

WOC | Signal's Andrea Saxenhofer to Share Battery Storage Public Trust Insights at Battery Asset Management USA 2026

Associate director at San Diego clean energy PR agency joins Cleantech San Diego President and CEO for session on California's energy transition

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EINPresswire.com/ -- [WOC | Signal](#), a strategic communications and public relations agency focused on complex, high-stakes B2B environments, will bring its public trust and stakeholder communications expertise to [Battery Asset Management USA 2026](#) when Associate Director Andrea Saxenhofer joins Cleantech San Diego President and CEO Jason Anderson for the session, "Trust and Energy: Navigating Public Concerns in California's Energy Transition" Wednesday, September 16, 9:05-9:35 a.m. at the Hyatt Regency Orange County in Garden Grove, California.



WOC | Signal PR agency logo

California's rapid deployment of renewable energy has made battery energy storage systems (BESS) increasingly important to the state's clean energy transition. At the same time, high-profile battery incidents have heightened public attention to safety, siting and community impacts. Saxenhofer and Anderson will present findings and insights from a comprehensive Cleantech San Diego survey designed to better understand these concerns.

The session will explore what the findings mean for battery developers, asset owners, policymakers and other clean energy stakeholders as the industry works to build public understanding and maintain momentum for storage deployment. It will also examine how research, stakeholder engagement and disciplined communications can help industry leaders

address concerns before they harden into opposition.

“California’s energy transition will not scale on technical performance alone. Communities need credible information about safety, local impacts and the role storage plays in a reliable clean energy system,” said Larry Smalheiser, Managing Director of WOC | Signal. “This research being presented can help correct initial assumptions with evidence while giving the industry a clearer view into how to communicate when trust is as important as technology.”

More than 850 people participated in the online survey, supplemented by detailed stakeholder interviews. The research found that 65% of respondents support transitioning from fossil fuels to renewable energy and 57% support battery storage projects in their own neighborhood.

Battery Asset Management USA 2026 takes place Sept. 15-16 at the Hyatt Regency Orange County in Garden Grove. The conference brings together battery storage owners, operators and industry experts to address asset performance, safety, market strategy and the operational challenges facing a rapidly scaling U.S. storage sector.

Andrea Saxenhofer drives strategic communications and integrated PR campaigns at WOC | Signal for organizations across renewable energy, distributed energy, clean transportation and climate technology. Her experience includes utility-scale solar, wind, battery storage and grid infrastructure initiatives in the United States and Europe, with particular emphasis on energy transition communications, public perception and stakeholder trust. She currently serves as Chair of Communications for the San Diego chapter of Women of Renewable Industries and Sustainable Energy (WRISE).



Jason Anderson, President and CEO of Cleantech San Diego (<https://cleantechsandiego.org/member/jason-anderson/>)



Andrea Saxenhofer, Associate Director of WOC | Signal (<https://www.linkedin.com/in/andrea-saxenhofer/>)

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About WOC | Signal

WOC | Signal is a strategic communications and public relations agency focused on complex, high-stakes B2B environments. As a specialized agency of (W)right On Communications, founded in 1998, it serves clean energy, advanced manufacturing, cybersecurity and other technical sectors where clarity, authority and precision communications shape how advanced technologies are understood, evaluated and adopted. WOC | Signal strengthens authority, visibility and stakeholder confidence across media, investor and AI-driven search environments. Learn more at www.wocsignal.com.

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