

# Regional Energy Outreach program

*“Using competition and rewards to motivate residents to reduce their energy use in the Washington Region”*

## CEEPC and Other Partners’ Goals supported by the proposed program

### Regional goals (National Capital Region Climate Change report)

- A. Reduce Demand for Electricity
  - by partnering with electric, gas and water utilities on a regional energy conservation and energy efficiency program outreach
  - by identifying regional environmental and community group partners
- B. Improve Energy Efficiency in Buildings
  - Develop incentives for retrofitting existing buildings, commercial and residential
  - Develop affordable energy efficiency programs for homeowners and businesses
  - Promote use of energy-efficient appliances
- C. Return to 2005 GHG emission level by 2012 regionally

### Performance measures (CEEPC 2012 work plan)

- A. 10,000 residential units achieving a 5-10 percent energy savings annually
- B. 500-1000 residential units achieving a 10-30 percent energy saving annually
- C. 5000 residential, commercial or government buildings have renewable energy systems installed by the end of 2011

### Partners’ goals

- Empower Maryland: reduce electricity use 15% by 2015
- Virginia energy conservation goal: reduce electricity use 10% by 2022 compared to 2006 baseline
- DC Sustainable Energy Utility: Reduce per-capita energy consumption, increase renewable energy generating capacity
- Compatible with local energy and climate goals.

## Message

Reduce home energy use, save money and get rewarded for your effort  
Help the Washington region reach its energy and climate goals

## Target

Homeowners and renters (anyone who has an individual meter, pays utility bills and has an internet access)

## **Concept: Energy Savers rewards program and regional competition**

### **General principle:**

1. **Regional website** with access to an energy monitoring and analysis platform + social media capabilities.
2. **Marketing campaign and community outreach activities** (eg: Energy Leaders program) to encourage people to sign in
3. **Competition** between individuals and self-organized teams for biggest energy savings
4. **Competition between jurisdictions and state** for highest participation rate and per capita energy savings.
5. **Reward program** offered by sponsors, for best performing individuals and teams (energy-gearred rewards : CFL, programmable thermostat etc).
6. **Consolidation** of achieved energy savings to support CEEPC and other partners' energy and climate goals.

### **Possible energy monitoring platform:**

Earth Aid ([www.earthaid.net](http://www.earthaid.net))

A RFP will be issued to select the platform and develop the regional website.

## **Timeline**

Pilot program in late 2010 – 3 small communities in DC, MD,VA.

Expansion region-wide in 2011.

Then possibly on-going with new goals, new campaigns etc.

**See attachment**

## **Budget**

**In the pilot phase**, the marketing campaign is limited in scope (no media buy, mostly community outreach). We would be testing the reward program too (local sponsors, utilities).

**For the region-wide expansion**, the marketing campaign and the grassroots components would be significantly fleshed out (media buy, Energy Leaders program etc). The visibility of the regional outreach program would be much higher, which would make possible to attract more sponsors for the reward program.

k\$	Monetary		Additional In kind contributions
	Pilot program	Full scale program	
<b>Marketing and grassroots campaign</b>	<b>30</b>	<b>180</b>	<b>Yes</b>
- Website design (beta version during pilot)	25	+20	Utilities (insert on bills)
- Campaign materials development	5	30	Free media
- Media buy	0	100	
- Sponsors recruitment	0	30	
<b>Grassroots activities</b>	<b>0</b>	<b>120</b>	<b>Yes?</b>
- Energy Leaders training,			LG staff time/Local community-based organizations?
- Participation in local events			
<b>Rewards for best teams / best jurisdictions</b>	<b>0</b>	<b>30</b>	<b>Substantial contributions expected</b>
			From business sponsors
<b>Program management and coordination</b>	<b>30</b>	<b>100</b>	<b>Yes</b>
			staff time
<b>TOTAL</b>	<b>60</b>	<b>430</b>	

#### Potential funding:

- State/ regional / local/ utilities contributions
- Business and media sponsors
- EPA climate Showcase,
- US DOE
- Foundations (eg: Home Depot Foundation)

#### Role of each partner

	Core mission	Possible additional participation
<b>MWCOG</b>	Overall coordination (hire PR consultant, track and publicize progress with Earth Aid, organize competition, research sponsors)	Coordinate grassroots activities (engage community partners, recruit and train energy leaders)
<b>Utilities</b>	Promote the program to their customers (website, energy bills)	Provide in-kind or direct funding support
<b>State agencies</b>	Promote the program through their existing campaigns	Provide in-kind or direct funding support
<b>Local Governments</b>	Promote the program to their residents Help identify and engage local community partners	Provide in-kind or direct funding support  Coordinate grassroots activities
<b>Sponsors</b>	Provide rewards	Provide media coverage, marketing, funding
<b>Residents</b>	Sign up, save energy	Publicize the program, recruit others to join

## Summary

### **Program benefits:**

- Supports CEEPC and other partners' goals,
- **Doesn't compete** with existing programs, but **amplifies** their effect,
- Aims for **behavior change**, and not just general awareness.
- Makes it **easy and fun** for people to take action.
- Includes a system to effectively **measure results**.
- Innovative and replicable.

**Condition for success:** involvement and support of all partners, public and private.