

DRAFT Meeting Summary

CLIMATE AND ENERGY OUTREACH COORDINATION MEETING

Friday July 10, 2009
10 am – 1 pm
COG Board Room, 3rd Floor

Attendees

Dave Pirtle, Pepco
Tom Welle, Pepco
Bob Burnette, Dominion
Bill Murray, Dominion
Steven Jumper, Washington Gas
Tracye Funn, Washington Gas
Fred Sackett, SMECO
Jeff Shaw, SMECO
Terry Ressler, SMECO
Sharon Cooke, DC DOE
Linda Jordan, DC PSC
Kellie Armstead, DC PSC
Walt Auburn, MEA
LaWanda Edwards, MD PSC
Ricky Gratz, Maryland Assistant Peoples Counsel
Andy Farmer, VA SCC
John Morrill, Arlington County
Sarah O'Connell, Arlington County
Steve Sinclair, Fairfax County
Susan Hafeli, Fairfax County
Ellen Eggerton, Fairfax County
Najib Salehi, Loudoun County
Eric Coffman, Montgomery County
Karl Berntson, Prince George's County
Harriet West, Clean Air Partners
Gary Featheringham, Northrup Grumman:
Teri Lutz, Allegheny
Lisa Maher, Arlington County
Doug Weisburger, Montgomery County

Staff

Stuart Freudberg, COG DEP
Joan Rohlfs, COG DEP
Jeff King, COG DEP
George Nichols, COG DEP

Background/Goal of Meeting

The goal of the meeting is to continue sharing ideas and approaches to regarding energy efficiency outreach and education programs in the region. Staff will also discuss various options for continued regional collaboration.

Updates: Outreach and Education Campaigns

Maryland Energy Administration (MEA)

Christina Twomey Light -- MEA is currently launching a pilot program in Baltimore. The approach includes outdoor, bus, web, print and radio ads, and participation at fairs and festivals, along with the distribution of energy conservation posters (MEA developed a series of six unique designs) and brochures. The pilot program will run through the late Summer, then will expand in reach from Baltimore City only to the I-95 corridor, reaching Montgomery County, Prince Georges County, Baltimore City and Baltimore County, running through late Fall. MEA is also currently working on creating partnerships with local colleges and universities in order to create additional distribution channels for the posters and brochures, as well as to collect data on areas for additional project partnership regarding energy outreach/education. MEA worked with the Maryland Institute College of Art (MICA) to develop outreach collateral. The goal was to make the images engaging, eye-catching and impactful, while also empowering the individual with information on simple and no-cost things that can be done today to lower energy bills and live more sustainably. The program will play on the #15 (theme of EmPOWER Maryland, which is 15% energy savings by 2015), with the individual at the center. Create Maryland smart, green, and growing. MEA is collaborating with the Governor's Communications shop as well. The total budget (FY09-FY10) is \$ 2.25 million for General Awareness campaign and program marketing for MEA programs such as tax incentives, grants, promotion of energy audits, and community loans. \$100k was spent on the Balt City pilot, with an additional \$650k on the I-95 expansion. The remaining \$1.5 M will be used to expand the outreach throughout all DMAs in the State, with flights running again at seasonal intervals through Summer 2010 (end of FY10). Will also be working with SNS Marketing from Owings Mills on media buys and strategic planning, and will continue to work with MICA. This will be an on-going effort beyond FY10.

DC Public Service Commission (PSC)

Kellie Armstead -- The DC PSC is implementing a program called the Educated DC Consumer - People Saving and Conserving. Another initiative is "Be Smart Heat Smart." Outreach and communication events will be held during the summer, one of the major program thrusts will be to teach consumers how to read their utility bill (including taxes, fees, surcharges, transmission, generation charges). The campaign also strives to link information about the utility bill to changes in behavior. Areas of focus include consumer choices and rights, particularly about alternative energy suppliers and resolving issues with utilities. The campaign will also promote installation of heat pumps, sealing leaks, purchase of Energy Star appliances, and will provide a variety of other conservation tips. The program also distributes magnets with conservation tips and recycling bags.

Virginia SCC

Andy Farmer -- In 2008, the General Assembly passed a law mandating a consumer education campaign focused on electricity energy conservation/efficiency/demand response/renewables. The commission is planning the campaign with stakeholder input and is in the process of hiring a consultant to help with the statewide effort. The commission plans robust outreach to all consumers (residential/commercial/industrial) with a grassroots emphasis. They hope to have an ad agency/PR partner on board by August/September. The focus is on a 5-year campaign focused on meeting a state energy conservation goal that could change over time. In the near term, the program will embark on some level of market research.

Maryland PSC

Lawanda Edwards -- Maryland utilities are in the process of implementing energy efficiency and conservation programs under the Empower Maryland mandate. The PSC is working with the utilities and an outreach General Awareness workgroup. All of the program messages must include an approved linkage to Empower Maryland. The program tagline has been decided -- "These programs support the EmPOWER Maryland Energy Efficiency Act."

Montgomery County

Susan Kirby -- Montgomery County is implementing an education campaign, specifically going out into the community, including schools, associations, PTAs. Their website is being revamped. There will be an educational component focused on understanding a utility bill. All efforts are being handled in-house.

Dominion

Bill Murray -- In the coming weeks, Dominion will be submitting a proposal to the SCC for 12 new conservation programs. In addition to initiatives focused on changing consumer behavior, Dominion will include technology options to automate conservation. For instance, a smart grid program is being demonstrated in the Charlottesville area. Dominion is also proposing a refrigerator replacement program and continuation of a partnership with Home Depot to buy down the price of CFLs. There is also a conservation blog sponsored by Dominion that includes employee participation.

Washington Gas

Melissa Adams -- Washington Gas outreach focuses on energy efficiency from a lifecycle perspective, fostering an understanding of the benefits of use of natural gas. They also provide tips for how to save energy in the home. A customer newsletter is often used to convey messages.

Arlington County

Sarah O'Connell -- Arlington County has an outreach program targeting businesses, the residential community, and employees. They recruit new partners and encourage investment in energy efficiency, recycling, water conservation, and green buildings. Award ceremonies are held to acknowledge businesses. Some measures of success are Energy Star labeled or LEED buildings, and 100% purchase of green power. Arlington has launched a new membership program where local business partners are linked with the residential community who are given membership cards. Arlington also has a

workshop series for the residential community, with topics such as composting, rain barrels, energy efficiency, remodeling. A Green Office Pledge has been launched, including 10 simple things you can do before leaving the office. The county has also developed an AIRE captain program for county offices, has started a Fresh AIRE blog, and has building energy report cards. They are finding that buildings are approaching energy managers for solutions when they become concerned about their ranking. The county also uses the intranet and a bi-weekly newsletter to push out information.

Montgomery County

Eric Coffman -- The county is implementing a beta test of a Green Business Certification Program whereby businesses become certified if they are able to achieve a variety of measures provided in a checklist. The county also provides a resource guide. The full program will be launched in the Fall. A residential green guide is also be used to encourage conservation. To get tools out into the community, the county has developed an energy leaders/green leaders program. Twelve individuals will be given stipends to take messages about energy efficiency and renewable energy out into the community and overcome trust barriers. The county is also implementing a programmable thermostat pilot project and is providing grants to the business community. The home energy loan program (HELP) is also under development.

Proposals for Collaboration

Joan Rohlfs presented possible options for regional collaboration. The Climate Change Report recommends a regional outreach and education. There are a variety of programs being implemented by energy providers, electric and gas utilities, private industry (Chevron, BP), State Energy offices, Utility regulators, local governments, Clean Air Partners, MWCOG, each generating many energy efficiency program messages. There is interest in consistent messages, agreement that there are significant challenges related to timing of different campaigns, and a need for behavior modification campaign tailored to the unique metropolitan Washington regional media market. A possible goal for a regional effort to reduce energy use through efficiency and conservation is to coordinate a regional approach consistent with energy providers, state and local governments and to raise the visibility of energy efficiency programs offered in the Washington region. Possible options for coordination include regular peer exchange; a work Group develop consistent messages; participating organizations pooling funding to be administered by a single entity; raising funds from grants or member contributions; coordinating with others through peer exchange; or establishing a work group of interested parties with potential to develop and coordinate a regional marketing campaign. Possible sources of funding include federal grants, block grant funding, or public/private foundations. Jen Desimone presented replicable examples for possible regional programs, including a community energy challenge and possible school competitions to raise awareness.

Coordination/Next Steps

Members agreed to continue to collaborate and to schedule a next meeting for October.