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## *Communicating RPS Policies & Successes*

*2017 National Summit on RPS  
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## Background on SmartPower

- Founded in 2002 by The Connecticut Clean Energy Fund, The Pew Charitable Trusts, The John Merck Fund, The Surdna Foundation, The Emily Hall Tremain Foundation and The Rockefeller Brothers Fund.
- Today our clients include utility companies, state agencies, private companies, the federal government and private foundations.
- We were named “The Best Non-Profit Marketing Firm in the US” in 2014 & 2015. And the Best Marketing Agency of the Year in 2016.



## Who Is SmartPower?

For organizations and companies looking to engage customers in energy efficiency and clean energy actions, SmartPower is the **bridge** linking directly to residents and businesses.

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

We provide strategic program design and implementation that transforms how your customers use, adopt and invest in clean energy and energy efficiency.



## Who Is SmartPower?

*In Short, we help Americans make “smart energy choices”.*

*And in that context,*

*...We help your customers understand and reap the benefits of the RPS.*



Let's Get Energy Smart.®

# A Sample of SmartPower Clients



A UniSource Energy Company



## The RPS Is A Policy

*We need to understand what any good politician knows:  
selling policy is an Art form*

A case in point:

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

*But you may know it better as.....*

## The RPS Is A Policy

*We need to understand what any good politician knows:  
selling policy is an Art form*

### *The USA Patriot Act*



## The RPS Is A Policy

*And we could list example after example...*

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

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

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

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

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

## What Is The RPS

*But we've used "RPS" – And We Should Assume That No One Outside This Room Knows Our Definition Of An "RPS"*

- Rock Paper Scissors
- Royal Photographic Society
- Redundant Power Supply
- Rockford Public Schools
- Rounds Per Second
- Roadway Package System (FedEx)
- Radiation Protection Supervisor (Dentistry)
- Revolutions per Second
- Rack Protection System
- Really Poor Service
- Royal Philharmonic Society
- Regulatory Policy Staff
- ***...Renewable Portfolio Standard!***

## Making The RPS Relevant To Your Customers

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

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

*So to Make the RPS Work – let's keep our eye on the prize – clean, renewable energy...*



## Case Study: Making The RPS Relevant To Your Customers

# The Arizona Solar Challenge

*“Walking the consumer the last mile from awareness...to  
installation!”*



## The Arizona Solar Challenge Goals

- Help the state reach the 15% RPS by 2025
- Launch Municipal 5% by 2015 campaign
  - Mayor's commitment – skin in the game;
  - Citizen call to action is to install solar systems; and
  - Community reward is citizen solar system installs
- Our Measurements
  - # Solar installations
  - # kW and BTU's
  - # customers served
  - Reductions in GHG emissions
  - Achieve customer satisfaction levels



## The Arizona Solar Challenge



1. A Community-based, Neighbor To Neighbor (N2N) outreach effort;
2. Key Elements: on-the-ground community outreach; On-line Community Outreach;
3. Plus community Incentives & Competition!

## The Arizona Solar Challenge

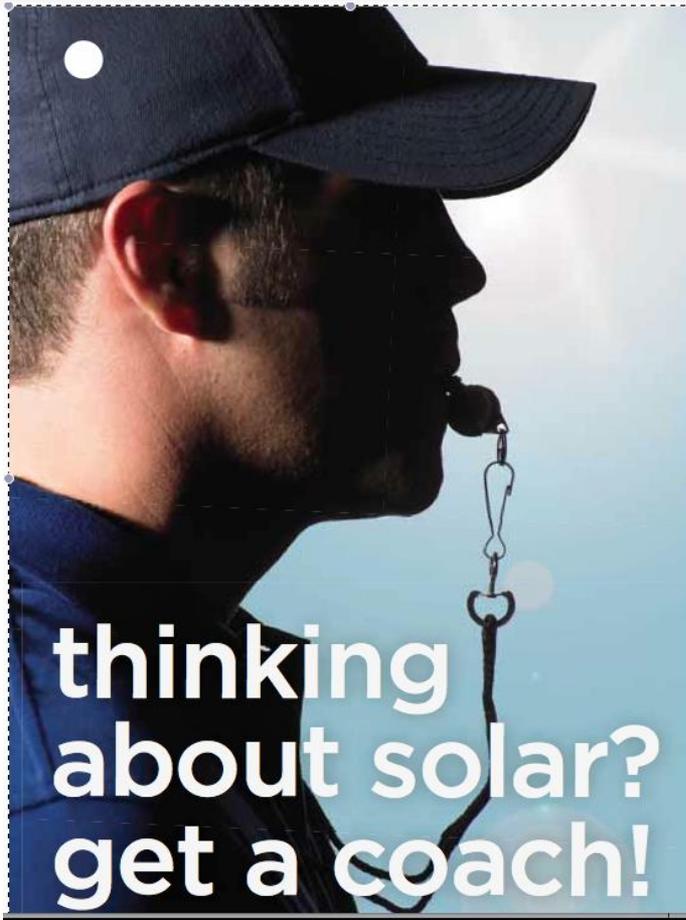


- 1 15 Communities Commit to 5% Solar Power By 2015!
- 2 Local SmartPower staff and volunteers (Solar Ambassadors) organize and collaborate with on-the-ground organizations to coordinate drive to 5% by 2015.
- 3 We use Social media to inform, excite and build community awareness;
- 4 The Community competes for the title “Arizona Solar Community”



Let's Get Energy Smart.®

## The Arizona Solar Challenge: Bringing The RPS Home



1. We'll offer "The Solar Coach" – an independent Trusted friend who will walk you through the morass of buying solar.
2. There is no "trusted brand" – so we are creating a "Trusted Friend".
3. The Solar Coach stays with the homeowner through all stages of their solar purchase.
4. This was a solar campaign – not an RPS campaign. But the benefits were to the RPS.

## The Arizona Solar Challenge: Creating Awareness

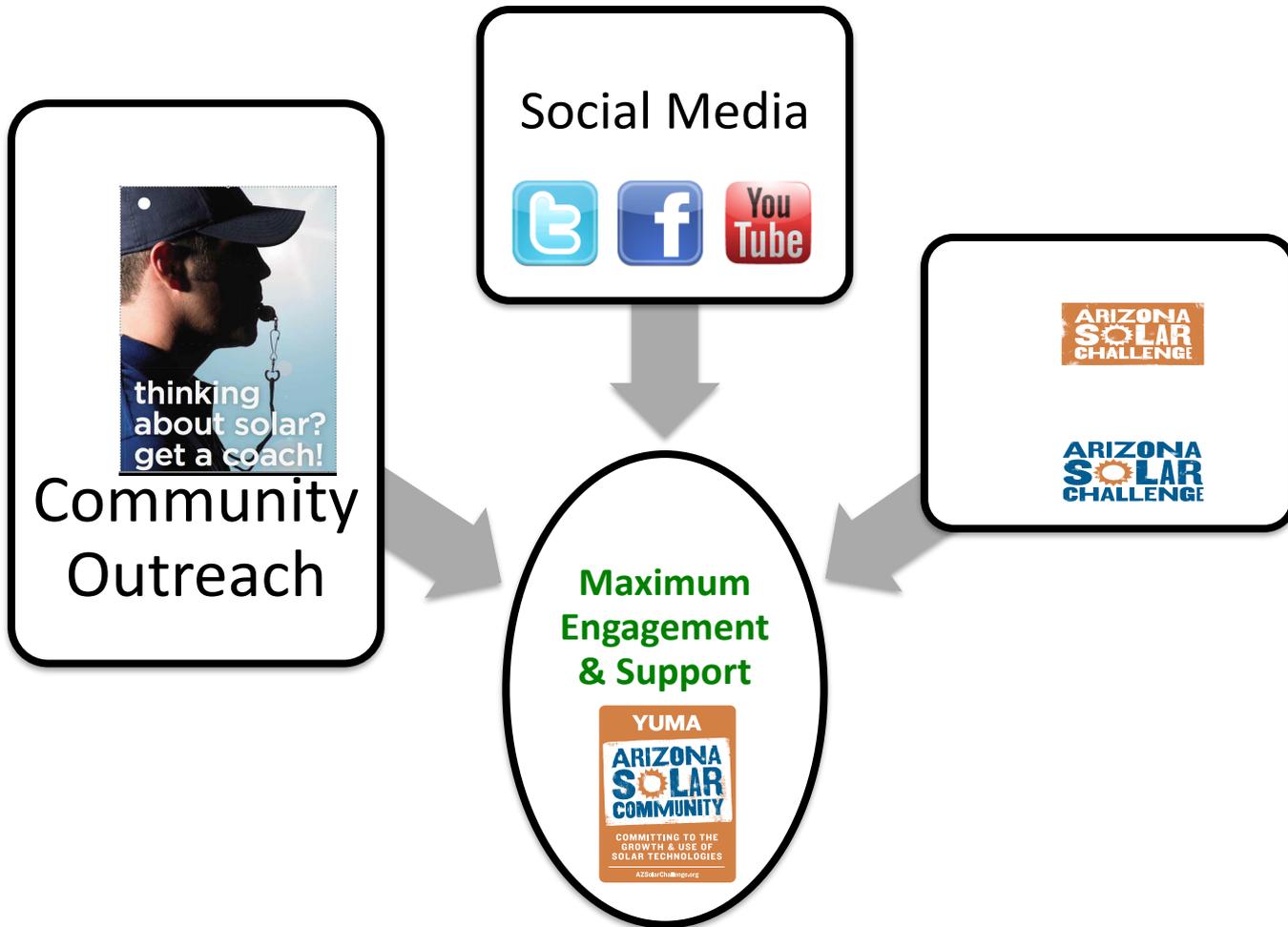


- Working with city leadership we use “leadership by example” to create buzz – the Community Resolution!
- We use local newsletters, earned media, NPR Sponsorships to drive home owners to our solar coach;
- We are out in the community with our “Solar Ambassadors” at events, fairs, and even door-to-door offering the services of The Solar Coach!

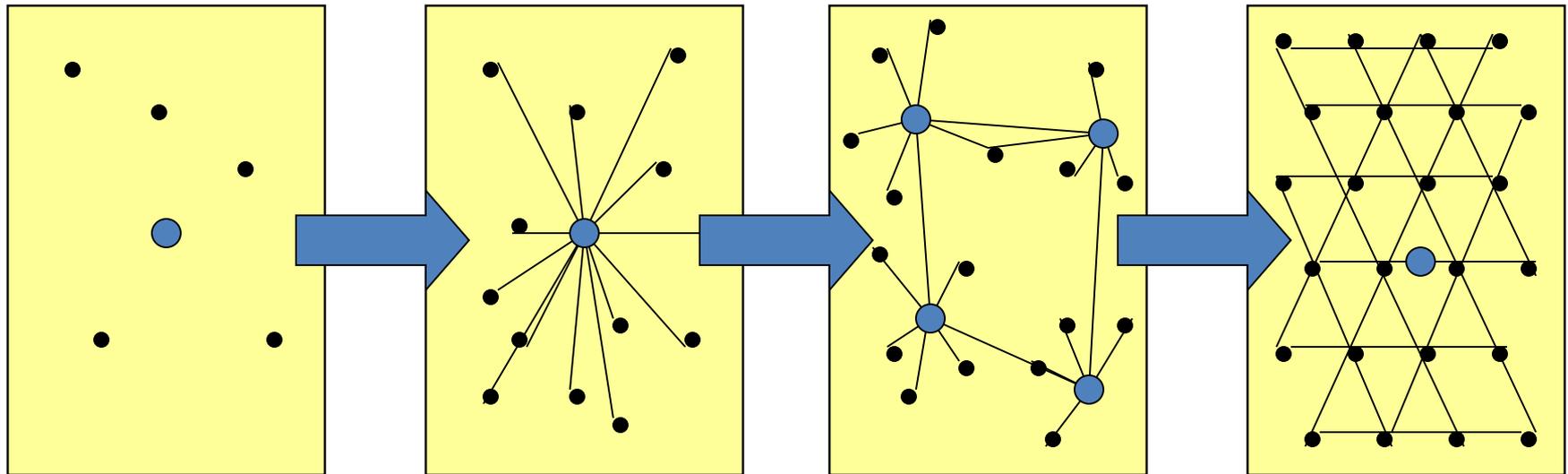


Let's Get Energy Smart.®

# The Arizona Solar Challenge



## Creating “The Tipping Point”



Current

Community +  
Stakeholders

Community +  
Stakeholders +  
Social Networks

Arizona Solar  
Challenge

## The Value of The RPS? Changing Consumer behavior

- The RPS is a policy – but we make it relevant and valuable by focusing on what your customers want;
- *Understand that marketing today is a two-way discussion.*
- *Direct outreach plus online connections and community and personal incentives = Changed Behavior...and support for a “policy” they didn’t know they liked!*
- *The final result – support for your utility, renewable energy, and even a policy they don’t understand called...the RPS....*



## The Results

- The Arizona Solar Challenge was designed for 15 Communities to **get 5% of their homes to be solar by 2015.**
  - *We wound up getting 12 Communities to get 20% of their homes to be solar by 2010!*
  - *And the other 3 communities achieved 10% by 2010.*
  - *Thousands of Arizona residents participated either through information sessions, or direct purchases of solar. They learned about solar, the RPS and the value of both to their community and state*
  - *Customer Satisfaction Surveys for APS showed huge spikes in customer approval*



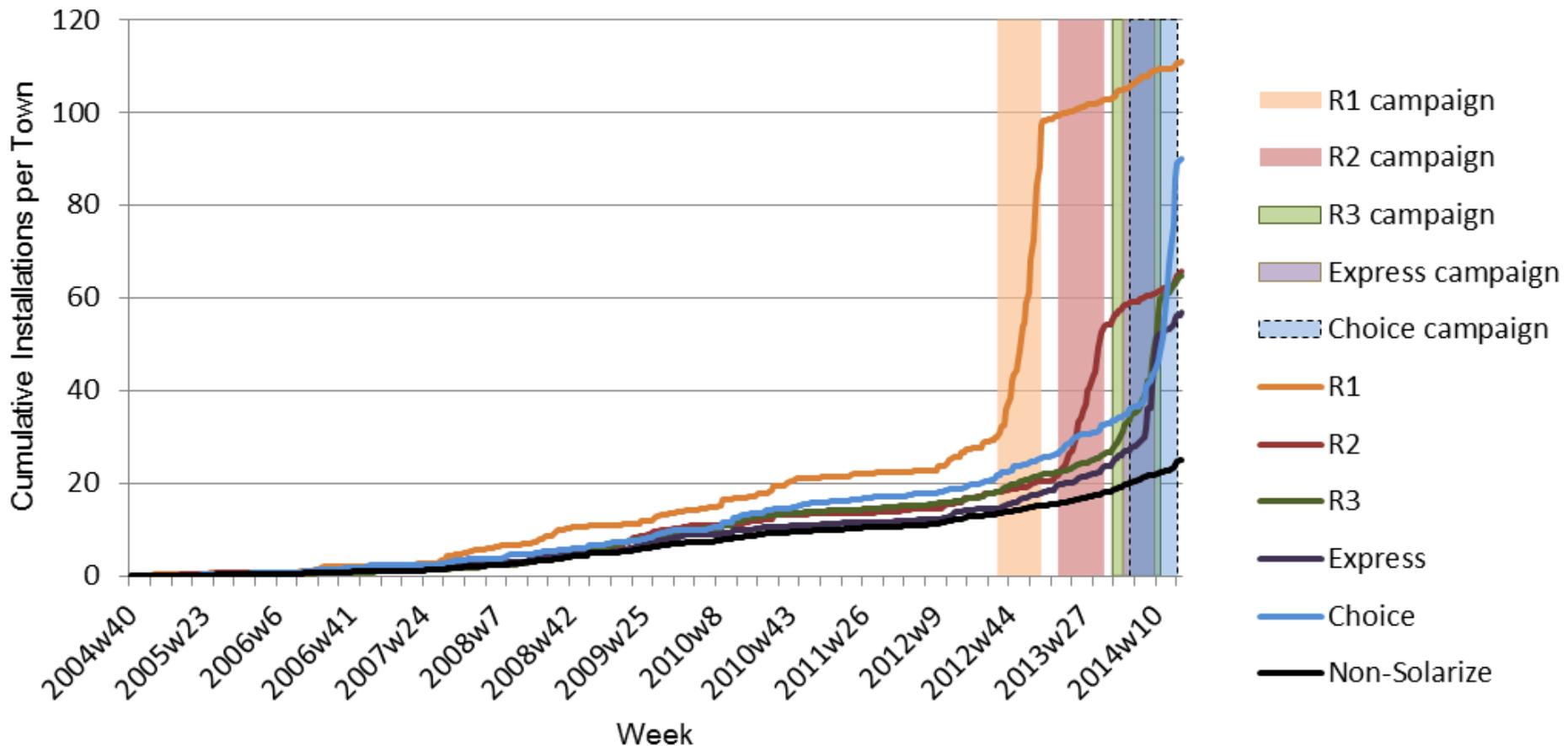
## Solarize Research

**Following up on AZ, and after studying installations in Connecticut, researchers at Yale and Duke University concluded:**

- The single most important factor driving whether a given house installed solar was peer influence -- whether other houses nearby had recently done so.
- There is not as much difference for other socioeconomic and demographic factors - income, political party registration and the unemployment rate were not driving factors.
- The installation of ***one additional solar rooftop project within the past six months in a community increased the average number of installations within a half mile radius by almost one half.***

# Adoption During Campaigns and Persistence

## Cumulative Installations per Town by Campaign



## Solarize Success!

- ✓ **\$100 million** of solar installed – on investments of less than **\$3.5 million**
- ✓ More than **3500** residential homes “solarized” (2,339 in CT in 70 Communities)
- ✓ More than **20,000** residents inquired about solar energy for their homes
- ✓ More than **28 MW installed (over 18 MW in Connecticut)**
- ✓ More than **25,000 Metric Tons of Green House Gases** Reduced
- ✓ **20-25% reduction in cost of solar**

## And Lessons Learned!

- ✓ An RPS can clearly and definitely jump-start a clean energy market in a very positive and constructive way;
- ✓ But there are political pitfalls, misunderstandings and ramifications if the RPS messaging and implementation aren't handled correctly;
- ✓ Utilities need to be brought in as full partners – and prepared for the ramifications of an RPS. Brought in as partners from the beginning – an RPS can be a win-win-win.

## And Lessons Learned!

- ✓ The successes are significant – and far reaching. Other countries are investigating and seeking to implement RPS policies based on the US experience. (Israel, India, etc.)
- ✓ To ensure continued RPS success – let's keep the end user – our customers, our friends and neighbors in mind. Let's make the RPS relevant to their lives...and the RPS will endure!
- ✓ Selling “policies” is an art form in itself. And the RPS is a policy that must be artfully sold and marketed.
- ✓ Remember: “Cut, Cut, Bill Great!”



**...Onward Towards RPS Success...**

**For More Information  
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