DOCKET
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Subject: Docket # 11-IEP-1A, California Clean Energy Future

Introduction

EDF supports and commends the IEPR committee's efforts in developing California Clean Energy Future to interface interagency planning and management, to compile emerging policy goals in one location, and to allow agencies to work together. California's state agencies have an impressive legacy – and existing docket – of protecting the health of the people and putting California at the forefront of the world's clean energy economy. Their websites reflect their multi-faceted efforts with a wealth of information on issues from new light bulb standards to bioenergy to vehicle standards. As a result, there can be so much information that even seasoned advocates have difficulty locating a proceeding or document.

In today's economic climate, it is more important than ever that the public understand the value that these agencies bring to California, in terms of public health and the economy. A proactive communications campaign geared towards the general public can reinforce the value state agencies have as a productive force for all Californians while promoting transparency between the government and the people. These comments will primarily address a critical, yet often overlooked, piece of the development of the CCEF website: how to make it compelling and accessible. These comments are not meant to be comprehensive, but highlight considerations that should be taken into account and offer general suggestions.

Make the CCEF Website Compelling

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The CEC, the CPUC, CalISO, and other state agencies are embarking on an inspirational and ambitious commitment to a clean energy future. CCEF is an energy future with a *vision*. The 33 percent renewable portfolio standard legislation, the Governor's Clean Energy Jobs Plan which includes 12,000 MW of localized energy by 2020, 8,000 MW of large-scale renewable and necessary transmission lines and 6,500 MW of combined heat and power over the next 20 years is all part of California's continuing tradition as leading the US in clean energy initiatives. The breadth of California's energy goals is far-reaching and reflects strong leadership in clean energy. As such, CCEF's website design and metrics should reflect this ambition and inspiration.

Recommendations:

- Ensure the website is visually attractive and colorful.
- Incorporate inspiring language that places California's energy policy goals in perspective (e.g. California as leader of clean energy in the US.)
- Allow the website to stand on its own as a go-to resource for those interested achieving our energy policy goals: Include information in enough detail that readers can have a comprehensive understanding of the state's energy policy without having to navigate to other websites. Tie the website's relationship to relevant state agencies only after giving this information**.**
- Utilize interactive visuals, or allowing the public to plug in measurements so they can view various scenarios *e.g.*, what will happen to energy costs if California does not meet renewable energy targets. For example, Google's Clean Energy Innovation[1] project may offer some insight into how to engage the public more directly with interactive visuals.

[1] http://www.google.org/energyinnovation/The_Impact_of_Clean_Energy_Innovation.pdf

- Find a likeable "spokesperson" (e.g. have the California state bear "host" the website).
- Market that website through other mediums so the public is aware that it exists and understands its function.

Make the CCEF Website Accessible

Since CCEF's website (www.cacleanenergyfuture.org) will be the primary entry point for information regarding California's clean energy policies, it will be important to ensure that the landing pages speak directly to the public. Given that the CCEF will be targeting a range of audiences, from policymakers to the public, it will be necessary to create a tiered level of information design so that different audiences can take away the information that will be most helpful and relevant to them.

The most basic tier of information should be the easiest to find *i.e.*, on the splash page, and the easiest to understand. CCEF should focus here on word choice that will direct public understanding on energy policy. In a recent New York Times article, "Word Choice Matters for Energy Policy," an expert from Texas noted that ""semantics plays a huge role in perception and policy and implementation and everything — it's critical."[2] It will be important for CCEF to choose wisely how it will express the Governor's energy vision as well as the already existing energy mandates. As the second and third tier level of information is added, CCEF can be less wary of using energy jargon since those who will want more detailed information will most likely be well-versed in energy language. As CCEF's website matures, it will be even more important to make the "dashboard" user-friendly and navigable.

Similarly, the current CCEF metrics graphs speak more to policymakers and decision makers who are well versed in energy jargon. The metrics should also aim to speak directly to

[2] *New York Times*, July 10, 2011 http://www.nytimes.com/2011/07/11/business/global/11iht-green11.html?_r=2

the public. CCEF should make it a goal for the public to feel connected to what is happening at a policy level. Simple and plain language that explains exactly what each metric measures and why it is important to achieve the goal. For state agencies to win public favor on energy policies, it will be crucial for the public to understand how California's clean energy policies will improve their lives.

Recommendations:

- In response to Question 6, the CCEF website should include metrics that reflect active public concerns, such as health and job creation. Because these two categories are directly relevant to people's daily lives, these two metrics should be added. The measurement of health benefits should be thought-provoking, such as comparing deaths avoided each year per utility-scale renewable resources added and construction of dirty power plant averted. A possible methodology for job creation metric would be to track how many clean energy jobs are created per given renewable milestone achieved.
- Avoid jargon and include a glossary of any specialized terms and acronyms used.
- Some metrics, especially those that are more accessible to the public (renewable energy, GHG emissions, and PHEVs) should be given in the form of an interactive comparative analysis, showing what would happen given different scenarios while highlighting the statutory and policy goals of AB 32 and Governor Brown's energy vision.
- In response to Discussion Question 8, regarding the metric for electricity sector greenhouse gas emissions and emissions intensity, the graphs should include a line representing the business as usual case.
- Use a different medium for to reach the proportion of the public that does not access its information primarily from the internet. For example, a growing number of people who

do not have computers have internet-capable phones, and should be able to access a mobile version of the website.

Conclusion

Thank you for your continuing outreach and for considering our comments. Our policy staff and communications teams look forward to providing additional information as requested.

Sincerely,

Lauren Navarro

Attorney