

ENERGY UPGRADE CALIFORNIA®

A PATH TO ENERGY EFFICIENCY

Do Your Thing®: Helping California Meet Climate Goals



WHAT IS ENERGY UPGRADE CALIFORNIA?

- **Our Mission** – Encourage every Californian (all 39.5 million of us) to be more energy efficient.
- **Our Objective** – Rally Californians around a shared mission to rewire people’s conception of energy and help every resident discover that they have the power to make a difference with small actions.

Our Message For All Californians

Do Your Thing®

*Learn what you can do to become
an energy steward.*





On September 18, 2008, the CPUC adopted the state’s first Long Term Energy Efficiency Strategic Plan, a roadmap to achieve maximum energy savings across all major groups and sectors in California from 2009-2020.

2013	2015	2017	Now
<p>Energy Upgrade California® Home Upgrade</p> <p>A comprehensive, “whole house” approach to home energy efficiency, offering Californians financial incentives for installing approved energy upgrades in their homes.</p>	<p>SB350</p> <p>California sets it’s most ambitious energy goals, including doubling energy efficiency, moving a third of the grid to renewable energy sources, & reducing greenhouse gas emissions by 40% by 2030.</p>	<p>EUC Relaunches</p> <p>Energy Upgrade California is a state initiative to help Californians save energy and conserve natural resources through small behavioral changes.</p>	<p>Do Your Thing®</p> <p>Energy Upgrade California motivates and educates residents and small businesses about energy management, encouraging every person to Do Your Thing ®</p>

HOW ENERGY UPGRADE CALIFORNIA WORKS

When individuals, businesses, and communities each do their part, the result is a cleaner, healthier, more prosperous California that we all can enjoy.



MONEY AND ENERGY SAVER

See if you qualify to save money and energy through the Energy Savings Assistance Program

Services provided through the ESA program include:

- Attic insulation
- Energy efficient refrigerators
- Energy efficient furnaces
- Weather stripping
- Caulking
- Low-flow showerheads
- Water heater blankets
- Door and building envelope repairs

A woman with dark hair, wearing a blue denim shirt, is smiling while looking at her smartphone. The background is a blurred outdoor setting with greenery and a wooden fence.

WE'RE HERE TO HELP

Energy Upgrade California is here to benefit your district:

- **PROVIDE RESOURCES** for educating and sharing energy efficient practices with your networks, like social media posts and newsletter content
- **ACCESS OUR NETWORK** of supporters, which includes: the California Public Utilities Commission, California Energy Commission, legislators, local governments, utilities, regional energy networks, community choice aggregators, businesses, and nonprofits
- **WE PROVIDE MATERIALS** for you to distribute among community organizations, nonprofits, and small businesses
- **SHINE A SPOTLIGHT:** Nominate an Energy Hero in your community; be it a small business, nonprofit, or individual, and they could be the star of our next Energy Hero video!



SOME NOTABLE MEMBERS OF THE COMMUNITY HAVE JOINED US



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- California State Senate
- League of California Cities
- CA Contract Cities Assoc
- City of Bellflower
- City of Berkeley
- City of Daly City
- City of Eureka
- City of Fontana
- City of Fremont
- City of Fresno
- City of La Cañada Flintridge
- City of La Habra Heights
- City of La Puente
- City of Long Beach
- City of Los Angeles
- City of Lynwood
- City of Malibu
- City of Paramount
- City of Riverside
- City of Rosemead
- City of Salinas
- City of San Diego
- City of Santa Monica
- City of South Gate
- City of West Hollywood
- City of Westminster





**DO
YOUR
THING™
CALIFORNIA**



THANK YOU