

**Community Toolkit for Maryland Municipalities**



October is National Energy Awareness month. This is a great time to raise awareness about energy efficiency and sustainability among your residents. This Pepco Community Toolkit provides customizable materials to encourage energy-efficient practices and product use at home, and promote sustainability in your community now and year-round. Inside you will find:

* Press release for your local papers
* Newsletter template - print or e-letter
* Website Information
* Social Media Posts
* Contact Sheet
* Order Form

*Use this template to customize a press release about Pepco’s Energy Wise RewardsTM program for your local paper. Fill in your community’s information in the yellow highlighted placeholders.*

FOR IMMEDIATE RELEASE Contact: Local contact

Date Phone

Email

**<<Town>> Residents Can Save Energy to Help Community Become More Sustainable**

*Energy Wise Rewards™ helps customers, the* <<Town>> *community and Maryland*

<<Town>>, Md. - October is National Energy Awareness month. The municipality of <<Town>> and its residents are taking environmentally friendly actions in town buildings, homes and businesses to help our community continue to be a healthy place to live, work and play. Many green options are available -- from new light bulbs to resealing windows to energy efficient appliances – all of which help save energy.

<<Include quote from town/city official such as the Mayor or Sustainability Director that encourages residents to help the town become sustainable and talks about any energy programs the town/city has undertaken>>.

“Our town residents already do a lot to support the community through <<town events, fundraisers or local activities>>. They also support the community’s sustainability efforts by going green at home,” said <<town/city official>>. “One way they can save energy is through utility programs like Energy Wise Rewards. When communities join together to support organizations and initiatives, more can be achieved.”

Participation in Pepco’s Energy Wise Rewards program helps residents save energy, understand their energy use and potentially save money. Saving energy supports the community by reducing the need to build new power plants. The Energy Wise Rewards program supports the EmPOWER Maryland initiative to reduce energy by 15 percent by 2015.

Energy Wise Rewards is a completely voluntary program offered to Pepco customers at no charge. As part of this program, customers can choose a web-programmable thermostat – a $180 value – or an outdoor switch, which Pepco provides and installs no charge.

Those who sign up for Energy Wise Rewards receive up to $80 off their electricity bill after the web-programmable thermostat or outdoor switch is installed. Customers also receive additional monthly credits totaling up to $80 off their electricity bills, when energy demand is high.

During select summer weekdays, Energy Wise Rewards uses the devices to reduce electricity use by cycling central air conditioners or heat pumps off and on for short periods of time. The fan will continue to run, which keeps the cool air circulating in the home. Customers can choose their cycling level -- 50 percent, 75 percent or 100 percent – based on their comfort level. Many who start at 50 percent cycling say they don’t notice when the cycling happens, and there is only a 1- to 3-degree temperature change.

Energy savings can extend into the upcoming fall months as programmable thermostats can help save money year-round. The U.S. Department of Energy estimates programmable thermostats can help save 10 percent annually on heating and cooling costs.

Customers can enroll by picking up a sign-up form from <<city/town building>>, call Pepco’s Energy Wise Rewards Center at 866-353-5798 or go online to www.pepco.com/rewards.

“We want our town to be sustainable so we can help keep it a livable place for both future generations and ourselves. Embracing actions like Energy Wise Rewards is one step in each resident can do to help our environment,” said <<town/city official>>.

*Use this template to customize a newsletter article about Pepco’s Energy Wise Rewards program for your community’s publication. Fill in your community’s information in the yellow highlighted placeholders. When possible, copy and paste the Energy Wise Rewards logo at the end of this document into any printed or online publication.*

**Help Our Community Become More Sustainable by Saving Energy at Home**

Many of our residents support the <<town/city name>> community by volunteering to help out with school activities and <<a local event>>, serving on local boards, supporting local businesses and charities, and more. And, as a community, we take pride in using our resources, such as water and energy, sustainably. <<Town/city name>> <<earned – OR – is seeking>> community certification through the Sustainable Maryland Certified program, a voluntary program for municipalities aiming to implement sustainable actions in the community and enhance livability >>.

Your actions and your participation in programs that help to protect our resources is vital to our success. Energy Wise Rewards, a Pepco program, provides residents and businesses an automatic way to save energy. Saving energy saves money and also helps the environment. The Energy Wise Rewards program supports the EmPOWER Maryland initiative to reduce energy by 15% by 2015.

**How does it work?**

Energy Wise Rewards is a completely voluntary program offered to Pepco customers at no charge. It will help you understand your electricity use and save money off your electricity bills. Here’s how:

* Customers choose a web programmable thermostat – an $180 value – or an outdoor switch. Pepco provides and installs these devices at no charge.
* Customers receive an Installation Credit of up to $80 off their electricity bill after device installation.
* Customers choose a cycling level -- 50%, 75%, or 100% -- and receive additional Annual Reward Credits of up to $80 off their June through October electricity bills each year of participation.
* During select summer weekdays, Energy Wise Rewards uses the devices to reduce electricity use by cycling central air conditioners or heat pumps off and on for a short period of time - your fan will continue to run, which keeps the cool air circulating in your home.
* Programmable thermostats save money throughout the year. The U.S. Department of Energy estimates programmable thermostats can help you save 10% in heating and cooling costs annually.

Many customers who start at the 50% cycling say they don’t notice when the cycling happens and there is only a 1-3 degree temperature change.

Energy Wise Rewards benefits the entire community and is an easy way to save energy and save money off electricity bills.

There are several ways you can sign up!

* Pick up a sign-up form at <<city/town building>>
* Call Pepco’s Energy Wise Rewards Center at 866-353-5798
* Go online to www.pepco.com/rewards

Sign up and save automatically with Energy Wise Rewards. Then tell your friends, neighbors and coworkers about how they can save energy and reduce their energy bills at home, too.



*Use this template to customize language to go on your website about Pepco’s Energy Wise Rewards program. Fill in your community’s information in the yellow highlighted placeholders. When possible, use the Energy Wise Rewards logo as well.*

As a community, we take pride in using our resources, such as water and energy, sustainably. Each resident’s actions helps <<town>> become more sustainable, and increases our community’s livability and protects public health. Your participation in creating our sustainable community is vital to our success.

Energy Wise RewardsTM, a Pepco program, provides an automatic way to save energy and money.

**How does it work?**

Energy Wise Rewards is a voluntary program offered to Pepco Maryland customers at no charge. It helps customers understand their energy use and allows them to use less.

* Customers choose a web programmable thermostat – an $180 value – or an outdoor switch. Pepco provides and installs these devices at no charge.
* Customers receive an Installation Credit of up to $80 off their electricity bill after device installation.
* Customers choose a cycling level -- 50%, 75%, or 100% -- and receive additional Annual Reward Credits of up to $80 off their June through October electricity bills each year of participation.
* During select summer weekdays, Energy Wise Rewards uses the devices to reduce electricity use by cycling central air conditioners or heat pumps off and on for a short period of time - your fan will continue to run, which keeps the cool air circulating in your home.

There are several ways you can sign up!

* Pick up a sign-up form from the town hall
* Call Pepco’s Energy Wise Rewards Center at 866-353-5798
* Go online to www.Pepco.com/rewards

The Energy Wise Rewards program supports the EmPOWER Maryland initiative to reduce energy by 15% by 2015. Using less energy reduces the need to build new power plants. The more residents, businesses and other groups participate, the more everyone benefits. Help us by also sharing this information with friends, family and neighbors!



*Use the following social media posts to help spread information about Pepco’s Energy Wise Rewards program. When possible, share the Energy Wise Rewards logo as well.*

You save money off of your electricity bills. Together, the community saves energy. Check out Pepco’s Energy Wise Rewards program. [http://bit.ly/PepcoEWR](http://bit.ly/DelmarvaEWR) Use code: MEETING when signing up.

The Energy Wise Rewards program saves energy, saves money off of your electricity bills, and helps the community. Sign up and share with your friends! [http://bit.ly/PepcoEWR](http://bit.ly/DelmarvaEWR) Use code: MEETING when signing up.

Stay comfortable while saving energy and money off your electricity bills with the Energy Wise Rewards program. Sign up today! [http://bit.ly/PepcoEWR](http://bit.ly/DelmarvaEWR) Use code: MEETING when signing up.



**Contact Sheet**

**Have a question about the Energy Wise RewardsTM materials to share with your community?**

*Please feel free to contact Carly Raasch at* [*craasch@conovergould.com*](mailto:craasch@conovergould.com) *or 866-411-7321 x7. She will explain the Community Toolkit and discuss ways to share information about the Energy Wise Rewards program.*

**Have a general question about the Energy Wise Rewards program?**

*Please call the Pepco Energy Wise Rewards Center at 866-353-5798.*

**Request For More Information on the Energy Wise Rewards Program**

Thank you for helping us spread the word about the Energy Wise Rewards™ program. If you are interested in more Energy Wise Rewards outreach materials to share with your community, please select the materials you’d like by using the form below. Email it to Carly Raasch at [craasch@conovergould.com](mailto:craasch@conovergould.com).

**Order Form**

Name:

Title:

Address:

City/Town:

Contact Number:

Email:

I would like Energy Wise Rewards sign up forms (Please select how many you need):

15  16-25  26-50  51-100  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I would like to meet with someone to tell me more about the Energy Wise Rewards program.

Yes  No

I would like to schedule a presentation to a community group or town/board or commission about the Energy Wise Rewards program.

Yes  No

I would like the following Community Toolkit items:

Newsletter  Quantity\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Press Release  Quantity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website Materials  Quantity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Social Media Materials  Quantity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other information (Please specify):

*Thank you for your help in sharing the Energy Wise Rewards program!*