

Regional Energy Outreach program

“Using competition and rewards to motivate residents to reduce their energy use in the Metropolitan 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
 - Develop affordable energy efficiency programs for homeowners
 - 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 (regional brand for the campaign to be developed)

Target audience

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 state and local jurisdictions** 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)

Others potential options to be sought through competitive process

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

Timeline

Identify vendor through RFP process – June to September 2010

Pilot program in three small communities (DC, MD,VA) - October to December 2010.

Expansion region-wide in 2011.

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

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.

000 \$	Grant funding		Additional In kind contributions
	Pilot program	Full scale program	
Marketing and grassroots campaign	30	180	Yes
- 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	
Grassroots activities	0	120	Yes?
- Energy Leaders training,			LG staff time/Local community-based organizations?
- Participation in local events			
Rewards for best teams / best jurisdictions	0	30	Substantial contributions expected
			From business sponsors
Program management and coordination	30	100	Yes
			staff time
TOTAL	60	430	

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
MWCOG	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)
Utilities	Promote the program to their customers (website, energy bills)	Provide in-kind or direct funding support
State agencies	Promote the program through their existing campaigns	Provide in-kind or direct funding support
Local Governments	Promote the program to their residents Help identify and engage local community partners	Provide in-kind or direct funding support Coordinate grassroots activities
Sponsors	Provide rewards	Provide media coverage, marketing, funding
Residents	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.