

Governors Executive Committee on Energy Efficiency

Recommendations to the Governor

1. Develop a process to compile detailed data identifying electric consumption reductions realized from energy efficiency programs, both utility and non-utility, in Virginia. The goals of the process will be the following:
 - a. Provide a streamlined mechanism for the state to track, on an on-going basis, electric consumption reductions through 2020 to achieve the stated goal of reducing retail electricity consumption by 10% by 2020.
 - b. Avoid, to the extent possible, double-counting of consumption reduction by connecting reductions to specific programs.
 - c. Provide the necessary data to inform a public-facing web page that illustrates Virginia's reductions in electricity consumption leading up to 2020.

DMME will work with relevant stakeholders, including but not limited to, utilities, electric cooperatives, VAEEC, and non-profit organizations to build the process.

2. Outreach to local governments about the value in replacing lighting to reduce consumption.
3. The Virginia Energy Efficiency Council (VAEEC), in conjunction with DMME, will lead the development of a single-brand strategy for the marketing, education and outreach of all energy efficiency programs and information, both utility and non-utility, in Virginia. The goals of the strategy will be the following:
 - a. Provide a single, statewide messaging campaign that informs and educates Virginians about the value and benefit of energy efficiency.
4. Recognition of champions of energy efficiency: Showcase successful energy efficiency projects and recognizing, possibly in the form of a contest, of the champions of successful projects. Possible models include the Better Buildings Challenge, and the GoGreen Virginia Green Government Challenge. There also was discussion about sponsoring workshops and featuring case studies for local governments and others to learn more about energy management. Provide, as a reward, a recognition plaque that includes select savings data such as cost savings and emissions avoidance.
5. Support enabling legislation to allow localities the option of requiring the commercial sector to report energy benchmarking data.
6. Develop special curriculum to be used in schools to educate students about energy efficiency and its importance to Virginia.