / advertising Co.         | - | 360/AD  |
| • Wally McGuire and staff                | - | WM & Co |
| • California Independent System Operator | - | CAISO   |

##### *Roles and Protocol*

1. Please describe in detail your job responsibilities related to the Flex Your Power NOW program. *[Ask ALL]*

2. Did the program grow out of Flex Your Power program? If so, how? *[Ask ALL; except 360/AD]*

### ***Current and Future Program Design and Theory***

3. How is the Flex Your Power NOW program related to the Flex Your Power program? (Is it an outgrowth or were they two separate programs that were combined to maximize marketing dollars?) Who made the decision/How was the decision made to combine the two? *[Ask of PA's, U-Reps and WM&Co]*
4. What do you feel are the goals and objectives of the Flex Your Power **Now** program? Do you feel that the goals and objectives of the program are clearly defined? *[Ask ALL]*
5. Do you feel the current goals and objectives are reasonable to implement? If no, why not? Are you aware of any conflicts between the program goals and its day-to-day operation? What are they? *[Ask ALL; except 360/AD]*
6. Were you involved in the design of the program? How was the program originally designed? How does this compare to how it is being implemented now? How has the program changed over the past months/year? *[Ask ALL]*
7. How are the recommendations determined to be inclusion in the advertising messages (i.e., use fan to cool house, change thermostat settings to 78 degrees, turn off lights and appliances)? How could additional messages about specific actions to reduce energy usage included? *[Ask ALL; except CAISO]*
8. What would indicate to you that the Flex Your Power NOW program is an outstanding success? *[Ask ALL]*
9. Do you know of any plans underway to incorporate new program aspects? What exactly is being considered and what ends do they address? *[Ask ALL]*
10. What do you see as the biggest challenge for the Flex Your Power NOW program? What do you see as the biggest challenge the customers face in 1) learning about the Flex Your Power NOW program? And 2) implementing the message? *[Ask ALL]*
11. One of our objectives is to help revise any current Program Theory (logic/outcomes) documentation to reflect the current program. Is there a Program Theory document, or program logic model available for the FYP or FYP Now program? (If so, how can we get a copy?) *[Ask ALL; except 360/AD]*

### ***Program Marketing [Do NOT ask this section for CAISO]***

12. Who is this program targeted towards? Any particular demographic (or by energy usage)? *[Ask ALL; except CAISO]*

13. Do you feel there are particular customer segments that are not responding to, or not reached by, the marketing? *[Ask ALL; except CAISO]*
14. How can the program broaden the scope of the customers reached (e.g., changes to materials or outreach methods)? *[Ask ALL; except CAISO]*
15. What marketing was done for this program in 2005? Are there any markets that you did not go into? What is planned for 2006? Are there marketing materials designed specifically for this program? Is there a marketing/advertising plan for this program? IF SO, REQUEST A COPY. *[Ask ALL; except CAISO]*
16. What were these efforts trying to achieve? Were there goals for the effects of the marketing efforts? (For example, response rates or participation rates based on mailing?) *[Ask ALL; except CAISO]*
17. Do you have a master schedule of marketing efforts in 2005? Who would? (Is this just for your utility or all?) Can you provide us a copy of this schedule? *[Ask ALL; except CAISO]*
18. What types of materials have been developed to market the program. Can we get a copy of these marketing materials that are used to promote the program? *[Ask ALL; except CAISO]*
19. Can you explain to me how the marketing for Flex Your Power NOW works in tandem with Flex Your Power? *[Ask WM&Co, and 360/AD]*
20. How can customers differentiate between messages for Flex Your Power and Flex Your Power NOW? Is this an issue? *[Ask ALL; except CAISO]*
21. Are you aware of any issue related to customers being able to differentiate between *messages* for Flex Your Power NOW and the *alerts* for Flex Your Power NOW? *[Ask ALL; except CAISO]*

### ***Coordination***

22. Can you describe the typical process for issuing alerts for Flex Your Power NOW? *[Ask ALL]*
  - a. Who or what decides that energy needs are critical? What are the criteria?
  - b. How does the program spread the word? What are the steps?
23. What is the easiest step in the process and why? What is the most difficult step and why? *[Ask ALL]*
24. *[Ask All]* How is the program coordinated between your organization and the
  - Utilities?

- CAISO?
  - Research 360 / “Grey Advertising”
  - Flex Your Power organization (Wally Maguire and Company)?
25. Is there any coordination between the marketing elements of this program and other utility programs? If so, what is done and how effective do you think it is? Are there any areas that you feel should not be coordinated, perhaps because each utility has different needs? Do you feel that the coordination of this program works? Do you have any suggestions for improving the coordination process? [Ask ALL]
26. What is Flex Your Power NOW’s relation to other demand-response programs offered by the California investor-owned utilities (PG&E, SCE, SDG&E, SCG)? Are there any synergies there to get customers to move from voluntary reactions to, for example, a program with a rate structure designed to discourage energy usage during peak hours? [Ask ALL; except 360/AD]
27. What do you see as the customer needs that drive their participation into the program? What do you think are the main reasons a customer would implement recommended actions on a Flex Your Power NOW alert day? [Ask ALL]

### ***Internal Communications and Administration***

28. What are the formal and informal communication channels between your organization and others in this process? How effective is this communication? [Ask ALL]
29. Are you hearing any program specific feedback from outside entities or program participants? Please detail feedback. Has the feedback changed over time? [Ask ALL]
30. Overall, how would you characterize communications concerning day-to-day program operations? How do these help you perform your job? What aspects could be improved that would enable you to do your job more quickly, easier, and/or more effectively? [Ask ALL]

### ***Recommendations for the Future [IMPORTANT SECTION-DO NOT SKIP] [Ask All]***

31. What do you see as the barriers for the program being more widely adopted by customers? What changes do you think might be put into place to address these barriers and improve the success of the program?
32. What would you like to see changed to make sure that there are no lost opportunities?
33. Do you have any other comments or suggestions for how this program can be improved upon in the future?

34. What are the program's greatest strengths?
35. What are the program's greatest weaknesses?
36. Finally, are there elements in the program's design, structure, and/or operation that should be modified? If so, what would you recommend? Why do you think change is needed?
37. How successful do you think the program is on a scale of 1 to 10 with 1 being the lowest and 10 being the highest? Why?

Thank you very much for taking the time in assisting us with this evaluation. Your contribution is very important part of the process.

## 5.2 Baseline Awareness Survey Instrument



### 2005 FLEX YOUR POWER General Awareness Survey

[NOTE TO INTERVIEWER: MAKE SURE RESPONDENT KNOWS IF THE QUESTION IS DEALING WITH FLEX YOUR POWER, OR FLEX YOUR POWER – NOW]

#### *Introduction*

Hello, my name is \_\_\_\_\_ and I'm conducting a short survey sponsored by your California electric utility. This is not a sales call. The questions that I have will only take about 10 minutes and your responses will be kept **strictly confidential**. [IF RESPONDENT ASKS, INDICATE THAT THIS SURVEY IS BEING CONDUCTED FOR THE CALIFORNIA INVESTOR-OWNED ELECTRIC AND GAS UTILITIES INCLUDING SCE, PG&E, SCG, SDG&E.]

O2. What is your electric utility?

1. Pacific Gas & Electric (PG&E)
2. Southern California Edison (SCE)
3. San Diego Gas & Electric (SDG&E)
4. OTHER [THANK AND TERMINATE]

#### *General Awareness of Energy Conservation*

1. What efforts – such as programs or campaigns – are you aware of that are underway in California designed to conserve energy? [PROBE FOR SPECIFIC NAMES]

1. OPEN END
2. (None/DK)

[SKIP Q2 IF Q1=2]

2. How did you first become aware of these efforts? [DON'T READ, CHECK ALL THAT APPLY]

1. (Television advertising)
2. (Radio advertising)
3. (Flex Your Power Campaign)
4. (Billboard)
5. (In-store display)
6. (Newspaper advertisement, unspecified)
7. (Community agency, home or tradeshow)
8. (Utility contact – mailing, customer representative)



9. (Friend, family or colleague)
10. (Other, specify) \_\_\_\_\_

***Awareness of Flex Your Power / Flex Your Power NOW***

3. How familiar are you with the phrase “Flex Your Power”? Would you say you are...
  1. Very familiar
  2. Somewhat familiar
  3. Slightly familiar
  4. Not at all familiar with the phrase “Flex Your Power”
  5. (DK)
  
4. What do you think of when you hear the term “Flex Your Power”? [OPEN-ENDED, CHECK ALL THAT APPLY. NOTE THAT WE WILL ASK ALL RESPONDENTS THIS QUESTION, AND COMPARE THOSE WHO HAVE HEARD OF FYP VERSUS THOSE WHO HAVEN’T]
  1. OPEN END
  2. (Never heard of the term)
  3. (Don’t know)
  
5. How familiar are you with the term “Flex Your Power NOW”, a slightly different message? [EMPHASIZE THAT THERE IS A “NOW” ON THE END] Would you say you are...
  1. Very familiar
  2. Somewhat familiar
  3. Slightly familiar
  4. Not at all familiar with the term “Flex Your Power NOW”
  3. (DK)
  
6. What do you think of when you hear the term “Flex Your Power NOW”? [NOTE THAT WE WILL ASK ALL THIS QUESTION AND COMPARE THOSE WHO HAVE HEARD OF Flex Your Power NOW TO THOSE WHO HAVEN’T]
  1. OPEN END
  2. (Never heard of the term)
  3. (Don’t know)

***Flex Your Power***

For the next set of questions – I would like to concentrate on the Flex Your Power advertising campaign. Remember, the Flex Your Power campaign is different than the Flex Your Power NOW campaign.

7. Do you ever recall hearing or seeing a Flex Your Power advertisement?
  1. Yes
  2. No [SKIP TO Q15]
  3. (DK) [SKIP TO Q15]

[IF Q7=1]

8. Did you see or hear a Flex Your Power advertisement... [READ RESPONSES, MULTIPLE RESPONSE]

1. On television
2. On the radio
3. In the newspaper
4. In a magazine, or
5. Anywhere else? Specify: \_\_\_\_\_

[IF Q8=3]

9. Do you remember in what newspapers you saw the Flex Your Power advertisement?

[OPEN END]

(DK)

[IF Q8=2]

10. Can you tell me the radio station(s) on which you heard the Flex Your Power commercials?

[OPEN END]

(DK)

[IF Q8=1]

11. Can you tell me the television station(s) you saw information about Flex Your Power?

[OPEN END]

(DK)

12. What do you recall learning from the message you saw or heard for Flex Your Power?

(MULTIPLE RESPONSE)

1. (Conserve energy)
2. (Buy/Install energy efficient equipment)
3. (Shut off electric consuming equipment)
4. (Change thermostat settings)
4. (Get an energy audit)
6. (Avoid a brownout)
5. (Other) Specify \_\_\_\_\_
6. (DK)

13. Have you altered your energy usage or purchased equipment as a result of the information you learned from Flex Your Power?

1. Yes
2. No

[IF Q13=1]

14. What have you done? [OPEN END]

### ***Flex Your Power—Now***

Now I want to ask about the Flex Your Power NOW advertising campaign. The Flex Your Power NOW campaign is different than the Flex Your Power campaign.

15. Do you ever recall hearing or seeing a message or advertisement regarding Flex Your Power NOW?

1. Yes
2. No [SKIP TO Q21]
3. (DK) [SKIP TO Q21]

[IF Q15=1]

16. Did you see or hear a Flex Your Power NOW advertisement... [READ RESPONSES]

1. On television
2. On the radio
3. In the newspaper
4. Anywhere else? Specify: \_\_\_\_\_

[IF Q16=3]

17. Do you remember what newspapers you saw the Flex Your Power NOW advertisement?  
(MULTIPLE RESPONSE)

[OPEN END]  
(DK)

[IF Q16=2]

18. Can you tell me the radio station(s) on which you heard the Flex Your Power NOW commercials?

[OPEN END]  
(DK)

[IF Q16=1]

19. Can you tell me the television station(s) you heard about Flex Your Power NOW?

[OPEN END]  
(DK)

[IF Q15=1]

20a. Flex Your Power NOW messages include suggestions for what to do when you hear an alert for Flex Your Power NOW. What suggestions, if any, do you remember the hearing?  
(MULTIPLE RESPONSE)

1. (Turn thermostat down)
2. (Use fans to cool house)
3. (Use major appliances in early morning or at night)
4. (Shut off unnecessary appliances/electric equipment)
5. (Turn off unneeded lights)
6. (Pull window shades/curtains)
7. (Conserve energy, general)
8. (Other) Specify \_\_\_\_\_
9. (DK)

[IF Q15=1]

20b. What is the main message or idea associated with the Flex Your Power NOW advertisement you saw or heard? (MULTIPLE RESPONSE)

1. (Turn thermostat down)
2. (Use fans to cool house)
3. (Use major appliances in early morning or at night)
4. (Shut off unnecessary appliances/electric equipment)
5. (Turn off unneeded lights)
6. (Pull window shades/curtains)
7. (Conserve energy, general)
8. (Other) Specify \_\_\_\_\_
9. (DK)

[IF Q15=1]

20c. Are there any other messages associated with the Flex Your Power NOW advertisement you saw or heard?

[OPEN END]

(No)

(DK)

[IF Q15=1]

20d. Was there anything confusing or difficult to understand about the Flex Your Power NOW advertisement you saw or heard?

[OPEN END]

(No)

(DK)

While Flex your Power is a year round campaign, encouraging customers to conserve energy, Flex your Power NOW is a “Call to Action”. The Flex Your Power Now advertisements tell you that when you hear an “Alert” energy needs **that day** are high and electricity supplies are low and that taking immediate conservation actions is critical in helping to meet the energy needs of California.

21. The Flex Your Power NOW alert occurs when there is an immediate and critical need to conserve energy. Have you seen or heard an alert message telling you that today your help is needed and it is time to “Flex Your Power NOW” ?

1. Yes
2. No [SKIP TO Q25]
3. (DK) [SKIP TO Q25]

[IF Q21=1]

22. Where did you see or hear this alert for Flex Your Power NOW? [DO NOT READ, PROMPT IF NECESSARY, MULTIPLE RESPONSE]

1. (television)
2. (radio)
3. (newspaper)
4. (email)

## 5. Other (specify)

[IF Q21=1]

23. After hearing the message alert, did you shut off any electricity?

1. Yes
2. No
3. (DK)

[IF Q23=1]

24. What did you do? [IF RESPONDENT SAYS THEY TURNED OFF APPLIANCES, PROBE FOR WHICH APPLIANCES] (MULTIPLE RESPONSE)

1. (Turn thermostat down)
2. (Use fans to cool house)
3. (Use major appliances in early morning or at night)
4. (Shut off unnecessary appliances/electric equipment)
5. (Turn off unneeded lights)
6. (Pull window shades/curtains)
7. (Conserve energy, general)
8. (Same as Flex Your Power)
9. (Other) Specify \_\_\_\_\_

[IF Q21=2 or 3]

25. If in the future, you saw a Flex Your Power NOW Alert, how likely would you be to change your energy use? Use a scale of 1-10, where 1 is extremely unlikely and 10 is extremely likely.

26. On a day when the supply of electricity is limited, there are several ways to inform you about energy conservation and the need to save power. Which of the following would be the **most** effective way to inform you of the immediate need to reduce your energy usage for that day?

[READ ALL, CHOOSE ONE]

1. Newspaper advertisement
2. Radio announcement
3. Television announcement
4. Highway message announcement
5. An email message that goes directly to your inbox
5. Any other way? Specify \_\_\_\_\_

27a. Who do you think sponsors the Flex Your Power NOW program?

1. (California/state government)
2. (Electric utility (PG&E, SCE, SDG&E))
3. (Federal government)
4. (Other, specify)

27b. Which entity has the most credibility to issue alerts to customers to conserve energy?

[READ RESPONSES, CHOOSE ONLY ONE]

1. California/state government
2. Electric utility (PG&E, SCE, SDG&E)

3. Federal government
4. Local television or radio newscast
5. (None of the above)

***Other***

28. Have you ever visited the Flex Your Power Web site at fypower.org?

1. Yes
2. No
3. (DK)

29. Are you aware that there are programs offered in California that are designed to help you conserve energy and save money?

1. Yes
2. No
3. (DK)

30. Please tell me if you are very familiar, somewhat familiar, slightly familiar, or not at all familiar with the following terms:

- A. ENERGY STAR. Would you say you are...
- B. The Energy Hog.
- C. "Spare the Air" [ASK ONLY OF PG&E CUSTOMERS]
- D. utility-sponsored energy efficiency programs.
- E. The 20/20 energy conservation program
- F. "For 100 Years....Life, Powered by Edison" [ASK ONLY OF SCE CUSTOMERS]

Would you say you are...

1. Very familiar
2. Somewhat familiar
3. Slightly familiar
4. Not at all familiar
5. (DK)

31. Did Flex Your Power help you become aware of these other energy conservation programs?

1. Yes
2. No
3. (Don't Know)

***Demographics***

D1. Do you have any of the following in your home? [1=YES and 2=NO]

- A. Central Air Conditioning
- B. A heated pool
- C. A washing machine
- D. A dishwasher
- E. Personal Computer

- G. A second refrigerator
- H. A standalone freezer

D2a. Are you the person who pays or reviews the electric bills for your home? [IF NO, Probe whether someone else pays the bills or if they don't receive one]

1. Yes
2. No, someone else in household pays bill
3. No, we don't receive the electricity bill
4. DK

D2. What is your ethnicity or race?

1. White
2. Asian
3. Black or African American
4. Hispanic or Latino
5. American Indian or Alaska Native
6. Native Hawaiian or Other Pacific Islander
7. Russian
8. Other \_\_\_\_\_
9. (DK/Refused)

D3. What type of residence do you live in? (READ CATEGORIES)

1. Single-family
2. Duplex or two-family
3. Triple-decker
4. Apartment/condo in a 2-4 unit building
5. Apartment/condo in a >4 unit building
6. Townhouse or row house (adjacent walls to another house)
7. Mobile home, house trailer
8. (Other, please specify)
9. (Don't know/Refused)

D4. Do you (or someone else in your household) own or rent your home or apartment?

1. Own
2. Rent
3. (DK/Refused)

[IF D4=2]

D5. Does someone in your household pay your electricity bill or is it included in your rent?

1. Yes, someone in household pays electricity bill
2. No, no one pays bill because bill is included in rent
3. (Other, specify)
4. (Don't know)

D6. Approximately how old is your home or apartment? (READ CATEGORIES, IF NECESSARY)

1. 0-4 years old
2. 5-10 years old
3. 11-15 years old
4. 16-20 years old
5. 21-40 years old
6. 41-80 years old
7. 81 or more years old
8. (Don't know/Refused)

D7. What is the highest level of education that you have completed so far? (READ CATEGORIES, IF NECESSARY)

1. Less than high school graduate
2. High school graduate
3. Technical or trade school graduate
4. Some college
5. College graduate
6. Some graduate school
7. Graduate degree
8. (Don't know/Refused)

D8. Counting yourself, how many people in your household fit into the following age groups?

- A. 0 – 17 years old
- B. 18-64 years old
- C. 65 or over
- D. (Refused)

D9. Is anyone in your household at home during a typical weekday afternoon?

1. Yes
2. No
3. (Don't know/Refused)

D10. Approximately what do you pay in electricity bills per month? [NOTE: rough estimate is fine.] [98=do not have/pay electricity, 99=DK]

D11. Approximately what do you pay in gas bills per month? [NOTE: rough estimate is fine.] [98=do not have/pay gas, 99=DK]

D12. [OBSERVED] Gender:

1. Male
2. Female

That's all the questions I have today. Thank you for participating in our survey effort. Your help is greatly appreciated.



### 5.3 Focus Group Guide



**Focus Group  
Flex Your Power Now - Discussion Guide  
Winter 2006**

In the Flex Your Power Now focus groups, the target audience for these sessions will be a mix of the general population. The only participant screeners are:

- Payment of own utility bills, and
- *At least* half (or more) the attendees having central air conditioning.

Notes regarding the focus group discussion guide are provided as blue sidebars.

#### ***Introduction***

My name is Sharyn Barata and I am going to be moderating the discussion today. By a show of hands, how many of you have participated in a focus group before? There are no right or wrong answers. Please feel free to share your opinions and ideas during our discussions tonight.

This focus group will last about 90 minutes, and just to let you know, we are videotaping this discussion to help with our analysis. Behind this mirror is the videocamera and our clients who we're doing this research for. Your identity will be confidential – the responses you share today will not be associated with you as an individual.

Let's start by going around the room and having you tell us your name and a little about yourself. Please tell us your first name, what city you live in, what type of home (single family, apartment complex, etc) you live in, and how many others live in your home. (*Have these Question listed on a flip chart or chalkboard*)

I will start –

Next, I would like to find out how many people are at home during the day in a typical workweek (Monday – Friday), Are you one of these people home during the day?

What kinds of energy using equipment/appliances/devices do you run? (Probe: AC, pool pump, spa, pottery kiln, solar panels, bakery business?)

Great.

***FYP/FYPN v. OTHER ENERGY awareness [20 minutes]***

Do you recall any notices or advertisements about energy over the past couple of years? What were they? Any others?

Get a count *unaided* mentions of FYP/FYPN/ES, then a count *aided by other participants*; will probe later if not mentioned

Okay, starting with \_\_\_\_\_ [WHATEVER IS MENTIONED ABOVE]. What did those ads mean to you?

- Probe for actions v. information

Start with anything BUT FYP/FYPN. Use ES if nothing else is mentioned. Then ask about 20/20 and 10/20 and ES, FYP. Finally, end with FYPN

[IF ES/FYP/FYPN DO NOT GET MENTIONED UNAIDED, ASK]

By a show of hands, how many of you have heard of....

- 20/20?
- 10/20?
- Spare the Air?
- Energy Star? What is it?
- Flex Your Power? What is it?
- Flex Your Power NOW?
  - For those of you that haven't heard of the campaign, just based on the name, what do you think this campaign is about? How many of you thought that?
  - Now for those of you that have heard of the campaign [CALL ON PEOPLE BY NAME], What have you seen or heard? [ALLOW FOR UNPROMPTED ANSWERS]
    - What do you think this campaign is about?
    - How many of you thought that?

Before we talk too much more, I want to show you some of the advertising that has been done, and get your feedback about what you see and the messages you perceive.

[SHOW FYP LOGO AND FYPN LOGO]

What do you see as the difference? [MOST LIKELY WILL CALL OUT THE WORD "NOW"]. Do they send any different messages? Do you take away any different messages from the two, or do they mean the same thing to you? Others?

How many of you have seen these logos? Have you seen both logos, just one (if so, which one?), or are you not sure?

IF MENTIONED "PEAK" OR EQUIVALENT ALREADY...

**PEAK [10 MINUTES] – DO NOT DEFINE PEAK YET**

We talked a little about \_\_\_\_\_ ["peak", use words that were used in the discussion already] What is \_\_\_\_\_ ("peak")? [PROBE for distinction between electricity and natural gas]

When is \_\_\_\_\_ (“peak”)? [Unaided comprehension of the term; probe for time – season, weekday/weekend]

What does it mean? [Probe to get at comprehension of high electricity costs/high coincident demand – look for their way of describing this]

Do you think there are any particular times that \_\_\_\_\_ (“peak”) is more of a problem than others?

[Make sure they understand when peak is...summer weekday afternoons, usually hot days]

***FYP/FYPN advertisements -Note there are only one set of advertisements for both of these efforts – Want to see if people are able to understand the different messages***

[FOR THOSE WHO HAVE HEARD OF FYP or FYP Now]

Of (say number) those of you who have heard of Flex Your Power or Flex Your Power Now – How many have seen any of the commercials on television? How about radio announcements? Newspaper advertisements? What about Brochures? Website? (GET COUNTS)

[FOR THOSE WHO HAVE HEARD OF FYP]

What do you think of the Flex Your Power advertisements you’ve seen or heard?

What do they tell you? Are they effective in getting the message across?

(Probe only if mentioned: effective in informing you about actions you can take to reduce your energy usage? Would (or have) they make you alter your purchase decisions?)

[FOR THOSE WHO HAVE HEARD OF FYPN]

Of (say number) those of you who have heard of Flex Your Power NOW –

What do you think of the Flex Your Power NOW advertisements you’ve seen or heard?

What do they tell you? Are they effective in getting the message across?

(Probe only if mentioned: effective in informing you when to take specific actions to reduce your energy usage? Would (or have) these messages influence your decisions to reduce energy?)

IF CONFUSION BETWEEN THE TWO: What makes it so difficult to separate the two? How can we reduce this level of confusion?

DESCRIPTIONS OF PROGRAM:

**Flex Your Power** is California's statewide energy marketing and outreach campaign designed to help all Californians reduce their energy use through energy efficiency. Initiated in 2001, Flex Your Power is a partnership of California's utilities, residents, businesses, institutions, government agencies and nonprofit organizations working to save energy.

**Flex Your Power NOW!** is a notification system designed to help manage summer peak-electricity demand. When electricity supply is tight, due to heat waves, high demand, unplanned outages or transmission problems, Flex Your Power works with the California Independent System Operator and the state’s major utilities to call a “Flex Your Power Now” day, requesting all Californians to reduce electricity use to help prevent electrical emergencies.

[SHOW ADVERTISEMENT AND ASK SAME SET OF QUESTIONS, ALLOWING FOR DISCUSSION, BUT THEN FOCUS ON DIFFERENCE BETWEEN THE FYP PART AND THE FYPN PART OF THE AD]

***Awareness of Household Energy Use [5 minutes]***

Do you ever think about or pay attention to your household's energy use? Why/Why not? When do you pay attention to it? For how long a period? Does the amount of attention vary by time of year? If so, why?

***Awareness and Action of Energy Efficiency and Attitudes [10 minutes]***

What can you do to lower your energy use? [Look for EE (bought something) v. conservation (general behavioral changes) v. peak load reduction (targeted efficiency or action)]

Let's talk about things you can buy that use less energy. [Give examples from what people have already done]. Has anyone else done that? Has anyone made a home improvement or replaced appliances with the idea of lowering your energy use?

Let's talk about the things you can do to reduce energy use. [Give examples from what people have already done] What do you do?

Let's talk about \_\_\_\_ "peak reduction" (use their terminology). What do you do? [Distinguish between everyday v. targeted reduction]  
[PROBE for summer/winter; weekend/weekday]

Are these actions that you've mentioned important?

- Why? Who benefits and in what way?
- Have you ever been asked by your utility or the state to use less electricity on a particular day? If so, why do you think you were asked to use less? (probe for awareness and understanding of stage alerts/ power watch days when the public is asked to voluntarily reduce demand).
- Did you use electricity differently on these days? Why/why not? What specifically did you do? Is it reasonable / fair to expect people to use less electricity on such short notice?

***Actions Taken To Reduce Energy - Conservation [10 minutes]***

Next, I would like to talk about anything you may have done to change energy use in your home. Have you made any changes recently?

- Did you do anything in response to the Energy Crisis that occurred in our State a few years ago?
- Have you done anything in response to the current high energy prices?
- For those who said they haven't done anything, How come you didn't take actions to change your energy usage?

When do you do these things? Do you do any of these actions during on-\_\_\_\_\_ “peak” periods (during the day), off-\_\_\_\_\_ “peak” periods, or everyday – i.e. all the time?

When (If) you hear that “demand for electricity is high in your area”, “ or electricity supplies are tight due to high demand or unplanned transmission problems”, would you be willing to change your electricity usage? Why/Why not? For those who say they would change their usage, what would you do?

What would be a good enough reason for you to cause you to change/shift/reduce your energy use? (probe for prevent blackouts, “environment” in general, save money/reduce bill)

If electricity rates could be changed so that most of the time they were lower, but during peak times they were higher, would that be a good idea? What do you think most people would do? (respond to questions about total costs with “utilities wouldn’t make more”) What about if they were only high during power emergencies?

What kind of information do you need to be able to do things to lower their household energy use, especially during peaks?

How would you like to receive this information (about actions to reduce electricity usage)

### ***Messaging [15 minutes]***

I’m going to read a few messages related to energy. A sheet is being passed out to each of you, and there are a few questions to answer for each message that I read. How would you respond to the following messages?

- 1 If we all work *together*, we can make a difference.
- 2 Even an *individual* can make a difference.
- 3 Saving electricity saves me money
- 4 The *government* can help promote energy efficiency and conservation.
- 5 Conserving electricity helps save our natural resources for future generations.
- 6 Individuals can make a difference in reducing brown and blackouts associated with high electricity usage
- 7 Conservation is good for the environment.
- 8 I think it is important to use only my fair share of natural resources – such as electricity.
- 9 It is important to my community that I save electricity. Saving will help to do things like keeping lights on in our schools, and businesses.
- 10 There are simple and easy ways for me to save electricity.

A sheet will be passed out for each respondent to fill out on a scale for each message and then an overall question for all messages:

1. Do you agree with the message?
2. Would you likely take action because of the message?
3. Do you think this message encourages you to reduce your energy usage?

Overall, which message is your favorite?

What other messages would encourage you to engage in more energy saving practices? What messages would cause you to purchase (or consider purchasing) more energy efficient items?

In general, what is your attitude towards environmental issues? What type of issues are you concerned with? What type of actions do you take?

What do you think of when you hear the word Environmentalist? Would you consider yourself an environmentalist? If yes, why? If no, why.

What do you think of when you hear the term “energy efficiency”? What does it mean to you?

What about the term “energy conservation”? Do you think there is a difference in this term?

What types of actions are related to energy efficiency or energy conservation? Do you do any of these? Why/Why not?

What do you think of when you hear reduce energy usage? How about shift energy usage? What are the differences, if any, in the term? What sounds more favorable to you?

How many of you have heard the term “peak” and “off-peak” as it relates to electricity? Can anyone describe it for me? [Peak periods are times during the day when demand for electricity is high – this is usually during weekday afternoons or early evenings, or during hot days in summer]

### ***Buying patterns [15 minutes]***

I want to talk about what happens when you need to purchase a large appliance such as a refrigerator, whole house air conditioner, a room a/c, washer/dryer, dishwasher, etc. If you haven't experienced it recently, talk about what you *would* do. If you have made a purchase like this, please share what you did.

What is your normal process when you need to purchase a large appliance? How do you know which kind to purchase? What factors go into your decision (aesthetics, size, price, energy efficiency)? Which one is the most important?

Where would you consider buying these types of appliances? (What kind of stores?)

Do you do any research before making these types of purchases? What type of research? (prompt - Magazines/ phone calls/ friends/ Internet?)

Who do you call?

What magazines or websites do you look at?

Do you comparison shop? What options do you look for? (probe for energy efficiency)

Are you familiar with the “Energy Star” label? (alter question if it came up before) What does it mean to you?

Do you own any Energy Star labeled appliances? Why or why not?

(Probe if “uses less energy”: does it reduce your utility bills? Big or small change? How would you figure that out? Do you think it’s worth spending more on an appliances that uses less energy?)

How do you think the cost of an Energy Star appliance compares to less efficient models?

Sometimes the sticker price of an Energy Star appliance will cost more than the other models that are not as energy efficient. However, because Energy Star appliances use less electricity, the energy savings of these Energy Star appliance can often “pay” for themselves in a few years. The length of time it takes for the appliance to pay for itself in what it saves in energy costs is called payback.

Have you ever considered payback when making a purchasing decision about an appliance?

[CHECK IF ANYONE WAS AWARE]

Do you think this is a viable consideration, or do you feel that upfront cost is more important when you purchase a large appliance?

Now knowing about payback, do you think this might be something you might consider in the future? How important do you think it will be in comparison to the other factors you mentioned earlier as important in your decision-making?

Is the environment (e.g., saving water, natural resources, etc.) a consideration in your decision-making process?

***Additional Information Wanted [10 minutes]***

Now, I want to get your feedback on what advertising messages would work best to communicate Flex Your Power NOW. What kinds of messages should be used to spread the word about what to do in case of a Flex Your Power NOW event happens?

If the state and utilities knew the afternoon before that there could be a problem with energy demand being high, what would be the best way to make sure people like you would hear about it?

What is the best way to help people respond during one of these emergency events/alerts?

How many times per year would you be willing to accept these events?

Is there any other information you feel you would need to help you understand what actions you could take to reduce your energy usage? What format would they need to be in so that you would be likely to read, understand, and accept them as legitimate information? Email?

***Thank you and Wrap Up [5 minutes]***

Okay, are there any other comments on services you would like to mention regarding energy efficiency or conservation that we have not covered today?

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You'll receive an envelope with \$75 at the desk on your way out. Thank you for participating and offering such great feedback!



## 5.4 Memo Providing Insight Into the Process Evaluation Survey

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### MEMORANDUM

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**TO:** FLEX YOUR POWER NOW EVALUATION TEAM  
**FROM:** SHARYN BARATA, JANE CHOI (OPINION DYNAMICS)  
**CC:** BRAD KATES (OPINION DYNAMICS)  
**DATE:** MARCH 1, 2006  
**RE:** INSIGHT INTO THE PROCESS EVALUATION SURVEY

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As one of many parts to Opinion Dynamics' (ODC's) evaluation of Flex Your Power NOW, ODC is conducting a process evaluation and program effects survey with customers. The process evaluation and program effects survey incorporates information learned from our review of program materials, conducting in-depth interviews, and convening our focus groups with residential customers in each electric utility's territory. We have also included some of the same questions from our baseline awareness survey in the process evaluation survey. This will help us to track any progress in the program or any changes in customer attitudes towards energy conservation<sup>1</sup>.

We are also using the process evaluation survey to delve more deeply into topics that surfaced through our focus groups. These topics include the following:

1. Reactions to various messages
2. Confusion with the concept of peak
3. Confusion with FYP and FYPN messaging
4. Recall of FYP/FYPN commercials
5. Seriousness of an FYPN event
6. Actions taken all the time versus at peak times
7. Awareness of and participation in other programs

Details on how and why we are addressing these topics can be found on the following pages.

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<sup>1</sup> While tracking studies are usually conducted with more time elapsing between each phase, a four-month time lag is as much as we are able to afford given the tight timeline in this overall evaluation effort.

### ***1. Reactions to various messages***

Focus group participants were keen on messages that affirmed that change was within their reach as well as messages about saving money. We want to further test what we learned about messaging in the focus groups, so we chose the top several statements highlighted by these focus group respondents to ask of our process survey population. Understanding the general appeal of these messages, will help us to understand what motivates customers to take energy efficient or energy conserving actions.

### ***2. Confusion with the concept of peak***

Because FYPN events are called at peak periods, it is important to understand customer awareness and comprehension of peak. During the focus groups, participants had a difficult time identifying exactly when a peak period was. In general, by bouncing thoughts off each other, the focus group participants eventually came to understand that peak periods often occurred on hot, summer, weekday afternoons. Process survey respondents will have a chance to demonstrate their knowledge of when peak typically occurs.

### ***3. Confusion with FYP and FYPN messaging***

Results from our focus groups indicated that participants often confused the messages of FYP and FYPN. For instance, several respondents said that FYP meant that they should turn on their appliances after 7pm – clearly, a FYPN message. The baseline awareness survey had asked the general population about what messages they learned from each, and we will continue to ask this in our process evaluation survey. In addition, survey respondents will have a chance to weigh in on what “NOW” in the term “Flex Your Power NOW” means, as the “NOW” often seemed to confuse focus group participants.

### ***4. Recall of FYP/FYPN commercials***

FYP/FYPN television commercials were viewed during the focus groups. Although very few participants had said they had seen an FYP/FYPN ad prior to viewing the commercials, almost everyone said they had seen one of three commercials after seeing them again. Because unaided recall was so low, we included brief descriptions of television and radio commercials in the process evaluation survey to help respondents remember if they have seen, or heard, any FYP/FYPN ads. This will also allow us to probe into what messages they may have learned from the commercials.

### ***5. Seriousness of an FYPN event***

Furthermore, focus group participants suggested that notices for FYPN events should impart a serious tone to indicate that there is an emergency. The process evaluation survey includes a question about whether the threat of a brownout or blackout is serious enough to cause customers to take action.

### ***6. Actions taken all the time versus at specifically peak times***

Focus group participants indicated that they take many energy reducing actions, and that these actions are often taken all the time. These actions range from wearing many layers of clothes in their homes in the winter, to keeping the thermostat at moderate temperatures, to installing energy efficient appliances when making renovations. The process evaluation survey will ask

the general population not only what actions they take to reduce their energy usage, but also when (peak/off peak/always)and why these actions are taken.

***7. Awareness of and participation in other programs***

Focus group participants were able to mention some utility-sponsored programs. The process evaluation survey will test customer awareness of these energy-related programs. Some of these will be the same programs asked during the baseline awareness survey, but other new programs or informational programs or messages have been since added, utilizing input from the evaluation team.

## 5.5 Process Evaluation Survey Instrument



### 2006 FLEX YOUR POWER NOW Process Evaluation Survey

#### *Introduction*

Hello, my name is \_\_\_\_\_ and I'm conducting a short survey sponsored by the California electric utilities and the Public Utilities Commission. This is not a sales call; rather your responses will be used to help Californians meet their future energy needs. The questions that I have will only take about 15 to 20 minutes and your responses will be kept **strictly confidential**. [IF RESPONDENT ASKS, INDICATE THAT THIS SURVEY IS BEING CONDUCTED FOR THE CALIFORNIA INVESTOR-OWNED ELECTRIC UTILITIES - SCE, PG&E, AND SDG&E.]

O1. Our records show that [UTILITY] is your **electric** utility. Is this correct? [IF NO, choose below]

5. Pacific Gas & Electric (PG&E)
6. Southern California Edison (SCE)
7. San Diego Gas & Electric (SDG&E)
8. OTHER [THANK AND TERMINATE]

#### UNAIDED QUESTIONS

#### *Actions to conserve energy and reduce peak consumption [UNAIDED]*

U1. Have you done anything to reduce your electric or natural gas bills or conserve energy in your home over the past year?

1. Yes
2. No [SKIP TO U3]
3. (DK) [SKIP TO U3]

U2. What have you done?  
[OPEN END]

#### *Awareness of Utility Energy Programs and Services [UNAIDED]*

U3. Are you aware of any energy conservation programs or campaigns underway in California?

1. Yes
2. No [SKIP TO U8]
3. (DK) [SKIP TO U8]

U4. Can you tell me the name of any of these programs or campaigns that you remember?  
[OPEN END]

U5. In the past year, have you participated in any energy conservation programs or campaigns?

1. Yes
2. No
3. (DK)

[IF U5=Yes]

U6. Which energy conservation programs or campaigns have you participated in? [Don't Read – CHECK ALL THAT APPLY - - Be sure to include any programs mentioned in any of the previous questions]

1. (A/C Cycling or Summer Discount program)
2. (10/20)
3. (20/20)
4. (Smart Thermostat)
5. (Summer Savers)
6. (Flex Your Power)
7. (Flex Your Power Now)
8. (Energy Star)
9. (Other, specify)
10. (DK)

U7. How did you first become aware of these programs or campaigns? [DON'T READ, CHECK ALL THAT APPLY]

1. (Television advertising)
2. (Radio advertising)
3. (Flex Your Power / Flex Your Power Now Campaign)
4. (Billboard)
5. (In-store display)
6. (Newspaper advertisement, unspecified)
7. (Community agency, home or tradeshow)
8. (Utility contact – mailing, customer representative)
9. (Friend, family or colleague)
10. (Other, specify) \_\_\_\_\_

***Awareness of Peak (term and concept)***

U8. How familiar are you with the concept of “Peak” as it relates to electricity? Would you say you are...

1. Very familiar
2. Somewhat familiar
3. Slightly familiar
4. Not at all familiar with this concept [SKIP TO U11]

[IF U8=1, 2, or 3]

U9. Please describe what peak means to you as it relates to electricity.

[OPEN END]

[IF U8=1, 2, or 3]

U10. What...does peak usually occur?

- |                           |                   |
|---------------------------|-------------------|
| A. ...Time of day?        | [Show each hour]  |
| B. ...Days of the week?   | [Show each day]   |
| C. ...Months of the year? | [Shoe each month] |

[IF U8=1,2,3]

U12a. Where do you remember hearing about this peak concept? [DON'T READ, CHECK ALL THAT APPLY]

1. (Television)
2. (Newspaper)
3. (Radio)
4. (Bill Inserts)
5. (Website)
6. (Envelope from DMV (Department of Motor Vehicles))
7. (Other, specify)

[ASK ALL]

U11. Have you heard of the need to conserve electricity on certain key days of the year?

1. Yes [SKIP TO U12b]
2. No [SKIP TO U13]
3. (Don't Know) [SKIP TO U13]

[IF U11=1]

U12b. Where do you remember hearing about the need to conserve electricity on key days of the year? [DON'T READ, CHECK ALL THAT APPLY]

1. (Television)
2. (Newspaper)
3. (Radio)
4. (Bill Inserts)
5. (Website)
6. (Envelope from DMV (Department of Motor Vehicles))
7. (Other, specify)

***Perceptions of ability to respond to Peak***

[ASK ALL]

U13. Do you feel you are able to reduce your electricity usage on summer weekday afternoons?

1. Yes
2. No
3. (DK)

[IF U13=2]

U14. Why not?

1. (Not home)
2. (Cannot reduce/shift electricity usage further)
3. (Not enough information to know how to shift / reduce)
4. (Do not want to)
5. (Don't think reducing my usage would make a difference)
6. (Other, specify)

[IF U8=1,2,3 or U11=1] AND U1=1

U15. You mentioned that you had taken actions to conserve energy. Were any of these actions taken in an effort to conserve during specific times when the demand for electricity was high and reserves were low?

1. Yes
2. No
3. (DK)

### **AIDED QUESTIONS**

#### *Awareness of Energy-Related Programs and Concepts*

A1. I'm now going to read you a list of terms. You may have already mentioned some of these but I want you to please tell me whether you are very familiar, somewhat familiar, slightly familiar or not at all familiar with the following. [READ AND ROTATE]

- a. Air Conditioner Cycling or Summer Discount program. Would you say you are...
- b. 10/20 [PG&E CUSTOMERS ONLY]
- c. 20/20
- d. Smart Thermostat [SDG&E CUSTOMERS ONLY]
- e. Summer Savers
- f. Spare The Air
- g. Energy Watch [NOTE: THIS IS A FICTITIOUS ONE]
- h. Flex Your Power
- i. Flex Your Power Now
- j. The California Independent System Operator (California I-S-O)
- k. Energy Star

1. Very familiar
2. Somewhat familiar
3. Slightly familiar
4. Not at all familiar with the term
5. (DK)

[FOR EACH A1A-K where = 1 OR 2]

A2a-k. Has the \_\_\_\_ program/campaign helped you lower your energy use?

1. Yes
2. No
3. (DK)

- A3. [IF ANY A1=1,2] Did you participate in ...?
- A. [SKIP IF A1A=4 or 5, or U6=1] the A/C Cycling or Summer Discount Program
  - B. [SKIP IF A1B=4 or 5 or did not get, or U6=2] 10/20
  - C. [SKIP IF A1C=4 or 5 OR U6=3] 20/20
  - D. [SKIP IF A1D=4 or 5 or did not get OR U6=4] the Smart Thermostat Program
  - E. [SKIP IF A1E=4 or 5 OR U6=5] Summer Savers
  - F. [SKIP IF A1F=4 or] Spare the Air
  - G. [SKIP IF A1G=4 or 5] Energy Watch [FICTITIOUS]
  - H. [SKIP IF A1H=4 or 5 OR U6=6] Flex Your Power
  - I. [SKIP IF A1I=4 or 5 OR U6=7] Flex Your Power NOW
  - K. [SKIP IF A1I=4 or 5 OR U6=8] The Energy Star Program

**Flex Your Power**

[IF A1H=1,2]

A7. You mentioned that you are familiar with Flex Your Power. Do you ever recall hearing or seeing a Flex Your Power advertisement?

5. Yes
6. No
7. (DK)

[IF A7=1]

A8. Did you see or hear or read a Flex Your Power advertisement... [READ RESPONSES, MULTIPLE RESPONSE]

7. On television
8. On the radio
9. In the newspaper
10. In a magazine,
11. In my utility bill, or
12. Anywhere else? Specify: \_\_\_\_\_

[IF A7=1]

A9. What messages do you remember hearing from what you saw or heard for Flex Your Power? (MULTIPLE RESPONSE – Do not read. Check all that apply)

1. (Conserve energy)
2. (Buy/Install energy efficient equipment)
3. (Change thermostat settings)
4. (Get an energy audit)
5. (Avoid a brownout)
6. (Use fans to cool house)
7. (Use major appliances in early morning or at night)
8. (Shut off unnecessary appliances/electric equipment)
9. (Turn off unneeded lights)
10. (Pull window shades/curtains)
11. (Conserve energy, general)



12. (Other) Specify \_\_\_\_\_
13. (DK)

[IF A7=1]

A10. Have you taken action as a result of the information you learned from Flex Your Power?

3. Yes
4. No
5. (DK)

[IF A10=1]

A10a. What have you done? [OPEN END]

**Flex Your Power—Now**

[IF A11=1,2]

A12. You mentioned that you are familiar with Flex Your Power Now. Do you ever recall hearing or seeing a message regarding Flex Your Power NOW?

4. Yes
5. No
6. (DK)

[IF A12=1]

A13. Did you see or hear a Flex Your Power NOW message... [READ RESPONSES]

5. On television
6. On the radio
7. In the newspaper
8. In your utility bill
9. Anywhere else? Specify: \_\_\_\_\_

[IF A13=1]

A14a. When you saw the Flex Your Power NOW message on television do you remember if it was an... (multiple response)

1. Advertisement (commercial)
2. A report on your local news
3. Both
4. (Other, specify)

[IF A13=2]

A14b. When you heard the Flex Your Power NOW message on the radio do you remember if it was an...

1. Advertisement (commercial)
2. A news report read by the radio announcer
3. Both
4. (Other, specify)

***Familiarity with FYP/FYPN by Visuals***

[ASK ALL]

- A15. Do you remember seeing a television commercial where... [1=YES, 2=NO, 3=DK]
- A frog is trying to turn on a ceiling fan?
  - A tortoise (or turtle) is trying to use an energy efficient light bulb
  - A sea lion is trying to communicate with a sales rep that it wants an energy efficient appliance?
  - A moose is trying to convince other forest animals that it's smart to be energy wise.
- [NOTE: THIS IS FICTITIOUS]

[ASK ALL]

- A16. Do you remember hearing an ad on the radio involving... [1=YES, 2=NO, 3=DK] [ROTATE]
- A bug (cricket/earwig) trying to tell Californians to save energy?
  - A badger trying to tell Californians to save energy?
  - A condor trying to tell Californians to save energy?
  - A mountain lion trying to tell Californians to save energy? [FICTITIOUS]

[IF ANY A15=YES OR A16=YES Otherwise skip to A22]

A17a. Were these commercials a part of any of the programs or campaigns we've talked about so far?

- Yes
- No
- (DK)

[If yes A17a=1]

- A17b. Do you remember the name of the campaign or program that sponsored these ads?  
[OPEN END – PROMPT FOR PROGRAM OR CAMPAIGN NAME, BUT DO NOT READ]  
(Flex Your Power)  
(Flex Your Power NOW)

[IF ANY A15=YES OR A16=YES]

A18. What messages do you remember hearing in these commercials? Please be as specific as you can. (MULTIPLE RESPONSE – Do Not Read)

- (Shift Electricity usage – general)
- (Shift electricity use/using appliances – to off-peak hours, after 7pm on weekdays)
- (Conserve energy, general)
- (Buy/Install energy efficient equipment)
- (Change thermostat settings to 78 degrees)
- (Get an energy audit)
- (Use fans to cool house)
- (Use major appliances in early morning or at night)
- (Shut off unnecessary appliances/electric equipment)
- (Turn off unneeded lights)

11. (Pull window shades/curtains)
12. (Other) Specify \_\_\_\_\_
13. (DK) [SKIP TO A21]

A19a. As a result of hearing or seeing this the message, did you take any of the actions that the commercials promoted?

1. Yes
2. No [SKIP TO A21]
3. (DK) [SKIP TO A21]

[IF YES, A19a=1]

A19b. Which of these actions did you take? (DON'T READ -Prompt with responses from A-18) (multiple response)

1. (Shift Electricity usage – general)
2. (Shift electricity use/using appliances – to off-peak hours, after 7pm on weekdays)
3. (Conserve energy, general)
4. (Buy/Install energy efficient equipment)
5. (Change thermostat settings to 78 degrees)
6. (Get an energy audit)
7. (Use fans to cool house)
8. (Use major appliances in early morning or at night)
9. (Shut off unnecessary appliances/electric equipment)
10. (Turn off unneeded lights)
11. (Pull window shades/curtains)
12. (Other) Specify \_\_\_\_\_
13. (DK) [SKIP TO A21]

A20. [FOR EACH A19b=2,5,7,8,9,10,11,12] Would you say that you...

1. Take [THE ACTION] every day
2. Take [THE ACTION] only on week days
3. Take [THE ACTION] only when you hear the commercial/ad
4. Take [THE ACTION] only when the electric demand is high and reserves are low.
5. (Other, specify)

A21. Was there anything confusing or difficult to understand about the message in the advertisement(s) you saw or heard? (Probe if necessary: What was confusing or difficult?)

1. [OPEN END]
2. (No)
3. (DK)

### ***Distinguishing Between FYP and FYPN***

A22. What do you think of when you hear the term... [ROTATE, OPEN END]

- A. "Flex Your Power"?
- B. "Flex Your Power NOW"?

A23. If you heard the term Flex Your Power Now and then Flex Your Power, would you think that these two were...

1. Exactly the same message
2. Part of the same campaign with different messages or
3. Two different campaigns?

[IF A23 =2 or 3]

A24. What do you think is the difference? [OPEN END]

A25. What does the word “NOW” in the term Flex Your Power NOW mean to you? (Note to Interviewer: Probe for specifics.)

[OPEN END]

Note to team: We will code back the open-ended responses into the following categories such as these based on focus group findings:

1. (after 7pm)
2. (On peak days or times)
3. (When there is a need for it, at that time)
4. (All the time)
5. (Do it now, Right away)
6. (Don't wait)
7. (Starting now and continuing always)
8. (When there is an alert)

### **EDUCATED / AIDED**

While the Flex Your Power campaign is a year round message, encouraging customers to use energy efficiently, Flex Your Power NOW is a “Call to Action”. The Flex Your Power Now message tells you that when you hear an alert telling you that it is a “Flex Your Power Now Day” energy needs **that day** are high and electricity supplies are low. When this occurs, taking immediate conservation actions is critical in helping to meet the electricity needs of California.

E1. A Flex Your Power NOW day occurs when there is an immediate and critical need to conserve electricity. Have you ever seen or heard a public service announcement, radio announcer, television newscaster or weatherman telling you that your help was needed TODAY and it was time to “Flex Your Power NOW” ?

4. Yes
5. No [SKIP TO E7]
6. (DK) [SKIP TO E7]

E2. Where did you see or hear this notice informing you that it was a Flex Your Power NOW day? [DO NOT READ, PROMPT IF NECESSARY, MULTIPLE RESPONSE]

6. (television)
7. (radio)
8. (newspaper)
9. (email)

## 10. Other (specify)

E3. After hearing that it was a day to Flex Your Power NOW, were you able to reduce your electric usage?

4. Yes
5. No
6. (DK)

[IF E3=1]

E4. What did you do? [IF RESPONDENT SAYS THEY TURNED OFF APPLIANCES, PROBE FOR WHICH APPLIANCES] (MULTIPLE RESPONSE)

10. (Turn thermostat down)
11. (Use fans to cool house)
12. (Use major appliances in early morning or at night)
13. (Shut off unnecessary appliances/electric equipment)
14. (Turn off unneeded lights)
15. (Pull window shades/curtains)
16. (Conserve energy, general)
17. (Same as Flex Your Power)
18. (Other) Specify \_\_\_\_\_

[IF E1=2 or 3]

E7. Using a scale of 1-10, where 1 is extremely unlikely and 10 is extremely likely...

In the future, if you saw a message indicating that today is a Flex Your Power NOW day, how likely would you be to change your energy use?

E8. On a day when the supply of electricity is limited, there are several ways to inform you about energy conservation and the need to save electricity. Which of the following would be the **most** effective way to inform you of the immediate need to reduce your energy usage for that day?

[READ ALL, ROTATE, CHOOSE ONE]

1. Newspaper advertisement
2. Radio announcement
3. Television announcement
4. Highway message announcement
5. An email message that goes directly to your inbox
6. Announcements on public transportation systems – for instance subways or buses
7. Any other way? Specify \_\_\_\_\_

E9. I'm going to read you a series of messages, and I'd like you to tell me if they are much more likely, somewhat more likely, or make no difference in causing you to reduce your energy usage **during peak periods**. (Note to Interviewer: Reread responses if necessary) [READ AND ROTATE]

- a. If we all work together, we can make a difference. Is this message...
- b. Saving electricity saves me money
- c. Conserving electricity helps save our natural resources for future generations
- d. There are simple and easy ways for me to save electricity

- e. Individuals can make a difference in reducing brownouts and blackouts associated with high electricity usage
1. Much more likely,
  2. Somewhat more likely, or
  3. Makes no difference in causing you to reduce your energy usage during peak periods
  4. DO NOT READ: (Less likely to cause me reduce my energy usage during peak periods)

E10. If you knew that making an extra effort to use less electricity on a hot afternoon would help avoid rolling blackouts in your area, would you be much more likely, somewhat more likely or would it make no difference to whether you reduce, or shift, your electricity use?

1. Much more likely,
2. Somewhat more likely, or
3. Makes no difference in causing me reduce my energy usage during peak periods
4. DO NOT READ: (Less likely to cause me reduce my energy usage during peak periods)

E11. Are there other messages that would convince you to take actions to conserve electricity at peak times when electricity demand is high?

1. [OPEN END]
2. (No, Nothing would convince me)
3. (DK)

### ***Marketing Efforts, Best Methods of Outreach***

We are nearing the end of the survey and have just a few more short questions for you.

M1. There are several ways you could learn more about energy conservation. Which of the following would be most useful to you? [READ AND ROTATE, SELECT ONLY ONE RESPONSE]

1. Bill inserts,
2. Mail
3. Email
4. Newspaper ads
5. Television ads, or
6. Radio ads
7. (Other, specify)

M2. How often do you listen to the radio? Would you say you listen...

1. Rarely or Never (once a month or less) SKIP TO M4
2. Occasionally (once a week to a few times a month)
3. Frequently or Always (a few times a week to a daily listener)

M3a. When do you typically listen to the radio? PROBE: Do you listen to any newscasts?  
[OPEN END]

M3b. Where do you listen to the radio?  
[OPEN END]

M4. How often do you watch television? Would you say you watch television...

1. Rarely or Never (once a month or less) SKIP TO M6
2. Occasionally (once a week to a few times a month)
3. Frequently or Always (a few times a week to a daily listener)

M5. When do you typically watch TV? PROBE: Do you watch any newscasts?  
[OPEN END]

M6. How often do you read the newspaper? Would you say you read them...

1. Rarely or Never (once a month or less) SKIP TO D1
2. Occasionally (once a week to a few times a month)
3. Frequently or Always (a few times a week to a daily listener)

M7. Which days do you read the newspaper?

1. (Everyday)
2. (Weekdays only)
3. (Weekends only)
4. (Other, please specify \_\_\_\_\_)
5. (DK)

M8. In general which sections of the paper do you normally read? [Check all that apply]

1. Entire paper [SKIP TO D1]
2. Front section (headlines)
3. Local
4. Business
5. Sports
6. Entertainment
7. Classifieds

### ***Demographics –***

Just a few last questions...

D1. Do you have any of the following in your home? Please indicate YES, ONLY if you pay the electricity for this appliance or feature. [1=YES and 2=NO]

- A. Central air conditioning
- B. A swimming pool
- C. A washing machine
- D. An electric dryer
- E. A dishwasher
- F. Personal computer
- G. A second refrigerator
- H. An outside spa or hot tub

D3. What type of residence do you live in? (READ CATEGORIES)

1. Single-family
2. Duplex or two-family

3. Triple-decker
4. Apartment/condo in a 2-4 unit building
5. Apartment/condo in a >4 unit building
6. Townhouse or row house (adjacent walls to another house)
7. Mobile home, house trailer
8. (Other, please specify)
9. (Don't know/Refused)

D4. Do you (or someone else in your household) own or rent your home or apartment?

1. Own
2. Rent
3. (DK/Refused)

D5. Who pays the electric bills for your home?

1. I pay the electricity bill
2. Someone in household pays electricity bill
3. No one pays bill because bill is included in rent
4. (Other, specify)
5. (Don't know)

D6. Approximately how old is your home or apartment? (READ CATEGORIES, IF NECESSARY)

1. 0-4 years old
2. 5-10 years old
3. 11-15 years old
4. 16-20 years old
5. 21-40 years old
6. 41-80 years old
7. 81 or more years old
8. (Don't know/Refused)

D7. What is the highest level of education that you have completed so far? (READ CATEGORIES, IF NECESSARY)

1. Less than high school graduate
2. High school graduate
3. Technical or trade school graduate
4. Some college
5. College graduate
6. Some graduate school
7. Graduate degree
8. (Don't know/Refused)

D8. Counting yourself, how many people in your household fit into the following age groups?

- A. Number of 0 to 17 year olds
- B. Number of 18-64 year olds
- C. Number of people 65 or over



D. (Refused)

D9. Is anyone in your household at home during a typical weekday afternoon?

1. Yes
2. No
3. (DK/Refused)

D10. What is your ethnicity or race?

1. White
2. Asian
3. Black or African American
4. Hispanic or Latino
5. American Indian or Alaska Native
6. Native Hawaiian or Other Pacific Islander
7. Other \_\_\_\_\_
8. (DK/Refused)

D11. [OBSERVED] Gender:

1. Female
2. Male

That's all the questions I have today. Thank you for participating in our survey effort. Your help is greatly appreciated.

## 5.6 e-Newsire Web Survey Instrument

### e-Newsire Subscriber Survey Instrument

**1. Do you usually read your copy of e-Newsire?**

1. Always
2. Sometimes
3. Never [SKIP TO Q5]

**2. In general, do you read... [CAN PICK MORE THAN ONE]**

1. The entire issue
2. Only the headlines – and click on articles of interest
3. The majority of the “Top News” articles
4. The Upcoming Events
5. The Key Resources

**3. Which sections are relevant or are of interest to you? Please select all that apply.**

1. Headlines
2. Fast Facts
3. Top News
4. Heard Here (Quotes)
5. Progress and Industry Case Studies
6. Design and Building
7. Programs & Funding
8. Policy News
9. Ideas and Technologies
10. Key Resources
11. Events and Conferences
12. I am not familiar with these sections

**4. Why do these sections interest you? [OPEN END]**

[IF Q1=3] Answer and then have a skip to Q23

**5. Why do you usually not read e-Newsire? Please select all that apply.**

1. Do not have enough time
2. Topics/Stories are not relevant to me
3. Technical difficulties prevent me from receiving or reading e-Newsire
4. Other, Please specify: \_\_\_\_\_

**6. How often would you prefer to receive e-Newsire?**

1. Every week
2. Every two weeks (current frequency)
3. Once a month

4. Other, Please Specify

**7. On a scale of one to ten, where one is not at all likely and ten is extremely likely, how likely would you be to use the information from different forms of media such as...?**

- a. Audio podcasts (Audio files, such as radio programs, distributed over the Internet)
- b. RSS Feeds (news feeds that summarize content and provide links to complete articles)
- c. Blog format on Flex Your Power Website
- d. Other \_\_\_\_\_

**8. How useful do you consider the following types of energy-related news? Please give each a score between 1 and 10; where “1 is not at all useful” and “10 is extremely useful”.**

- a. Headlines
- b. Fast Facts
- c. Top News
- d. Heard Here (Quotes)
- e. Progress and Industry Case Studies
- f. Design and Building
- g. Programs & Funding
- h. Policy News
- i. Ideas and Technologies
- j. Key Resources
- k. Events and Conferences

**9. What other types of stories, news or resources should e-Newsire include to make it more useful to you? (Open End)**

**10. Do you receive e-Newsire on your personal or business e-mail account?**

1. Personal
2. Business

**11. Do you ever share (forward, make copies) e-Newsire with others?**

1. Yes
2. No [SKIP TO Q14]

**12. With whom do you share e-Newsire? Please select all that apply.**

1. Co-workers
2. Industry Peers
3. Relatives
4. Friends
5. Others \_\_\_\_\_

**13. How often do you share this e-Newsire with these individuals?**

1. Always
2. Half the time

3. Every few months
4. Once or twice a year

**14. How did you initially subscribe to the e-Newsire?**

1. At a seminar or energy event
2. On the Flex Your Power Web Site
3. A colleague or family member signed me up
4. Through educational materials received as mailings or faxes
5. I do not remember subscribing
6. Other \_\_\_\_\_

**15. In the past year, have you taken any energy efficiency or conservation actions?**

1. Yes
2. No

[IF Q15=1]

**16. Please check any of the following actions you have taken**

1. Contacted utility, a third party provider, local government, state government or water agency about a program or service offering  
- If yes, which programs/services? \_\_\_\_\_
2. Participated in a utility program or service featured in e-Newsire  
- If yes, which one(s)? \_\_\_\_\_
3. Invested in energy efficient lighting upgrades
4. Invested in cooling, heating and/or ventilation upgrades
5. Turned heating down or air conditioning set points up / changed thermostat settings
6. Use fans to cool location
7. Change usage patterns of major appliances or equipment
8. Shut off unnecessary appliances/electric equipment
9. Turned off unneeded lights
10. Conserve energy, general
11. Other, Specify \_\_\_\_\_

**18. These are the actions you said you have taken. Which actions did reading e-Newsire contribute to your taking? (Select all that apply)**

[INSERT ACTIONS FROM Q16]

[IF Q18=1]

**19. Were these actions taken at work or home?**

1. Work
2. Home
3. Both

**20. Since you have started receiving e-Newsire, how would you describe your *knowledge of energy efficiency, conservation and energy usage*. Would you say your knowledge has...**

1. Improved greatly
2. Improved somewhat

- 3. Slightly improved
- 4. Not improved at all

**21. What did you hope to accomplish by signing up for e-Newsire? Please check all that apply.**

- 1. Learn more about energy efficiency
- 2. Save money on energy/electric/gas bill
- 3. Reduce energy consumption
- 4. Good Corporate Citizenship
- 5. Improve the environment: cleaner air, etc.
- 6. To keep abreast of energy policies
- 7. No specific goals [SKIP TO Q23]
- 8. Other, Please specify: \_\_\_\_\_

**22. Is e-Newsire meeting your goals?**

- 1. Yes
- 2. No If no, why not? \_\_\_\_\_

**23. Have you seen the following logo?**

- 1. Yes
- 2. No



**24. What do you think this logo is attempting to portray? [OPEN END]**

We are almost done, however in order to help analyze our survey results, the following information is extremely important.

**D1. \*Please help us learn more about our subscribers. Below, write, the name of your company or organization and the type of entity it is (ie. local government, private energy efficiency business, commercial property management, etc).**

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---

**D2. Who is your electric company at HOME/WORK? (Note: We need to program this question based on results of which e-mail address they get the newswire to – if they answer work then ask Who is your electric company at your work address, if they use home e-mail ask for home electric company)**

- a. Pacific Gas & Electric (PG&E)
- b. Southern California Edison (SCE)
- c. San Diego Gas & Electric (SDG&E)
- d. So Cal Gas – if this survey will be used for FYP, we need SCG.
- e. Other \_\_\_\_\_

**D3 What is the highest level of education that you have completed so far?**

- a. Less than high school graduate
- b. High school graduate
- c. Technical or trade school graduate
- d. Some college
- e. College graduate
- f. Some graduate school
- g. Graduate degree

**D4 Which of these categories best describes your current occupation?**

1. Accounting / Finance
2. Administrative / Customer Service
3. Architect / Engineer
4. Business Development / Sales
5. Education / Teaching
6. Homemaker
7. Hospitality / Food Services
8. Information Technology
9. Legal / Paralegal
10. Management / Human Resources
11. Marketing / Advertising / Public Relations
12. Media
13. Medical / Health / Biotech
14. Real Estate
15. Retail
16. Other: \_\_\_\_\_


**D5 What is your gender?**

- a. Female
- b. Male

Thank you again for taking the time to complete this survey. Please click on "submit" to forward your responses.

## 5.7 Screen Prints from FYPower.org Web Site


Home Page - [www.fypower.org](http://www.fypower.org)



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### Energy Saving Tools & Information

Flex Your Power's website is your resource for energy efficiency and conservation information. Find incentives/rebates, technical assistance, retailers, product guides, case studies and more for:

<p><b>Residents</b></p> <p><b>Commercial &amp; Small Business</b></p> <p><b>Industry</b></p>	<p><b>Local Governments</b></p> <p><b>Schools</b></p> <p><b>Agriculture</b></p>
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### Hot Topics in Energy Efficiency

» [Go to hot topics index](#)

[Flex Your Power Congratulations Ads](#)  
Read about California's energy-savers being featured in newspapers around the state

[Energy Savings for Commercial Office Buildings](#)  
A best practice guide on planning and funding energy projects, building tools, and technologies.

[Demand Response Programs](#)  
Help California reduce electricity demand at peak times.

[When You Hear "Flex Your Power NOW!"](#)  
It means California's peak energy demand is high and everyone needs to take action now.

[Energy Efficiency Helps Combat Climate Change](#)  
Learn the latest statistics regarding climate change in California.

[Natural Gas Prices Are on the Rise](#)  
But energy efficiency can help stabilize the natural gas market.

[CPUC Holds Series of Energy Efficiency Workshops](#)  
CPUC votes on 2006-08 Portfolio Applications

[Save Gasoline, Save Money](#)  
Learn how to lower gasoline consumption and reduce fuel costs.

### Conserve Gas - Save Money

Fend off high fuel prices, reduce petroleum and electricity demand and help ensure reliable and affordable transportation fuel and electricity. [Save gas.](#)

**Flex Your Power at the PUMP**

### Award Winners!

**Congratulations to the Award Winners!**  
Congratulations to the 35 Flex Your Power Award Winners! [Learn about the outstanding efforts](#) these Californians have made to save money and energy.

### Quick & Easy Energy Saving Tips

» [More energy and money saving tips](#)

- **Adjust your thermostat dial and turn up energy savings.**  
Setting your thermostat to keep air conditioning at 78°F when it's hot outside, and your heating system at 68°F when it's cold, can help save up to 20% in heating and cooling costs.
- **Turn off unneeded lights.**  
Avoid lighting an empty room and take advantage of natural light whenever possible.
- **Use appliances wisely.**  
To help prevent electricity outages, use major appliances after 7 p.m. Don't forget to turn off equipment like ceiling fans, stereos and computers when not in use.
- **Test for air leaks.**  
Hold a lit incense stick next to windows, doors, electrical boxes, plumbing fixtures, electrical outlets, ceiling fixtures, attic hatches and other locations where there is a possible air path to the outside. If the smoke stream travels horizontally, you have located an air leak that may need caulking, sealing or weather stripping.
- **Change the air filters in your cooling and heating system.**  
This simple change will produce real results for your annual energy bill and overall health. Replace air filters monthly for maximum benefit.

### e-newsWire California's Energy Efficiency Resource

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[Flex Your Power Launches Updated Rebates, Incentives & Services Locator](#)  
Visit Flex Your Power's revised [Rebates, Incentives & Services](#) locator, a repository of California's energy and water efficiency programs, including incentives, audits and education.

[Arthur Rosenfeld Honored for Scientific Achievement with Enrico Fermi Award](#)  
On April 27, California Energy Commissioner Arthur Rosenfeld was named winner of the Enrico Fermi Award, the nation's premier prize for scientific research.

[Zero-Energy Home Demonstration Project Opens in Borrego Springs](#)  
On April 17, Clarum Homes announced the opening of its [Borrego Springs Zero-Energy Home Demonstration Project](#), four homes designed to maximize affordability while reducing cooling energy use by up to 90%.



["Magnetic Fridge" Could Be 40% More Efficient Than Conventional Models](#)  
Researchers at the University of Cambridge have discovered an alloy that could lead to refrigerators that are up to 40% more energy efficient than conventional models.

[Sign up for FREE e-newsWire](#)

### What is Flex Your Power?


**Flex Your Power**, California's energy efficiency marketing and outreach campaign, has been helping Californians save energy since 2001.

» [Learn more](#)


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FYP NOW! Main Page - [www.fypower.org/now/](http://www.fypower.org/now/)



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<p><b>FAST FACTS</b> In summer of 2001, when called upon, Californians reduced their peak energy use by 5,570 megawatts (MW). 1,000 MW is equivalent to the capacity of one nuclear power plant.</p> <p>Almost 50% of California's peak energy demand is residential and commercial air conditioning and commercial lighting.</p>				

### Flex Your Power NOW!

**When You Hear a "Flex Your Power NOW!" Alert:**

- Turn off unneeded lights, computers and appliances.
- Set air conditioner thermostat to 78° F when you're home and 85° F or off when you're away.
- Use major appliances after 7 p.m.

**What is the "Flex Your Power NOW!" Alert?**  
The Flex Your Power NOW alert notifies California businesses, governments and residents when they should follow specific conservation and load-shifting measures to immediately reduce their electricity use.

The alert is used to prevent Stage One Electrical Emergencies – times when electricity reserves are low.

**How Does the Alert Work?**

- The California Independent System Operator (ISO) triggers the alert based on system conditions or forecasted demand.
- Businesses, governments and residents are notified through media and email to reduce use. ([Sign up to receive the Flex Your Power NOW alert by email](#))
- Alerts are regionally targeted to where the system is stressed.
- All Californians are asked to reduce their use of lighting, air conditioners and major appliances until after 7 p.m.

**Why Would Energy Reserves Be Low?**  
Reasons for low reserves may include:

- High peak demand
- Unplanned generation outages or transmission problems
- Adverse weather

**Does Conservation Work?**  
Yes! In 2001, Californians worked together and flexed their power to prevent blackouts, reducing peak demand by a historic 14% in June 2001. The Flex Your Power NOW alert builds on this past success.

Flex Your Power's case studies capture some of the energy conservation and energy efficiency projects implemented by California [commercial businesses](#), [industrial businesses](#), and [government and water agencies](#) in 2001. They provide lessons we can all use to cut energy bills in the future.

**What Can I Do?**  
Sign up for [Demand Response Programs](#), which typically provide incentives and other benefits to customers who can reduce their power when energy supplies are low. These programs help ensure reliable and affordable power for all Californians. Download straightforward [Non-Residential Demand Response Tips](#) (PDF, 64 kb).

**Historical Records - Past Flex Your Power NOW Events**  
Find out [when](#), [where](#) and [why](#) the Flex Your Power NOW alerts were called in the past.

**In This Section**

- > July 14th, 2005 - Conservation in Action!
- > Learn About Demand Response Programs
- > Demand Response Frequently Asked Questions
- > Sign up for Flex Your Power NOW! Email Alerts
- > Historic Flex Your Power NOW! Events

**Highlights**

**Program Spotlight: Demand Bidding Program**  
A flexible, Internet-based bidding program that offers customers with demands greater than 200kW the opportunity to receive credit on their bill for voluntarily reducing load when requested.  
> [Download California's Demand Response Programs for 2005 \(PDF, 100 KB\)](#)

**Governor, Cal-ISO, Utilities Call On Power Consumers to Conserve in Summer 2005**  
"With Mother Nature's help, we should have sufficient energy to meet demand this summer, but we will turn to consumers to do their part to reduce demand to help us get through the peak periods," said California Independent Systems Operator (Cal-ISO) President and CEO Yakout Mansour. "When you hear a 'Flex Your Power NOW!' bulletin that means it's time to cut back on electricity use."  
> [Download press release \(PDF, 38 KB\)](#)

**Quick Glossary**

**Demand Response Programs**  
Programs administered by the local utilities or the State that use rates, incentives or other means to encourage customers to reduce electricity use at peak, thus providing the state with reliable and affordable power.

**Peak Hours**  
The hours of a day when electricity use is at its highest, typically between noon and 7 p.m.


**System Status**  
California ISO shows the [current status of the electric transmission system](#) including demand response programs in effect.

**Glossary**  
View a complete [glossary](#) of energy-related terms from the California ISO

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Sign Up Page for FYP NOW! – [www.fypower.org/now/alert\\_signup.html](http://www.fypower.org/now/alert_signup.html)



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Flex Your Power NOW >

### Sign-up for Flex Your Power NOW! Email Alerts

Fill out the form below to receive an email notification of a Flex Your Power NOW! alert. Notification will typically arrive the day before a Flex Your Power NOW! day and will remind you of the simple measures to take to reduce electricity demand during peak hours.

Together, we can prevent electrical emergencies... and it's not even hard.

#### Receive a Flex Your Power NOW! Email Alert

First Name:  (required)

Last Name:  (required)

Email:  (required)

Company/Organization (or "Individual"):

Title (or "Resident"):

Address:

City:

State/Province:

Zip/Postal Code:

Country:

Phone:

Who is your electric utility:  Select your utility  (required)

Are you / is your business currently enrolled in a demand response program?  No

If yes, which program(s)?

Yes, I would also like to sign up for Flex Your Power's bi-monthly email newsletter, e-NewsWire.

#### In This Section

- > [Flex Your Power NOW! Home](#)
- > [July 14th, 2005 - Conservation in Action!](#)
- > [Learn About Demand Response Programs](#)
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Demand Response Page – [www.fypower.org/now/demand\\_resp.html](http://www.fypower.org/now/demand_resp.html)



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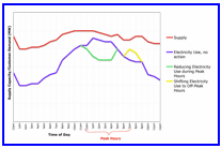
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Flex Your Power NOW >

## Demand Response Programs

Demand response programs use rates, incentives and other strategies to help you better manage your electricity use during periods of high peak demand.



(click to enlarge)

The closer our demand for electricity reaches the state's electricity supply, the greater the risk for electrical emergencies such as blackouts. By reducing your peak electricity use during critical periods, you have the power to help ensure reliable and affordable electricity for your home and business.

### Look for Demand Response Programs

Download a spreadsheet of [California's Demand Response Programs for 2005](#).

### Find Answers to Your Demand Response Program Questions

Learn more about program options, providers, eligibility, advantages to participating and other [frequently asked questions](#).

### Look Up Peak Conservation Tips

Peak energy conservation *always* is good for the electricity system and your energy bill. There are a lot of simple actions that business and residents can do to shift or shed their peak electricity use. Download a [Non-Residential Demand Response Tips Chart](#) (PDF, 64 kb) and find more tips from our Tips database.

- [Energy saving tips for residents](#)
- [Energy saving tips for commercial businesses and institutions](#)
- [Energy saving tips for industrial and agricultural businesses](#)

**In This Section**

- > [Flex Your Power NOW! Home](#)
- > [July 14th, 2005 - Conservation in Action!](#)
- > [Learn About Demand Response Programs](#)
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## 5.8 Flex Your Power / Flex Your Power Now Radio and TV Scripts

(As provided by Grey Advertising)

### “SEA LION” TV (2005 version with FYP NOW!)

INT – APPLIANCE STORE - DAYTIME. A CALIFORNIA SEA LION lies in front of an Energy Star WASHER. A SALESMAN stands, arms folded, in front of the sea lion.

SEA LION: Honk!

The sea lion nods toward the appliance.

SALESMAN #1: Ye...yeah...ya...

A SECOND SALESMAN happens by and is corralled by the first.

SALESMAN #1: Hey, Chris...

The Sea Lion continues honking and flapping.

SALESMAN #2: Yup.

Sea lion continues to honk. Salesman #2 pauses and looks at the sea lion then pats salesman #1 on the arm.

SALESMAN #2: Good luck.

V.O.: It’s hard for some Californians to ask for energy efficient appliances.

SEA LION: Honk! Honk! Honk!

V.O.: But you can. Save energy and money. Flex your power.

CUT TO FLEX YOUR POWER NOW- TAG

V.O.: And when you hear “Flex Your Power NOW!,” use major appliances after 7:00 pm.

### "FROG" TV (2005)

INT. HOME - DAY

A frog LEAPS in the air—repeatedly—trying to reach the dangling cord of a ceiling fan. Some jumps are better than others, but ultimately, he does not come close. He rests, out of breath.

V.O.: This Californian can’t use an energy efficient ceiling fan to keep cool. But you can. Save energy, money, and the environment.

FYP LOGO appears on screen.

V.O.: Flex your power—for all Californians.

CUT TO FYP NOW! :05 Tag.

V.O.: And when you hear “Flex Your Power NOW!,” keep your house at 78 degrees and use a fan.

**"TORTOISE" TV (2005)**

INT. HOME – DAY

We open on a tortoise, walking slowly across the floor, pushing a CFL light bulb. Inch by inch he nudges the bulb along. But it's hard. And progress is s-l-o-w.

V.O.: This Californian can't save energy by installing compact fluorescent bulbs. But you can.

The tortoise closes in on a tall LIGHT FIXTURE. He looks up, defeated.

V.O.: Save energy, money and the environment.

FYP LOGO appears on screen.

V.O.: Flex your power—for all Californians.

Cut to FYP NOW! :05 Tag.

V.O.: And when you hear "Flex your power NOW!," turn off any unnecessary lights.

**"AUDITIONS" RADIO – FYP NOW! (2005)**

CASTING DIRECTOR: Okay. These are the "Flex Your Power NOW!" auditions. If you're here for the zoo reality show, that's next door.

ENGINEER: Flex Your Power NOW!, take one.

SFX: DIRECTOR'S CLAPBOARD.

SFX: CRICKET CHIRPS.

DIRECTOR: OK, cut. A "Flex Your Power NOW!" alert is when people need to help out so the power stays on. Turn off unneeded lights, set the thermostat at 78, use major appliances after 7 o'clock. We need an animal that grabs your attention.

ENGINEER: Take two.

SFX: DIRECTOR'S CLAPBOARD.

SFX: ELEPHANT TRUMPET.

DIRECTOR: (pause) Wow, talented cricket.

VO: Flex Your Power NOW! alerts. Important reminders to save energy now. Do it for the cricket— and all Californians.

**"EARWIG" RADIO (2005)**

MUSIC: A MARCHING BAND PLAYS A SPIRITED PIECE OF MUSIC.

ANNCR1: Welcome to Taft High School, in West Covina California.

ANNCR2: Where the Taft High marching band is warming up.

ANNCR1: They're joined at mid-field by their school mascot, the fighting earwig.

ANNCR2: This is a real insect, Jim. The earwig is far, far smaller than even the most diminutive student.

ANNCR1: And now the band will march this spunky little environmentalist...

ANNCR2: ... to a home improvement store, where the earwig will boldly attempt to purchase an energy efficient ceiling fan.

ANNCR1: Thus saving Taft High School money and energy.

SFX: MARCHING.

ANNCR1: It's a proud moment as the band begins—oh, no.

ANNCR2: No,...no!

MUSIC STOPS.

ANNCR1: I'm afraid this beautiful day has taken a dark turn, Bill.

ANNCR2: Earwigs, tragically in this case, Jim, are not great flyers.

MUSIC: A SAD DIRGE BEGINS.

ANNCR1: One can only hope that the earwig's effort was not in vain.

ANNCR2: If this causes even one person to buy an energy efficient ceiling fan, Jimmy, it won't be.

VO: It's tough for some Californians to buy energy efficient products. But you can. Flex Your Power—for all Californians. And when you hear a Flex Your Power NOW! Alert, set your thermostat to 78 degrees and use a fan.

#### “CONDOR” RADIO (2005)

ANNCR1: We're in the desert foothills of California.

ANNCR2: Home to the endangered California condor.

ANNCR1: And the perfect setting to tell Californians all about Flex Your Power NOW!

ANNCR2: When you hear “Flex Your Power NOW!” you should turn off unnecessary lights, set your air conditioner to 78 degrees, and use major appliances after 7 p.m.

ANNCR1: You are so right. But don't take our word for it. The California condor wants to tell you! With the aid of this condor-shaped puppet...

SFX: CONDOR SCREECH

ANNCR2: Bill, I'm not sure that's a good idea...

ANNCR1: I'm waving my puppeted hand to get the condor's attention. From his lofty perch, he majestically spreads his wings to deliver his Flex Your Power NOW! alert...

ANNCR2: Bill, put the puppet down...

SFX: CONDOR GETTING CLOSER.

ANNCR1: Gosh, if I didn't know any better, I'd say he was--

ANNCR2: The largest bird in North America, Bill.

ANNCR1: --and headed this way. Oh my stars!

SFX: CONDOR SCREECHING

ANNCR1: He's going to scavenge me!

ANNCR2: I don't think so, Bill...

ANNCR1: Why not?

ANNCR2: ...That's a mating dance.

VO: It's tough for some Californians to conserve energy. But you can. When you hear a “Flex Your Power NOW!” alert, turn off unnecessary lights, set your air

conditioner to 78 degrees, and use major appliances after 7 p.m. Do it for the condor—and all Californians.

### **Traffic Report Sponsorship Live-Read Scripts (2005)**

Educational :15 Live Read

Rotated 33/33/33

After 7PM:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: Listen for Flex Your Power NOW! Alerts. They'll tell you energy demand is high in your area and how to take steps to keep the power on — like using major appliances after 7PM. Flex Your Power NOW!, and do something good for the environment. Flex Your Power NOW! For all Californians.

Lights:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: Listen for Flex Your Power NOW! Alerts. They'll tell you energy demand is high in your area and how to take steps to keep the power on — like turning off any unnecessary lights. Flex Your Power NOW!, and do something good for the environment. Flex Your Power NOW! For all Californians.

78 degrees:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: Listen for Flex Your Power NOW! Alerts. They'll tell you energy demand is high in your area and how to take steps to keep the power on — like setting your thermostat to 78 degrees. Flex Your Power NOW!, and do something good for the environment. Flex Your Power NOW! For all Californians.

Educational :10 Live Read Scripts

Rotated 33/33/33

After 7PM:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: Listen for Flex Your Power NOW! Alerts. They'll tell you energy demand is high in your area and to use major appliances after 7pm. Flex Your Power NOW! For all Californians.

Lights:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: Listen for Flex Your Power NOW! Alerts. They'll tell you energy demand is high in your area and to turn off any unnecessary lights. Flex Your Power NOW! For all Californians.

78 degrees:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: Listen for Flex Your Power NOW! Alerts. They'll tell you energy demand is high in your area and set your thermostat to 78 degrees. Flex Your Power NOW! For all Californians.

#### Alert Notifications

:10 Alert Notification:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: This is a Flex Your Power NOW! Alert. Please turn off all unnecessary lights, adjust your thermostat to 78 degrees, and use major appliances after 7pm.

:15 Alert Notification:

ID: This report is brought to you by Flex Your Power NOW!

Anncr: This is a Flex Your Power NOW! Alert. At this time, energy demand in your immediate area is high. Please turn off all unnecessary lights, adjust your thermostat to 78 degrees, and use major appliances after 7pm. By taking these small steps, we can all help keep the lights on.

#### **“Bees” Hispanic Radio (2005)**

English back-translation script

SFX:           SOUNDS OF NATURE AND THE SOUND OF A BEE FLYING

ANNCR:       Nothing in nature goes to waste...

SFX:           SOUND OF MORE BEES FLYING

ANNCR:       Each drop of nectar is transformed into honey, honeycombs or food. And each of them uses their energy responsibly, for the well-being of the group.

ANNCR:       And you? How do you help California not to waste energy?

SFX:   INCIDENTAL MUSIC

ANNCR:       A good way of doing it is by installing energy efficient products, like a ceiling fan instead of using your air conditioner this summer. Also, when you hear “Flex Your Power Now!” you’ll know that your area is using too much energy. If you use an air conditioner raise the thermostat to 78 degrees, turn off all the lights you’re not using, use your major appliances after 7:00 P.M. and... Flex Your Power!

ANNCR:       Energy efficient products save you money and help the environment. By working together we all benefit in California...

SFX:   SOUND OF BEES FLYING

ANNCR:       If they can do it...you can do it!

#### **“Frogs” Hispanic Radio (2005)**

English back-translation script

SFX:           SOUND OF FROGS SINGING IN A POND

ANNCR:       These green creatures help everyone in California.

SFX:   SOUND OF FROGS SINGING IN A POND FOLLOWED BY BUZZING SOUNDS OF MANY INSECTS

ANNCR: They contribute by eating those pesky insects to prevent them from becoming a problem.

SFX: SOUND OF A FROGS EATING FLYS AND THE SOUNDS OF INSECTS GETTING SOFTER

ANNCR: Thanks to them nature keeps its balance. And you? How do you help everyone in California?

SFX: SOUND OF A WASHER MACHINE.

ANNCR: You can help the environment by buying an energy efficient washing machine. Also when you hear “Flex Your Power Now”, you’ll know that your area is using too much energy. So use your mayor appliances after 7, turn off all the lights your not using, raise the thermostat to 78 degrees, and flex your power.

SFX: WASHER MACHINE COMING TO A STOP.

ANNCR Energy efficient products save you money and help the environment because they save energy and water too. By working together we all benefit in California...

SFX: FROGS IN A POND SINGING AGAIN

ANNCR: If they do their part. Why not you?

### **“Squirrels” Hispanic Radio (2005)**

English back-translation script

SFX: SOUNDS OF NATURE AND A SQUIRREL

ANNCR: Autumn is the time of year that squirrels burry nuts.

SFX: SOUNDS OF NATURE AND MORE SQUIRRELS

ANNCR: Instead of eating them all, they save some for those cold months when they are hard to find.

SFX: SOUNDS OF NATURE AND SQUIRRELS DIGGING HOLES

ANNCR: They save and plan ahead for the future, ensuring that they won’t lack anything later on.

ANNCR: And you? How do you save for the future?

SFX: INCIDENTAL MUSIC

ANNCR: A great way of doing it is by installing energy efficient products, like compact fluorescent light bulbs. Also, when you hear “Flex Your Power Now!” you’ll know that your area is using too much energy. So turn off all the lights you’re not using, raise the thermostat to 78 degrees, use your major appliances after 7:00 P.M. and... Flex Your Power!

ANNCR: Energy efficient products save you money and help the environment. By working together we all benefit in California...

SFX: SOUNDS OF NATURE AND MORE SQUIRRELS

ANNCR: If they do it. Why not you?