



The Governor's Conference on Energy

Virginia Consumer Attitudes
"It just makes good sense to save"

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Greater Richmond Convention Center
October 13, 2010

- 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

- Virginia's goal for reducing electricity consumption by retail customers is 10 percent by the year 2022
- 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



- Virginia Energy Sense Consumer Education Plan submitted to General Assembly December 2008
- First quarter 2009 SCC started solicitation process for marketing/public relations support
- Proposals submitted May 5, 2009
- Contract awarded December 2009

Campaign Year 1

- First Step – Market research about energy conservation

Individual stakeholder interviews

Focus groups in NOVA, Richmond, Hampton Roads and Roanoke

602 telephone interviews across the state from April 27-29, 2010

- Virginia consumers believe that if motivated to do so, they could reduce their electricity consumption.

63% of all consumers believe they could reduce at least some of their current electricity usage

DC area	54%
Richmond	64%
Hampton Roads	72%
Roanoke	73%

- Most Virginians are paying significant attention to the amount of electricity in their household.
 - 78% report they are paying a great deal or fair amount of attention to the amount of electricity usage in their household
 - 75% believe their household uses about the same amount of electricity or less than households with the same number of people and of a similar size

- While most Virginians are aware of how much they paid in dollars for their last electricity bill, majority do not understand how much electricity they used.

76% say they know how much their most recent electricity bill was in dollars, but 79% are not able to say how many kilowatt-hours they used in that same bill

- Most Virginians say that they have at least some knowledge of steps to reduce electricity usage, and significant numbers of residents already have taken some steps to reduce consumption.

56% say they are somewhat knowledgeable about steps to reduce consumption

27% describe themselves as highly knowledgeable

4% consider themselves experts

Consumer Motivation

- Reduce waste/conserve natural resources is a strong motivation to reduce electricity use
- Improve the environment nearly as strong
- Slow down rising utility costs
- Reduce carbon emissions/reduce climate change

Reasons to Reduce Electricity Consumption

- Wasting electricity doesn't make sense
- In tough economic times, you must do everything you can to spend less
- Saves money AND helps environment
- VA goal to reduce consumption by 10% is doable if everyone helps
- With rising costs, consumers need to know how much they are spending/how to reduce

- Website launched July 2010
- www.virginiaenergysense.org
- Resources to help consumers become smarter energy users
- Budget-friendly tips
- Energy tracker – track consumption in home, compare with neighbors, and earn rewards from retailers

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Welcome!

Virginia Energy Sense is an information source of the Commonwealth of Virginia designed to assist Virginians seeking ways to lower their monthly energy bills. By doing their part, Virginians can help the Commonwealth achieve its goal to reduce electricity use by 10%. Saving energy is important and with little up front cost or effort, you can save energy at home, at work and at school.

Check out our tips and ideas that "make sense" and explore financial incentives that "save cents," which can quickly add up to dollars. Earn rewards from retailers when you use our tool to track your home energy use and achieve consumption reduction goals.

Get started today! How much you can save (energy and dollars) and how fast you can do so is up to you. And, just as important, every step you take to save energy is good for our air, land and water, too.

You're encouraged to tell friends, neighbors, co-workers and classmates. And, sign up to stay up-to-date on the latest energy and money saving ideas through Virginia Energy Sense.

Join us!

Action Items

Start saving energy now

It's easy to save energy

Get ahead about your bill

Save \$1,000+!

Tell your neighbors

Take advantage of incentives



At Home

At Work

At School

About Virginia Energy Sense

Consumer Incentives

Energy 101

Track Energy & Earn Rewards



video transcript

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A program of the State Cooperative Commission

Campaign Year 2

- Next steps:
 - Evaluate scope of program
 - Input from stakeholders, advisory group
 - Develop revised communications plan
 - Focus on website, public relations, digital media, partnerships



For More Information

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