

LEGISLATIVE CONCEPT

PREAMBLE: *Portions of this concept might be appropriate as an Executive Order.*

Concept subject or title: Education & Outreach around energy efficiency and climate change

Brief description of proposal (one or two sentences):

Public and industry outreach and education measures to support growing imperative around energy efficiency and climate change.

What does the proposal intend to do? What are the proposed actions, conditions, or criteria?

- The proposal is intended to motivate Oregon's businesses, developers, and citizens to play an active role in reducing their energy use, recognize the connection between their actions and climate change, and broaden awareness of associated actions that contribute to more resource efficient and healthy built environments.

CONCEPT #1

- Allocate \$2 million for a broad public awareness and social marketing campaign to educate citizens, businesses, and developers with the goal of changing behavior to be 'climate responsible.'
 - Direct a State agency, nominated by the Global Warming Task Force, to convene appropriate stakeholders in creating the campaign so that the campaign is aligned with multi-agency goals to reduce GHG emissions.
 - Direct OECDD to participate in this campaign as part of a broader effort to implement economic development strategies focused on growing Oregon-based businesses in the clean tech sector.
 - Provide funding to Cities who opt to conduct the campaign on their own provided the campaign is aligned with statewide campaign goals and includes a portion of matching funds.

CONCEPT #2 – *This may be appropriate as an Executive Order, it should result in negligible fiscal impact. ALTERNATIVELY, this may be more appropriate as a piece of the energy efficient code concept.*

- Direct Appropriate State Agencies including but not limited to ODOE, OECDD, DCBS, DHCS, DEQ, and DHS to evaluate current education and outreach efforts and seek opportunities for:
 - Incorporating information on energy efficiency and climate change into existing print or web materials, existing public or internal training courses, and other existing means of informing and educating the public or Agency staff.
 - Collaboration with existing education and outreach efforts that are demonstrating success in changing behavior toward more energy efficient lifestyle, practices, etc., including but not limited to the Energy Trust of Oregon and BetterBricks.
 - Collaboration among participating Agencies on outreach efforts to ensure consistent messaging and responsible allocation of State resources.
- Direct Appropriate State Agencies including but not limited to ODOE, OECDD, DCBS, DHCS, DEQ, and DHS to collaborate in the creation of an Energy Efficiency Kiosk comprised of a website and a toll-free phone number that serves as a virtual information center for the purpose of:
 - Coordinating State Agency efforts on the topics of energy efficiency, green building, and associated climate change impacts.
 - Informing Cities, other State and Local Agencies & other municipalities, and private parties of key resources available to their organizations both within State government and outside, such as incentives, policies, design tools, financing tools, and resources for more information.
 - Identifying individuals within those agencies who will serve as primary contacts for the general public and for other state agencies on energy efficiency, green building, and

climate change as it relates to their work. For some Agencies that deal with multiple aspects of the above topic areas, it may require multiple staff to be identified, e.g. DEQ.

- NOTE: This idea also emerged from a session at the 2007 Oregon Leadership Summit as a needed central clearinghouse for the many resources available to implement energy efficiency.

CONCEPT #3 or combined with

- Direct an appropriate State Agency to create a new staff position to facilitate inter-agency collaboration and serve as statewide outreach coordinator to work with municipalities and private parties expanding education, knowledge and energy efficiency-friendly development environment, including available financial incentive programs across the state.

What problem does concept this address?

- Those citizens, business owners, and developers who are motivated to take advantage of incentives, educational opportunities, etc. are doing so. What is urgently needed are efforts to inspire, motivate, and inform the ‘late adopters.’
- The existing organizations who provide and the means and methods by which education and outreach currently encourage energy efficient strategies and inform the public and industry are not sufficient to support the State in achieving the carbon reduction goals established in 2007.

What elements of the current policy context are necessary to understand the concept?

- Through the Energy Trust of Oregon & NEEA, substantial financial and recognition-based incentives are in place to encourage all audiences (homeowners, building owners, developers, public agencies, affordable housing developers, etc) to implement energy efficiency measures. ETO & NEEA also provide education, training and outreach opportunities, both directly and indirectly through partnerships with organizations like Cascadia Green Building Council, ASHRAE, the AIA, Earth Advantage, and others.
- State Agencies are acting through administrative channels to take up issues related to buildings’ impacts on climate change, however not all Agencies are acting and there is currently no Executive or Legislative direction in place asking Agencies to prioritize or collaborate on it.
- HB 3534 directed the Global Warming Commission to develop and implement an outreach program to inform Oregonians to reduce emissions.

What happens if this concept isn’t implemented?

- Education and outreach on the topic continues to be provided and funded by private and non-profit organizations and local municipalities, which predominately targets the early adopter audiences and no efforts will target other, less engaged audiences. This is a critical piece to the overall success of all energy efficiency and climate change related efforts because the best ideas

Would you characterize energy and GHG benefits of this proposal as a major, medium, or minor?

What data are needed to quantify these benefits?

- Major: (example of education changing behavior...it is estimated that there are ___ MW of energy efficiency measures and if annually 10% of homeowners, building owners, etc. decide to implement measures in their homes, ___ MW can be conserved)
- Further, the ETO and other stakeholders commissioned a study of the viability of a marketing campaign around energy efficiency and climate change in the Pacific NW. The results of the study overwhelmingly recommended pursuing this strategy to engage substantially more of the State’s citizenry to capitalize on significant energy efficiency acquisition potential, which was quantified by the Northwest Power and Conservation Council. (see Green Wave Project, June 2008: http://www.energytrust.org/library/reports/db/report_list.php)

Who is affected by this proposal? Who will support it? Who’s likely to oppose it?

- State Agencies, ETO, NEEA, and many organizations that already work to educate and inform the public (Cascadia Green Building Council, AIA, Earth Advantage, etc.)
- These organizations would all likely support the proposal or at least remain neutral.

- Some agencies may oppose if they face budget constraints and feel that dedicated staff to this takes away from more important programs.

Will there be a fiscal impact? Order of magnitude estimate?

- Fiscal impact should be negligible for State Agencies to retool outreach and education programs or to collaborate with other Agencies, however those Agencies with no staff currently dedicated to this issue may have to reallocate or create a new position, which would have fiscal impact.
- A new staff position at BCD or other Agency would cost \$100,000 +/-
- A public awareness campaign could cost in the realm of \$10M.
- Should State Agencies embrace this directive and create new education and outreach programs, they may require new funding, however that is unknown at this time.

What are the likely training and infrastructure needs?

- Training would not be required to support this LC. The website that would not require intensive support or ongoing maintenance, but likely would have to be created anew.
- If part of the public outreach campaign includes training a team of outreach specialists to go door-to-door, those individuals will require training.