

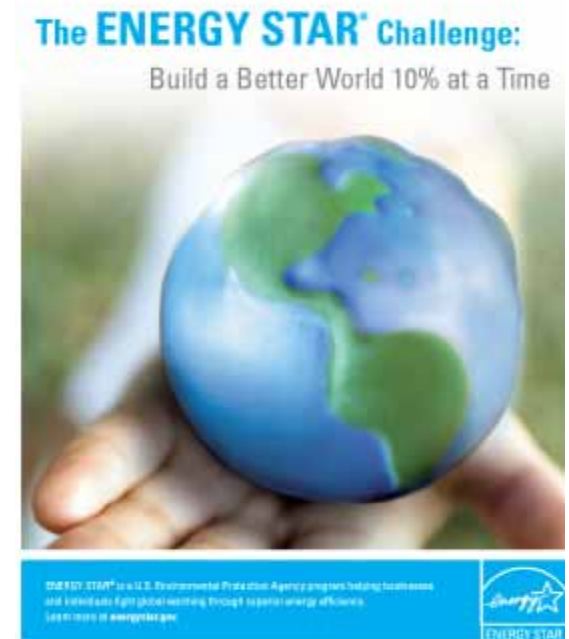
Millville Elementary School Power to Save Campaign

Cindy Jolicoeur, Marketing Drive, Boston, MA

April 28, 2009

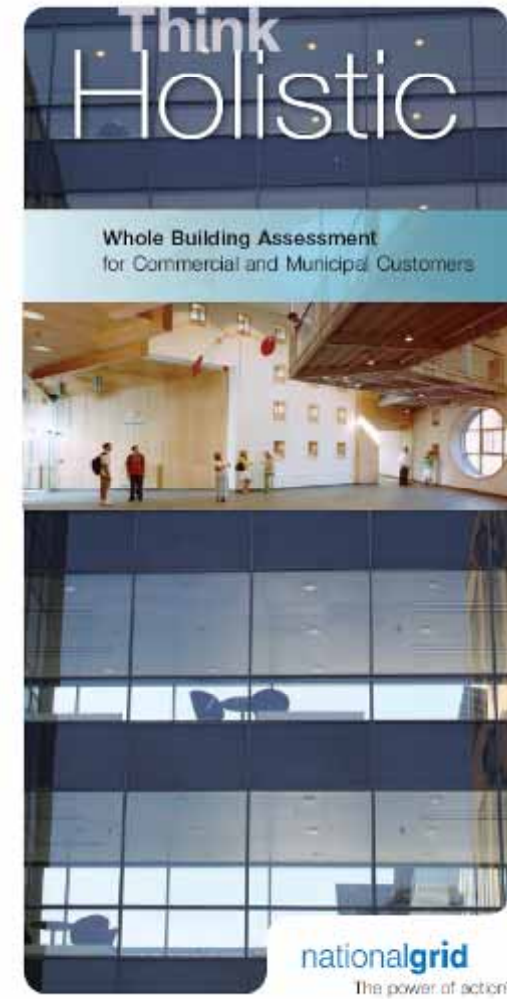
Background

- In Fall 2007, Millville Elementary School Council met to review budget
 - Discussed opportunities to lower operational costs through US EPA's ENERGY STAR Challenge
 - Partnered with National Grid's Whole Building Assessment (WBA) to make it happen



National Grid's WBA Program

- Provides free, a holistic assessment of a building's energy performance
- Establishes baseline energy usage and identifies opportunities for improvement
- Helps to create an action plan leveraging National Grid financial incentives
 - Pay 70% of the cost of the installation of energy efficient lighting equipment through the small business program
 - Provides “on bill” financing with no interest for remaining 30% for up to 24 months
- Monitors and tracks energy performance

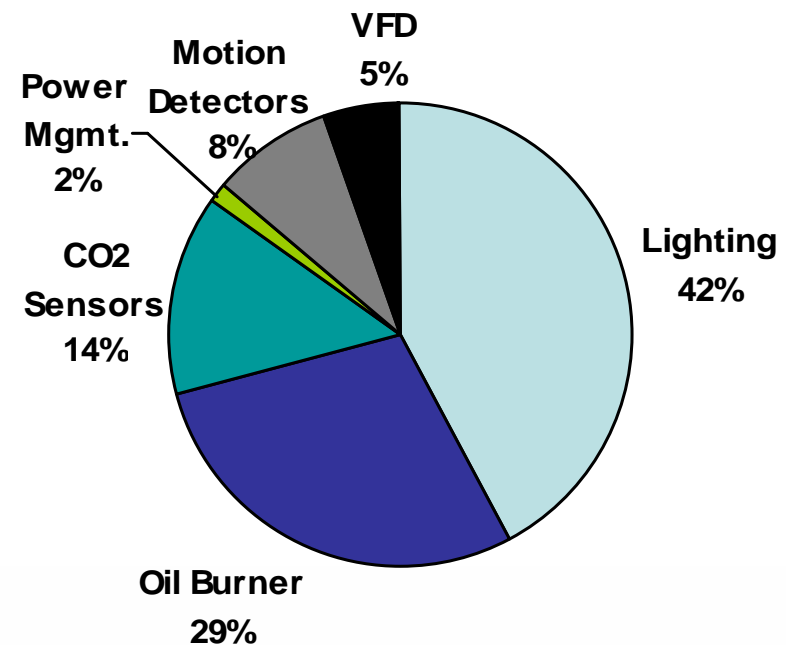


WBA Audit Results

- National Grid vendors conducted lighting & mechanical audits over summer 2008
- Audit results projected approximately \$35,000 per year in potential energy savings

- Cost of recommended improvements projected at \$140,000

- Lighting retrofit completed in December
- Mechanical improvements underway



Educational Campaign

- History shows that the most successful school building efficiency improvement initiatives are supported by educational campaigns which engage students, faculty and staff in process
 - However, most lack the knowledge and resources to develop a comprehensive, ongoing effort
- Marketing Drive & National Grid saw opportunity to create a pilot program in Millville to enhance WBA program
 - Partnered in pro bono effort
 - Secured PR support from Aigner/Prensky Marketing Group

Pro Bono Pilot Program

- Objectives
 - Template turn key educational effort to complement WBA
 - Leverage high degree of elementary school parental involvement to spur broader community energy savings
 - Maximize communication opportunities to bridge National Grid residential & commercial program offerings
- Approach
 - Design educational campaign against strategic communications approach

1. Define Target Audiences

Segment	Composition	Desired Outcome
In School	<ul style="list-style-type: none"> • Students • Faculty & staff 	<ul style="list-style-type: none"> • Practice conserving behaviors at school
At Home	<ul style="list-style-type: none"> • Student families 	<ul style="list-style-type: none"> • Reinforce student learnings • Empower home efficiency/conservation measures <ul style="list-style-type: none"> – Cross promote National Grid's residential programs
Community	<ul style="list-style-type: none"> • Tax payers • Influencers/Policy-Makers 	<ul style="list-style-type: none"> • Demonstrate fiscal responsibility • Empower home energy efficiency <ul style="list-style-type: none"> – Cross promote National Grid's residential programs • Engender support for current and future school efforts

2. Creative Platform

- Design creative platform and materials to engage and motivate audiences
 - Name “Power to Save” Conveys a sense of achievability and empowerment
 - Reflects kids’ belief in their power to reverse global warming
 - Designed campaign logo based on student’s drawing
 - Conveys earth-friendly benefits of conserving energy
 - Leverage credible, reliable content from expert resources



3. Communications Plan

Earthmate™MarriottSTAPLES

that was easyr

Southwick's Zoo
more than a Zoo... it's an adventureBEST BUYECOTARIUMb2m

- Created monthly calendar of activity to share news and tips, sustain momentum
 - In school, at home, in community
- Developed seasonally based content to ensure relevance
- Built monthly contests and incentives to create excitement and participation
 - Secured prizes from businesses and cultural/educational organizations with interest in energy efficiency and environmental protection

Program Launch: Faculty Engagement

- Presented program to teachers and staff on their first day of school
 - Presented campaign overview
 - Brainstormed classroom extensions and activities
 - Built excitement with energy games and awarded prizes



Program Launch: Student Engagement

- Presented program to students at start of school year
 - Showed Dr. Seuss movie “The Lorax”
 - Strong environmental protection theme
 - Issued challenge to kids:
 - Design posters about protecting the environment/conserving natural resources
 - Winning posters to be featured in monthly newsletters
 - Began dialog about individual and collective “Power to Save”
 - Seeded excitement about upcoming activities



Program Launch: Community Engagement

- Campaign celebrations held with students and community on October 1, to coincide with Energy Awareness month
 - Special Presentations
 - The Climate Project
 - State Representative Callahan
 - Student Video
 - Informational table and displays
 - Door prizes and free CFLs for all attendees



Publicity



<http://www.necn.com/Boston/New-England/Gore-advisor-promotes-green-thinking-among-students/1222904476.html>

Ongoing Activity: In School Activity

- Special Presentations
 - Campaign Launch
 - The Climate Group
- Contests & Activities
 - Poster contest
 - Monthly Family Contest
- Existing Activities
 - Community Reading Day
 - Colonial Feast
 - Spring Concert & Art Show
- Lesson Integration



Ongoing Activity: Family Outreach

- Monthly newsletter
 - Seasonal energy saving tips
 - Family contests
 - Upcoming events
- Informational Tables
 - At all parent events
- Parent Association
 - Fundraisers
 - School beautification



Ongoing Activity: Community Outreach

- Weekly home energy saving tips on local cable
- Media outreach on school activities
- Regular updates to Administration & town officials
- Community learning events at school

An Energy Saving Tip
from Millville Elementary School

- Millville Elementary has taken the ENERGY STAR Challenge to reduce our energy use, lower our energy bills and do our part to reduce global warming.
- Tune in to read our weekly tips to help you save energy saving at home.

Together, we have the Power to Save!



More than a quarter million readers every day

TELEGRAM & GAZETTE
Tuesday, December 16, 2008
Special rate of \$1.00 per copy

Energy program has big impact
School launched effort in October

By Donna Boynton
TELEGRAM & GAZETTE STAFF

MILLVILLE — When the Millville Elementary School launched its Power to Save energy program in October, educators were hoping to make a large impact on their small town and beyond.

And 100 days later, it has. The program has taken root by local parent support and school initiatives. When practical energy-saving improvements are slated for this school, the program is slated to be implemented by National Grid in other schools.

Cynthia L. Jolicœur, a marketing executive and member of the Millville Elementary School Council, worked with the school and National Grid earlier this year to create the program after learning how energy costs were draining the school budget. The Power to Save program is aimed at teaching students the importance of conserving energy not only at their elementary school, but at home.

The interventions taking place at the school in the next few weeks are the result of audits that were conducted by National Grid this past summer — a mechanical audit to assess the condition of the school, and a lighting audit to assess the light fixtures and light bulbs.

Now light fixtures and light bulbs will be installed at the Millville Elementary School during the winter break. National Grid will be paying for 75 percent of the light fixture improvements costs, and 40 percent of other mechanical improvements. Meanwhile, International Power, which operates power plants in Burlington and Blackstone, has offered to cover the remaining cost of retrofitting the light fixtures and replacing the bulbs, said Ms. Jolicœur.

“Once all the work is done, we will begin realizing monetary savings immediately — about \$1,500 a month,” said Ms. Jolicœur.

Ms. Jolicœur said the new light bulbs to be installed are estimated to last seven years, which will increase the savings by having to change the light bulbs less frequently. The school budgets \$4,000 for light bulbs alone, according to Ms. Jolicœur.

The money saved in energy...

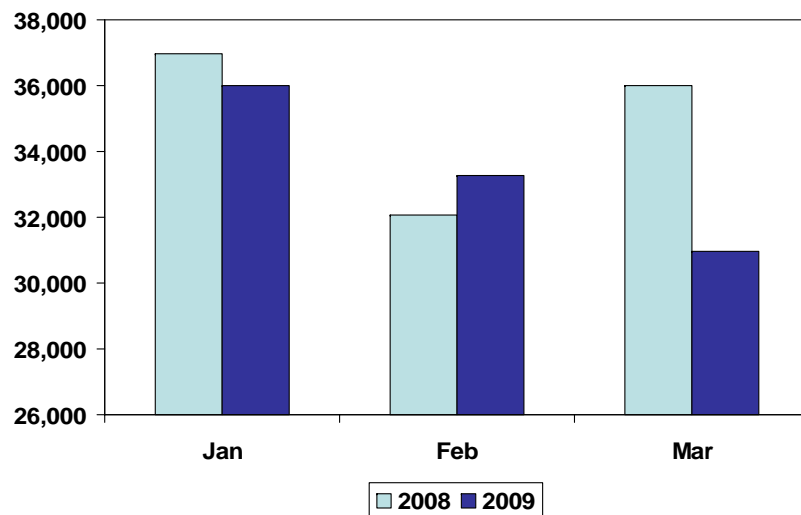
Tom's Energy Page 31



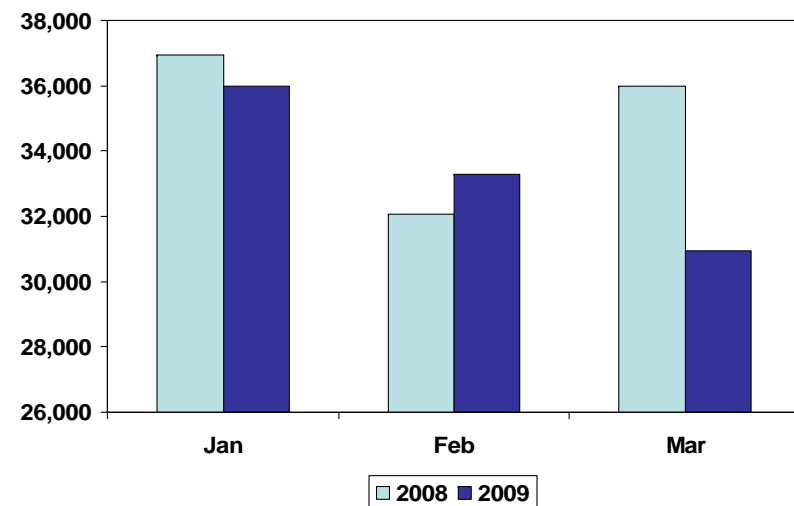
Results: Energy Consumption

- Energy consumption declining since lighting improvements made

Total kW



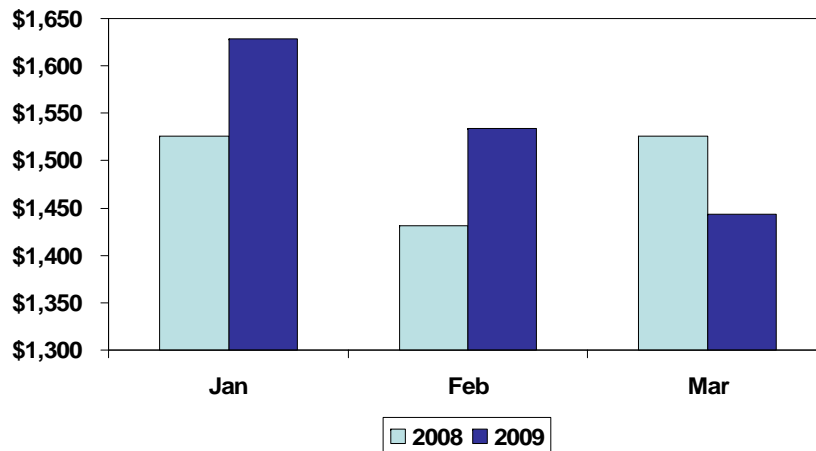
Monthly kWh



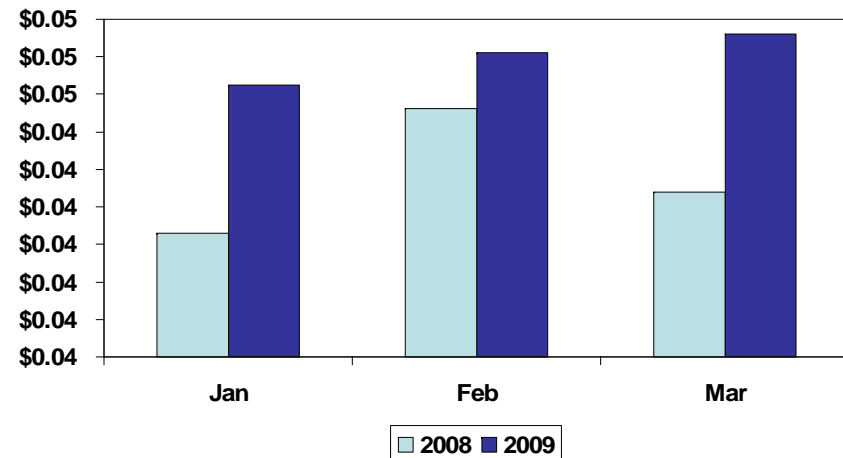
Results: Cost Reduction

- Energy bills declining despite increase in average unit cost

Monthly Bill

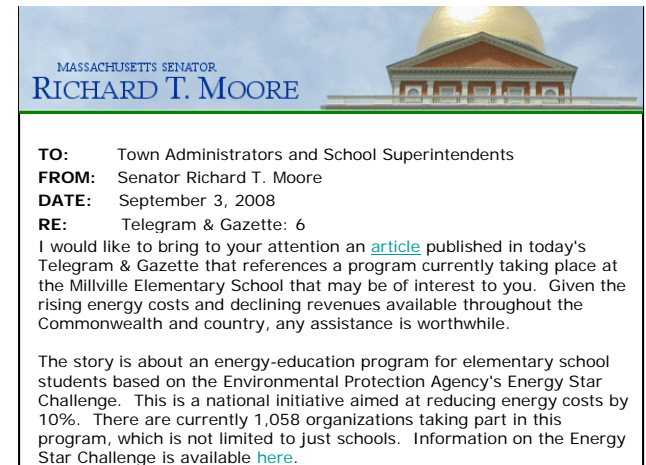


Average Unit Cost



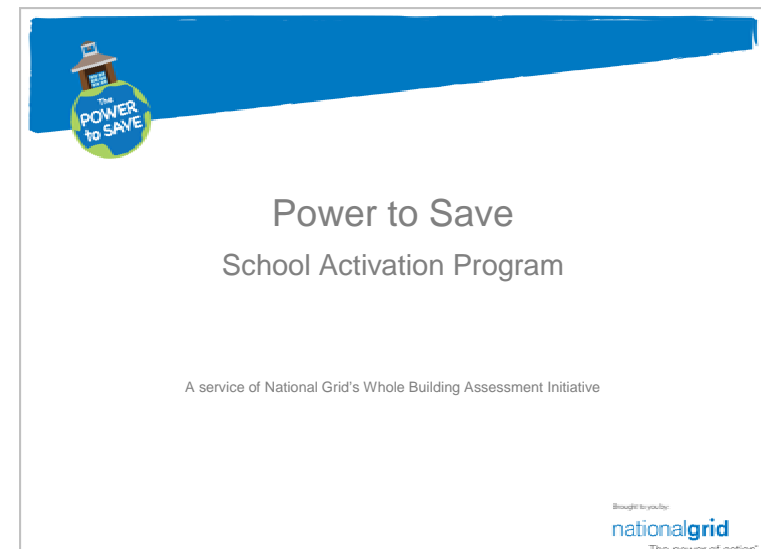
Results: Recognition

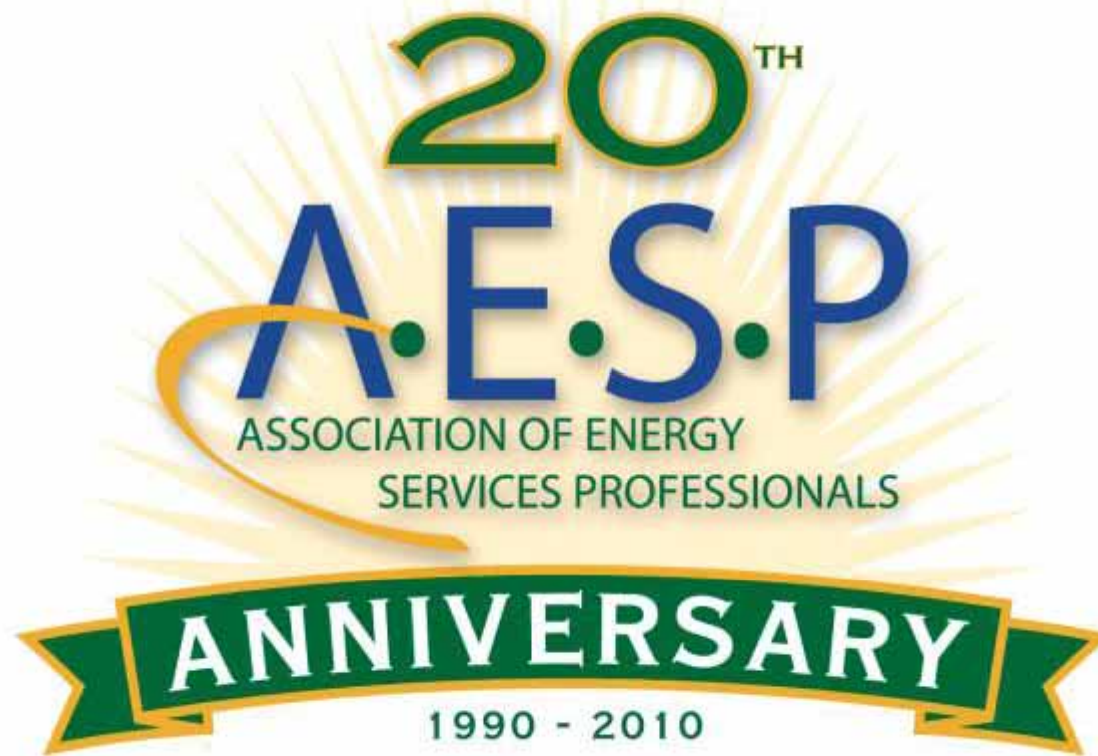
- Received local recognition from state government officials
- Secured grants for all improvements not covered by National Grid
- Received national recognition from AESP
- Generated over 120,000 media impressions
- Secured grant to fund all improvements not covered under National Grid's WBA Program



Results: Broader Benefits

- Provided framework for regional Power to Save Tour
 - Capped by stop on national ENERGY STAR Change the World Tour
- Program is rolling out to all National Grid WBA schools, free of charge





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