

Energy Upgrade California Working Group

June 14, 2010

9:30 am – 12 pm

California Energy Commission

I. Welcome, Introductions and Meeting Objectives –

II. Overview of Energy Upgrade California – 20 Minutes (Claudia Chandler, Energy Commission)

- a. Process and partnership
- b. Importance and benefits
- c. Leveraging group products and programs
- d. Role of Steering Committee and Working Group
- e. Timeline
- f. Working Group Expectations

III. Overview of Engage 360 – 20 Minutes (Pam Wellner, Cathy Fogel, CPUC)

- a. Program Process and Concept
- b. Utility Involvement and Plans
- c. Timeline and Role Out

Questions and Discussion

IV. Engage 360 & Energy Upgrade California – 15 Minutes (Pam Wellner & Cathy Fogel, CPUC)

- a. Statewide Branding efforts
- b. Utility Rebates & Marketing Support

IV. Energy Upgrade California Branding and Identity – 20 Minutes (Mindy Craig, MIG)

- a. Logo and identity concepts
- b. Usage and guideline development

Questions and Discussion

V. Web Portal Concepts – 30 minutes (Mindy Craig, MIG/Claudia Chandler Energy Commission)

- a. Program Process and Concept
- b. Utility Involvement and Plans
- c. Utility Marketing Support

Questions and Discussion

VI. Next Steps