

Metropolitan Washington Area State and Local Government Outreach Programs

Program	Campaign Focus	Target Audience	Elements of Campaign	Budget	EECBG Funding Percentage	Contractors/ Partners
Energy Conservation and Green Building Outreach Program (Alexandria)	Energy Green building	Residents Businesses	Website Workshops/Community Meetings Social Media Training Giveaways Energy Assessments	\$202,785	0%	Contractor
Arlington County Fresh AIRE	Sustainability Energy GHG reductions	Residents Businesses County operations	Workshops/Community Meetings Rating/Certification Newsletters Fliers Social Media Training Awards/Prizes Competition Giveaways Energy Tracking Registration Community Energy Plan	\$1.5 million annually	unclear of percentage for this program specifically	Contractor for communications and web support; partners include county departments, Chamber of Commerce, BIDs, nonprofits
Fairfax County	Energy	Residents	TBA: Proposals being evaluated	\$420,000	100%	TBA
Frederick County Green Homes Challenge	Energy	Residents	Website Workshops/Community Meetings Rating/Certification Newsletters Fliers Social Media Training Awards/Prizes Giveaways Energy Tracking Registration Volunteer Leaders	~\$518,900	~4%	Partners include Potomac Edison, Lancaster Craftsman, previously Earth Aid

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TBD (Loudoun County Green Home)	Energy	Residents	Workshops/Community Meetings Rating/Certification Newsletters Fliers Social Media Training Awards/Prizes Giveaways Energy Tracking Registration Best Practice Guide	\$200,000	100%	Contractor for program development; looking for partners
EmPOWER Maryland	Energy	Residents Commercial Industrial	Website Workshops/Community Meetings Fliers Social Media Rebates for EE Improvements	Unsure- each utility has a different budget	0%	Contractors for utilities for implementation and MEA for technical services; partners include state departments, community colleges, utilities, private contractors
My Green Montgomery	Sustainability	Residents	Website Newsletters Social Media Registration	\$80,000	100%	Contractor for development, launch and marketing/ communication
Virginia Energy Sense	Energy	Residents Businesses Institutions	Website Newsletters Social Media Energy Tracking Public Relations Partnerships	A regulatory tax funds all SCC work	0%	Contractor for communication, web design, outreach and public relations