

Pennsylvania Public Utility Commission
Statewide Consumer Education Related to Potential Electricity Price
Increases and Energy Conservation
Research of Best Practices and Similar Efforts in Other States
(Updated 01/01/2008)

Overview: The Commission's Final Order on Policies to Mitigate Potential Electricity Price Increases, at Docket No. M-00061957, entered May 17, 2007, tasked PUC staff and stakeholders with researching consumer education on energy prices and conservation conducted in other states, particularly California, New York and New England. This document is a first draft for stakeholder input.

New York:

Program Highlights:

- Established a price-to-compare Web site for electric and natural gas customers. The site gives consumers the ability to compare their current utility supplier's rates with rates of competitors.
- Developed consumer materials (brochures, fact sheets) for use at consumer-education events and for downloading from the New York Public Service Commission's website. The materials focus on energy conservation, consumer choice, Energy Star[®] products and programs for low-income consumers.
- Developed statewide radio and television spots in support of the Power to Choose campaign.
- Developed the Energy Smart Students Program which offers curricula and hands-on applications-based instructional support for classroom lessons in energy and energy efficiency.
- Partnered with Home Performance with Energy Star[®] program.

Amount:

Research shows that from June 2002 through June 2007 New York spent approximately \$1.24 million in media outreach.

NYSERDA has allocated \$31 million for general awareness and marketing activities for 1998-2011. \$18 million has been spent so far.

Timing:

Research indicates that New York's campaign began in early 2002 and is currently ongoing.

Web Link(s):

New York Public Service Commission:

<http://www.askpsc.com/>

New York State Energy Research and Development Authority

<http://www.getenergysmart.org/Media/videos.asp>

Power to Choose:

<http://www.energyguide.com/finder/NYFinder.asp?referrerid=209&sid=481>

Texas:

Program Highlights:

- Established a price-to-compare Web site for electric customers. The site gives consumers the ability to compare their current utility supplier's rates with rates of competitors.
- Developed consumer materials (brochures, fact sheets) for use at consumer-education events and for downloading from the Texas Public Utility Commission's website. The materials focus on energy conservation, consumer choice, Energy Star® products and programs for low-income consumers.
- Developed statewide radio and television campaign to highlight electric choice program. Developed video news releases and other materials that highlighted the differences between Texas and California.
- Held events across the state to highlight the electric choice program.
- Established consumer call center to handle questions related to electric choice (1-866-PWR-4TEX).
- Created "Power Partners" a special Web site to recruit and train community-based organizations and businesses that share information about electric choice with the people in their communities.
- Texas contractors partnered with Home Performance with Energy Star® program.

Amount:

Research shows that from June 2002 through June 2007 Texas spent approximately \$1.1 million in media outreach.

Timing:

Research indicates that the program began in early 2002 and is ongoing.

Web Link(s):

Texas Public Utility Commission:

<http://www.puc.state.tx.us/>

Texas Power to Choose:

<http://www.powertochoose.org/>

Texas Power to Choose – Power Partners

<http://www.powertochoose.org/partners/index.htm>

California:

Program Highlights:

- Established a price-to-compare Web site for electric customers. The site gives consumers the ability to compare their current utility supplier's rates with rates of competitors.
- Established an e-mail system to give citizens notifications of potential energy shortages during the hot weather season.
- Established a website that highlights energy efficiency rebates and services for appliances, lighting and heating & cooling. The information is regionalized by zip code.
- Developed consumer materials (brochures, fact sheets, etc) for use at consumer-education events and for downloading from the Flex Your Power Web site. The materials focus on energy conservation, consumer choice, Energy Star[®] products and programs for low-income consumers.
- Developed extensive statewide radio and television campaign to highlight electric choice as part of the Flex Your Power program.
- Produced pod casts, electronic newsletters, and Internet blogs related to choice.
- Held events across the state to highlight the Flex Your Power program.
- Created Flex Alert, a special website to recruit and train community-based organizations and businesses that share information about electric choice with the people in their communities, employees or customers.
- Austin Energy partnered with Home Performance with Energy Star[®] program.

Amount:

Research shows that from June 2002 through June 2007 California spent approximately \$18.1 million in media outreach.

Timing:

Research indicates that California began its program in early 2001. The program is ongoing.

Web Link(s):

California Public Utility Commission:

<http://www.cpuc.ca.gov/>

Flex Your Power:

<http://www.fypower.org/>

Flex your Power TV Ads:

<http://www.fypower.org/res/ads/>

Institute for Local Government partnership:

<http://www.fypower.org/partners/ilg/index.html>

New England States:

1. Rhode Island:

- Developed consumer materials (brochures, fact sheets, etc.) for use at consumer-education events.
- Developed statewide advertising campaign to promote energy conservation and energy efficiency.
- Partnered with Home Performance with Energy Star[®] program.

Amount:

Research shows that from 2004 through 2006 Rhode Island had approximately \$1,580,000 budgeted for consumer-education outreach.

2. Maine/ Massachusetts/Connecticut:

- Using grant funding from ISO New England, Maine, Massachusetts and Connecticut partnered on statewide efforts to promote energy conservation and improve the environment.
- Partnered with Energy Star[®] to promote the sale of energy efficient products.
- Developed joint radio advertising to highlight energy conservation.
- Maine Energy Education Program -- in-school energy efficiency and conservation program designed to spread knowledge of energy conservation to parents through their children.
- Maine and Massachusetts partnered with Home Performance with Energy Star[®] program.

Amount:

Research shows that the Maine Energy Education Program cost \$50,000 in the 2002-03 fiscal year.

Other Information related to funding is currently unavailable.

Web Link(s):

Take Charge New England (ISO New England):

<http://www.takecharge-ne.org/>

MassSAVE:

<http://www.masssave.com/index.php>

Efficiency Maine:

<http://www.energymaine.com/>

Maine Energy Education Program:

<http://www.meepnews.org/>

Maine Home Performance:

<http://www.mainehomeperformance.org/>

Maryland:

Program Highlights:

- Developed demand side response and energy efficiency programs and each company promoted the programs with its customers.
- Provided information to customers on efficiency appliances, ecologically friendly building practices, and affordable home improvements.
- Advertised via bill inserts, trade shows and community events.
- Developed Watt Watchers program on efficiency for schools.
- Developed energy auditing software to enable customers to see how they can alter energy usage.
- Energy know-how campaign -- Residential heating, ventilation, and air conditioning (HVAC) efficiency program: Program involves education of HVAC efficiencies, proper training on system installation, and incentives (rebates on customer bills), and installation of high-efficiency units up to five tons, as determined by a third party vendor.
- Partnered with Home Performance with Energy Star[®] program.

Amount:

- Media outreach: Approximately \$100,000 budgeted for 2007-08 FY
- Software development: Approximately \$1 million
- Incentives - \$2 million in incentives and \$500,000 in implementation costs.
- Pepco's Energy Awareness campaign: \$1.86 million
- Delmarva Power and Light's Energy Awareness campaign \$1.23 million.

Web Link(s):

Maryland Home Performance with Energy Star[®]:

<http://www.mdhomeperformance.org/>

Delmarva Power:

<http://www.delmarva.com/home/>

Michigan:

Program Highlights:

- Regulators approved a \$13 million low-income and energy efficiency grant to be administered by the Michigan Department of Human Services and other community-based organizations.
- \$9 million of the funding was earmarked for energy efficient upgrades for low-income consumers and \$4 million directed to consumer education.