

Regional Energy Outreach Program Concept proposal

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

**CEEPC
May 26, 2010**



Concept

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

→ **KEY COMPONENTS:**

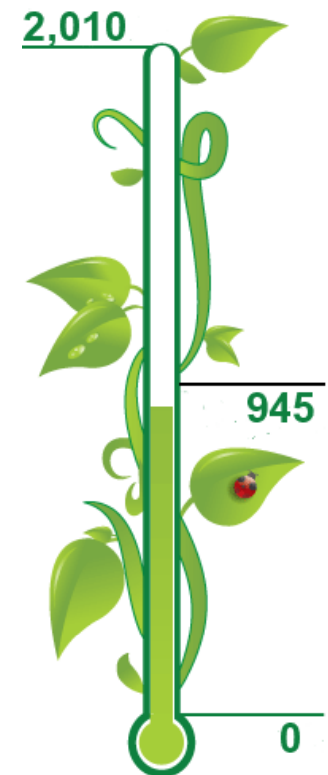
Regional energy efficiency website

- “One stop shop” for information on partners’ programs
- Access to personal energy consumption data
- Incentives to save through rewards
- Group competition capability

Competition

- Individuals, teams (neighborhoods)
- State and local jurisdictions

Marketing campaign and community involvement



CEEPC benefits

- Achieves energy savings to meet CEEPC energy & climate goals
- Measures results, achieved energy savings
- Supports partners' energy efficiency programs
 - State and local governments
 - Utilities

Energy monitoring platform



- ✓ All Your Accounts in One Place (connection with utility accounts)
- ✓ Social media
- ✓ Reward program



Other possible platforms:



...and others

Partners' role

MWCOG

Program management and coordination

Utilities

Promote the program to their customers

State agencies

Promote the program through existing campaigns

Local governments

Promote the program to their residents
Help identify / engage community partners

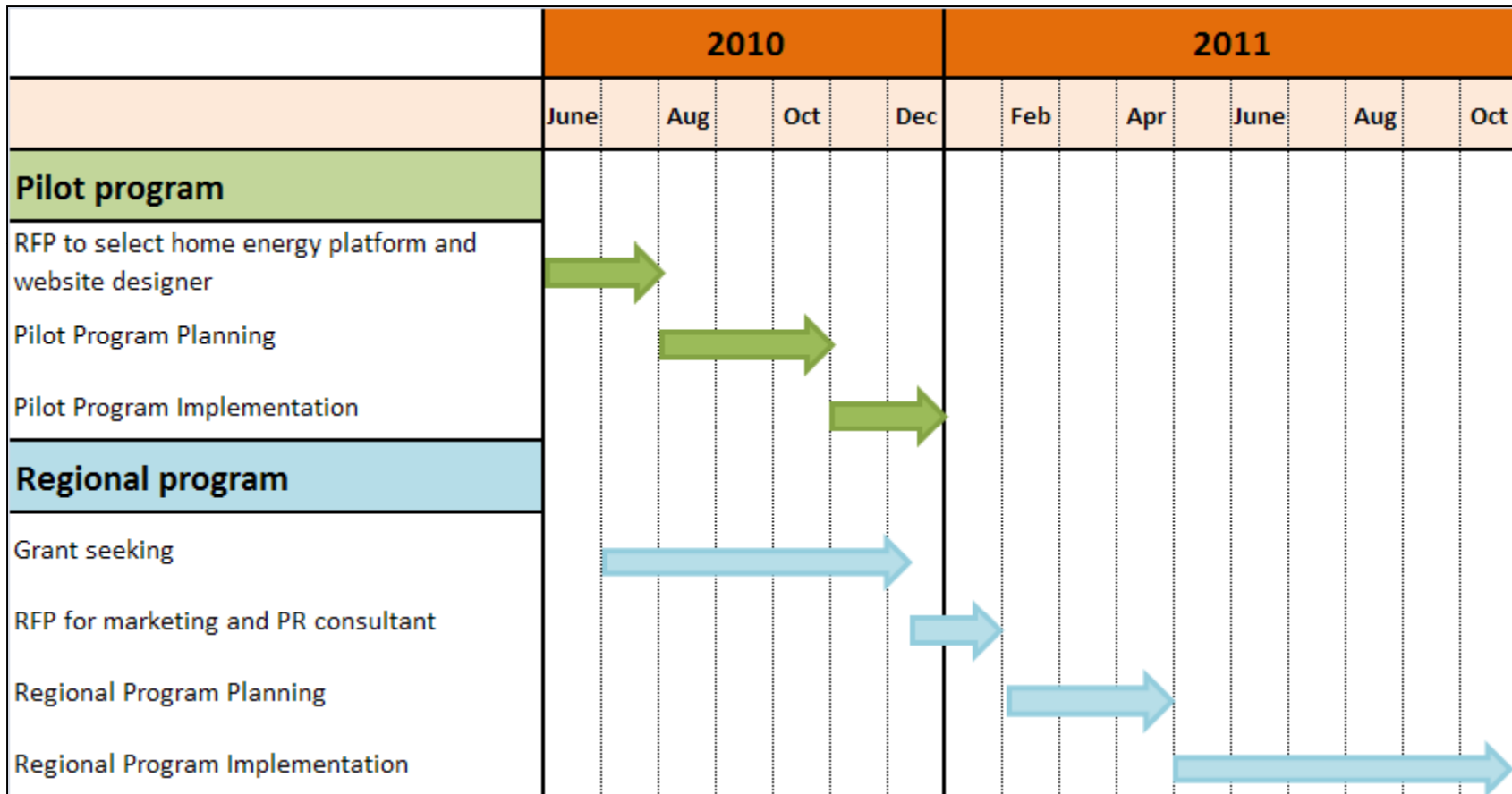
Sponsors

Provide rewards, media coverage

Residents

Sign up, save energy, recruit others to join

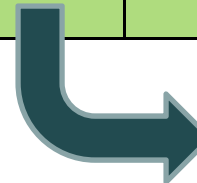
Timeline



Budget

000 \$	Funding		Additional In kind contributions
	Pilot program	Full scale program	
Website design	30	20	
Marketing campaign	0	160	Yes Utilities, free media
Grassroots / community engagement	0	120	Yes Staff time
Reward program	0	30	Yes Business sponsors
Program management and coordination	30	100	Yes Staff time
TOTAL	60	430	

Ready to go
- COG contribution -



Grants and
other TBD

Summary of program benefits

- Supports CEEPC and other partners' goals
- Doesn't compete with existing programs
- Aims for behavior change
- Easy and fun for people
- Yields measurable results
- Innovative and replicable

One condition for success

→ **involvement and support of all partners**