

Sample Media Report

The attached is a sample media report that we presented in concert with our Partner, the Asian Pacific American Leadership Foundation to the EUC.

MEMORANDUM

DATE: April, 24, 2019

RE: Energy Upgrade Bay Area API Media Roundtable **Preliminary** Recap

OVERVIEW

Asian Pacific American Leadership Foundation (APALF) worked with Energy Upgrade California in organizing a media roundtable to engage API media on energy efficiency and time of use in **Millbrae, CA on Wednesday, April 10, 2019.**

APALF secured (6) media outlets to attend from major Chinese and Filipino news groups from the Bay Area. APALF obtained a total (7) media clips after continuing to pitch release to media outlets (See clip report at end of document). In total, the combined reach based on circulation and viewers was approximately **922,000**

Message: Residents should be aware that the time in the day they use energy makes a significant impact on available clean energy in the grid. Reducing energy use with simple tips at certain times can ensure residents are using cleaner energy. These efforts will help California in its goal to double energy efficiency and reduce greenhouse gas emission by 2030.

Media Clips Received (7)

1. Singtao Newspaper
2. World Journal Newspaper
3. KTSF Television
4. Skylink Television
5. News for Chinese Newspaper
6. CTI/ZWTV
7. Fil-Am-Star

*Full clip report/translation provided at end of document

Media Attendance

1. Singtao Newspaper
2. World Journal Newspaper
3. KTSF Television
4. Skylink Television
5. News for Chinese Newspaper





6. Fil-Am-Star

Speakers

- James Lau, Executive Director, Asian Pacific American Leadership Foundation
- Juslyn C. Manalo, Councilmember, City of Daly City
- Seth Jacobson, Energy Upgrade Representative
- Edwin Tan, Director of Advocacy and Development, Asian Americans for Community Involvement

**Could not attend but provided quotes:*

- Assemblymember Phil Ting, (AD19-San Francisco)
- Susie Wong, President and CEO, Asians in Energy

Select Questions by Media

1. Is there any effort to educate youth on energy efficiency at an earlier age where it will persist through to adult hood?
2. *(Directed to Councilwoman Manalo)* Does Daly City have a program targeting youth?
3. Can you provide examples of potential cost savings businesses have seen by being more energy efficient?
4. *(Directed to Executive Director James Lau)* What other work is APALF partnering with Energy Upgrade California on?





IMPRENTA

COMMUNICATIONS GROUP



Clip Report

Media Outlet: SkyLink TV News	
Medium: Online/Television	
Published: 4/10/2019	Daily Viewership: 90,000+
<p>Headline: City of Millbrae: Energy-saving for carbon-free emissions Electricity-based time-rate rate plan for the public</p>	
<p>Link: https://www.youtube.com/watch?v=iuWc-Z2U698&feature=youtu.be</p>	
<p>Transcription:</p> <p>(Narrative:) Millbrae city, energy-saving for carbon-free emissions Electricity-based time-rate plan for the public. More and more electricity utility service providers in California offer different time-of-use rate plan. San Diego Gas and Electric had become the first electricity provider that uses this new plan in March; the new plan will be started in Bay Area. At the end of 2020, PG&E and SCE will join this plan. The Energy Upgrade California EUC meeting was held in Millbrae at 11:30a today, Seth Jacobson introduced the time-of-use electricity plan.</p> <p>(Seth Jacobson:) Most businesses in California have been defaulted to time-of-use as of this year. 2020 all of Northern California residents will be defaulted to time-of-use.</p> <p>(Narrative:) This plan requires utility companies in California to set different rate based on the time of use. The rate during peak hours might go up. The reformed plan is to aim encouraging residents change the way of consume electricity, reduce the usage during the peak hours, for instance, turn off unnecessary lighting equipment, using dish washer and doing laundry at non-peak hours. However, the residents' energy using behavior cannot be changed overnight. City Council Juslyn C. Manalo stated:</p> <p>(Juslyn C. Manalo:) I think it's important to educate everyone from families to small businesses...</p> <p>(Narrative:) According to California law, all the State energy providers must adjust and align to time-of-use plan. Each provider will set its own rate based on various factors. Today, APALF and AACI presented at the press conference to support this plan. The execution of this plan will be very helpful to achieve the goal of carbon-free in California by 2045. Energy Upgrade California was created by California Public Utilities Commission in 2011, this statewide program is an educational resource and promotion tool for California residents and small business owners for energy management concepts, energy efficiency action, and clean energy.</p>	



Screen shot:



【天下新聞】Millbrae市: 節約能源實現無碳排放 用電分時段費率計劃面向大眾 Sky Link TV Chinese News 04102019

6 views

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Sky Link TV News 天下衛視新聞頻道
Published on Apr 10, 2019

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Energy Upgrade California Holds event to help Californian save energy

現加州越來越多的供電公司

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Media Outlet: World Journal	
Medium: Online	Circulation: 350,000
Published: 4/11/2019	Section: Home/San Francisco
Headline: "California Energy Upgrade" calls on people to save energy and protect the environment	
Link: https://www.worldjournal.com/6226231/article-%E3%80%8C%E5%8A%A0%E5%B7%9E%E8%83%BD%E6%BA%90%E5%8D%87%E7%B4%9A%E3%80%8D-%E8%99%9F%E5%8F%AC%E6%B0%91%E7%9C%BE%E7%AF%80%E8%83%BD%E7%92%B0%E4%BF%9D/?ref=%E8%88%8A%E9%87%91%E5%B1%B1%E6%96%B0%E8%81%9E%E7%B8%BD%E8%A6%BD	
Summary: The state of California is committed to environmental protection and energy conservation, and is on the road to green development. Promoted by the state of California, Energy Upgrade California aims to raise the awareness of energy conservation and environmental protection among the state, reduce waste and improve the efficiency of electricity use.	

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首頁 舊金山

「加州能源升級」號召民眾節能環保

記者李喻 / 密爾布瑞報導 2019年04月11日 06:00

36 人 小 中 大

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社區、政界和「加州能源升級」的代表，建議亞裔社區加強環保節能。(記者李喻 / 攝影)

加州政府致力於環保節能，走綠色發展之路。如今州府力推的「加州能源升級」(Energy Upgrade California)項目，就是為了在全州範圍內提高民眾的節能環保意識，減少浪費的同時提高電力的使用效率。

Media Outlet: News for Chinese	
Medium: Online	Circulation: 30,000
Published: 4/15/2019	
Headline: California Energy Upgrade Program organizes energy conservation activities	
Link: http://newsforchinese.com/v3/2019/04/%E5%8A%A0%E5%B7%9E%E8%83%BD%E6%BA%90%E5%8D%87%E7%B4%9A%E8%A8%88%E5%8A%83%E8%88%89%E8%BE%A6%E5%8A%A9%E7%AF%80%E7%B4%84%E8%83%BD%E6%BA%90%E6%B4%BB%E5%8B%95/	
Summary: Asian Pacific American Leadership Foundation, in conjunction with California Energy Upgrade California, held a media roundtable to raise awareness among the Asian Pacific community about how to save energy and cut energy costs in everyday life. Speakers at the seminar included Juslyn C. Manalo, a member of the Daly City Council, and representatives from American Pacific Asian Leaders Foundation (APALF), the AACI, and Seth Jacobson from the California Energy Upgrading Program. In addition, Rep. Phil Ting, AD-San Francisco and Susie Wong, CEO of the Asia Pacific Energy Practitioners Organization, were unable to attend due to their itinerary, but they also conveyed support for the energy upgrade program.	

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加州能源升級計劃舉辦助節約能源活動

Raymond · 15 Apr 2019 · 0

0 SHARES

美國亞太裔領袖基金會聯合加州能源升級計劃® (Energy Upgrade California®) 舉辦媒體圓桌討論會活動，以提高亞太裔社區對如何在日常生活中節約能源和削減能源開銷的認識。

討論會上的發言人包括帝利市的議會議員 Juslyn C. Manalo 以及來自美國亞太裔領袖基金會 (APALF)、美亞社區協進會 (AACI) 的各個代表和來自加州能源升級計劃® 的 Seth Jacobson。此外，眾議員丁右立 (Phil Ting, AD-三藩市) 和亞太裔能源從業者機構的 CEO Susie Wong 因行程衝突未能參會，但他們也傳達了對能源升級計劃的支持。

加州能源升級計劃是一項全州的宣傳外展舉措，旨在賦權加州人採取管理能源的行動，以降低能源的使用並提高效率。



Media Outlet: KTSF 26	
Medium: Online/Television	Daily Viewership: 101,000 per night
Published: 4/11/2019	Section: California
Headline: California Energy Upgrade Program promotes time-sharing rate plans across California	
Link: https://www.ktsf.com/2019/04/11/energy-upgrade-california/	
Transcription: (Narrative:) Energy Upgrade California is promoting a time-sharing rate plan across the state to help users save on electricity bills, reported by Liang, Qiuyu. The state of California launched “Energy Upgrade California” in 2011 with the goal of having 33% of the state’s electricity coming from renewable sources by 2030, and by 2040, it plans to reduce greenhouse gas emissions by 40%. One of the actions is to help electricity users save energy. The program is now promoting a time-sharing rate plan, which means that when renewable energy is most sufficient during the day, a uniform lower rate is used, and at night, the peak is charged. (Seth Jacobson:) If you use energy between 10 o’clock to 4’oclock, the rate is different than the usage occurred between 4p to 9pm, so we encourage people to change their behavior, use less energy and use energy only during the period of time that the rate is cheaper. (Narrative:) The study shows that based on the time of energy produced by solar and wind during the day and lower electricity energy cost at late night non-peak hours, consumers use energy before 4pm to adjust air conditioner’s setting to 78 Fahrenheit in summer and 68 Fahrenheit in winter, using laundry, dish washer, and other appliance with scheduled time, or charge cell phone and tablet after 10p, not only save energy but also 20% of the usage fee. (Seth Jacobson:) If you are part of CCA, you can save money because they bought energy cheaper, if you are part of PG&E, you can use their rate structure and get to use the cheaper time, so it really depends on where you live. (Narrative:) Many cities and counties in Bay Area have already adapted CCA community integrate plan to replace PG&E and provide consumers cleaner electricity energy, such as Clean Power SF Plan and Peninsula Clean Energy Plan. If consumers used electricity during the hours that energy produced by solar and wind is abundant, the cost of purchasing this clean energy is cheaper, therefore, the electricity bill is reduced. Additionally, consumers can still receive cash refund from electricity utility companies if purchased energy efficient appliances. It is projected that the Bay Area consumers will start the time-of-use plan fully by end of 2020.	



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“加州能源升級”計劃在全加州推廣分時段費率計劃（視頻）

© April 11, 2019 加州新聞, 新聞, 熱點關注



【KTSF 梁秋玉報導】

“加州能源升級”計劃（Energy Upgrade California）目前正在全州推廣分時段費率計劃，幫助用戶節省電費。

加州於2011年推出“加州能源升級”計劃，目標是到2030年，全州33%的電能都來自可再生能源，到2040年，可以減少四成溫室氣體排放。

其中一個行動就是協助電力用戶節省電能，該計劃現正推廣分時段費率計劃，也就是在白天可再生能源充足時，使用統一的較低費率，夜晚則按高峰分段收費。

“加州能源升級”計劃代表Seth Jacobson說：“所以在上午10點至下午4點用電，電費是一個費率，在下午4點至晚9點用電，有另一個費率，所以我們鼓勵人改變行為，減少用電能，只在費率低的離峰時段用電。”

研究顯示，配合日間太陽能及風能發電的時間，以及深夜離峰時段的較低電力成本，用戶在下午4點之前用電，例如調節空調溫度設置的溫度，夏天華氏78度，冬天68度，做飯做家務使用定時的洗衣機、洗碗機等家電設備，或是晚上10點之後才為手機、平板電腦等設備充電，不僅節約電能，還可以節省兩成電費。



Media Outlet: Sing Tao Daily	
Medium: Online	Circulation: 180,000
Published: 4/11/2019	Section: Bay Area
Headline: Asian Pacific Media Roundtable calls for increased awareness of environmental protection and energy conservation	
Link: https://www.singtaousa.com/sf/446-%E7%81%A3%E5%8D%80/2290948-%E4%BA%9E%E5%A4%AA%E8%A3%94%E5%AA%92%E9%AB%94%E5%9C%93%E6%A1%8C%E6%9C%83%E8%AD%B0+%E7%B1%B2%E6%8F%90%E9%AB%98%E7%92%B0%E4%BF%9D%E7%AF%80%E8%83%BD%E6%84%8F%E8%AD%98/?fromG=1	
Summary: The Asian Pacific American Leadership Foundation is holding a media round table in conjunction with the California Energy Upgrade California to appeal to Asian Pacific communities to further raise awareness of environmental protection and energy conservation. Through the small behavior of each person every day, the energy waste can be further reduced, and future generations can enjoy.	

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亞太裔媒體圓桌會議 籲提高環保節能意識

0019年04月11日 05:45 粵語

美亞領袖基金會(The Asian Pacific American Leadership)以與加州能源升級計劃(Energy Upgrade California)聯合舉行媒體圓桌會議，望呼籲亞太裔社區進一步提高環保節能意識，通過每人每天一些力所能及的小行為進一步減少能源浪費，讓後代一片藍天白雲。

全加州範圍內的資源節約教育計劃，加州能源升級計劃地區負責人Seth Jacobson表示，前州長布爾2013年設定了2030年實現節約能源30%，2040年節約40%的計劃，目前我們已經完成了30%的目標。他指出，只要每個人都做一點點努力，放大到整個加州來看，節約的能源數量可能是我們所想不到。Jacobson提出幾項建議，包括使用LED燈泡，就可以解決80%的能源花費，並且使用壽命會長出25倍，將電腦設定在能源節約模式可以減少能源浪費50%，夏日將溫度設定在78華氏度，冬日設定在68華氏度是最有效的節能模式。

聖利市市議員Juslyn Manalo表示，聖利市亞太裔人口比例高達62%，我們早在2010年就設定了聖利市綠色發展計劃，我們已經超越完成目標，反映出我們聖利市居民對節約能源的重視，我們努力希望通過每個居民的一點點努力，為我們的後代留下一個潔淨美麗的環境。



Media Outlet: CTI/ZWTV	
Medium: Online/Television	Daily Viewership: ~70,000
Published: 4/16/2019	
Headline: Energy Upgrade California promoting energy saving tips for water heating system	
Link: https://www.youtube.com/watch?v=PPJFf81NLNw	
<p>Transcription:</p> <p>(Male Narrative:) Water heating is the second largest energy expense in your home. It takes 18% to 25% of total energy usage. The average annual spending for each family on hot water is between \$400-\$600. Thus, using energy strategically and choosing energy saving water heating will help you save a lot. Energy Upgrade California program now is promoting videos to share energy saving tips with public, not only saving money for the consumers but also calling for public to contribute their parts to California's energy saving.</p> <p>(Female Narrative:) Energy Upgrade California produced two videos that are easy to understand. To save energy, first to set water boiler's temperature to 120 degrees Fahrenheit, then put water around the water boiler to reduce the temperature and save energy. Additionally, it is suggested that changing showerhead and faucet to low-flow ones. The water heater's life span is 10-20 years and can be expanded by regular maintenances which can also minimize the efficiency lose. In order to ensure there is enough hot water to use when needed, you can decide the water heater's size by calculating the amount of hot water needed during the peak hours. Energy Upgrade California is a statewide program that provides educational resource and promotion tool for California residents and small business owners about energy management related matters, including information about residential energy usage assessments and subsidy. Visit www.energyupgradeca.org for more information.</p>	

Screen shot:



2019.04.16中旺新聞-1 加州能源升級計劃 推廣熱水系統節能常識
5 views

北美中天頻道中旺電視
Published on Apr 17, 2019

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熱水系統是家中的第二大能源開銷，佔能源用量的18%到25%。每一家庭平均每年的熱水花費在400至600美元之間。因此，採用節能策略並選擇節能熱水器，可以幫你節省一大筆開銷。加州能源升級計劃日前推出宣傳影片，希望告訴民眾一些節能小常識，不僅幫大家省錢，也號召民眾為加州的環保事業出一份力。

Category News & Politics

Media Outlet: FilAMStar	
Medium: Online/Television	Circulation: 100,000 copies per month
Published: 4/20/19	
Headline: Energy Upgrade California holds event to help API community save energy, reduce bills	
Link: https://filamstar.com/energy-upgrade-california-holds-event-to-help-api-community-save-energy-reduce-bills/	
<p>Summary: The Asian Pacific American Leadership Foundation in partnership with Energy Upgrade California® held a media roundtable event to raise awareness among the Asian Pacific Islander community on how to save energy in their everyday lives and reduce their energy costs.</p> <p>Speakers included Juslyn Manalo, Councilmember of Daly City, representatives for Asian Pacific American Leadership Foundation (APALF), Asian Americans for Community Involvement (AACI) and Seth Jacobson with Energy Upgrade California®. Additionally, Assemblymember Phil Ting (AD-San Francisco) and Susie Wong, president and CEO of Asians in Energy, could not attend due to scheduling conflicts but voiced their support of the Energy Upgrade Program.</p>	

Screen shot:



The screenshot shows a news article on the FilAMStar website. At the top left, there is a 'Community' tag. The main headline reads 'Energy Upgrade California® holds event to help API community save energy, reduce bills'. Below the headline, it says 'By Editorial Staff - April 20, 2019' and shows 32 views and 0 comments. There are four social media sharing buttons: Facebook, Twitter, Google+, and Pinterest. Below the buttons is a photo of Juslyn Manalo, a woman with dark hair wearing a blue blazer over a yellow top. To the right of the photo is a short paragraph of text: 'MILLBRAE - The Asian Pacific American Leadership Foundation in partnership with Energy Upgrade California® held a media roundtable event to raise awareness among the Asian Pacific Islander community on how to save energy in their everyday lives and reduce their energy costs.' Below the photo is a caption: 'Daly City Mayor Juslyn Manalo'. At the bottom of the article, there is another paragraph: 'Speakers included Juslyn Manalo, Councilmember of Daly City, representatives for Asian Pacific American Leadership Foundation (APALF), Asian Americans for Community Involvement (AACI)'.

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