

# Regional Energy Outreach Program Update

**CEEPC**  
**July 21, 2010**



# Energy Outreach Concept

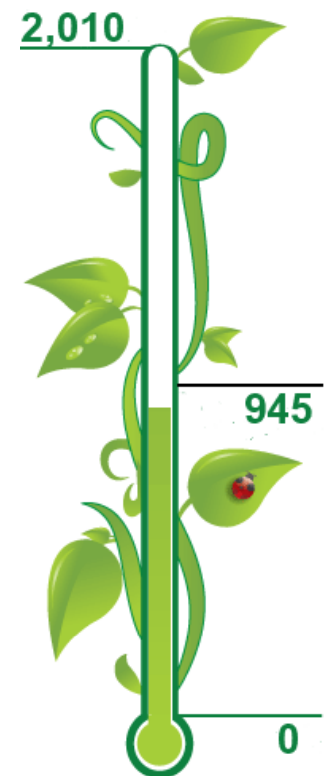
**Energy conservation outreach campaign  
Facilitated by energy tracking tool and rewards  
program,  
And driven by competition**

→ KEY COMPONENTS:

Regional energy efficiency website

Competition and reward program for achieved energy savings

Marketing campaign and community involvement



# Timeline

- Pilot program in three communities in 2010 (Oct – Dec)
- Regional expansion with competition as a new component in 2011 - 2012

# Pilot communities selected

- Greenbelt (MD)
  - Brookland (DC)
  - Cascades – Loudoun County (VA)
- Manageable size (7,000 - 9,000 households)
  - Urban/ suburban contexts
  - Diversity of incomes, building types and age, proportion of owners/ renters, heating fuels

Pilot program goals: 50 participants per community

# Energy Efficiency Campaign Platform

- RFP to select a vendor for web site design, online energy monitoring tool and reward program
- Selection committee meeting: July 21

# **ACTION : VOTE**

## **for top 3 Campaign names**

- a) Capital Area Energy Challenge. Live, work, play. Green!
- b) Capital Area Energy Challenge. Your home, your impact.
- c) Capital Region Energy Savers
- d) Wise Energy by Capital Energy Neighbors (WE CAN)
- e) Capital Region Energy Crackdown
- f) Capital Region Energy Smart
- g) Energy \$aver neighborhood Challenge

# ACTION: Support grant application

MWCOG is applying to EPA Climate Showcase Community Grant program for funds to expand the pilot program to a regional competition in 2011

- Action :
  - Approve letter of support from CEEPC
  - Submit letter of support from your organization by July 25.