



Energy Efficiency and Renewable Energy: Targeting Information & Education to Change Behavior

NACDEP Annual Conference, Salt Lake City
May 21-23, 2012

EMPOWERMENT THROUGH EDUCATION





Overview of EnergizeOhio

- Development of partnerships
- Program objectives & initiatives
- Lessons learned



Program Support & Purpose

- Funded by grants available through Ohio Department of Development – Ohio Energy Resources Division (OERD)
- Extension collaboration with Green Energy Ohio (GEO) a state-wide not-for-profit energy advocacy group
- Purpose of grant: create an Energy Outreach & Education Plan for OERD to encourage use of incentives for EE & RE



Collaboration

- Combined attributes & networks
 - ❖ Green Energy Ohio, Inc.
 - Expertise in renewable energy
 - Established relationships with key energy leaders
 - Client base: “early adopters”
 - ❖ Ohio State University Extension
 - Expertise in Outreach & Education
 - Established relationships with rural communities & ag interests
 - Client base: “not-yet-adopters”



EnergizeOhio Objectives

- Increase use of RE & EE incentives, tools, & techniques by “not yet adopters”
 - ❖ Targeted populations
 - Business
 - Residential
 - Rural & farming community
- Identify effective methods to deliver information & education to targeted groups
- Discover effective outreach strategies in order to change behavior leading to adoption of RE & EE techniques



Outreach & Education Activities

- Create inclusionary Partner Network
- Conduct planning session with Network Partners
- Outreach through education workshops in urban & rural areas of state
- Conduct survey to determine effective education & outreach delivery methods and approaches
- Create educational web site:
www.energizeohio.osu.edu



Partner Network

- Creation of inclusionary Partner Network
 - ❖ Identified representatives by sector & interest
 - Business, Residential & Farm Advocacy Groups
 - Education
 - Energy Advocacy Organizations
 - Not-for-Profit Organizations & Government
 - Utilities
- Purpose of Partner Network
 - ❖ Short term & Ongoing Role
 - Engage in creation of Energy Plan
 - Identify available resources & incentives
 - Provide “sounding board” for State Energy Office



Partner's Planning Meeting

- Attended by broad range of Network Partners
- Purpose: Identify their customer's needs through three questions

What do your customers need to know in order to implement Energy Efficiency activities?

What do your customers need to know in order to implement Renewable Energy activities?

What would encourage your customers to apply for incentives to implement their EE/RE activities?

- Find consensus answers among all Network Partners
- Use consensus to inform Plan



Consensus of Partners – their customers need...

- Access to educational tools that help to evaluate costs & benefits – short & long term - of RE & EE projects
- To start with simple, doable steps in RE & EE that will demonstrate costs & benefits and educate about the technology
- Motivation to act through peer group interaction
- A “go to” place for easy access to accurate, reliable and unbiased information (web based)
- Clear, usable information on incentives and how they can be used (case studies)
- Access to hands-on help (energy caseworker)



Workshops: Energy Savings & Financial Incentives

- Purpose: outreach/education to “not-yet-adopters”
- Urban: 3 held (Cleveland, Dayton, Columbus)
Piggybacked on top of GEO events
- Rural: 5 held in various regions of state
Extension coordinated through county staff
- Agenda:
 - Panel presentations: Partners & OERD staff served as expert panelists, presenting information & answering questions
 - Trade show: Partners & OERD staff set up tables to provide information & answer questions



Workshop Evaluation

- Stand alone not as well attended as piggybacking on top of other events

One workshop cancelled

Average attendance - 15

- Agenda – Network Partners and OERD staff as panelists with follow-up trade show was well received
- 89% of participants gained knowledge about Energy Efficiency incentives; 93% about Renewable Energy Incentives



Online Surveys

- Two surveys conducted:
 - One of residents & businesses who have adopted RE and/or EE
 - One of residents & businesses who are considering adoption of RE and/or EE
- Purpose: to determine -
 - Factors that motivate the use of RE and/or EE by residents & businesses
 - The importance of incentives by type
 - RE and/or EE technologies most often used
 - How information is/should be obtained



Survey Results

- Financial benefit increasing as a key motivator for implementing energy projects
 - Reduced energy costs and faster ROI
- Not-yet-adopters of RE projects still view Improving environmental conditions as key motivator of interest, however...
 - Financial ROI critical for their ability to complete project
- Incentives most used: combination of State Programs & Federal Tax credits
- Web the place to begin for information



Web site:

www.energizeohio.osu.edu

- Web site created as an educational & outreach web based resource
- Provided a “go to” source for RE & EE information in State of Ohio

Recognized as needed by both clientele & Network Partners

- Links to Network Partners & their programs and resources
- Searchable feature allows user to tailor information to their needs, situation & geographic locale



Lessons Learned

- Educational/outreach workshops on RE/EE more effective if piggybacked on top of other related events

- ❖ Recommendations:

- OERD join with Network Partners to conduct education/outreach at organizational events (monthly meetings, annual events, etc.)

- OERD present through break out sessions at energy conferences or as keynote speaker



Lessons Learned

- Businesses & residents begin/want to begin search for information primarily through web based resources

- ❖ Recommendations:

OERD partner with Extension and GEO to maintain, improve and update web site - www.energizeohio.osu.edu - to keep it up to date, relevant & user friendly

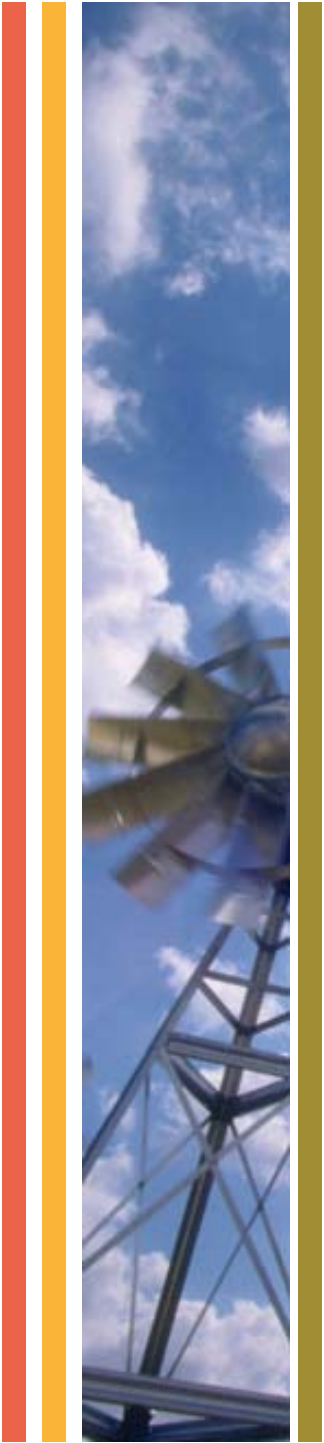
Engage Network Partners to provide updated information about resources & incentives to keep site current

Provide simple RE & EE techniques and cost-benefit tools for new users



Lessons Learned

- Demonstrating cost-benefit, short & long-term and ROI important to encourage adoption of EE & RE technologies
- Environmental concerns most important motivator for adopters of RE; not yet adopters motivated by ROI and cost/benefit
- Incentive programs are a critical tool to motivate adoption of RE & EE
- Knowing what others have done successfully – case studies and peer pressure, for example – are important motivators
- “Go to” web site with accurate, usable information and links is critical resource



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