



Electricity



Transportation



Buildings



Industrial



Agriculture



Sequestration

California Energy Wise

Client: California's investor owned utilities

2005–ongoing

Each of the four utilities manages its own rebate program aimed at commercial foodservice customers, which was initially confusing for utility representatives, equipment vendors, and business owners. The utilities have been using Frontier's Food Service Technology Center for more than 30 years and engaged Frontier Energy to create a user-friendly one-stop-shop for all rebate information. The website, caenergywise.com, uses approachable graphics, interactive calculators, a do-it-yourself energy survey, and design guides to help restaurateurs choose the best equipment for their space. Frontier's staff update the rebate list on the 15th of the month and ensure consistency among the utilities' programs. The website also serves an information hub about seminars, workshops, and webinars. Launched in July 2018, the website currently has more than 1,000 unique visitors a month.



FRONTIER ENERGY:

- Engaged an expert designer to create a logo and user interface that appealed to the target audience of restaurant and commercial food service operators.
- Built an extensive back-end database of appliance energy use, utility rate tables, equipment costs, and available incentives. The database is updated monthly.
- Developed interactive calculators and energy surveys so operators and designers can compare energy efficient equipment and calculate ROI.
- Developed and published restaurant design guides.
- Develop and maintain a central hub for utilities' webinars and education opportunities.
- Maintain rebate applications for all four IOUs.
- Conduct extensive customer outreach.



David Zabrowski
San Ramon Office
925-359-9180