

Outreach Program Summaries

prepared for ad hoc outreach committee July 14, 2011

Alexandria: Energy Conservation and Green Building Outreach Program

www.alexandriava.gov/gbrc

The outreach program consists of the following elements: virtual Green Building Resource Center to help citizens and business owners reduce their environmental footprint and operating costs by offering practical solutions to design, build and maintain their spaces in an eco-friendly manner; 12 free workshops for residents and business interested in learning about various green topics such as greening historic buildings, performing home energy audits, installing renewable energy technology, green landscaping, and green operations for small business; 4 training sessions for City staff on green building and energy conservation techniques with an emphasis on how these techniques impact planning, zoning, and building permitting processes in the City; free energy assessment pilot project for single-family, multi-family, commercial, and office buildings to promote the benefits of having an assessment performed and identify common results that may be applicable to a number of common building types; developing an incentive program to encourage residents to build sustainable homes and businesses.

Arlington County Fresh AIRE

www.arlingtongreengames.com

The Fresh AIRE – Arlington Initiative to Reduce Emissions - began in 2007 to undertake the goal of emissions reduction in Arlington County. Arlington target is to reduce the government's greenhouse gas emissions by 10% from 2000 to 2012. Key elements of the AIRE program include: recognize, assist and encourage businesses to reduce emissions and energy needs; partner with the federal ENERGY STAR program and other resources to help businesses cut energy use; encourage residents to reduce their energy usage and provide case studies on energy saving practices, free CFL light bulbs, and more; reduce government's greenhouse gas emissions through energy saving retrofits, addition of hybrid and clean fuel vehicles to the County fleet, installation of LED traffic lights, tree planting, and more; increase recycling in County facilities, homes, and businesses; make products from recycled materials use 50 - 90% less energy than using raw materials; work with other localities around the region and nation; keep the community updated.

Fairfax County

Fairfax County has issued an RFP and is currently evaluating proposals for a program that will address energy efficiency in the residential sector.

Frederick County Green Homes Challenge

www.frederickcountymd.gov/greenhomes

Helps residents reduce energy use and utility bills, adopt environmentally friendly practices, and use renewable energy through 3 Challenges and corresponding handbooks and certification programs (Power Saver, Green Leader, and Renewable Star). Community roll-out is through (A) signature Powerware Parties hosted by known individuals in affiliated communities (businesses, neighborhoods, faith communities, etc.) that incorporate proven principles of influence for social behavior change, (B) volunteer Green Ambassadors serving in affiliated communities, and (C) community outreach events.

Power Saver also includes energy efficiency retrofit projects at 20 nonprofit group homes through the SummerServe youth service program. Renewable Star also includes a Solarize Frederick cooperative purchasing solar PV project and grants for residential installation of solar PV and solar thermal systems.

Loudoun County: TBD (Loudoun County Green Home)

TBD (www.loudoungreenhome.gov)

Education and outreach campaign focused on the residential community of Loudoun. Will produce and promote a Best Practices guide for homeowners that includes how to conduct energy audits, efficiency upgrades, and on-site renewables opportunities. The program will examine and promote residential greening programs that include performance labeling, certifications, tracking, and DIY audits. Outside of these specific deliverables, the program most likely will take a Green Home Challenge approach to complement the existing and successful Green Business Challenge program in Loudoun County. However, the logistics and complete program design has not been fully determined.

EmPOWER Maryland

www.energy.md.gov

EmPOWER Maryland legislation was passed in 2008 and sets an electricity savings goal for the state. Maryland is working toward a 15% per capita electricity savings by 2015, below a 2007 baseline. The utilities in the state are responsible for 10% of the total, and other state initiatives are responsible for the other 5%. Utilities are working toward their goals with energy efficiency programs for residential, commercial, and industrial customers. They are tasked with marketing these programs as well as conducting a general awareness marketing campaign. MEA has limited funding for communications and marketing, so the utilities take on the bulk of this task.

My Green Montgomery

www.mygreenmontgomery.org

mygreenmontgomery.org will be a one-stop-shop for all things "green" in Montgomery County. The goal of this site is to get everyone in Montgomery County to do one thing to decrease their footprint. Information will be organized in the following categories: energy, water use, transportation, lawn and garden, and personal consumption/daily choices. Each action will be rated on green impact, difficulty and savings, and will contain facts, how-to info, resources, incentives, personal testimonies and images for how to complete the action. Users can create a personal "to do" list and quantify their results. The site will have a Facebook page and a blog, and residents will contribute to both mediums.

Virginia Energy Sense

www.virginiaenergysense.org

Virginia Energy Sense is the Commonwealth's statewide consumer energy education and outreach program under the guidance of the SCC to encourage electric energy efficiency and conservation in Virginia households, businesses, and institutions. Virginia Energy Sense is a one-stop information source to help guide consumers through specific steps they can take to increase energy efficiency and reduce energy consumption to help reduce energy costs.