



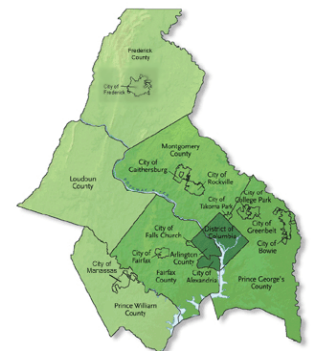
Developing a Regional Climate and Energy Outreach Program

Presentation to
CEEPC

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Metropolitan Washington
Council of Governments



Purpose of regional campaign

- Support 2012 energy and climate work plan
- Use social marketing, challenge and competition to change individual behaviors / investment choices
- Potential = 25% energy efficiency gain with behavioral changes only (ACEEE)



Key components

1. Clear target
2. Commitment, pledge
3. Measurable results
4. Incentives to participate
5. Marketing strategy
6. Partners
7. Funding strategy



Next steps

- **Appointment of an ad hoc workgroup to:**
 - Define the goals of the regional outreach campaign
 - Develop a detailed proposal
 - Develop implementation and funding strategy



Questions for discussion

What is the value-added of a regional program?

- Already a lot of outreach programs out there (State, Local, utilities)

Program message

- low-cost actions that can make a difference,
- home energy retrofits,
- green power?

Program target

- Schools, universities
- homeowners, single / multi-family units?

Potential partners

