



Priorities for Year Three: Education and Outreach Strategy

National Action Plan for Energy Efficiency

[www.epa.gov/
eeactionplan](http://www.epa.gov/eeactionplan)

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Today's Discussion

- Existing Education and Outreach Strategy
- Opportunities and Next Steps
- Key Questions



Existing Education and Outreach Strategy

- Promote awareness of energy efficiency opportunities and their potential value
 - Develop education and outreach materials
 - Broad Action Plan presentations at national and regional conferences
- Outreach on Action Plan to facilitate Action
 - Highlight key recommendations and available resources on key topics
 - Regional Implementation Meetings
 - Engage additional organizations in public commitments
- Peer-to-peer exchange
- Recognition of new commitments and success of existing commitments



Education and Outreach Materials

- Action Plan Vision for 2025
- Comprehensive website
 - Energy efficiency resource database
- Building Codes Fact Sheet
- Communications Kit
- Sample educational presentations
- Customer Energy Efficiency Fact Sheet
- Guides and papers
 - Examples from across the country
 - Policy neutral
 - Well organized, consistent terminology

Download at
www.epa.gov/eeactionplan



Action Plan Presented at over 25 Conferences and Meetings

Presentations include:

- NASEO Annual Meeting, 9/06
- Association of Energy Services Professionals, Brown Bag, 9/06
- Midwest Energy Efficiency Alliance, Energy Solutions Conference, 9/06
- National Council on Electricity Policy, 9/06
- Indiana Energy Conference, Responding to Indiana's Energy Challenges, 9/06
- NARUC Summer Meeting, 11/06
- National Conference of State Legislatures Advisory Council on Energy, 12/06
- Electric Utilities Environmental Conference, 1/07
- NARUC Winter Meeting, 2/07
- ASERTTI Winter Meeting, 2/07
- E Source DSM Executive Council Meeting, 3/07
- Association of Energy Engineers, GlobalCon, 4/07
- E Source Corporate Energy Managers and Utility Key Account Managers Meeting, 5/07
- Planning Conference on Maryland's Energy Future, 6/07
- APPA National Conference, 6/07
- Smith presentation in China, 7/07
- NARUC Summer Meeting, 7/07
- ACEEE Summer Study, 7/07
- ACEEE Energy Efficiency as a Resource, 9/07
- ABA/ACORE Renewable Energy Teleconference, 10/07
- NARUC Annual Convention, 11/07
- Clean Air through Energy Efficiency (Texas), 12/07



Energy Efficiency Resource Database

- Searchable online database includes key Action Plan resources and documents on the following topics:
 - Evaluation, Measurement and Verification
 - Energy Efficiency Potential Studies
 - Cost Effectiveness
 - Program Design and Implementation
 - Dynamic Rates
 - Resource Planning
 - Cost Recovery and Incentives
 - Codes and Standard
- Three search options:
 - Select one or more subject area(s)
 - Select one or more subject area(s) and refine the results by selecting one or more search topic(s)
 - Search by keyword alone or in combination with one of the above search options
- Will be expanded to include all references from Action Plan Guides and Papers.



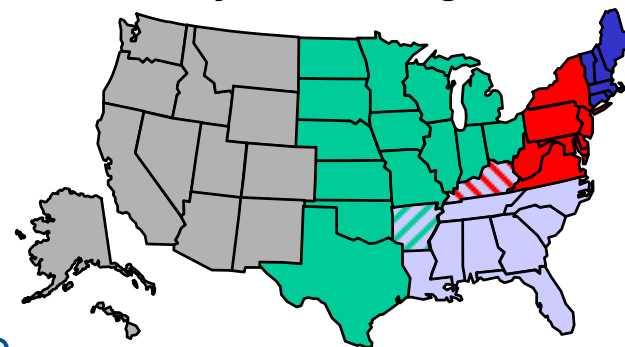
Regional Implementation Meetings

- Regional meetings held in 2007:
 - Agendas set by Leadership Group members in the region
 - Helped parties implement Action Plan recommendations
 - Provided peer-to-peer exchange
 - Customized for important regional differences

- Key Themes:

- Leading states looking to do more
- Diverse views on preferred approaches, even within a region
- Desire for innovative approaches
- Collaboratives valuable to advancing dialogue and building trust
- Political environment within states changing for energy efficiency, carbon link
- Need for high-level state policy direction to pursue EE

Held by NARUC Regional Affiliates



- WCPSC
- MARC
- SEARUC
- MACRUC
- NECPUC



Engaging Additional Organizations in Public Commitments

- Commitments from 120 organizations
 - 15 utility commissions
 - 27 other state/local agencies
 - 34 utilities
 - 7 large end-users
 - Over 37 others
- Over 30 new commitments
 - Retail
 - Municipalities
- Over 80% of organizations provided an annual commitment update

Type of Commitment	No. of Orgs.
State-level collaborative processes	15
Additional energy efficiency spending	4
New and expanded efficiency programs	17
Policies to align utility incentives	5
Efficiency in resource planning	24
Aggressive energy savings goals	26
Stakeholder education	63

***Your commitments
motivate others
to take action***



Recognition

- Recognition through comprehensive website, presentations, and press releases
- Public Statements and Commitment in Support of the Action Plan document
 - Regularly updated on the website
 - Highlights new commitments and success
- Annual recognition events at NARUC meetings
 - July 2006 Release
 - November 2007 Update



Upcoming Outreach Opportunities

- Broad Outreach
 - Vision for 2025
 - EPA Tech Forum, 2/08
- Stakeholder Outreach
 - NASUCA
 - NARUC
 - NCSL
 - NGA
 - NASEO
 - Air Officials
- Topic Area Outreach
 - EM&V
 - CEE meeting, 1/08
 - AESP meeting, 1/08
 - Aligning Utility Incentives
 - ACEEE MT conference, 3/08
- Outreach to Complementary Efforts
 - State and regional efficiency groups/initiatives
 - Efforts advancing related policies
 - Demand response
 - Reducing carbon emissions



Potential Education and Outreach Next Steps

- Broad outreach
 - Periodic newsletter to share information / spotlight efforts
 - Continued broad outreach at national and regional meetings
- Increased outreach to key stakeholder groups
 - Develop and implement outreach plan
 - Customize existing materials for different stakeholder audiences
- Education on key topics
 - Topics developed from stakeholder feedback
 - Web-based
 - Point-counterpoint papers by Leadership Group
 - Increased outreach of program best practices
- Continue building resource database
- Enhanced Recognition



Outreach Strategy to Key Stakeholder Groups

- Example: National Association of State Utility Consumer Advocates (NASUCA)
 - Overall Goal: To engage consumer advocates in the Action Plan discussions and provide educational opportunities on energy efficiency
 - Phase 1: Regional Action Plan conference calls
 - Winter 2007/08
 - Phase 2: Topical Action Plan conference calls
 - Spring/Summer 2008
- Year 3 outreach to additional key stakeholder associations to determine appropriate outreach approach for their memberships



Education and Outreach Strategy

Key Questions for Discussion

- Does strategy address key needs?
- Are there important gaps?
- What other groups, meetings, and conferences should Action Plan target?
- Are there opportunities to better publicize commitment success and provide enhanced recognition?