



Regional Energy Outreach Program Update

CEEPC
July 21, 2010



Energy Outreach Concept

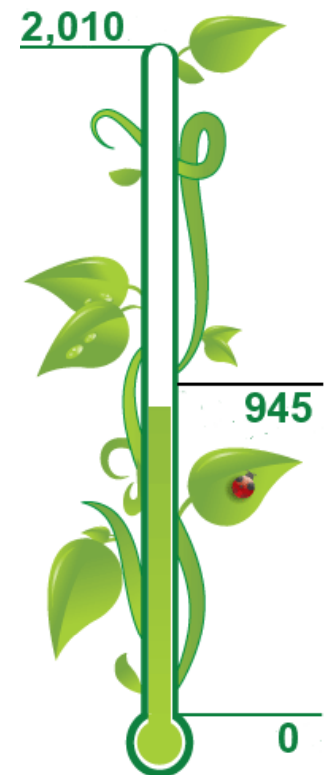
**Energy conservation outreach campaign
Facilitated by energy tracking tool and rewards
program,
And driven by competition**

→ KEY COMPONENTS:

Regional energy efficiency website

Competition and reward program for achieved energy savings

Marketing campaign and community involvement



Timeline

- Pilot program in three communities in 2010 (Oct – Dec)
- Regional expansion with competition as a new component in 2011 - 2012

Pilot communities selected

- Greenbelt (MD)
 - Brookland (DC)
 - Cascades – Loudoun County (VA)
-
- Manageable size (7,000 - 9,000 households)
 - Urban/ suburban contexts
 - Diversity of incomes, building types and age, proportion of owners/ renters, heating fuels

Pilot program goals: 50 participants per community

Energy Efficiency Campaign Platform

- RFP to select a vendor for web site design, online energy monitoring tool and reward program
- Selection committee meeting: July 21

ACTION : VOTE

for top 3 Campaign names

- a) Capital Area Energy Challenge. Live, work, play. Green!
- b) Capital Area Energy Challenge. Your home, your impact.
- c) Capital Region Energy Savers
- d) Wise Energy by Capital Energy Neighbors (WE CAN)
- e) Capital Region Energy Crackdown
- f) Capital Region Energy Smart
- g) Energy \$aver Neighborhood Challenge
- h) Saving Energy Today (SET)
- i) Washington Initiative to Save Energy (WISE)

ACTION: Support grant application

MWCOG is applying to EPA Climate Showcase Community Grant program for funds to expand the pilot program to a regional competition in 2011

- Action :
 - Approve letter of support from CEEPC
 - Submit letter of support from your organization by July 25.