



EARTH•AID

Metropolitan Washington Council of Government

Serving the National Capital Region

***Overview & Partnership Opportunities with COG's
Ad Hoc Energy and Climate Outreach Committee:***

Launching a Regional Energy Outreach Program

Tuesday, April 27, 2010

Earth Aid: An Unparalleled Residential Platform that Provides Households...



✓ All Your Accounts in One Place



✓ Easy Ways to Save

Featured Incentives

[View all incentives »](#)

INCENTIVE IN YOUR AREA 30% Tax Credit on Solar Hot Water Heater System [Learn more »](#)

✓ Comparisons with Friends and Neighbors

Where You Stand in the Community

Compare To: USA California 94010

	You	Average	How You Compare
December	1347 kWh	665 kWh	2.0x more
November	1268 kWh	369 kWh	3.5x more
October	1107 kWh	367 kWh	3.0x more

Among Your Friends

Rank	Name	Points
1	Ben Bi	303 pt
2	Doug C	186 pt

✓ Rewards for Saving

75 Points -- Saving Energy is Rewarding With

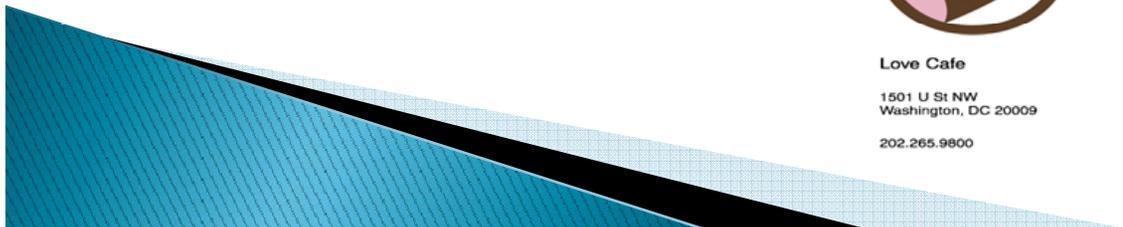


Love Cafe
1501 U St NW
Washington, DC 20009
202.265.9800

Get 1 free cupcake with w/ sandwich! Available at Low

Love Cafe is 100% powered by solar energy. We carry cupcakes and cakes by 1. We also feature espresso, salad. We're proud to support the green. See how many cupcakes you

One redemption per visit. Offer requires purchase of a sandwich. Availab



It all starts here...



LOGIN Email: _____ Password: _____ Sign in 

 beta

Home Dashboard Tips Community Blog Rewards!

Reduce your home energy usage *...and we'll pay you for it!*



- 1 Sign up for the free service
- 2 Automatically track your home energy use
- 3 Get rewarded based on how much you save

Free! Get Started Here 

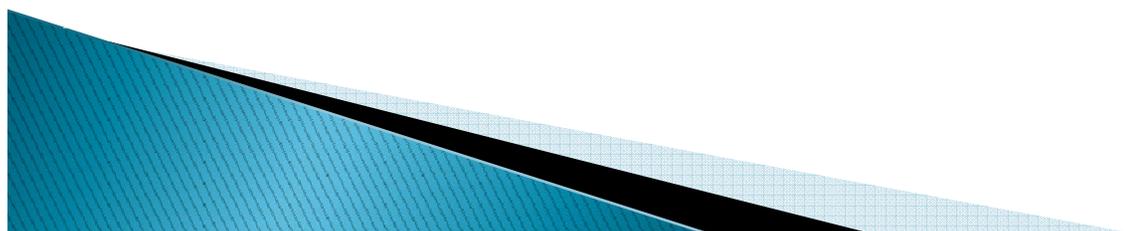
The Washington Post - "Eureka! Get Paid for Paring Down Home Energy Costs" - [Read more >](#)

What Members are Saying

“ Earth Aid really helps me put my utility bills in context. I've been able to find new ways to save on my bills and to make positive changes for the planet.”

Learn More

Earth Aid is a great way to get a handle on your utility bills and a new way to earn rewards for saving energy at home. Benefit from Earth Aid in the following ways:



Signing up is easy as 1-2-3...



1. Create your Account...

Create Your Account

Why You'll Love Earth Aid
Earth Aid has developed a free service that measures your monthly energy use and rewards you based on how much you save.

Name
MW Cog
First Last

Zip code
20002

Email
mwcogdemo@earthaident

2. Tell us where you live...

Your Location

You're almost there!
We've successfully created your account and sent you an e-mail confirmation.
To begin measuring your energy use and to begin receiving credit for your savings, all you have to do is add

Address
777 North Capitol Street NW
Street Address

Suite 300
Street Address Line 2

City
WASHINGTON

3. And Link your utilities...

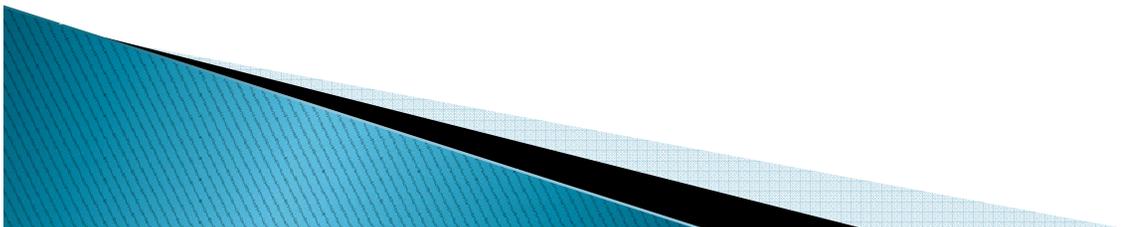
Utility Information

1. **Power Provider**

Which utility company provides your electricity?
PEPCO

Username for this account:
mwcogdemo

Password for this account:



And then we present to you...



The screenshot displays the Earth Aid dashboard for a user named Green Lantern. The dashboard includes a navigation menu with Home, Dashboard, Tips, Community, Blog, and Rewards. The main content area is divided into several sections:

- MY PROFILE:** Shows the user's name, email, and a profile picture. It also displays "Since Joining You've Saved \$228.64" and a link to "View Profile Details".
- YOUR POINTS BALANCE:** Shows a balance of 1255 points, with a link to "Learn how this was calculated".
- YOUR PILATES & YOGA STUDIO:** Features a "balance" logo and offers "One free Pilates Mat or Yoga class" with a link to "Browse more rewards".
- Manage My Utilities** and **View My Rewards** buttons.
- YOUR PROGRESS TO DATE:** A table comparing last year's performance to this year's.
- UTILITIES OVERVIEW:** A section for monitoring utility usage, including a line graph for Gas and Power, and a "Compare to friend..." dropdown.

YOUR PROGRESS TO DATE

	LAST YEAR AT THIS TIME	THIS YEAR TO DATE	+/-
⚡	7,197 kWh	7,295 kWh	1%
💧	44,200 gal	33,800 gal	-24%
🌊	n/a gal	n/a gal	n/a%

UTILITIES OVERVIEW

Gas Power CO₂

Your Baseline vs This Year | All-Time

LEGEND

- Gas Baseline
- Gas This Year

MONTHLY TOTALS

Average Usage 7926.32 cu. ft.

And here's a closer look at...



✓ Comparisons with Friends and Neighbors

Where You Stand in the Community

Compare To: USA New York 10025

	You	Average	How You Compare
January	284 kWh	156 kWh	80% more
December	278 kWh	627 kWh	55% less
November	247 kWh	377 kWh	35% less
October	242 kWh	379 kWh	35% less
September	320 kWh	435 kWh	25% less

Among Your Friends

Points

- 12 Gabriel Giles 250 pts.
- 13 Martha Bixby 222 pts.

✓ Geo-Targeted Incentives & Easy-to-Understand Tips

INCENTIVE IN YOUR AREA 30% Tax Credit on Reflective Roofing [Learn more »](#)

Featured Tips [View all tips »](#)

Energy Efficient Heating **INCENTIVE AVAILABLE**

Consider upgrading to a more efficient forced hot air furnace or other high-efficiency home heating system. You'll see immediate energy bill savings... [Learn more »](#)

Green Benefit Cost Effort Required

✓ Rewards for Saving

Home Dashboard Tips Community Blog Rewards!

[View all rewards](#)

Type: all eligible ineligible Distance: 5 10 20 50 75 100 Category: All

Soupergirl 75 pts. [Redeem](#) [More Details](#)

10% discount on total purchase.

Distance: Approximately 1.06 miles away in Washington, DC

*This reward requires an additional 595 points to redeem.

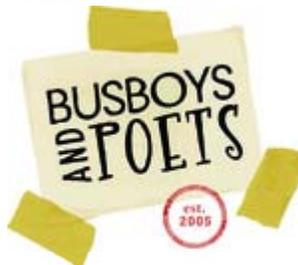
Selected Earth Aid Rewards Partners: 80+ Across the Metro Washington, DC Region



FARMERS
& FISHERS
All the Goodness in the Mountains



Renewal
by Andersen.
WINDOW REPLACEMENT an Andersen Company



YOUR PILATES & YOGA STUDIO
balance

Hilton
Garden Inn®
Everything. Right where you need it.®



A few cool
Hardware Stores



greater goods

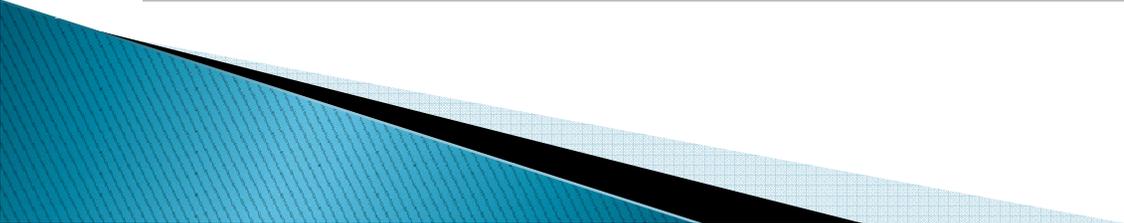
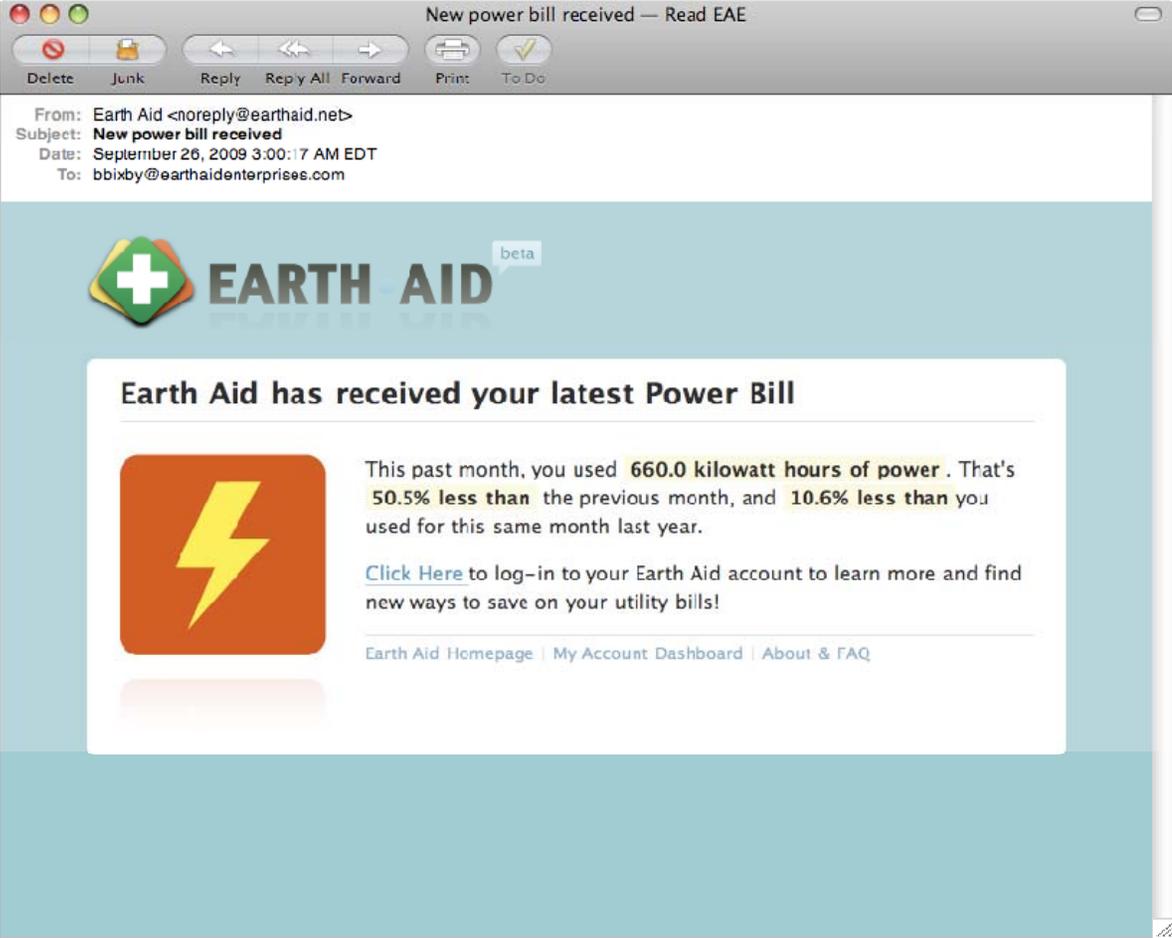
SHOEFly

STUDIO SERENITY

HOMEMADE
PIZZA CO



We also achieve an Unprecedented Level of Engagement...



Earth Aid in the Press...



*"Rewards for saving energy, recycling?
Enjoy cupcakes, eBay discounts"*



*"I have to say, it's really
genius!"*

The Philadelphia Inquirer

"Save Energy, Reap Rewards"



*"Mugs teams with Earth Aid
to encourage energy
conservation"*

The Washington Post

*"Eureka! Get Paid for Paring Down Home
Energy Costs"*

The New York Times

*"Online Ways to
Cash in on Going
Green"*



*"5 Ways to Get Paid for
Protecting the Environment"*



*"Earth Aid is a free online
service that gives consumers
the power to reduce their
energy consumption and
earn Rewards Points."*



*"Acting green to save a little green--
that's the theory behind a new
program in the District that rewards
residents if they cut back on their
utility costs."*



"Get paid for using less energy"

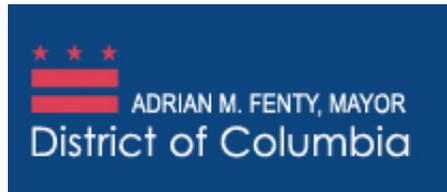
Slate

*One of the "Best ideas" in home
energy efficiency*

The Times

*"Shreveport starts energy
savings program"*

What District Leaders are Saying about Earth Aid...



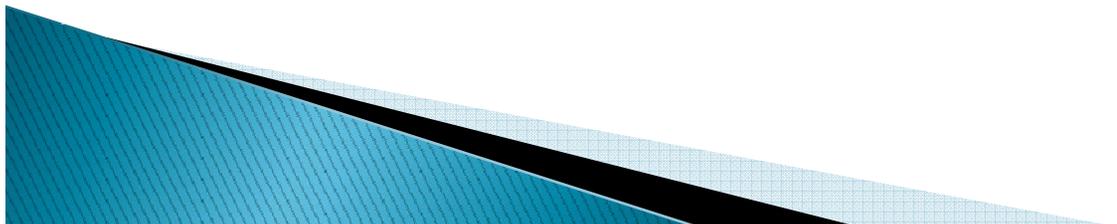
“The District applauds the launch of this world class energy efficiency rewards program. It’s programs like this that thrusts the District forward in Green innovation and progress.”
Mayor Adrian M. Fenty, September 8, 2010



“It’s a fantastic idea... a program which incentivizes people around the city to really conserve!”
Chairman Vincent C. Gray, September 8, 2010



“This project that is underway now is precisely the kind of entrepreneurial partnership that we want to make green jobs, green businesses, and to reward our residents for saving energy.”
Councilmember Mary Cheh, Chairperson, Committee on Government Operations & the Environment, September 8, 2010



Other Metro Washington Support...



**Strong Support of
Councilmember
Kwame Brown**



“Getting green for going green. A great idea for the District.”
(September 2009)



Joint Appearance of
Ben Bixby, Co-Founder
& CEO, Earth Aid and
Councilmember Brown
on News Channel 8
(September 23, 2009)

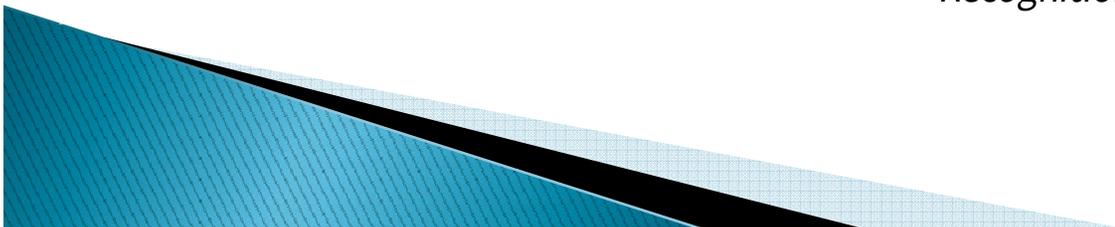


Participation of Earth Aid
as model DC business at
Press Conference about
Jobs in the District Hosted
by Councilmember Brown
(February 2, 2010)

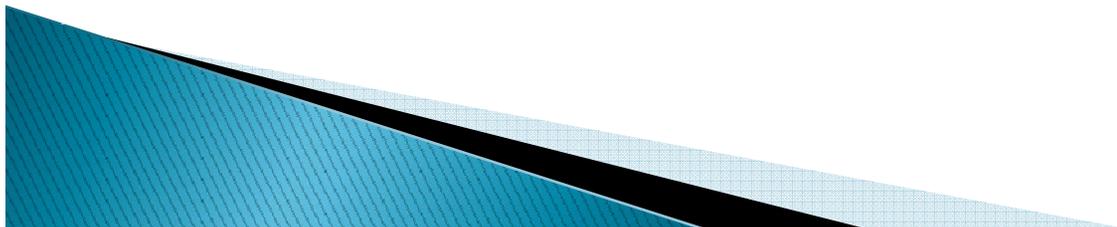
**DC Council
Resolution
Recognizing Earth
Aid’s Efforts Across
the District**



“The Council of the District of Columbia recognizes and commends Earth Aid Enterprises for its innovative work to promote residential energy efficiency in the District of Columbia.” – *Earth Aid Recognition Resolution of 2009*



Selected Earth Aid Partners



Earth Aid: A Unique Ability to Power Educational/Outreach Initiatives...



A Vision of Sustainability & Engagement:

Earth Aid's philosophy is that energy efficiency and sustainability are not challenges facing just an area's utilities, its government, or its community-based organizations; it's a challenge we all face.

The most effective educational and outreach campaigns are the ones that understand this and that empower all stakeholders to play a role in supporting educational and outreach initiatives.

Ecological Fayetteville



Eco-LOGICAL Communities



SOUTHWESTERN ELECTRIC POWER COMPANY

A unit of American Electric Power



Ozarks Electric Cooperative

A Touchstone Energy Cooperative



FAYETTEVILLE PUBLIC LIBRARY



Arkansas Western Gas Company
A SourceGas Company

Fayetteville ARKANSAS



FPS
The fine art of education



Green Richmond Initiative



coolcities

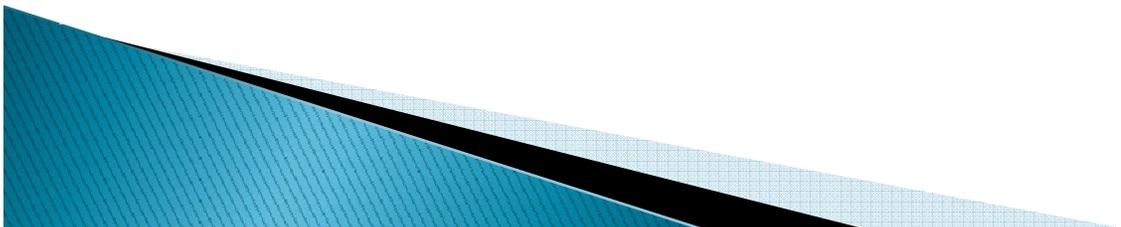
Solving Global Warming One City at a Time

ElderHomes

Housing is our business. People our passion.

Powering a MWCOG Regional Energy Outreach Program

- ✓ **Earth Aid is Uniquely Suited to Power a MWCOG Regional Energy Outreach Program**
 - ✓ **Amplifying the Effect of Existing Programs:** Earth Aid’s platform can include information and help drive residents to existing governmental and/or utility energy efficiency programs based on where they live, making sure we support such programs while driving additional savings region-wide.
 - ✓ **Messaging You Want to Push:** We are happy to work with you to promote the message you want to promote, including a focus on “be wise/ reduce waste” and energy savings or energy efficiency messages. Indeed, Earth Aid is already focused on this kind of messaging.
 - ✓ **Behavioral Change:** Earth Aid defines success not just based on awareness but based on creating behavioral change, and we’ve assembled the richest platform that exists to promote such change—through both online tools and offline engagement.
 - ✓ **Grassroots Approach:** Earth Aid is uniquely able to identify and equip grassroots groups with the ability to spread the word about such a campaign, while enabling them to see the actual impact they are having.
 - ✓ **Social Media:** Earth Aid has built-in social networking functionality (ability to invite friends, join groups, etc), and our platform is able to empower people to take steps such as upload and share videos with friends and more.



Powering a MWCOG Regional Energy Outreach Program

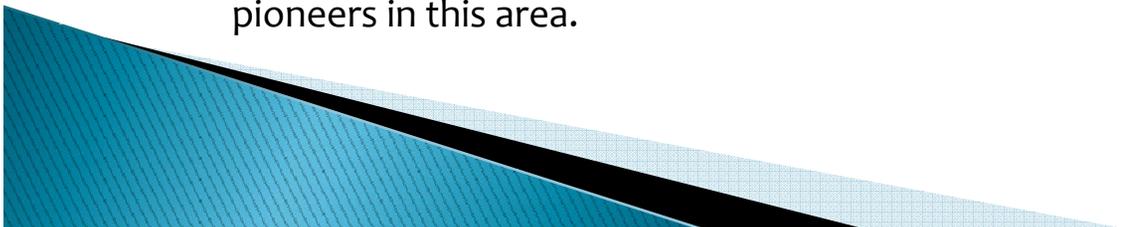
- ✓ **Earth Aid is Uniquely Suited to Power a MWCOG Regional Energy Outreach Program (continued)**
 - ✓ **Easy to Understand Goals:** Earth Aid’s platform is all about making saving energy accessible to the average resident, and we are uniquely able to set and measure progress towards easy-to-understand goals publicly, such as the number of households saving x% of energy.
 - ✓ **Making Saving Energy Easy:** Earth Aid makes saving energy easy by showing people a variety of steps they can take in their home. We enable individuals to create a personalized to-do list—a checklist of items they commit to taking—and to mark them off as they take them. We also show our users the amount of time, cost, and environmental benefit of a variety of tips, reaching residents wherever they are at. Furthermore, we can highlight the steps you want people to take.
 - ✓ **Measuring Results:** Perhaps the most unique quality that Earth Aid could bring to a regional energy outreach program is an ability to measure the results—individually, at the community level, and across the entire region. This can demonstrate to MWCOG (as well as all of your partners) the success of this effort over time.
 - ✓ **Energy Challenges & Competitions:** Through Earth Aid’s platform and our new group functionality, any sub-grouping of users—municipally-based communities, neighborhoods, organizations, etc—can compete against one another to see who can save the most, and can track on an ongoing basis their success as a group. We could work with you to provide prizes to the winning communities or organizations. Through the Earth Aid Challenges, we already also engage individuals and their group of friends and family to save energy together, with the highest-saving team winning a large prize.



Powering a MWCOG Regional Energy Outreach Program

✓ **Additional Points**

- ✓ **Measurement that Matters—Engaging Residents:** Through our unique engagement platform, Earth Aid can achieve a level of engagement for this effort that no other partner can help you achieve.
- ✓ **Technology that Empowers—Engaging Partners:** By enabling each governmental, utility, and/or community-based partner to promote their own existing efforts and track their success, it makes it more likely they will want to engage actively in this program. We can work with all of our utility, municipal, organizational, and other partners to track—month by month as well as in real time—how many people each has engaged and how much energy each has collectively helped residents save, with the goal of announcing a collective savings as a region at the conclusion of the effort.
- ✓ **Metro Washington Region Leading the Way:** Earth Aid was founded in Washington, DC in 2007, and the Metro Washington Region has been home to a variety of firsts both for our company and for energy efficiency. The District of Columbia was the first place in the country to reward its citizens for saving energy. It was the first place to launch a Earth Aid Challenge, where the team of friends and family that saves the most wins a bigger prize. And it can be among the first to launch a regional energy efficiency program powered by actual data and all of the other innovative features described above. Earth Aid is currently lining up speaking opportunities at utility and governmental conferences, and we would love to publicize the Metro Washington region—and all of its utilities and governments—as pioneers in this area.



Powering a MWCOG Regional Energy Outreach Program

✓ Roles & Benefits of Each Partner

✓ Utilities:

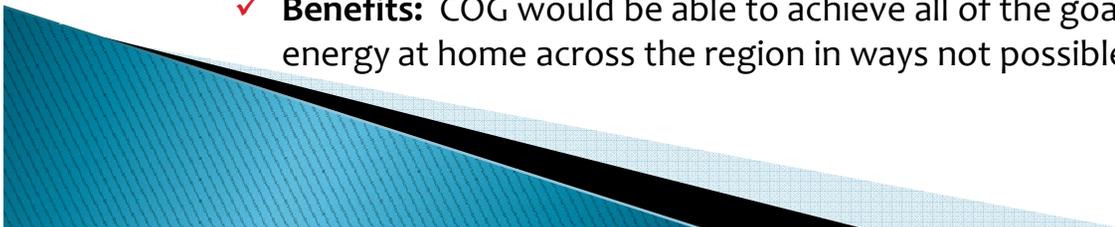
- ✓ **Roles:** Utilities would publicize this program to their customers (e.g., through bill inserts, inclusion on their web sites, etc). No data sharing or any other back-end integration would be necessary.
- ✓ **Benefits:** Utilities would be able to promote their existing approved programs, track how much energy they've helped their customers save through their participation in this effort, realize cost savings due to residents' adoption of online access and/or bill-pay, and earn the positive press benefits that go along with being part of a program like this.

✓ Local Jurisdictions:

- ✓ **Roles:** Local governments would promote this program to their residents and engage other community partners.
- ✓ **Benefits:** Local and state governments would be able to promote their existing programs, provide their residents with a great resource to save energy at home, and be able to measure how much savings they help achieve within their jurisdiction.

✓ MWCOG:

- ✓ **Roles:** COG would help manage the overall effort, maintaining communication with each partner and (with Earth Aid's help) providing periodic summaries of how much each partner has contributed to the greening of the region. In particular, COG would also run challenges or competitions among jurisdictions.
- ✓ **Benefits:** COG would be able to achieve all of the goals discussed above, helping residents save energy at home across the region in ways not possible before and measuring the results.





EARTH•AID

Contact:

David Burd

Vice President of Business Development

David@EarthAid.net

914-552-3660

1420 K Street, NW

Suite 910

Washington, DC 20005

www.EarthAid.net

