California Solar Initiative

Attachment A:
2011 CSI Approval Procedure, and Energy Division Staff Guidelines, for CSI Marketing and Outreach Activities, Materials and Third-party Sponsorships

Energy Division—California Public Utilities Commission

Energy Division Staff
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2011 CSI Approval Procedure, and Energy Division Staff Guidelines, for CSI Marketing and Outreach Activities, Materials and Third-party Sponsorships

Decision (D.) 07-05-047 directs authority to the Energy Division to provide oversight and final approval of marketing and outreach (M&O) budgets, materials and activities for the California Solar Initiative (CSI) program.[1] To ensure appropriate and efficient oversight of the CSI M&O budget, Energy Division staff requires each Program Administrator (PA) to gain direct approval for certain M&O activities, described in this document, regardless of costs or prior approval in the PA's annual CSI M&O plan.

This document describes the circumstances requiring direct approval of certain M&O expenses for the CSI, the process for requesting Energy Division review and approval using the Marketing and Outreach Approval Request Form (MOARF), and provides general guidelines for marketing materials and strategies. As M&O priorities shift within CSI program development, this document is subject to periodic review and revision. The most current version of this document will reside on the CPUC's solar web site.[2]

Most activities are approved for each PA via approval of the annual CSI M&O plans; however, certain activities and materials require *direct* approval by Energy Division staff, as described in Section 1, below. Section 2 of this document refers to use of the Marketing and Outreach Approval Request Form (MOARF). Section 3 provides staff approval contact information, and Section 4 establishes general guidelines for the PAs to follow, which Energy Division staff will use to evaluate activities and grant material approval.

1. Activities Requiring Pre-approval

With the exception of the activities detailed in sections 1.1-1.3, strategic activities identified and detailed in PAs' approved CSI M&O plans do not require additional Energy Division approval; however, the direct cost of all activities must be itemized in the semi-annual PA Expense Reports on Table 7: Marketing and Outreach Direct Expenses.

To ensure appropriate and efficient oversight of the CSI M&O budget, Energy Division staff has determined three circumstances that require this MOARF review process, regardless of costs or prior "approval" in the PA's annual CSI M&O plan:

1. When a PA develops new materials with text or other content (1.1)

[1] D.07-05-047 p.5
[2] www.cpuc.ca.gov

2. When a PA decides to fund third-parties with money from the CSI M&O budget (1.2)
3. When a PA develops new projects or new strategies that were not identified in approved CSI M&O plans (1.3)

Any expense for activities or materials that is not expressly called out in the approved M&O plan and/or approved by the Energy Division in accordance with the above process is subject to disallowance.[3]

1.1. New materials, text or content—submit materials only

In accordance with D.07-05-047, Appendix A, Item 6, "PAs shall send final versions of basic marketing and collateral materials, in the form of program brochures, fact sheets, and general consumer education kits, to the Director of the Energy Division when ready for review." PAs may use the contact details in Table 2 to meet this submission requirement.

If the materials have been approved in the annual CSI M&O plan, then a MOARF submission is not necessary; only a content review is required. Materials for review should be sent as a Word file or another acceptable document format that will allow reviewers to make edits and comments within the document, and enable the project manager better version control in situations where there are multiple reviewers.

1.2. Third-party sponsorships—submit MOARF form

If a PA chooses to use CSI M&O funds to support any third-party entity for sponsorship or other form of partnership or alliance, including organization memberships, dues or other fees, then the PA must submit a MOARF form. **This is required even if the third-party funding was already identified in the approved CSI M&O plan.**

1.3. Other activities not approved in annual M&O plan—submit MOARF form and materials (if applicable.)

If a PA wishes to conduct M&O activities that were not identified in the approved annual CSI M&O plan then they must submit a MOARF for the activity. This includes but is not limited to new opportunities to participate in expositions/conferences where display fees are charged, new campaign strategies such as advertising or direct mail, new collateral, etc. This does not include booth fees for events already identified in the approved CSI M&O plans, or for general and ongoing activities like adding new installer training topics, web updates, or other routine marketing management.

[3] D.07-05-047 p.3

2. Using the M&O Approval Request Form (MOARF)

To gain approval for materials, sponsorships and activities defined in Section 1, please submit a MOARF form, Table 1, in electronic format to the appropriate Energy Division staff (see Section 3.) Upon approval, Energy Division staff will return the MOARF form with approval noted in the file and saved according to file name protocol.

To set up the MOARF form, the PA must first save the Excel file as "[PA Name] [Program Year] CSI M&O Approval Request Form" with the appropriate program extension (.xls or .xlsx.) For example:

- "CCSE 2011 CSI M&O Approval Request Form"
- "PG&E 2011 CSI M&O Approval Request Form"
- "SCE 2011 CSI M&O Approval Request Form"

Create separate worksheets for general M&O categories that appear in the approved plan, such as "Installer Training" or "Printed Collateral." Lines for multiple activities within each category are added in the body of the form as line items. Always save with the same file name to maintain a running record of request approvals.

To complete the MOARF form, first identify columns A-F in Table 1and provide staff with details about the project. **Not all columns will be used for all activities**; see the definitions below in Table 1 and fill in the relevant details for the activity for which approval is sought.

The MOARF is designed to capture **DIRECT COSTS** (no indirect costs such as PA labor or other PA administration) that will be expended to the PA's CSI M&O budget.

When Energy Division staff has reviewed and approved the activity, the MOARF will be returned to the submitter with the appropriate sign-off.

Table 1: M&O Approval Request Form (MOARF)

i. Auto Text header FILE NAME: [PA NAME] 2011 CSI M Approval Request Form.xlsx

ii. Auto Text Header Worksheet Name

1. [PA Name] 2011 CSI M&O Approval Request Form

A	B	C	D	E	F	G	H	I	J	K
Project Request Date	Submitted by [PA staff name, email]	M&O Category & Category Budget	Project Name & Notes*	Estimated Direct Project Cost	Estimated Direct Ongoing Costs (list)	Total Estimated Direct Cost	Actual Project Cost	Actual Ongoing Cost	Total Actual Cost	Energy Division Approval

* Add notes in row beneath Project Name

Worksheet TABS:

Tab[Template]	Tab[Category1]	Tab[Category2]	Etc…						

2.1. MOARF Worksheet Definitions

The following describes the different columns and categories of the MOARF form, as well as how and/or when each column should be used, as shown in Table 1.

i. Excel Formatted Header: File Name, to be saved under same continuous file name as:

"[PA NAME] [Program Year, e.g."2011"] CSI M&O Approval Request Form.xlsx"

This will be the file name used by the PA and Energy Division staff to maintain continuity of a single document. Do not alter the name of the file or submit any other file than the continuous MOARF file used by the PA and Energy Division Staff. (Note, the File Name header can be inserted using the Auto Text feature for "Insert File Name.")

ii. Excel Formatted Header: Sheet Name, to refer to the worksheet designated for each CSI M&O Budget Category.[4] (Note, the Sheet Name header can be inserted using the Auto Text feature for "Insert Sheet Name.")

1. Document Name: This should be the same as the File Name, and appear on all worksheets.

[4] CSI M&O Budget Categories are defined by each PA in their respective annual CSI M&O plans, but generally refer to high-level spending categories, such as Direct Mail, Installer/Customer Training, Events, Sponsorships, Printed Collateral, etc.

Column A: Project Request Date refers to the date the individual request was made by the PA.

Column B: "Submitted by" identifies the name of the PA staff responsible for gaining approval of the project and should include the staff's initials and hyper link for email address.

Column C: M&O Category & Budget identifies which category from the approved Interim M&O plan this project refers to, for example "Web Enhancement" or "Solar Contractor Training." PA will identify how much was budgeted for this M&O category in the PA's approved annual CSI M&O plan. (Note, the category budget will be the same for all activities within that category; only individual activity costs within the category will be different from one to another.)

Column D: Project Name lists individual projects chronologically each time a request is made for a new activity. (For example, "New Web Page for Customers" would be such an individual project that might fit under the broader M&O budget category of "Web Enhancements.")

Column E: Estimated Direct Project Cost captures the estimated cost from vendor (since the final costs may not be fully known when approval is requested) including materials & printing costs, fulfillment, shipping, or other direct cost estimates. Actual total costs may differ, and will be reconciled in subsequent columns G-J as well as itemized in semiannual CSI M&O expense reports.

Column F: Estimated Direct Ongoing Costs refers to costs that are *expected to be incurred* for this activity, but that will not yet be incurred. Identify estimated costs associated with follow-up practices, if applicable, such as annual licensing fees, dedicated URL or phone number costs for surveys, e/mail follow-up or call-back costs, ongoing fulfillment, storage, reprints, or other follow-up costs for the project. This will give Energy Division an idea of what to expect in subsequent expense reports as well as a measure of cost effectiveness for future activities.

Column G: Total Estimated Direct Costs is the sum of Columns E + F.

Column H: Actual Project Costs are the actual direct costs invoiced to the PA and expensed to the CSI M&O Budget and may differ from the estimated costs in Column E. This information may not be known at the time of the PA request; however, the PA may provide this once it is known by submitting the MOARF with the appropriate detail supplied.

Column I: Actual Ongoing Costs. If different from the estimated Ongoing Costs identified in Column F, identify the actual costs associated with follow-up activities for the project, as invoiced.

Column J: Total Actual Costs. This is the sum of Columns H + I. **This number should match the itemized CSI M&O semiannual expense reports.** If this number does not reconcile with the semiannual expense reports, then the PA should indicate why in the notes (see below.)

Column K: Energy Division staff approval sign-off. Staff will provide date of approval, with initials and email address, then save the file per above and return to the submitter.

Notes: Please use this section to include details that will assist Energy Division staff to understand the specifications of the project or activity, such as rationale for activity or sponsorship, expected benefits or outcomes, and other relevant details.

Tab^{Template}: It is strongly suggested that the PAs maintain a blank template worksheet in their MOARF file that can be copied as needed for new CSI M&O Budget Categories (defined in approved PA annual M&O plans.) The MOARF template is available on the CPUC's solar web site.[5]

Tab$^{Category1...n}$: Each general CSI M&O Budget Category should be identified with its own worksheet, with the appropriate category name. (Note that individual activities that fall within each category will be listed on the same worksheet as separate entries.)

3. Requests for Energy Division Approval

To facilitate review and approval, materials can be sent in electronic format to the appropriate Energy Division staff in Table 2. The Energy Division will require approximately seven days from the submission to approve. Expedited review may be requested on a case-by-case basis in the event of unforeseen deadlines. Please notify staff if expedited review is required.

[5] www.cpuc.ca.gov/PUC/energy/solar/outreach

Table 2: Energy Division Staff M&O Contacts

General Market Program: To: Amy Reardon Energy Division 415.703.5236 arr@cpuc.ca.gov	Cc: Molly Sterkel Supervisor, Energy Division 415.703-1873 mts@cpuc.ca.gov
SASH: To: Amy Reardon	Cc: Mona Dzvova Energy Division 415.703.1231 mdd@cpuc.ca.gov
MASH: To: Amy Reardon	Cc: Mona Dzvova
Solar Thermal: To: Amy Reardon	Cc: Damon Franz Energy Division 415.703.2165 Df1@cpuc.ca.gov

4. General Guidelines for CSI M&O Materials and Activities per D. 07-05-047

D.07-05-047 (p.5) delegated authority to the Energy Division to approve and suggest modifications to materials if they do not conform to the order or to the PA's approved Interim M&O plan. To maintain consistency in CSI program communications, Energy Division staff has developed the following guidelines for CSI M&O materials, websites, messaging and overall strategy. Staff will assess general PA adherence to these guidelines when considering approval recommendations.

4.1. Targeted Messaging—In general, CSI Program information should be targeted to two distinct groups: Solar Consumers and Solar Professionals. Consumers require information on "going solar" decision making tools, average solar costs in their

area, CSI rebates and general solar finance practices, lawful contracting practices and consumer protection measures. Consumers should have easy access to their billing or energy consumption data so they can make the decision to go solar more easily and accurately.

Solar Professionals such as installers need timely and detailed information about CSI program changes, application processing, interconnection rules and Net Energy Metering resources. Other professionals, such as permitting offices and local governments, banking, finance and real estate professionals, require information specific to their function in the solar market.

4.2. All CSI M&O materials, both stand-alone and bundled, including electronic distributions, web-based publications and all other promotions must bear the *Go Solar, California!* logo and promote the California Solar Initiative as part of the *Go Solar, California!* campaign. Please refer to the GSC Logo Guidelines, available by request from Energy Division staff.

4.3. Web and CSI Newsletter Updates—PAs will maintain timely and current program content on their own websites for the CSI program, and provide regular and timely updates to the Go Solar California web site[6] about activity within their program territory. Updates to the Go Solar California web site should be submitted to the appropriate Energy Division staff, Table 2. PAs will advise the CSI Newsletter project manager and/or Energy Division staff on news within their territory and provide content to the monthly CSI Newsletter.

4.3.1. Links: PAs will post a clear, easily-seen link to www.Go Solar California.ca.gov on their respective CSI program web site landing pages. PAs will be able to access web analytics for their links and provide this data to program evaluators if needed.

4.3.2. On-line Class Schedules: PAs will maintain current solar class offerings on the Go Solar California web site's Community Solar Calendar (in addition to their proprietary calendars) using the Events Upload feature.[7]

4.3.3. Newsletter Contributions: PAs will provide monthly content to the Go Solar newsletter and ensure the newsletter is linked on PA web sites.

4.4. Materials, sponsorships and activities promote the CSI program and the PA's role in the CSI program e.g. "[PA] is the program administrator for the California Solar Initiative solar rebate program…"

4.5. Materials, sponsorships and activities must identify specific and actionable ways to participate in the CSI program for either the consumer or professional.

[6] www.GoSolarCalifornia.ca.gov
[7] www.GoSolarCalifornia.ca.gov/calendar/events/index.php?com=submit

4.6. Materials should be patterned after materials on the Go Solar California website (please meet with the M&O teams to discuss design issues when needed.)

4.7. When appropriate, messaging will contain references to energy efficiency (EE) and the CSI EE survey/audit requirements to promote State guidelines and the benefits of proper system sizing.

4.8. Written content must be professional in style and contain accurate data and functioning links, if applicable, and must have been reviewed by PA management or Subject Matter Experts for technical accuracy and completeness prior to submission to the Energy Division. CSI Newsletter articles must follow the style guidelines established by the newsletter project manager.

4.9. Materials, sponsorships and activities will promote professional and customer decision making tools such as solar calculators, data reporting resources, cost comparison techniques, “Find a Contractor” tools, the Go Solar California web site, etc.