

Smart Ideas for Your Home

**“Proposed Education & Awareness Initiatives”
Stakeholder Advisory Group**

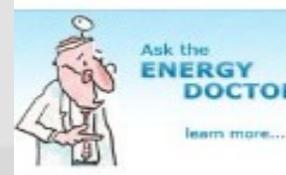
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Proposed Education and Awareness Initiatives

- Objectives:
 - Educate customers about energy efficiency
 - Motivate customers to behave energy efficiently
 - Foster long-term behavior change
 - Build media interest in efficiency and the link to climate
- Proposed Initiatives
 - Energy Doctor on Tour
 - Energy Efficiency Fund
- Timeline
 - June 2008 – May 2011

Energy Doctor on Tour



- Concept:
 - ComEd Energy Doctor has proven to be an effective method to capture free media on a range of energy efficiency topics
 - Expand Energy Doctor program to reach wider audience
 - Target “high traffic” community events with hands on demonstrations
 - “Energy Ambulance” will be a Plug-In Hybrid Vehicle
- Objectives:
 - Stage up to 180 events from May 2009 – May 2011
 - Interact with approx. 90,000 customers from May 2009 – May 2011

Energy Doctor on Tour

- Messaging:
 - Build awareness of energy efficiency program offers, incentives, tools & tips
 - Reducing energy consumption saves you money and helps fight global warming
 - Energy efficiency is easy to incorporate into everyday life
- Set-up
 - Promote tour schedule
 - Various energy efficiency stations that showcase energy efficient technologies and behaviors: lighting, phantom load, Energy Star products, heating and cooling
 - Looping video
 - Collateral

Energy Doctor on Tour

- 3 Year Cost – approx. \$775K
 - Field Staff / Expenses – 3 Field Reps
 - Displays / Materials
 - Training
 - Sponsorships of Community Events
- Timing – launch May 2008
 - In field May - August (Wednesday – Sunday)
 - Host 1 event per day for a total of approx. 20 events per month

Energy Efficiency Fund

- **Concept:**
 - Establish a fund that can be awarded to various not-for-profit groups that can demonstrate a plan to build community awareness of energy efficiency and act as a catalyst for behavior change.
- **Objectives:**
 - Fund at least 10 projects between Jan 2009 – Jan 2011
 - Maximize the number of customers impacted through the fund
 - Foster creative approaches towards energy efficiency education and awareness
- **Messaging:**
 - Build awareness of energy efficiency program offers, incentives, tools & tips
 - Energy efficiency is easy to incorporate into everyday life
 - Reducing energy consumption saves you money and helps fight global warming

Energy Efficiency Fund

- Requirements
 - Create a public conservation culture
 - Link energy efficiency behavior to energy savings
 - Creative submissions – program design, audience reached, delivery mechanism
 - Ability to address barriers to energy conservation
 - Clear and measurable indicators that prove success – KWh saved, # of people reached, etc.
 - New projects
 - Cannot be an infrastructure project
 - Priority given to projects that include local community partnerships
 - Organizations set targets/goals
 - Fund different types of organizations

Energy Efficiency Fund

- 3 Year Cost – approx. \$675K*

- Fund up to \$50,000 per project
- Application form/guide
- Promotion of fund

**Dollars go up or down depending on budget requirements*

- Timing – launch November 2008

- Promote fund November 2008
- Award fund January 2009
- Work starts February 2009
- Work completed May 2009
- Cycle start again the following year

Questions?

Thank you!