



## Commission on Energy and Environment

August 18, 2009



- *Virginia Energy Sense*\* is the Commonwealth's statewide consumer education and outreach program to encourage electric energy efficiency and conservation
- For Virginia households, businesses and institutions
- Under the guidance of the State Corporation Commission

\* Working title



- 2008 Virginia General Assembly directed the SCC to develop and implement an electric energy consumer education program to provide retail customers with information regarding energy conservation, energy efficiency, demand-side management, demand response, and renewable energy (§ 56-592 et seq. of the Code of Virginia)



- Scope of Education:  
Need for a comprehensive statewide electric energy consumer education program to transform the general awareness of conservation and efficiency that exists in Virginia into widespread consumer action



- Goals:
  1. Enable consumers to make rational and informed choices regarding energy conservation and efficiency, demand-side management, and renewable energy;
  2. Increase awareness of cost-effective options for conserving electricity;



- Goals (cont.):
  3. Help households, businesses, and institutions reduce energy usage and thus costs; and
  4. Foster compliance with consumer protection requirements.



- Summer 2008 SCC drafted a consumer education plan to create an integrated statewide communications program named *Virginia Energy Sense*
- Stakeholder input in Fall 2008



- SCC recommended a 5-year consumer education and outreach program initiated in second half of 2009
- Key components: market research, info. materials, website, public relations/grassroots outreach, advertising





- Estimated expenditure over 5 years – \$10 million
- Funding – Special regulatory revenue tax
- Supports the regulatory responsibilities of the SCC
- Participation of interested stakeholders through an education advisory committee
- Partnerships with government agencies, non-profit organizations and citizen groups



- *Virginia Energy Sense* Consumer Education Plan submitted to Commission on Electric Utility Regulation December 2008
- First quarter 2009 SCC started solicitation process for marketing/public relations support
- Proposals received May 5
- Proposal evaluations in progress
- Contract award expected Fall 2009



For More Information

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