

Observations on DR National Action Plan

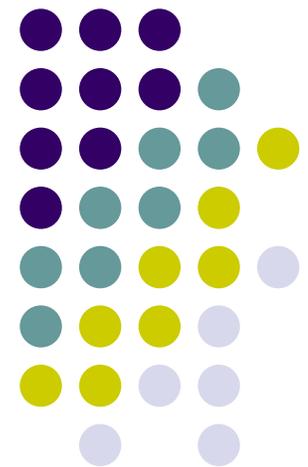


Judith Schwartz

To the Point

Judith@tothept.com

19 November 2009





Reasons To Support A Plan

- Customers are asking to be educated
- Utility pioneers want to align their organizations and reach out to customers
- Help needed to overcome barriers
 - Lack of funds for outreach efforts
 - Public distrust of utilities' motives
 - Disconnect with some advocacy groups
 - Story is difficult to explain simply

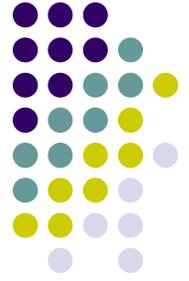




Why Action Is Needed Now

- Reality = years of deployment
 - Expectations are being set ahead of technology, funding, and overall ability to deliver benefits
- OPPORTUNITY
 - Capitalize on current excitement and media attention
 - Minimize impatience by explaining vision
 - Leverage advocacy groups as partners to achieve interim, achievable goals
 - Feature pilot programs, companies, and individuals who are moving us incrementally towards a better approach





Recommended Adjustments

- Use “strawman” research methodology
 - Leverage and test existing narratives, collateral, audience segmentation models
- Develop umbrella theme and narratives rather than uniform campaign and message hierarchy
- Structure to support regional variations
 - Attitudes, deployment plans, timetables vary
 - “Voices” reflecting local concerns will be stronger
 - Modular approach encourages buy-in without putting everyone on same schedule

Coalition Can Add Value

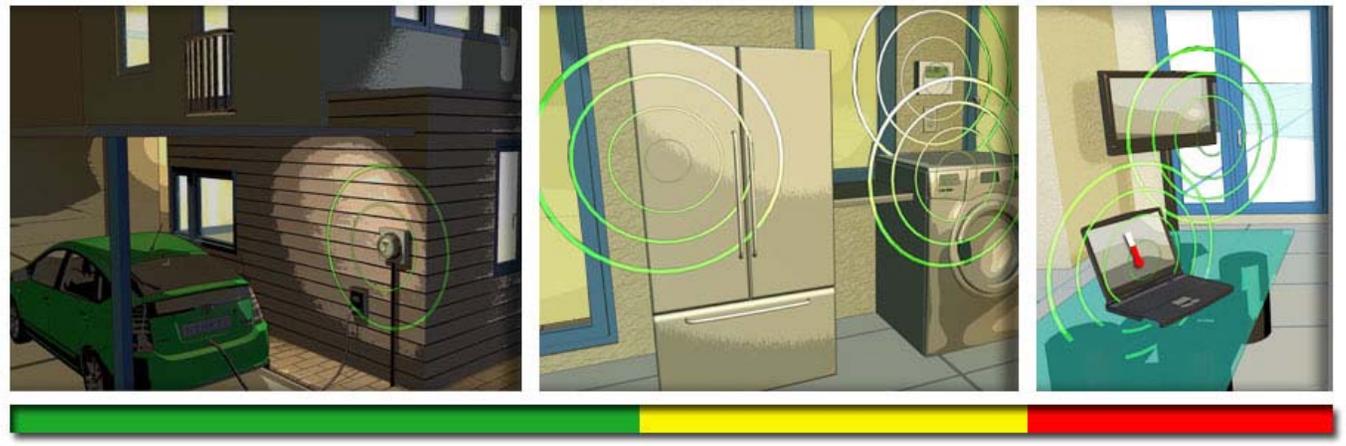
- Conduct communication workshops
- Provide funding and expert mentors for credible, cooperative projects
- Encourage cost-sharing strategies
- Provide timely reviews to insure technical accuracy of all campaign materials
- Facilitate sharing of finished tools



Create Public Ownership



- Meaningful, memorable name for DR
- Make part of larger story and goals
- When compelling vision of shared benefits and opt-in participation are presented clearly, “big brother” fears recede
- **MAGIC** + authenticity + accuracy



© 2009 To the Point

Judith Schwartz, To the Point
www.tothept.com