

DRAFT – For Discussion Purposes Only

Stakeholder Advisory Group June 2, 2008 Meeting ComEd Marketing/Outreach and Education/Training Discussion Presenter: Mike Brandt – ComEd

ComEd – Educational / Outreach Goals

1. Educating of energy efficiency
2. Promoting efficient technology (ENERGY STAR, CFLs, etc)
3. Promoting efficiency action

Potential Approaches

1. Produce web space dedicated to the efficiency programs. Within the web space include efficiency 101 and other generic efficiency messaging, such as calculators and 'how tos' (available at EPA, DOE, ASE, etc)
2. Update call centers on efficiency message and resources. Utility staff (including lineman and general laborers) should be made aware of existence, so any asking customer gets consistent messaging. This requires trainings, likely ½ day.
3. Engage in radio and TV interviews and meetings. Retain ownership and recording on website for future listening/watching by customers. Current potential exists in NPR, local TV, news radio, etc.
4. Find school programs to promote efficiency curriculum that leads to efficiency education utility recognition. Parents should get exposed as well through homework, such as counting bulbs in home, checking appliances, doing simple energy use math, etc.
5. Reach out to installers, maintainers and building operators on efficiency potential, messaging and program information and contact points.
6. Promote success stories in the media and on website. Give out awards, stickers, trophies, etc for customers (residential and C&I) that are efficiency partners.
7. Meet with municipality (religious and community) leaders to leverage their touch with consumers and co-brand energy savings opportunities.
8. Work with universities on educating students but also fostering sustainability clubs, green engineer groups and college efficiency organizations.