

MEMORANDUM

TO: Environmental Concerns Committee

THROUGH: Carl S. Goldsmith, Director of Public Works

FROM: David P. Gorman, Asst. Director of Public Works

SUBJECT: CUB's Energy Saver Campaign

DATE: September 21, 2010

The Village has received the attached proposal from the Citizens utility Board (CUB) to partner with them in their Energy Saver Campaign. Their website, CUBEnergySaver.com, is a free service that advises consumers on how to save utility costs, obtain incentives and enumerate CO2e reductions. It would be a useful tool to accomplish and document the 7% reduction in Green House Gases that the Village Board has ascribed to accomplish by 2012.

Staff recommends that the Committee recommend the partnership with CUB. If approved, then a press conference will be scheduled with the Village President to formally launch the campaign.

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attachment: CUB Proposal

Lombard's CUB Energy Saver Campaign

A proposed partnership of the Village of Lombard and the Citizens Utility Board (CUB)

The Proposal

The Citizens Utility Board (CUB) proposes a partnership with the Village of Lombard to promote CUBEnergySaver.com, a free online service that has been showing consumers how to cut their utility bills by an average of \$200 a year. The heart of the campaign would be a CUB-organized news conference, a money-saving event catering to Lombard residents, and special promotions that benefit both CUB Energy Saver and Lombard businesses.

But the campaign is much bigger than that. The benefits to Lombard, outlined on the next page, include:



Positive Publicity



Valuable Promotions



Money-saving Events



Community Savings

The Benefits

- Positive Publicity. The partnership will generate positive publicity for CUB and the Village of Lombard. (See examples on next page.) Working with Lombard, CUB will write a news release and organize a news conference announcing the campaign to help residents cut their energy costs. The team also will work with the city to draft a letter to the editor promoting CUB Energy Saver to local newspapers, signed by Lombard Village President William Mueller. CUB will periodically pitch stories to local media showing how much energy and money Lombard is saving through CUB Energy Saver.
- Valuable Promotions. By joining CUB's campaign to help consumers save on energy bills, the Village of Lombard will receive five energy efficient Compact Fluorescent Light bulbs (CFLs) for each resident who signs up for CUB Energy Saver, up to 10,000 bulbs. That's a total potential savings of \$500,000 a year. Each Lombard resident who creates a CUB Energy Saver plan will get a free CFL, and will qualify for periodic drawings for 50 free CFLs or a month of free electricity. CUB also will work with Lombard merchants who are interested in offering special discounts to promote CUB Energy Saver and generate business.
- Money-saving Events. In the weeks after the news conference, CUB experts will hold a free "utility-bill checkup" at a Lombard community center to help consumers save on gas, electric and telephone bills. These events have been among the most popular in CUB's 25-year history, showing consumers how to save hundreds of dollars a year on their utility bills.
- Community Savings. CUB Energy Saver will automatically track Lombard's energy and monetary savings and display them on a customized webpage that features the city's logo and is accessible to any Lombard members of CUB Energy Saver. At the end of 2010, the Illinois community with the largest energy savings and/or the most members will win up to 10,000 CFLs.

Positive Publicity

CUB, along with Lombard officials, will hold a news conference announcing a campaign to help residents save on energy bills. Below are media clips from a successful news conference held with the City of Evanston.

EvanstonReview

CUB, Evanston team up to cut utility bills

"Evanston residents who take advantage of free online advice for slashing their household electric bills will be rewarded with more than a possible \$200 in savings."

Evanston Now

City joins promotion aimed at cutting electric bills



"Just by being one of the first 10,000 Commonwealth Edison customers in Evanston to sign up for the program, you'll receive a free energy-conserving compact fluorescent light (CFL) bulb. And if your household beats everyone else from Evanston who participates, you'll win up to 50 CFLs plus a month of free power."



EVANSTON

City partnership eyes energy savings



"Evanston residents could see lower electric bills due to a new city of Evanston partnership with the Citizens Utility Board."

EVANSTON RoundTable

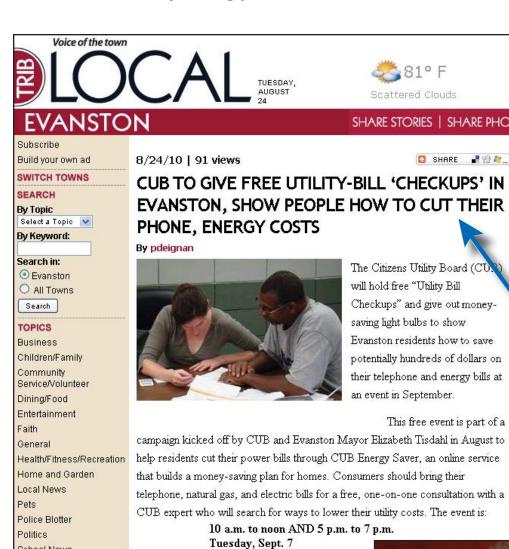
CUB Helps Consumers Cut Costs

"This is the first idea that is absolutely non-controversial," said Mayor Tisdahl. "Citizens can now participate to save money and save the planet. It's win-win-win for one and all."



Money-saving Events

CUB will hold a free utility-bill checkup, working one-on-one with consumers, examining bills line-by-line, pinpointing areas where money can be saved, and spotting billing errors and overcharges. On average, a CUB phone-bill analysis yields more than \$200 a year in savings. CUB can also help consumers sign up for CUB Energy Saver and create a money-saving plan tailored to their household.



The Levy Center

300 Dodge Ave.

Evanston

As part of CUB's Evanston campaign, more than 50 consumers received a free utility bill analysis from CUB at the Levy Center, saving an average of \$265 a year. The event was publicized in the Chicago Tribune Local, the Evanston Review, and in city e-mails and flyers.

CUB Telecom Rights Specialist Annette Evans shows a Tinley Park consumer how to cut his telephone bill. So far in 2010, CUB has helped consumers save more than \$216,000 at utility clinics.

School News

Seniors

Sports

Teens

Community Savings

CUB Energy Saver automatically tracks communities' energy savings, monetary savings, and membership. At the end of 2010, the Illinois city or neighborhood with the largest savings will win up to 10,000 Compact Fluorescent Light bulbs (CFLs).

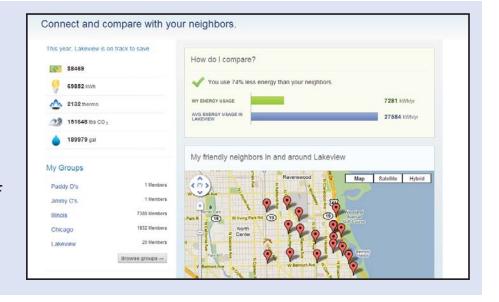


How does your community stack up? CUB Energy Saver allows Lombard to compare its energy savings to other Illinois communities.





How do you stack up? Individual CUB Energy Saver users can compare their energy usage to others in their community. CUB draws monthly winners of 50 CFLs and quarterly winners of a month of free electricity.





Rewards!

CUB partnered with RecycleBank, a New York-based company, to reward consumers who cut their energy bills. CUB Energy Saver users who connect to their online ComEd accounts will receive points for documented energy savings, which can be redeemed at local Lombard businesses. Each Lombard consumer who connects CUB Energy Saver to their ComEd account will receive 100 RecycleBank points.



Four Actions To Save \$200 A Year

Replace light bulbs with CFLs \$43 a year, or 354 kWh

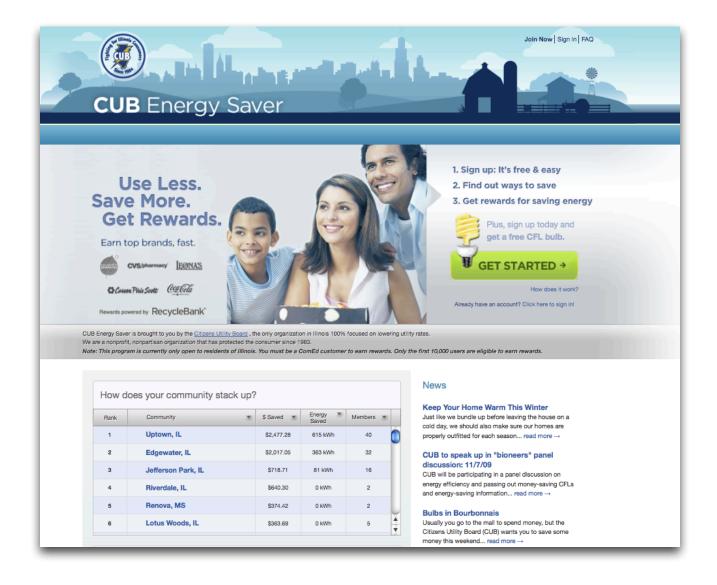
- + Use a ceiling fan instead of the AC \$32 a year, or 260 kWh
- + Lower washing machine temp \$39 a year, or 324 kWh
- + Replace single-pane windows \$98 a year, or 805 kWh

\$200+ a year!



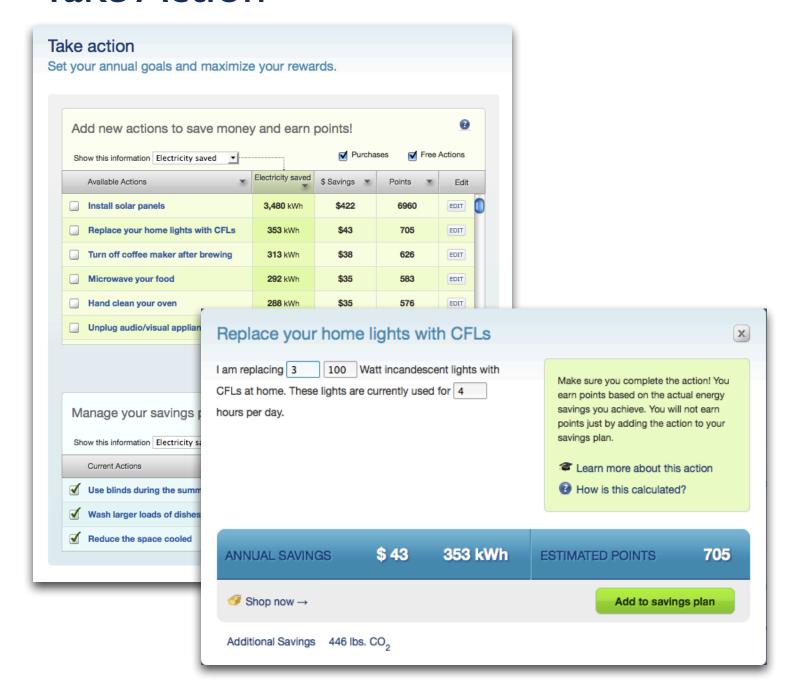
CUB Energy Saver

www.cubenergysaver.com



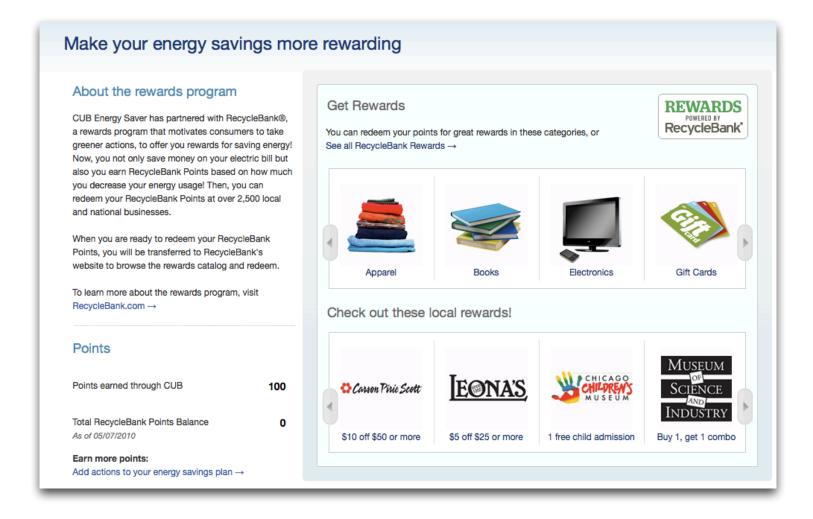
CUBEnergySaver.com enables you to create a personalized energy-savings plan for your home by recommending specific actions and calculating the energy and money you'll save on your next bill. It's the latest tool from the Citizens Utility Board (CUB), the consumer group devoted to lowering your gas, electric, and telephone bill.

Take Action



When you create your free CUB Energy Saver Account, you can link up with your ComEd Account. CUB Energy Saver analyzes your bill and builds a savings plan to help you discover what energy savings actions will work for you. CUB Energy Saver provides monthly updates on how your plan is working and how you can further increase your energy savings.

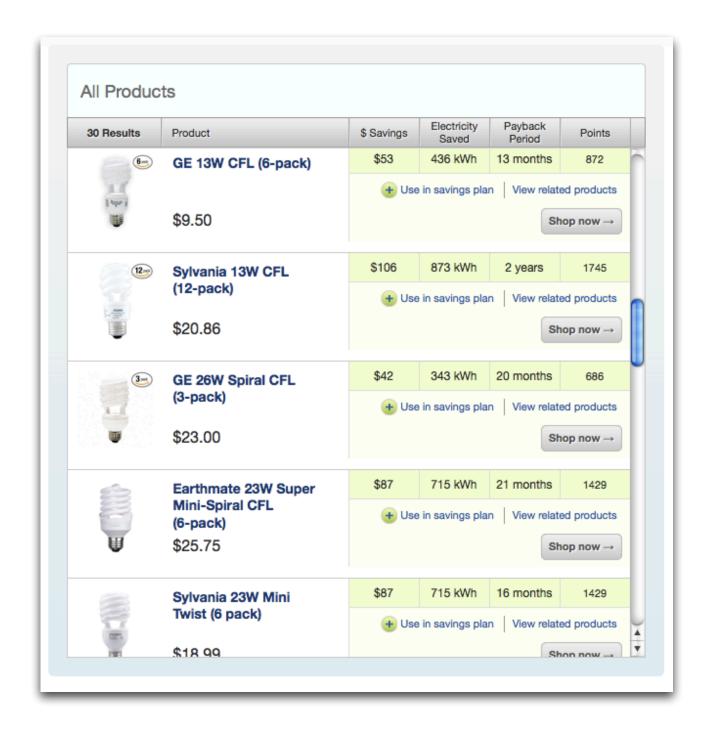
Get Rewards



CUB Energy Saver enables ComEd customers to earn points for saving energy with our rewards partner, RecycleBank. Actions, such as using energy-efficient light bulbs or cutting down on computer use, will allow you to earn points that you can use for rewards at hundreds of local and national businesses, like Coca-Cola, Seventh Generation, and CVS/pharmacy. The rewards program is open to the first 10,000 ComEd customers who signup.

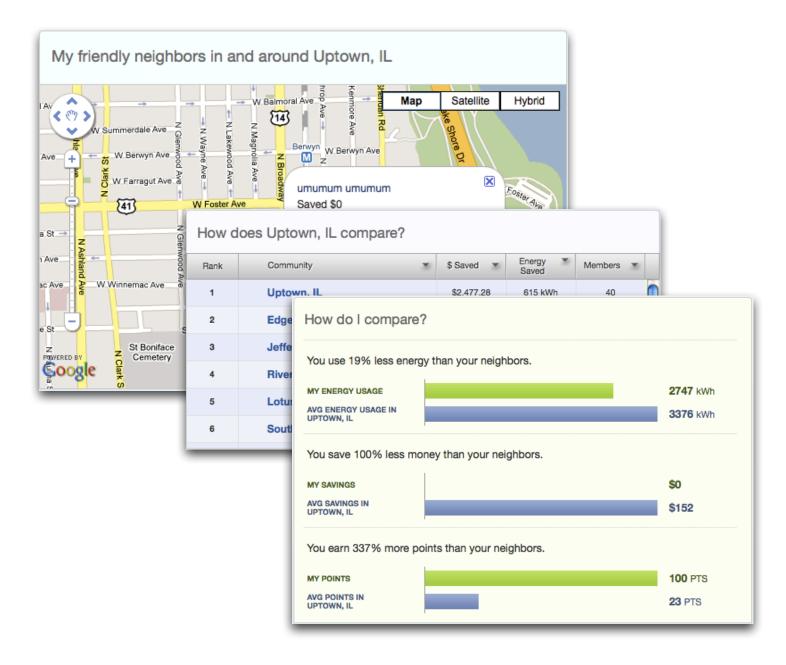
(Not a ComEd Customer? Please call your utility and encourage it to participate in CUB Energy Saver's reward program.)

Green Shopping



CUB Energy Saver features a green shopping section that shows exactly how much money and energy you can save through product purchases. Thinking of replacing an old fridge or toaster? Learn which products will save you the most in energy, and even pay for themselves over time.

Community



Compare your energy use to your neighbors, and view what they're doing to save money and energy. See the most popular savings actions for your neighborhood. At the end of the year, the group or community with the largest savings will win up to 10,000 energy-efficient Compact Fluorescent Light bulbs (CFLs).