



**CALIFORNIA  
ENERGY COMMISSION**



## **ENERGY RESEARCH AND DEVELOPMENT DIVISION**

# **Appendix A: Media Coverage from City Energy Challenge**

**June 2024 | CEC-500-2024-074-APA**



# APPENDIX A:

## Media Coverage from City Energy Challenge

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### **Broadcast Highlights**

#### **TV:**

##### **ABC30 Fresno**

Action News at 6:30

##### **WNCT-TV CBS Greenville, North Carolina**

9 On Your Side Morning Edition

##### **FOX 5 San Diego**

FOX 5 Morning News at 9:00am

##### **KERO 23ABC News Bakersfield**

23ABC News at 5am

##### **KGET 17 NBC Bakersfield**

17 News at 5

##### **KCBA Fox 35 Monterey Bay**

First at 4

##### **KGET 17 NBC Bakersfield**

17 News at Sunrise

##### **KTVU Fox 2 Bay Area**

KTVU Fox 2 News at 4pm

##### **KNTV NBC Bay Area**

NBC Bay Area News at 6

#### **Radio:**

##### **KCBS Radio San Francisco**

Cisco's interview at 3:30pm

### **Related Media Coverage**

**Bakersfield joins energy-saving competition OhmConnect:** FOX58 Bakersfield Now (5.20.21)

*As summer approaches, Bakersfield is joining San Jose, Oakland, and Fresno in a friendly competition to save energy and end California's rolling blackouts. The company "Ohm Connect" is allocating 25,000 smart thermostats to each city.*

**Bakersfield joins competition to distribute smart thermostats:** 23ABC Bakersfield (5.20.21)

*"Bakersfield is competing against other California cities to save energy this summer. OhmConnect will give cities 25,000 free smart thermostats. Those will then go to homes. The goal is to get as many connected by the end of September."*

**SFBT Thursday Digest: Housing to fill reservoir; Trump's big S.F. payday:** San Francisco Business Times (5.20.21)

*"Up to 25,000 Oaklanders are to receive new smart thermostats in a test run of a technical solution to preventing rolling power blackouts in California. San Jose and two other cities are*

*also participating in the program organized by Oakland company OhmConnect. It sends a warning when a period of intense electricity demand is approaching; consumers who save power during that time will get reward points that can be redeemed for cash or goods. OhmConnect is paid by utilities to help them match demand with supply. (San Francisco Chronicle)"*

**Individual users can get cash and other rewards for saving energy:** World Journal (5.20.21)

*"OhmConnect CEO Cisco DeVries said the company will give away 25,000 free smart thermostats. Based on past experience, thermostats can save users 100 to 200 yuan in electricity bills a year. In August last year, the company saved a total of 1.3 million energy costs for users. The total energy saved is equivalent to avoiding a 6-day power outage in California."*

**Summer Blackout: a contest to remedy it in California:** Energy News (5.20.21)

*The summer blackout is still a concern in California. This is why the mayors of the State are teaming up with OhmConnect in an unprecedented competition. This consists of making energy efficiency fun and competitive. Reward: \$ 50,000 scholarship.*

**Bakersfield residents invited to join energy saving competition:** KGET Bakersfield (5.19.21)

*"Bakersfield residents are invited to join in the fight to save energy by competing against other cities in the state for the title of "Energy Saving Superhero." The competition is put on by OhmConnect, which will award the winning city \$50,000 in educational scholarships."*

**Oakland, San Jose Mayors Urge Residents To Take Part In Energy Savings**

**Challenge; Smart Thermostats Given Away:** KPIX 5 San Francisco (5.19.21) - Syndicated to [Yahoo! News](#), [MSN](#)

*"Last year there was one day in August, where our city residents made \$89,000 in a single day as a result of energy savings through OhmConnect," said Fresno Mayor Jerry Dyer. "It is good to be able to not only save power on the grid, but to get paid while doing it."*

**Bay Area Mayors Tout Summer Energy Savings Challenge:** KPIX 5 (5.19.21)

*Mayors in the Bay Area have partnered with Oakland-based OhmConnect in an effort to challenge residents to save energy this summer. Kiet Do reports.*

**Mayor Schaaf to Announce New Statewide Energy Saving Initiative, Empower Residents to Reduce Energy:** Oakland News Now (5.19.21)

*"OhmConnect's platform empowers residents to work together and save enough energy to help minimize the risk of future blackouts. During the mid-August 2020 heatwave, for example, the OhmConnect community helped to prevent blackouts on six additional days in California by reducing their energy use – and got paid for their efforts."*

**CA mayors launch power saving competition to encourage blackout prevention:** KCBS Radio (5.19.21)

*"I know that my other mayors are as committed to winning as I am," Oakland Mayor Libby Schaaf said. "Not only will you receive a free smart thermostat, but you will save money on your electricity bill and you will get paid to become essentially a virtual power plant."*

**Two Bay Area Cities Race To Reduce Power Consumption Amid Drought:** KCBS Radio (5.19.21) - Cisco also had a stand-alone live interview with KCBS at 3:30pm

*"To encourage residents to conserve, the cities of Oakland and San Jose, along with Bakersfield and Fresno, are teaming up with OhmConnect, a service that pays residents for their energy savings."*

**Some Oakland, San Jose residents to get smart thermostats to help save energy:**

San Francisco Chronicle (5.19.21) - Syndicated in [MSN](#), [Daily San Jose News](#); print clip available [here](#)

*"OhmConnect CEO Cisco DeVries said in a statement that, with additional rolling blackouts possible in California this year, his company was "empowering families across the state to take charge of their energy future, get a free smart thermostat to help save more energy, and get paid for doing so."*

**Mayor Schaaf to Announce New Statewide Energy Saving Initiative, Empower Residents to Reduce Energy:** Oakland News Now (5.19.21)

*"Mayor Schaaf will be joined by other California mayors, OhmConnect, and the California Energy Commission to launch a new competition to prevent blackouts ahead of the summer heat."*

**Fresno competes in energy savings challenge:** ABC 30 (5.18.21) - Syndicated to [Yahoo! News](#), [Central Valley Chronicle](#)

*"Dyer says he is up for the friendly competition and earning the title of Energy Saving Superhero. About 5% of people in Fresno already use the technology. 'Make sure that Fresno gets put on the map in terms of our clean energy and being energy efficient,' Dyer said. Ohm will give people who contact them smart thermostats free of charge."*

## **Social Media Posts:**

### **San Jose Mayor Sam Liccardo**

[Twitter](#) (33K followers) and [Facebook](#) (37K followers):

*I'm proud to launch the #CityEnergyChallenge w/ Mayor @LibbySchaaf, @MayorJerryDyer, Mayor @karenkgoh, @CalEnergy & @ohmconnect. SJ has always been a leader, & I know we can lead the way to reduce energy! Get a free smart thermostat + sign-up today: <https://rb.gy/mlxjuc>.*

### **Oakland Mayor Libby Schaaf**

[Twitter](#) (36K followers) and [Facebook](#) (21K followers)

*Oakland can help lead the way to a better energy future! We launched the #CityEnergyChallenge w/ Oakland's own @ohmconnect, Mayor @sliccardo, & @MayorJerryDyer. The city that saves the most energy wins scholarships! Get a free smart thermostat + learn more <https://rb.gy/mlxjuc>*

**Fresno Mayor Jerry Dyer**

[Twitter](#) (3K followers) and [Facebook](#) (6K followers)

*#Fresno, we can change the course and prevent blackouts this summer! Today several CA mayors and I announced the City Energy Challenge w @ohmconnect - the winning city gets scholarships for its residents! Sign-up and get a free smart thermostat today:*

**State Senator Melissa Hurtado, Fresno**

[Twitter](#) (2K followers)

*The challenge is on! #Fresno & #Bakersfield are competing to see who is California's "Energy Saving Superhero!" Many CA mayors are also participating in the #CityEnergyChallenge from @ohmconnect and the winning city gets scholarships for its residents!*

**California Energy Commission (15K followers) [retweeted Cisco](#)**

*Special thx to Mayors @sliccardo, @LibbySchaaf, @MayorJerryDyer & @CalEnergy for joining @ohmconnect today to launch our City Energy Challenge! Together, we can help build more resilient communities & prevent blackouts - sign-up today!*

**Floodgate Co-founder and Partner Mike Maples, Jr.**

[Twitter](#) (68K followers)

*Proud to be a part of the @ohmconnect team as we launch the City Energy Challenge with @sliccardo, @LibbySchaaf, and @MayorJerryDyer. By harnessing our collective energy savings, we can prevent blackouts and unlock our clean energy future. Sign up now!*

**BC 30 Fresno**

[Twitter](#) (167K followers)

*OhmConnect is a company trying to help the state save energy and prevent blackouts by helping people reduce their energy use.*