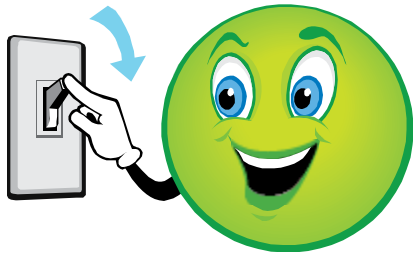


Climate Energy Outreach Coordination Workgroup



Joan Rohlfs

Metropolitan Washington Council of
Governments

January 27, 2010

COG Climate Report: Energy Outreach Recommendation

- Implement a regional public education campaign
- Develop partnerships with private sector & others
- Support COG member outreach efforts



CC and Energy Outreach Coordination Workgroup

- Formed in April 2009, meets quarterly
- Purpose:
 - Share information about campaigns and messages being launched in the metropolitan Washington region
 - Develop areas for collaboration
 - Consider opportunities to develop regional outreach campaign

Participants in Energy Outreach Coordination Group

- Energy providers
 - Electric utilities
 - Gas utilities
- State Energy offices
- Utility regulators
- Local governments
- Clean Air Partners
- MWCOCG



Many EE Campaigns and Messages

- EMPower MD (MD Energy Admin)
- Virginia Energy Sense (VA SCC)
- Heat Smart, Cool Aid (District PSC)
- General Awareness Campaign (MD PSC, Pepco, BG&E, SMECO, Allegheny)
- Clean Steps Conserve (Washington Gas)



Local Campaigns

- AIRE (Arlington Initiative to Reduce Emissions)
- Loudoun County, Green Business Challenge
- Energy Community leaders(Montgomery Co.)
- Being planned: Fairfax County, Montgomery County, District of Columbia



Initiatives

- Dominion:
 - Smartgrid pilot in Charlottesville, VA
- Pepco:
 - online energy audits
- WJLA (Channel 7):
 - Home Energy Makeover to create demand in the Washington region for energy-saving products & services
- RePower at Home
 - House parties planned in 5 MD counties



Online Tools

- Opower:
 - software for reporting energy efficiency online; works through utilities (ex: Dominion)
- EarthAid:
 - Web-based application for electric, gas and water bills. Rewards program for saving energy. 46 vendors in DC area.

OPower

CUSTOMER FACING

Printed Home Energy Reports

Online Energy Data & Community

Smart Grid Features

UTILITY FACING

CSR Tools

Analysis + M&V

INSIGHT ENGINE

Home electricity report
Account Number: 27043038
Report Period: 01/1/2010 - 06/1/10

Report information: This report is an individual one made for you based on your home's electricity usage. It compares your usage to other homes in your neighborhood.

Track progress: We will help you track how you're doing on energy usage over the six months and how you compare to others.

Save energy, efficiency tips: Based on the report, we provide ideas for saving energy and money. Visit www.comed.com/energyreport

5000 kWh

Last 3 Months Neighbor Comparison | The used kWh more than your other neighbors

Used	5,000 kWh
Max	3,000 kWh
Average	2,000 kWh

WHO ARE YOUR NEIGHBORS?

- Neighbors who are similar to you
- Neighbors who are different from you

Last 12 Months Neighbor Comparison | The used kWh more electricity than your other neighbors. The used kWh about 50% more per year.

Personalized Action Steps

- Check home steps to save
- Choose efficient light bulbs
- Click for the ENERGY STAR label

Great Investment
A big idea for big savings

Look for the ENERGY STAR label

The Department of Energy looks for energy efficiency of many home appliances and electronics, and the best are the official ENERGY STAR label. In 2009 Americans saved \$10 billion on their energy bills thanks to the program.

The ENERGY STAR label can be found on official models of clothes washers, refrigerators, televisions, computers and many other products.

Visit www.energystar.gov for more details.

SAVE UP TO \$600 IN ANNUAL ENERGY COSTS

www.ComEd.com/energyreport

Qualified ComEd®/NESCO® CTR Phase 3 Plan only. ENERGY STAR. www.comed.com/energyreport

powered by **Fluoride Energy**

Social Media Focus

- Use of competition between neighbors, neighborhoods, communities to promote energy efficiency
- Webtools: Opower, Earthaid, Facebook, CoolCapitalChallenge



The Cool Capital Challenge

Aggregate CO2/ \$\$ savings METER

On our way to
2 Billion Pounds



1,024,846,059

Pounds Saved



\$ 100,330,605

Annual Savings

Individuals

8,242,049

Institutions

Prince George's County 603,668,000

Downing College 71,000,000

Prince George's People 60,000,000

TEAMS

Household Teams

Southern Sustainable Resources 78,400

Prince George's People 60,967

UPROBE 29,500

Associations and Clubs

Lumina Children's Association 78,000

Prince George's People 60,000

Prince George's People 60,000

Prince George's People 60,000

Prince George's People 60,000

Prince George's People 60,000

View All Teams

Cool Capital :: Challenge3 - Windows Internet Explorer

http://www.coolcapitalchallenge.org/challenge2

File Edit View Favorites Tools Help

Google cool capital challenge

Support Us Partners Home About News & Events Results Resources Get Involved

Take the Challenge

Institutional Challenge

Step 1 Carbon Calculation Step 2 Carbon Reduction Step 3 Registration Step 4 Print Results

Cut your carbon emissions.

Choose from the following suggested actions to reduce your global warming impact. By increasing your home's efficiency and being smart about your energy use, you can quickly cut your emissions by 25% and save hundreds, if not thousands, of dollars. A 40% reduction is within reach for many Americans. Go for it!

I will take the following actions to reduce my carbon emissions by April 2009:

Suggested Action	Pounds of CO2 you could avoid	Dollars Saved
<input type="checkbox"/> Change <input type="checkbox"/> incandescent light bulbs to compact fluorescent	0 lbs/yr	\$0 /yr
<input checked="" type="checkbox"/> I will put electronics (TV, Stereo, Computers) on a power strip and turn them off at the switch when they are not in use.	0 lbs/yr	\$0 /yr
<input checked="" type="checkbox"/> I will turn off lights when I leave the room.	0 lbs/yr	\$0 /yr
<input type="checkbox"/> I will unplug or dispose of a refrigerator or freezer that is not consistently used.	0 lbs/yr	\$0 /yr
<input type="checkbox"/> I will use a programmable thermostat and program it to be 5 degrees lower at night and when I am away from the house 3 hours or more.	0 lbs/yr	\$0/yr

Tips For Cutting Your Carbon

How Do You

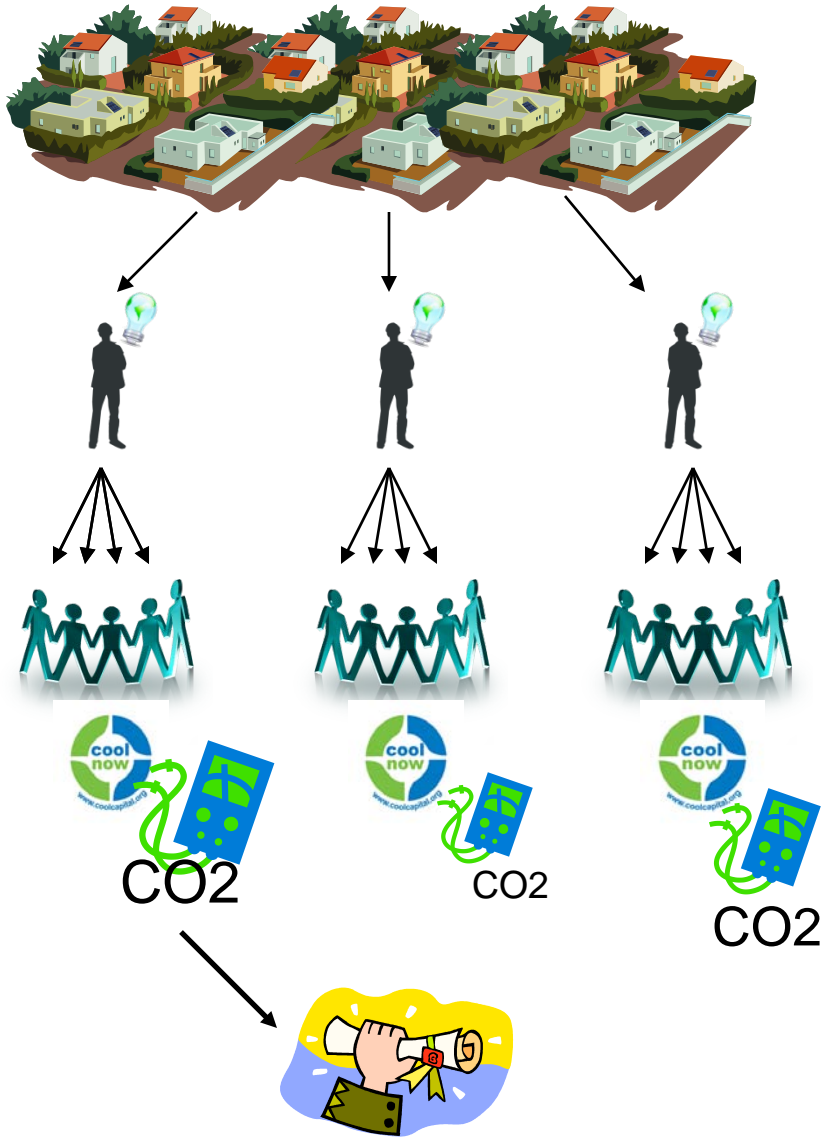
Internet 90%

start Cool Capit... Mailbach Microsoft ... 2 Micros... Adobe Acr...

E-pledge

Project 2

A Cool Neighborhood Challenge



Select one participating CA/HOA
(criteria = size + interest for the
challenge)

COG +
members
Sept 09

Identify one **Energy Action
Coordinator** per chapter/
neighborhood -> "Energy Training"

COG +
HOA
Oct 09

COOL NEIGHBORHOOD CHALLENGE

One team per neighborhood

HOA/
neighborhood
teams
**Nov 2009->
Feb 2010**

Award the neighborhood that has
pledged to save the most CO2

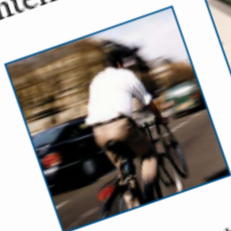
COG
March 2010



Global Warming's "Six Americas"

**SAVING ENERGY
AT HOME
AND ON THE ROAD**

A survey of Americans' energy intentions, motivations, and



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**GLOBAL WARMING'S
SIX AMERICAS 2009:**
An Audience Segmentation Analysis

**CLIMATE CHANGE
AMERICAN MIND**
Climate change beliefs, attitudes,
intentions, and actions

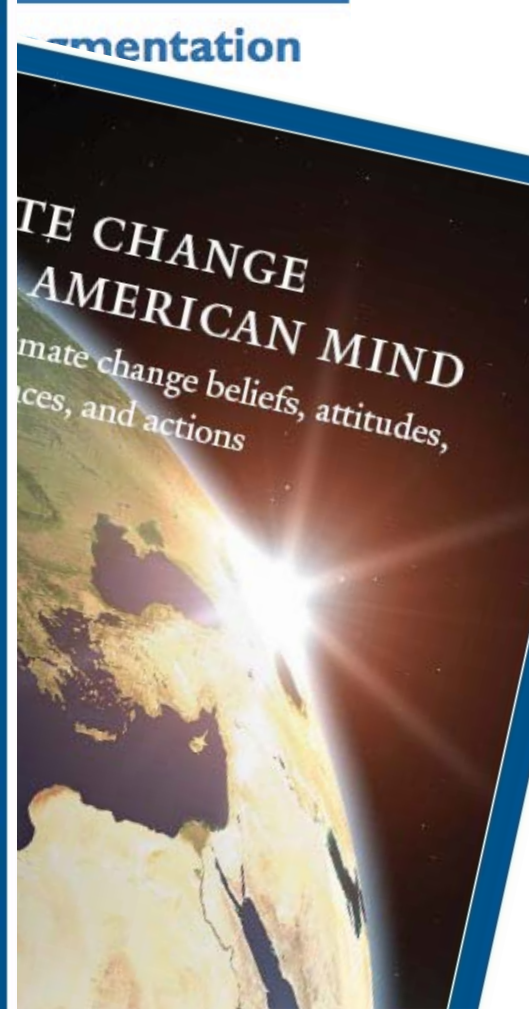
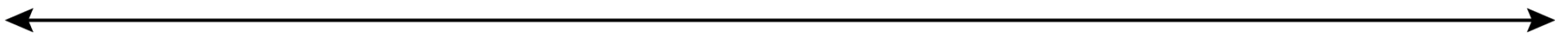
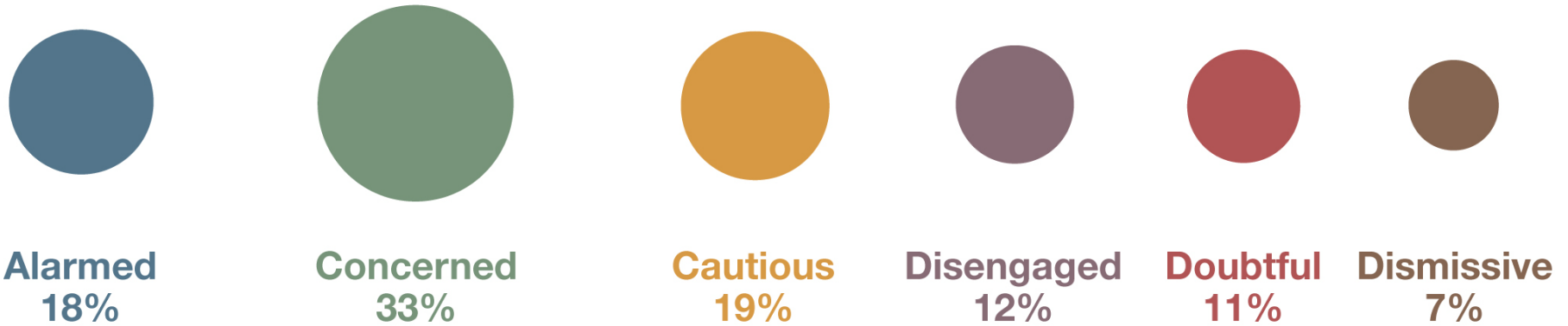


Figure 1: Proportion of the U.S. adult population in the Six Americas

Proportion represented by area



Highest Belief in Global Warming
Most Concerned
Most Motivated

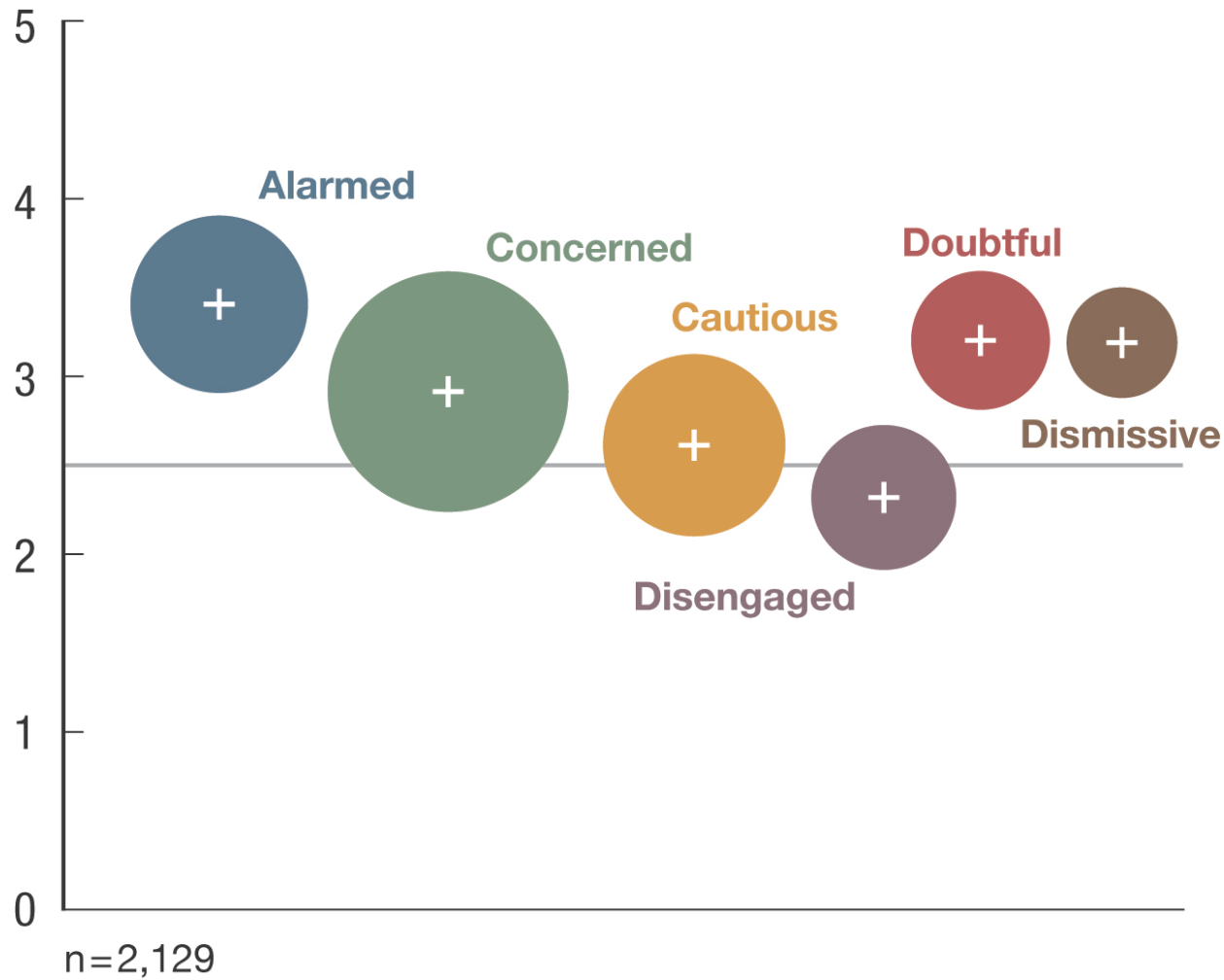
Lowest Belief in Global Warming
Least Concerned
Least Motivated

n=2,129



Figure 26: Number of energy efficiency improvements made to home

Number of improvements made from the following list of five: Insulating the attic; caulking and weather-stripping the home; installation of an energy-efficient water heater; installation of an energy-efficient furnace; installation of an energy-efficient air conditioner.



Three take-away points (Ed Maibach):

1. With regard to global warming beliefs, issue involvement, behaviors & policy preferences, there are six distinct – strikingly different – groups of Americans.
2. The same six groups of Americans have strikingly similar energy savings-related beliefs, behaviors & policy preferences.
 - America is ready for a national initiative on saving energy
3. COG has great potential to offer a package of benefits that are highly attractive to people in all six audience segments.

Next Steps

- Identify a cross-cutting regional outreach initiative focused on energy conservation that benefits from and builds on current state and local initiatives
- Seek partners and engage funders
- Design during 2010
- Implement by 2011