



TAKE CHARGE CHALLENGE

Nancy Jackson, The Climate and Energy Project

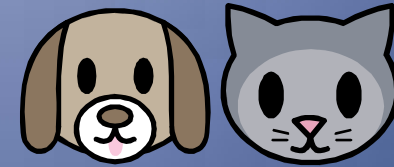
Michael Volker, Midwest Energy, Inc.



• UNUSUAL PARTNERS

– Climate & Energy Project

- Greenhouse Gas Reductions
- Efficiency as a Resource
- Community Capacity Building



– Midwest Energy

- Mostly coal-generated electricity
- Aggressive Renewable Energy additions (16% of peak – the most in Kansas)
- Aggressive energy service provider (national recognition for How\$mart®)



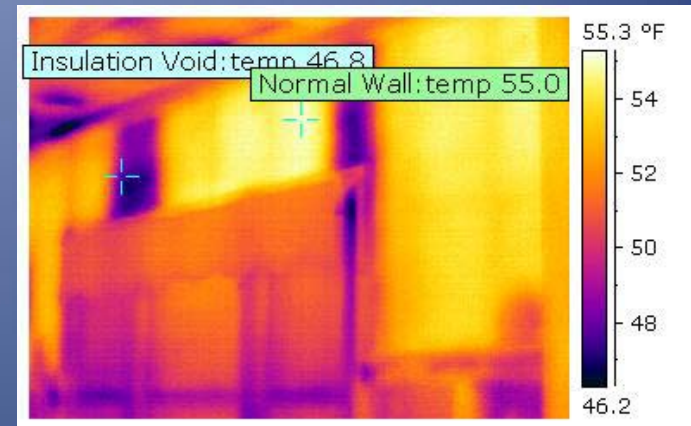
- THE TAKE CHARGE CHALLENGE
 - Contest to reduce energy use over one year
 - Six communities (large, small, rural, urban)
 - Four utility partners (IOUs, coops, munis)
 - Volunteer leadership teams
 - Quarterly initiatives and celebrations
 - Big press push
 - Prize for the winner!



What is How\$mart[®]?

Investments in efficiency become basic utility service.

1. No up-front capital from customer
2. Utility repaid via surcharge on monthly bill
3. Surcharge is less than estimated savings
4. Repayment is tied by tariff to the location, not the customer



IR scan during How\$mart audit reveals missing insulation bats above French Doors.



• TAKE CHARGE CHALLENGE STEPS

1. Preliminary Work

- Utility and other partnerships
- Partners buy-in on the process
- Choose communities

2. Leadership Team Meetings

- Determine contact person (1)
- Conduct focus group to determine ee measures
- Plan kickoff event





• TAKE CHARGE CHALLENGE STEPS (cont.)

3. Kickoff Event

- Major town event, well publicized
- Leadership participation

4. Quarterly Events

- Keep momentum going

5. Publish Quarterly Results

- Positive spin

6. Community Celebration

- Awards/Recognition/Dignitaries



TCC Kickoff 4/09
Irish Heritage Days
Kinsley, KS



- Why do this?

Climate and Energy Project:

- Awareness, Awareness, Awareness
- Create partnerships rather than enemies
- Put a positive spin on energy efficiency

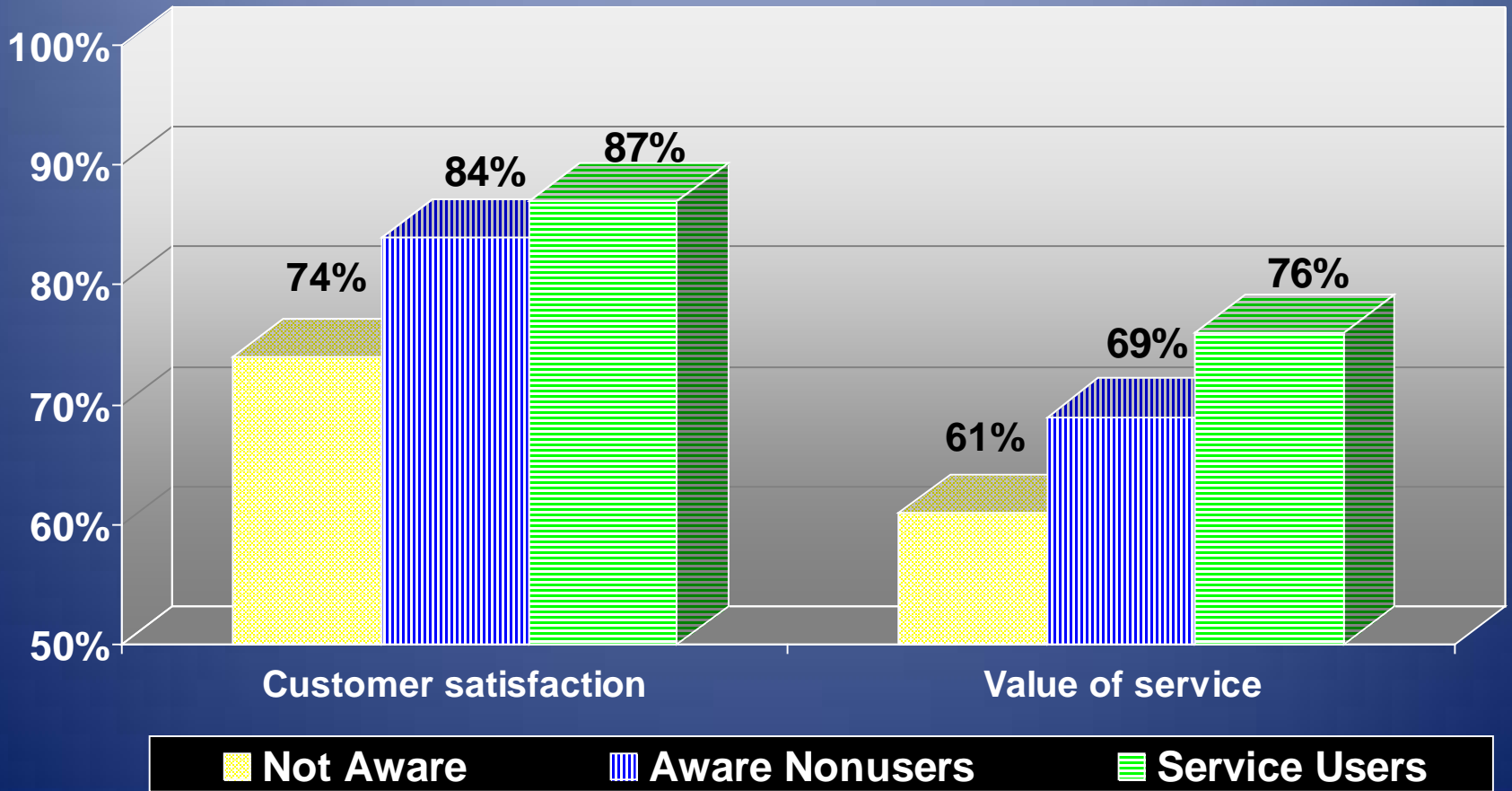


Midwest Energy

- Build relationships with communities
- Market How\$mart®
- Its all about our customers (owners)



Why Midwest Energy Does Energy Services





• Results to Date

- CFL Challenge (Quinter 1'st, Kinsley 2'nd)
 - See www.takechargekansas.org for CFL results
 - CFL page courtesy of Phillips Lighting partnership

- How\$mart® program

- Completed 87 conservation plans
- 7 Completed projects avg. 2,000 kwh saved per year
- 2 Declined
- 78 Pending (waiting on customer or contractor)





- Why How\$mart® and Midwest Energy?
 - MWE is different, highly respected for EE services
 - How\$mart® - perfect compliment to TCC
 - Measurable benefits to customers
 - Economic benefits to local contractors
 - State/National attention on program
 - Midwest Energy wanted to be part of TCC
 - Wanted to improve relations in new communities
 - Strengthen relations in existing communities



• VALUE ADDED FOR BOTH ORGANIZATIONS

– For Midwest:

- Stronger customer relationships
- How\$mart® and energy services marketing
- Great press

– For CEP:

- Great programs for EE delivery
- Environmental message is secondary
- Refigures EE from “sacrifice” to “win”





• LESSONS LEARNED

- Ownership by community is critical
- Evaluation, evaluation, evaluation
 - Know upfront how the winner wins
- Clear savings metrics
 - It isn't as easy as it seems!
- Reconsider prize
 - Recognition, goodwill, far more important than money





Questions and Answers

Nancy Jackson, The Climate and Energy Project

jackson@climateandenergy.org

Michael Volker, Midwest Energy, Inc.

mvolker@mwenergy.com