

**Triennial Plan II:
Straw Proposal
Enabling Strategies
Education and Information**

**Stakeholder Input Meetings
7/26/2012**



Energy Education and Information - Description

■ Opportunity

- Enhance awareness through education and outreach to increase likelihood of program participation
- Take advantage of new information and communication channels related to Smart Meters
 - Consider differences between Commercial and Residential sector opportunities
- Take advantage of newfound access to utility data about customer usage, geographic location
- Foster information exchange in Maine among opinion leaders about issues related to energy efficiency, alternative energy, and customer-sited renewable energy

■ Budget / Revenue

- FY-12: \$400,000
- Funds come from SBC & FCM

■ Delivery / Strategy

- Competitive RFPs, targeted to enhance program participation
- Focus on proposals with demonstrable energy savings and/or a link to increased program participation
- Enhanced EM Website



Barriers to Energy Efficiency

1. Misplaced incentives
2. Lack of access to financing
3. Flaws in market structure (companies make it hard for new energy efficient equipment to be developed)
4. Mis-pricing imposed by regulation (regulated price vs. market price)
5. Decision influenced by cost: tension with ROI (first cost)
6. Lack of information or misinformation

Source: Blumstein, C., B. Kreig, L. Schipper, and C. York, 1980. "Overcoming Social and Institutional Barriers to Energy Efficiency."



What we have some control over: INFORMATION!

A series of information failures inhibit investments in energy efficiency:

1. Lack of information
2. Cost of information
3. Accuracy of information
4. Ability to use or act upon information

Source: Blumstein, C., B. Kreig, L. Schipper, and C. York, 1980. "Overcoming Social and Institutional Barriers to Energy Efficiency."



Energy Education and Information - Description

■ Recent Results

- Save Like a Mainer Campaign FY-12 & 13
 - Fostering appreciation of energy efficiency based on successful case studies from real customers in Maine
 - Combining websites, radio ads, print ads, trade show display, Chamber events, social media messaging, speaking engagements with networks, earned media, etc.
- Schools for Energy Efficiency
 - Delivered by non-profit organization
 - 2 participating school districts; 15 schools
 - Enlisting and organizing volunteer facility managers, teachers and students to set energy saving targets, develop and implement a plan, and monitor and report on the progress
- Community Energy Nights
 - Delivered by a non-profit organization
 - Targeting 8 towns where schools have been active in energy efficiency curriculum
 - Audience includes students and parents



“Save Like a Mainer” Campaign Objectives

- Help achieve and communicate Triennial Plan goals by providing accurate information about energy efficiency
- Help Mainers recognize their opportunities to save energy at home and at work
- Mobilize Mainers to make greater efficiency measures (provide ability to use or act upon information)
- Motivate consumers to take action through Efficiency Maine programs



“Save Like a Mainer” Target Audiences

- **Maine Rate Payers**
 - Residential
 - Business
 - Commercial/Industrial
 - Municipal, Schools, etc.
- **Influencers**
 - Media
 - Business Leaders
 - Opinion Leaders
- **Other Stakeholders**



“Save Like a Mainer” Campaign Strategy

- Launch Efficiency Maine education and information campaign to raise awareness of opportunities to save energy and money through Efficiency Maine’s proven solutions
- Drive interest, excitement and engagement in energy efficiency
- Extend campaign through a Partnership Marketing effort leveraging key customers and partners featured in the Save Like a Mainer campaign
- Create a “culture of conservation” statewide
- Motivate a call to action: weatherize, save energy, visit our web site, etc...



“Save Like a Mainer” Creative Platform

- Unite Mainers in a common purpose by highlighting real Maine success stories as models to inspire others to Save Like a Mainer
 - Stories should resonate with Mainers, provide appropriate demographic and geographic diversity and meet other considerations
 - Residential
 - Preference should be placed on homeowners that have participated in various HESP, PACE, and PowerSaver programs
 - Businesses
 - Highlight both large and small businesses with preference for those which:
 - » Are iconic Maine companies
 - » Create jobs as a result of energy savings
 - » Offer potential to influence opinions



“Save Like a Mainer” Key Messages

- Efficiency Maine programs:
 - Help Maine consumers save money
 - Help make Maine businesses stronger/profitable
 - Create/retain Maine jobs
 - Fuel the Maine economy by increasing discretionary income
 - Decreases Maine’s energy demand, which lowers energy rates for all Mainers



“Save Like a Mainer” Materials/Tactics

■ Logistics

- Captured 12 stories for creative
 - Captured video
 - Captured photography

■ Mass Media

- TV
- Radio
- Digital
- Micro web site
- Paid Search (Google and Yahoo)

■ Materials

- Print Ads
- Collateral
- Event Booth
- Direct Mail



Web site

Establish efficiencymaine.com as **THE** source of information about energy efficiency for:

■ Residential

- Cost/comparison Calculators
- Consumer information
- Case studies
- Contractor lists
- Basic information/tips

■ Business

- Cost effectiveness explanations/calculators
- Incentive information
- Forms

■ Suppliers/Contractors

- Information Resources
- Forms



Educational Forums

- Offer periodic forums on energy efficiency and related topics
 - Symposia
 - Annual Event
 - Seminars

- Possible topics include:
 - The Future of Energy Efficiency
 - Case Studies on Program Success (Residential, Commercial, Municipal, Large Industrial)
 - Fuel Switching
 - Efficiency Challenges for Maine Businesses
 - Benefits of Efficiency on Long-Range System Costs (Capacity, Transmission and Distribution, Emission, etc.)



Printed Information Resources

- Case Studies with “deeper dive” stories
 - Municipal projects/Schools
 - Agricultural
 - Convenience stores
 - Retail, etc...
- “Guides” to various energy efficiency topics (weatherizing homes, making your business more energy efficient, selecting a contractor, etc.)
- Research/further study on smart meter/dashboard technology
- White Papers
- Booklets/pamphlets



Outreach

- Banks
- Realtors
- Hospitals
- Municipal
- Agricultural
- Other



Energy Education and Information - Issues

■ Delivery / Strategy

- Should we move away from programs targeted at educating primary and secondary school students about the origins and types of energy?
- Should we focus programs on providing information, education, training on the supply chain (retailers, contractors, suppliers, A&Es, etc.)?
- Should we focus on programs that have a nexus to helping achieving the results/metrics of the Triennial Plan's other program areas?
- Should this program focus on providing information / learning that will apply to mid- and longer-term EE opportunities and leave short-term opportunities?
- What new or different strategies should be pursued under an Additional Revenue Scenario strategy?

■ Budget/Revenue

- TriPlan 2 Budget Proposal
 - Baseline: \$300,000/Yr
 - Additional Revenue Scenario: \$_____/Yr

■ Other:

- _____

