

THINK! ENERGY

*Michigan Energy Optimization
Collaborative Meeting
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**PROGRAM
OVERVIEW**

2

**PROGRAM
EXPERIENCE**

3

EVALUATION

4

**COLLABORATION
EFFORTS**

1. Program Overview

- Implemented by National Energy Foundation (NEF)
- Targeted to 4th to 6th graders
- Delivered throughout Consumers Energy dual-fuel area and in cooperation with:
 - DTE Energy
 - Lansing Board of Water and Light
 - Efficiency UNITED
 - SEMCO ENERGY Gas Company





Think, discover energy resources, uses and supply;

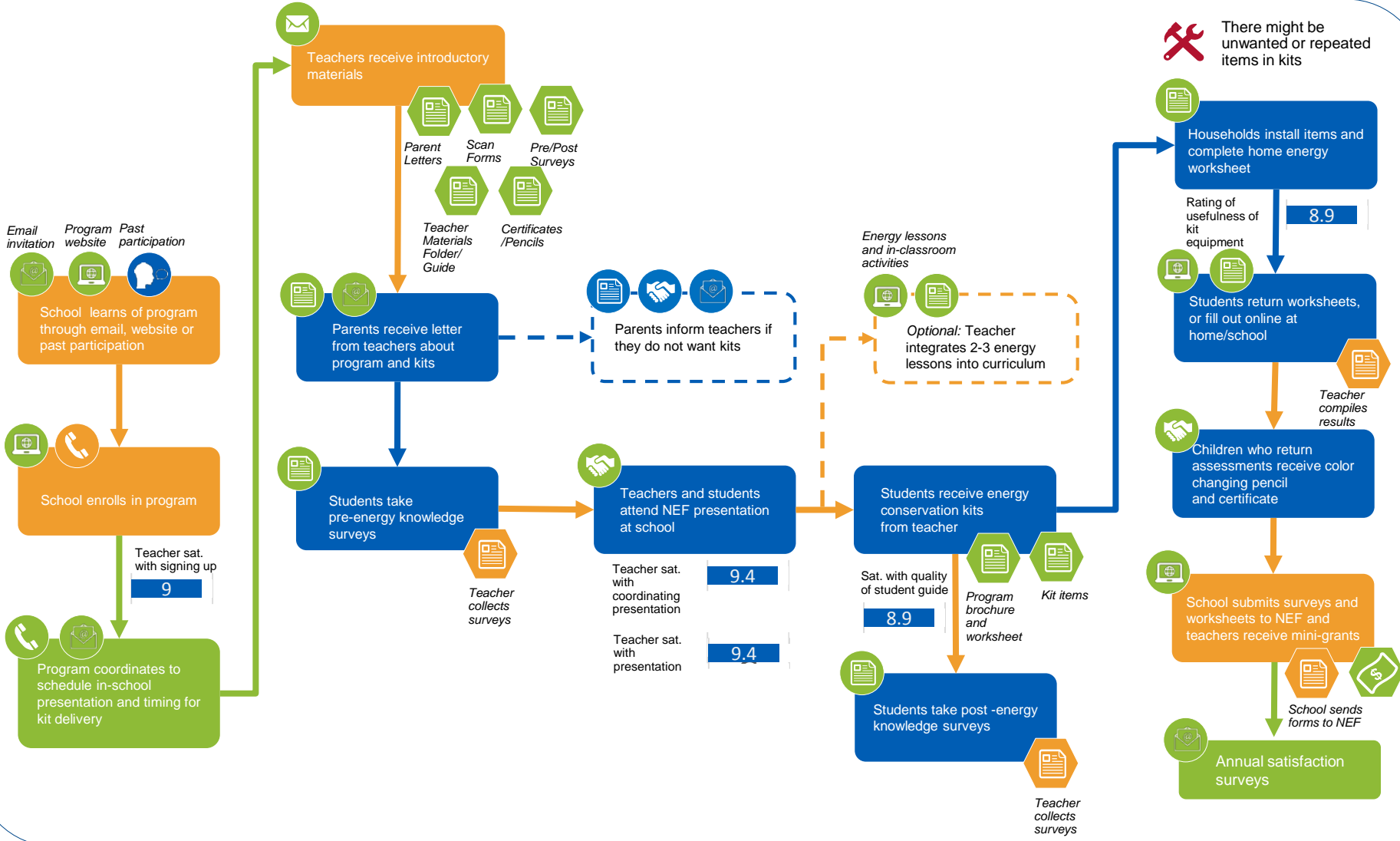


Talk, discuss energy and environmental topics that encourage debate and formulate ideas;



Take Action, make a difference through practices that impact the environment in positive and healthy ways.

THINK! ENERGY Customer Journey

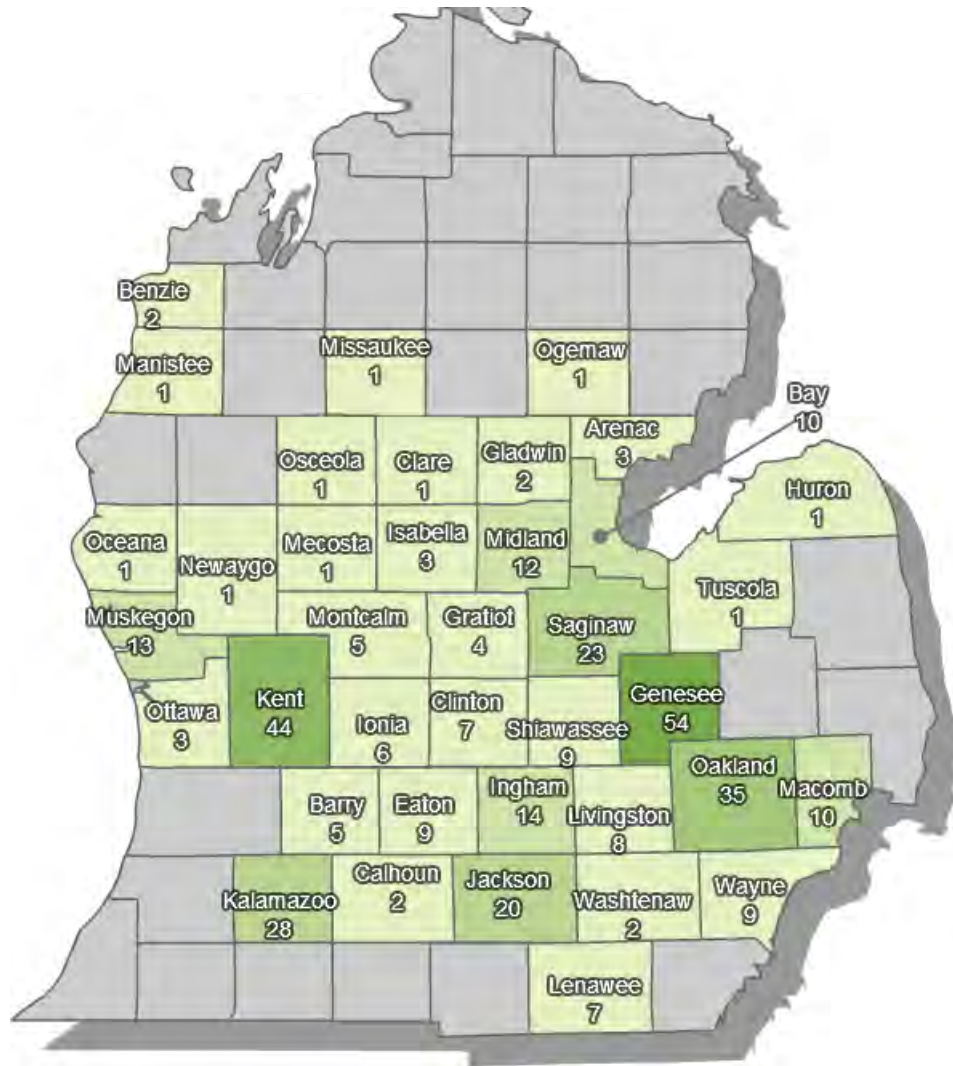


1. Program Overview

- Since 2010, THINK! ENERGY delivered the Take Action! program to over 127,000 students
- Piloted expanded educational program: INNOVATION and Bright Kids
- 2015 Participation:
 - ✓ Reached 32,487 students
 - ✓ Visited 388 schools



Consumers Energy Participation – YTD 2016



Number of
Schools

- Endorsed by Michigan Department of Education (MDE)
- Finalist for the inaugural Governor's Energy Excellence Awards.
- Consumers Energy distributes nearly \$100,000 annually in grants to support educational endeavors to participating schools.

2. Program Experience

Think! Energy
is an energy efficiency
education program.





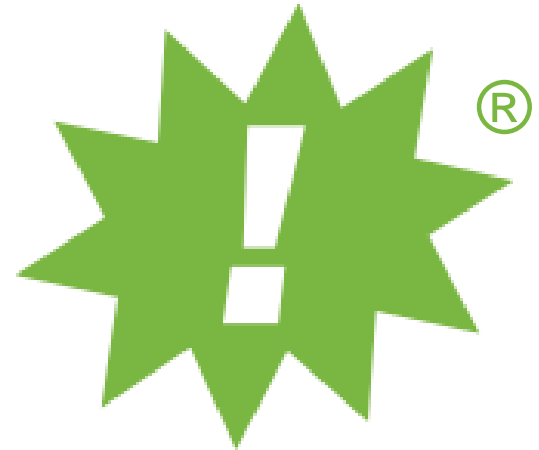
Think!

about
energy.



Talk!

about
energy.



Take Action!

about
energy.

Learn about natural resources.

Learn how we get and use energy.

Learn how to use energy wisely.

Learn how to use the contents of your *Take Action Kit*.

Participate in energy “LINGO” activity.

Play a review game if time permits.

TAKE ACTION to be more **efficient** with:



Electricity



Natural
Gas




Water

Efficient Electricity Use

A close-up photograph showing a person's hand holding a white LED light bulb. The bulb is positioned near the open shade of a grey desk lamp. The background is a softly blurred indoor setting, likely a home office or library, with bookshelves visible. The lighting is warm and natural, suggesting daylight from a window.

Replace
light bulbs
with LED
light bulbs.
LEDs can
last up
to 25,000
hours.



**When
you
leave a
room**

**Turn
off the
light.**


Efficient Natural Gas Use







Adjust your
thermostat
for the
season.



**Set temperature
on water heater to
130 F or lower.**



**Wash
in cold
water.**

**Wash
full
loads.**



Efficient Water Use

Use
faucet
aerators.





Use
high-efficiency
showerheads.

3 Spray Patterns



Shower



Jet



Combo



Turn water off
when not in
use.

Use a shower
timer to take a
**5 minute
power shower.**

A white background with scattered, colorful confetti pieces in shades of red, teal, yellow, and purple.

Let's play

**Earn 2800
points to win!**

**Name Michigan's
primary resource for
generating
electricity.**



100 Coal Points

The Length of an Energy Efficient Shower



5100 Minutes

**Save electricity by
turning these off
when you leave the
room.**

A young girl with blonde hair is shown in profile, looking towards a light switch on a wall. Her hand is raised, with her index finger pointing at the switch. The background is a bright, out-of-focus window. The text "100 Points" is overlaid in the center of the image, with "100" in green and "Points" in grey.

100 Points

Melting down water bottles and using the plastic to make a shopping bag is an example of _____.

A row of blue recycling bins with dark blue lids. The bin in the foreground has a black circular logo with a white recycling symbol. The text 'Recycling' is overlaid in white with green highlights.

Recycling

The background features a light blue horizontal band across the center, with a white background above and below. Scattered throughout are various pieces of confetti in red, green, blue, and yellow. The text is centered on the blue band.

400
Ready for
something harder?
points

**What gas heats
most of the homes
in Michigan?**



Natural Gas

200 Points

**What is a good
temperature to set
the water heater?**



**130 F
or lower**

200 Points

**Which water
temperature setting
should we use most
to wash clothes?**



Cold

200 Points

The background features a light blue horizontal band across the center, with a white background above and below. Scattered throughout are various colored confetti pieces, including red, green, blue, and yellow. The text is centered on the blue band.

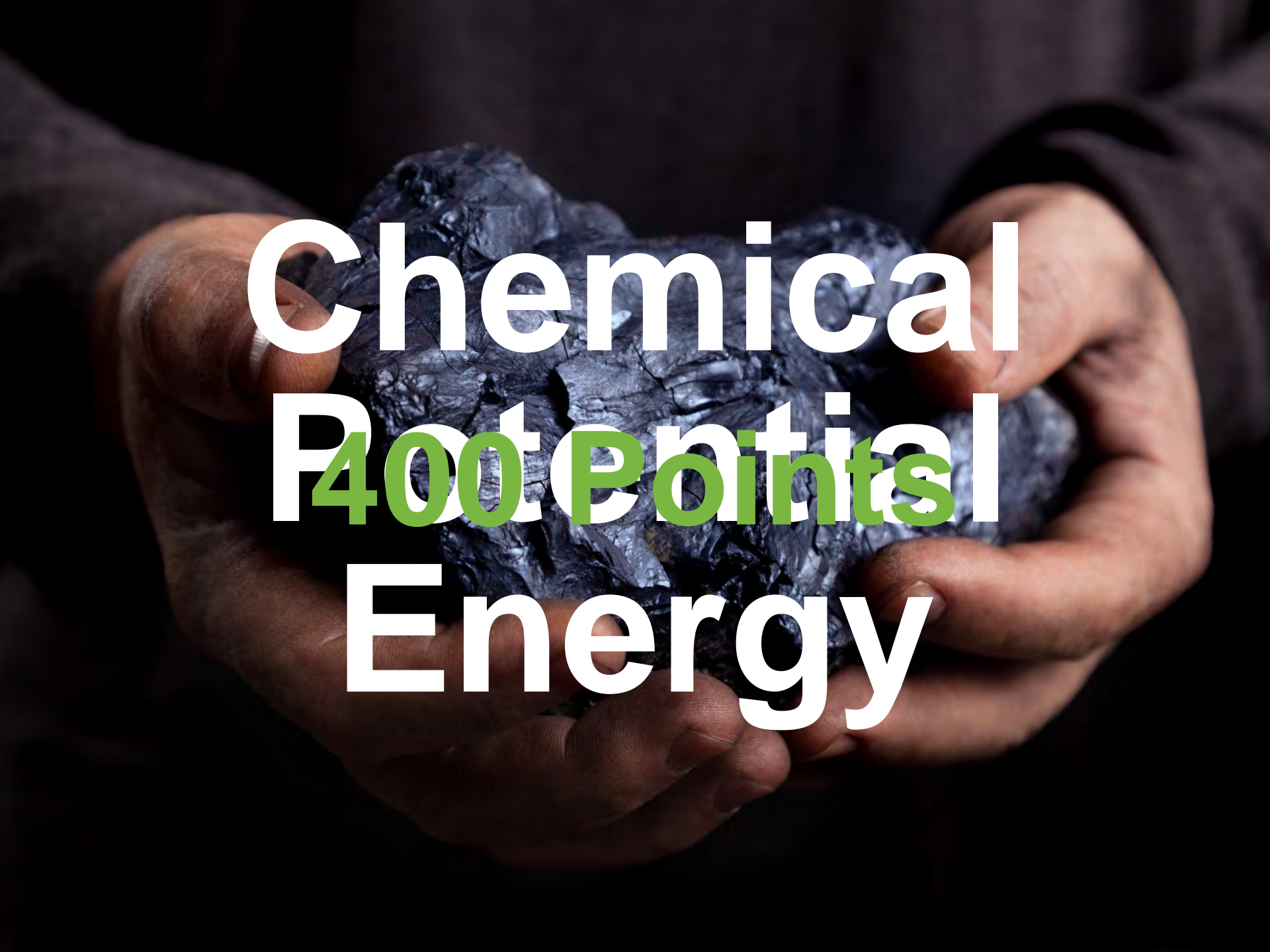
1000
Can you handle
even harder questions?
points

What type of light bulb uses up to 80% less electricity than incandescents?



LED
400 Points

What form of energy is found in a lump of coal?



**Chemical
Potential
Energy**

The background features a light blue horizontal band across the center, with white confetti scattered throughout. The confetti consists of various colored shapes including red, green, blue, and yellow. The text is centered on the blue band.

1800
Time for the
FINAL QUESTION!!!
points

**What do we call it
when we Think!,
Talk! and Take
Action! about
energy?**

1000

POINTS

GRAND TOTAL

2800

Two hands are shown from the wrists up, holding up the number 2800. The left hand holds up the digit '2' and the right hand holds up the digit '8'. The hands are positioned behind the large blue numbers, with the fingers pointing upwards. The background is a plain, light yellow color.

PERFECT SCORE



Think Energy

Think!

about
energy.

Talk!

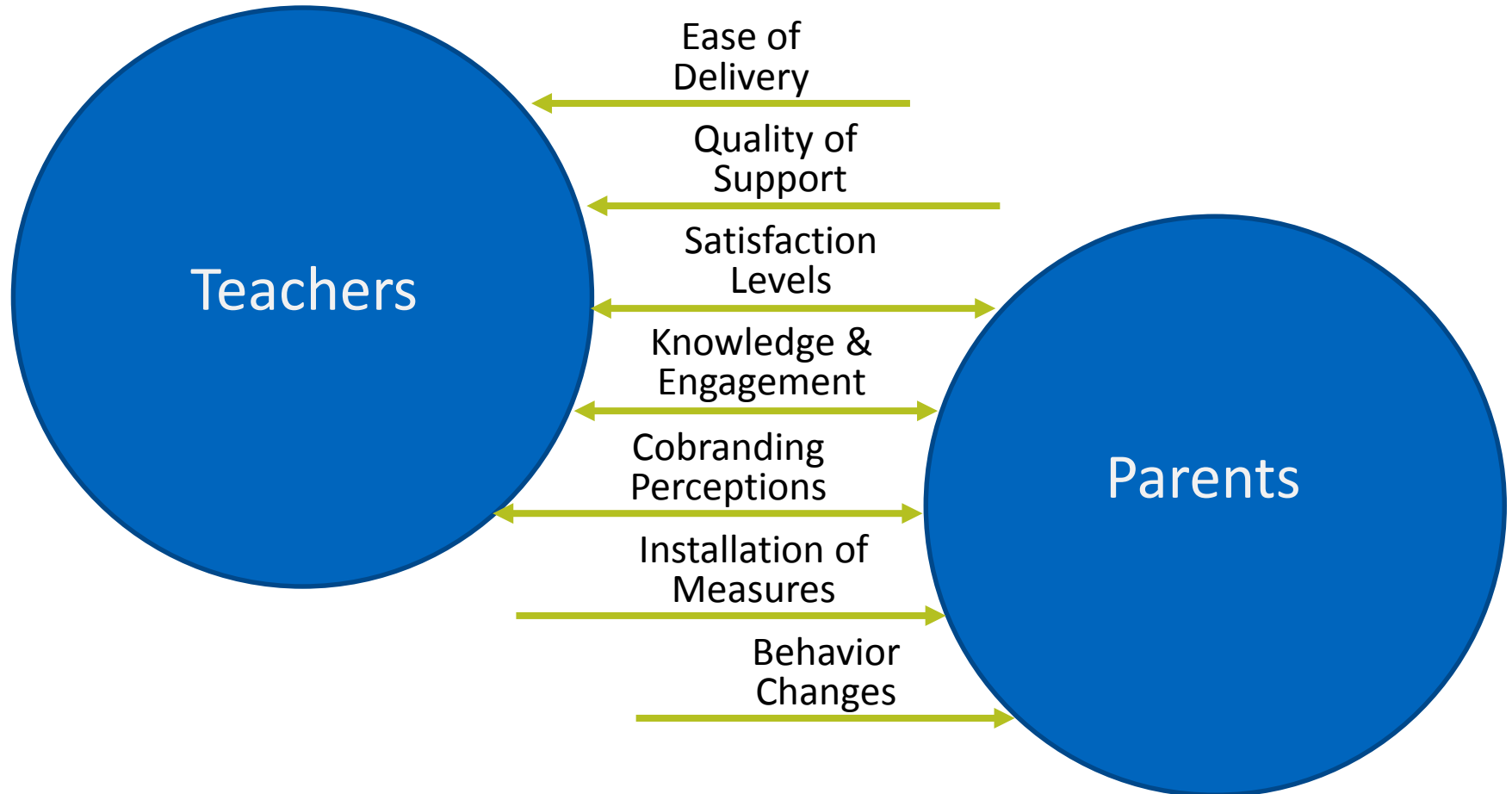
about
energy.



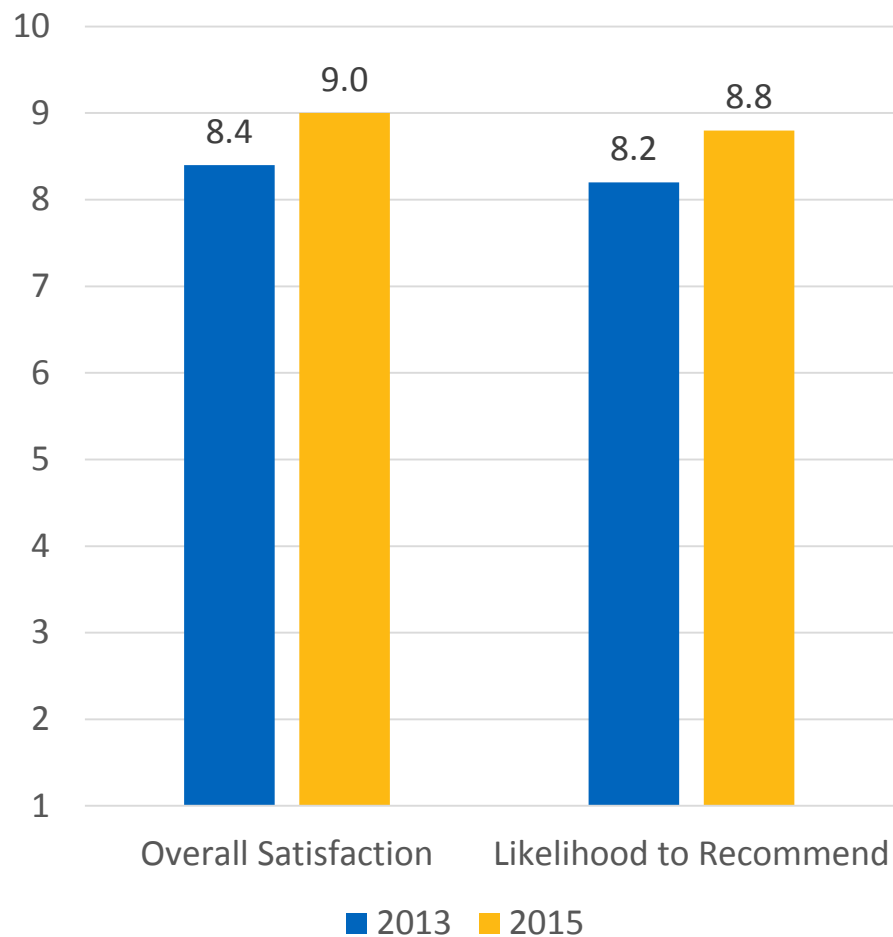
Take Action!

3.

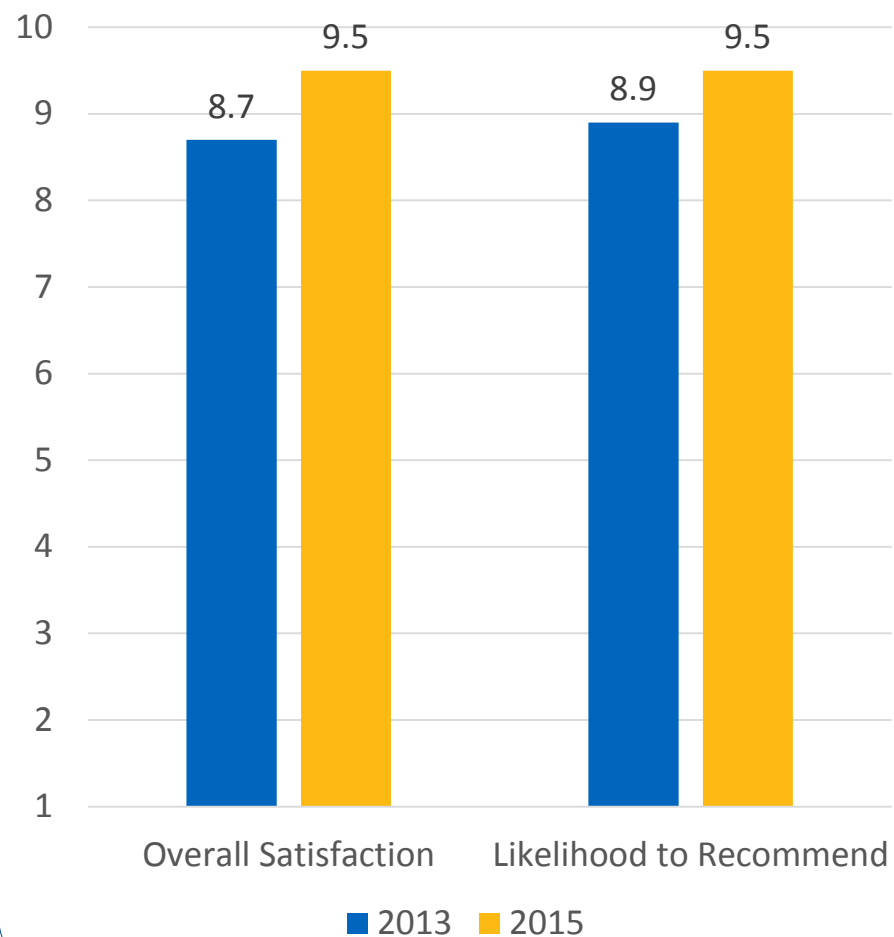
Evaluation



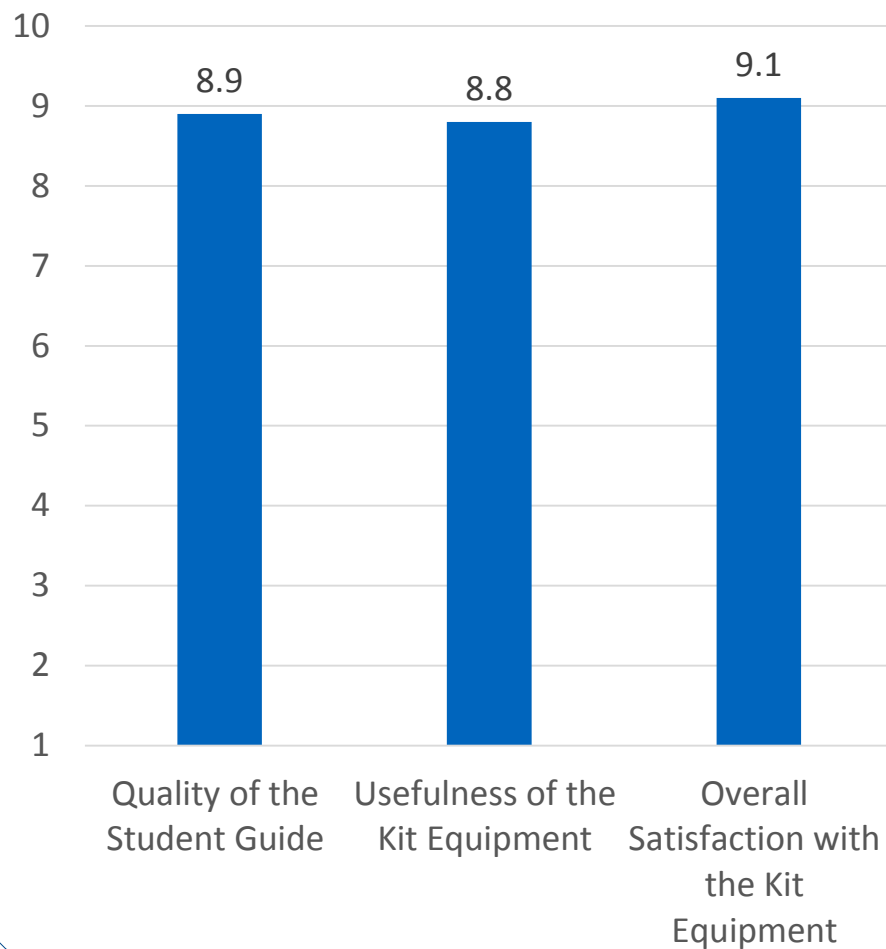
Households



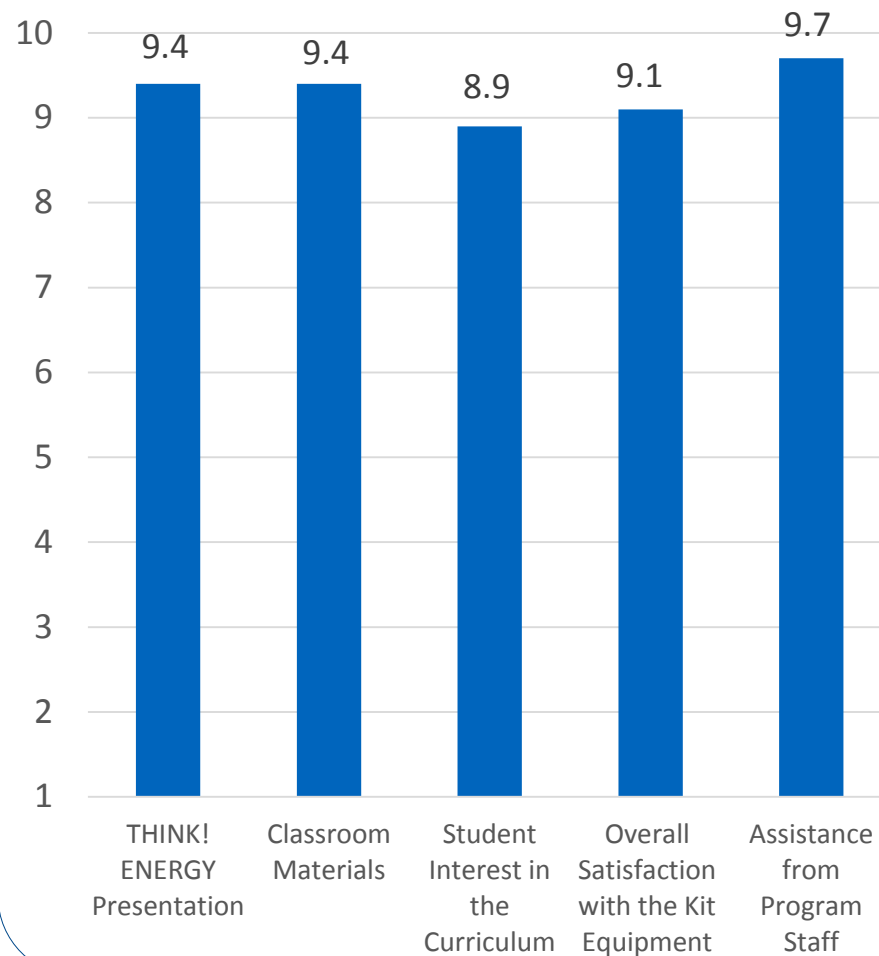
Teachers



Households



Teachers



I feel this would benefit all schools. Thanks so much for teaching children about saving energy.

Incorporate more hands-on activities to model energy concepts my students would be more interested. The activities they brought were very well received.

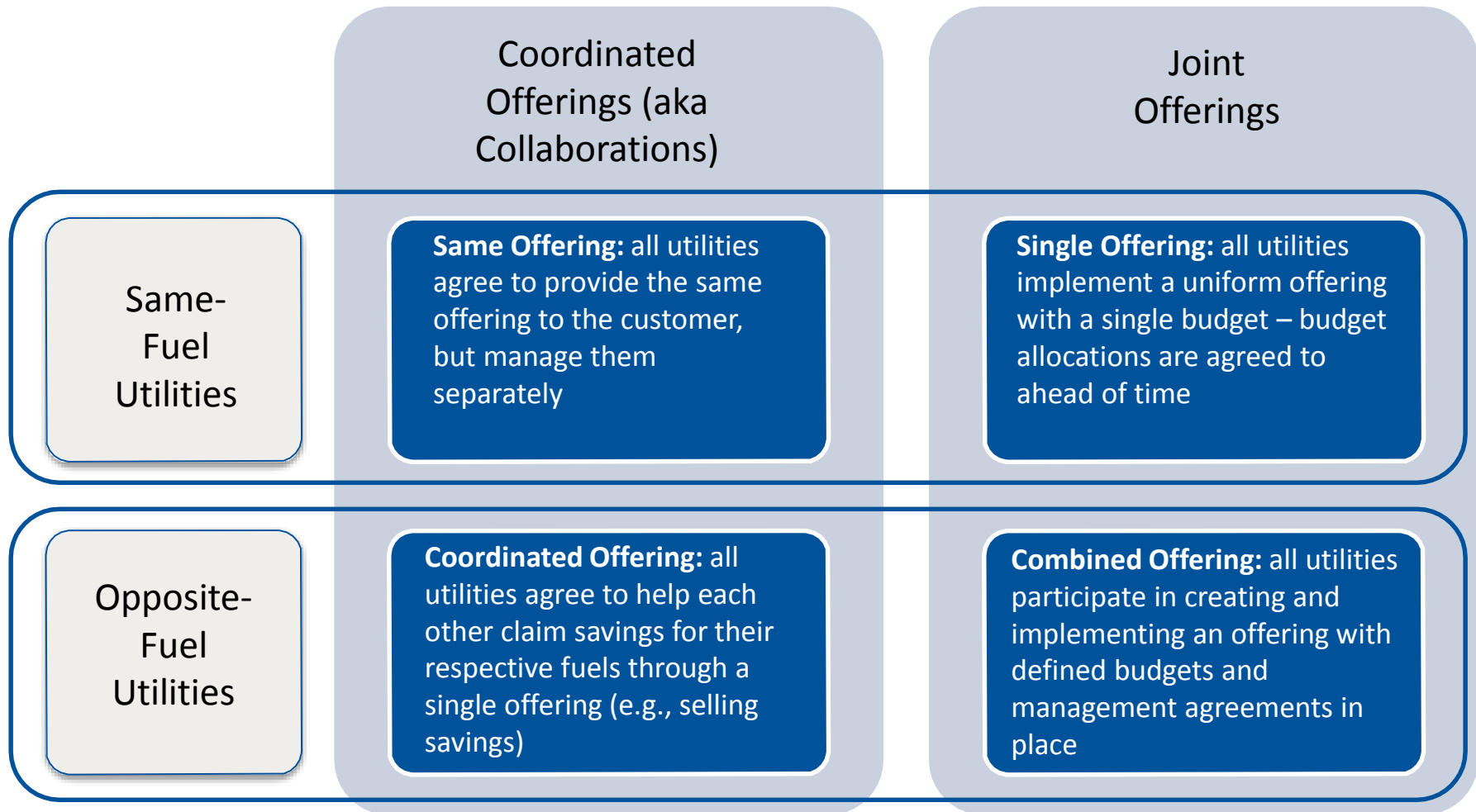
This is my second child to participate in the program—we have already installed and are using some of the items ... It would be nice if there was a return/recycle program, so these things can be used by others.

Presenters are “well-versed”, “energetic”, “cover material that is perfectly aligned with curriculum”

4.

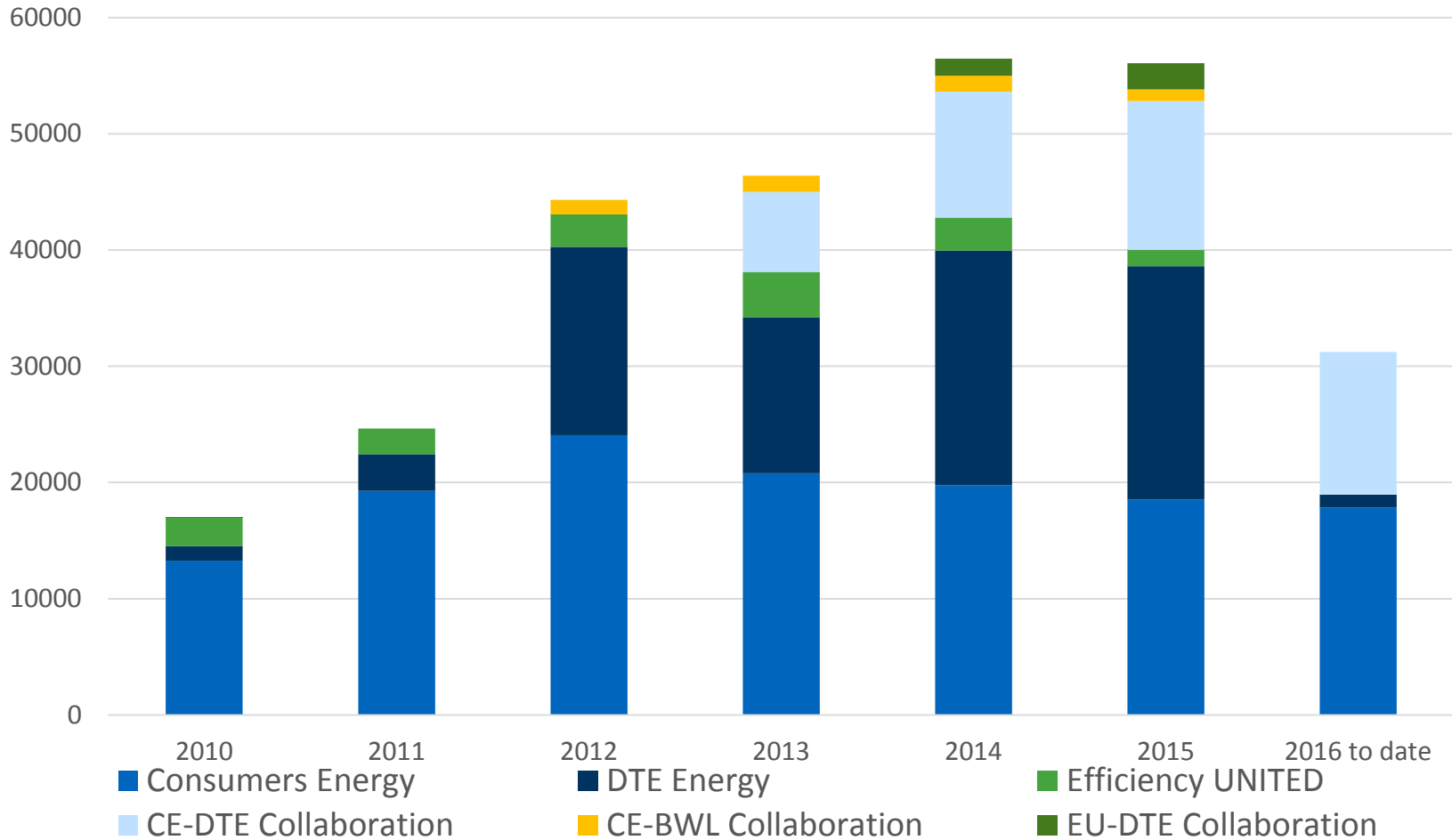
Collaboration

- **Nearly 30% of households served in 2015 were part of collaborative delivery**
- **Collaboration represents full partnership between offering utilities with co-branding, individual targets and goals, and funding agreements**



Source: Navigant, DTE Utility Energy Optimization Coordination Research, Presentation to the EO Collaborative, March 15, 2016

Participation By Year - Statewide



My child enjoyed learning and teaching us what was learned.

Great program! Thanks for the home improvement items. We had fun learning!

Not only did my son learn from this program, I did too.

My daughter was very excited to give us the kit, she explained everything.

I love the experiment and shower timer. These are going to help me to get my daughter on board with what I've been saying. Thanks!

We were already practicing energy conservation, but this kit made us even more aware.

My daughter participated . . . and absolutely loved it. She installed the two bulbs she received with the kit, she has been begging to go buy more light bulb like the LED ones she got. I told her as soon as we have some money saved up we will go buy light bulbs for the other lights in the house.

THANK YOU!

Mrs. Clark
↓
Ciaran W

Ashton
D'Blasi
Brooke
Bailey

Sawyer
Johnson

Trinity
Valentine

Parson
Guibeaux

Kelly
Parks

rick m.

Stella ♡

tyler Drain

Matthew

Nick Kelly

Kiersten
Schielmer

Jacelyn
Smith ♡

Jasmine
Rowns

Kirstin
Flory

collin miller miguel V.
Andrew G.

Daly
Stutts

tohi noons

Michael
Bruske

Lucy

Connor McLaughlin

Stephanie
Miller
↓

Keegan
Buggio
Jeremiah Gallardo

