

# DOE's Change a Light Role



- Access to DOE Regional Offices
- Provides Spokesperson for PR Events
- Offers Contractor Support
- Leverage Other DOE Programs
- Develop Consumer Education Messaging
  - Bilingual
  - Technology

# DOE Regional Offices



[www.eere.energy.gov/rso.html](http://www.eere.energy.gov/rso.html)



# Atlanta Change a Light WX Event



- **Date:** October 15, 2003
- **Location:** Home of low-income Weatherization client – Annie Turner
- **Media Event:** The City Council President of Atlanta, Cathy Woolard, replaced Ms. Turner's outdoor incandescent light with an ENERGY STAR qualified CFL.
- **Partners:** City of Atlanta, Home Depot, Georgia Energy Office

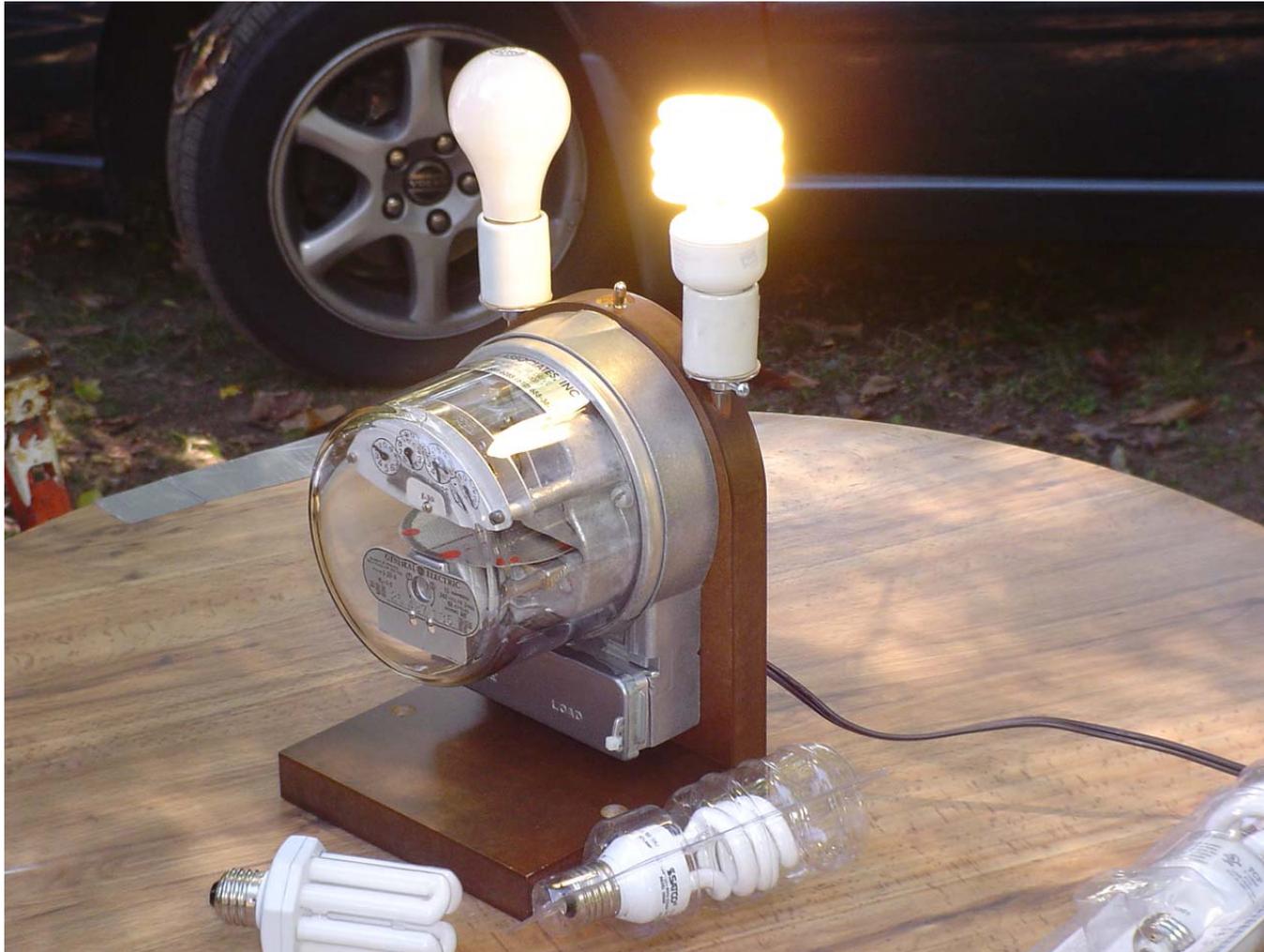
# Atlanta Change a Light WX Event



# Atlanta Change a Light WX Event



# Atlanta Change a Light WX Event



# Atlanta Change a Light Results



- **Air media:** Local news station (Channel 11) and City Cable
- **Print media:** “The Story” a local weekly paper
- **Client satisfaction:** Ms. Turner is happy with her weatherized home and new CFLs
- **Future opportunities:** DOE continues to find additional cross-coordination opportunities between ENERGY STAR and Weatherization

# Spanish Language Change a Light Outreach



Provide partner support to execute Hispanic outreach activities

Translate materials in Spanish to effectively address Hispanic population

Nevada Power 2004 CAL – Hispanic outreach focus:

- 20% of CAL efforts to reach Las Vegas Hispanic community
- CFL product packaging available in Spanish
- Promotional events in Hispanic neighborhoods

# Sample Outreach Language



**When selecting energy-efficient light bulbs, consider light output. With ENERGY STAR qualified CFLs, you get the same amount of light but use fewer watts of energy.**

**For example, if you want a light bulb that gives off the same amount of light as a 60W incandescent bulb, look for an ENERGY STAR qualified bulb that puts out 800 lumens or more.**

<b>Typical Light Output (Minimum Lumens)</b>	<b>450</b>	<b>800</b>	<b>1100</b>	<b>1600</b>	<b>2600</b>
<b>Incandescent Bulb (Watts)</b>	<b>40</b>	<b>60</b>	<b>75</b>	<b>100</b>	<b>150</b>

# DOE Contact Information



Kyle Andrews

(202) 586-6208

[kyle.andrews@ee.doe.gov](mailto:kyle.andrews@ee.doe.gov)

[www.eere.energy.gov/rso.html](http://www.eere.energy.gov/rso.html)

# DOE Contact Information



- Atlanta – Traci Leath, [traci.leath@ee.doe.gov](mailto:traci.leath@ee.doe.gov)
- Boston – Dan Strout, [daniel.strout@ee.doe.gov](mailto:daniel.strout@ee.doe.gov)
- Chicago – Steve Palmeri, [steve.palmeri@ee.doe.gov](mailto:steve.palmeri@ee.doe.gov)
- Denver – Margie Bates, [margie.bates@ee.doe.gov](mailto:margie.bates@ee.doe.gov)
- Philadelphia – Karine Shamlan, [karine.shamlan@ee.doe.gov](mailto:karine.shamlan@ee.doe.gov)
- Seattle – Melissa Podeszwa, [melissa.podeszwa@ee.doe.gov](mailto:melissa.podeszwa@ee.doe.gov)