



DSR/WISE ENERGY USE EDUCATION

1/10/07

OVERVIEW

Duquesne Light research has long indicated that the value customers place on our service is based on both the benefits they receive and the cost they pay for the energy we deliver. One way Duquesne Light demonstrates our value is working with customers to help them use energy wisely. Because that research also shows that customers view Duquesne Light as an energy expert, we use a variety of initiatives to educate and raise awareness on wise energy use.

OUTREACH TACTICS

Watt Do You Know? School Program

Beginning in 2002, Duquesne Light has presented its “Watt Do You Know?” wise energy use program to more than 50 schools, reaching 12,000 students. Targeted to grades 4-6, the program was developed with the following objectives:

- Encourage the wise-use of energy among elementary and middle school students in order to build lifelong habits.
- Heighten awareness of the relationship between wise energy usage and the environment.
- Encourage students to share the information with their parents, teachers and, most importantly, one another.

Research shows that the information needed to be delivered in a high-energy and creative format to ensure the messages successfully reach the students. At each school, the assembly room is transformed into a virtual game show set with lighting, music, bright and bold graphics, and a 20-foot screen to display the multimedia “Watt Do You Know?” presentation.

A 20-minute introductory segment highlights, in an entertaining way, how energy is made, renewable sources of energy and environment impact. During the remainder of the 50-minute presentation, students are quizzed on conservation facts based on information offered during the introductory segment.

At the conclusion of the show, two energy audit brochures – one for home and one for the classroom – are distributed. Students, their schools and families are challenged to complete the audits and return their findings to Duquesne Light. The overall program has been a great success, winning several communications awards. In addition, the company maintains a waiting list of schools requesting a presentation.

Home & Garden Show

Duquesne Light has incorporated wise use educational materials and exhibits during the 10-day Pittsburgh Home and Garden show that attracts an estimated 350,000 attendees per year. The 2007 show will feature a new hands-on exhibit detailing the difference between compact florescent and incandescent light bulbs.

Speakers Team

Duquesne Light will be incorporating wise use messages into its speakers team presentations. The team presents to local community-based organizations and civic groups. This grassroots approach is particularly helpful in reaching the senior audience.

Media Relations

Local news organizations often rely on the local utility to serve as the source for wise-use energy information. When temperatures hit record highs this past summer, interviews about the soaring heat and electric usage provided excellent opportunities to provide the listening audience with wise-use information.

COMPANY COMMUNICATION CHANNELS

New Wise-Use Segment on Website

Launched in late 2006, Duquesne Light customers now can receive fast and free advice on how to manage their home energy usage via Duquesne Light's online Home Energy Calculator. The calculator is one of many helpful tools available on the company's new Home Energy Center. Users answer general questions about their home, such as number of people living there, type of windows and temperature setting for the thermostat. Once that information has been inputted, the calculator estimates the monthly and annual energy usage and costs for the customer's home. The calculator automatically factors in weather and local electricity and natural gas prices.

The calculator's estimate provides customers with a starting point to compare potential energy-saving measures – such as adjusting thermostat settings, turning down the water heater temperature, adding double-pane windows or changing out the heating system. Along with the calculator, the new Home Energy Center offers online tools for estimating energy savings for appliances and lighting, an interactive home designed to help customers understand where and how energy is used, an extensive home energy library, and information on the fundamentals of electricity. There's also a "Kids Korner" for children of all ages, featuring fun activities for learning about energy efficiency, safety and a wide range of other topics.

Customer Newsletter

The Duquesne Light "ServiceLine" newsletter, inserted with monthly customer bills, includes wise-use tips to correspond with the current season.

New Movers Guide

Duquesne Light's New Movers Guide, which is sent to all consumers moving within the service territory, continues to include information on how to manage energy wisely. Approximately 30,000 New Movers Guides are issued in a 12-month period.