



How are CESA Members Approaching Clean Energy Affordability Messaging?

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Key Messages

- Leading with energy efficiency: “The cheapest KW is the one you don’t generate.
- Renewables and efficiency will improve quality of life = health, jobs, safety, reliability, affordability, comfort
- Renewable energy is the fastest and cheapest way to get more energy on the grid right now
- Fossil fuel market volatility is the cause of high energy costs in our state
- Clean energy investments will lower costs



Barriers & Challenges

1. Combating misinformation
2. Energy topics are complicated and hard to explain/understand
3. Jargon

Base load
Peak load
Peakers
Ancillary services
Energy transition
Demand response
Installed capacity
Just transition
Distributed generators, DERs
Grid
BESS
Feed in tariff
Interconnection
Net metering
Grid modernization
Customer-sited
Behind the meter
Transmission
Front of the meter
VPPs
ISOs and RTOs



Best Practices

- Hone and repeat key messages.
- Keep content short and engaging
- Talk about impacts, not outputs.
- Pair messaging with data – tell a story and quantify it!
- Use real stories from real people or common scenario examples.
- Include short summaries in each document or piece of content
- Partner with credible and relevant organizations
- Meet people where they are at – literally (in terms of where you advertise), and figuratively (in terms of accessible language).
- Use community outreach as a two-way learning opportunity.



Thank You

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