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Annual Report Template

How to Use this Home Performance with ENERGY STAR Document

EPA has developed this document to provide Sponsors with a template to ensure all information required by the partnership agreement is submitted to EPA. The Annual report is due December 15th of every calendar year, and can be submitted as an application for ENERGY STAR awards. Please see section C-2 of the Partnership Agreement for details on this requirement.

SPONSOR INFORMATION

Date	__/__/____
Name of Sponsor	
Location	

CONTRACTOR RECRUITMENT AND TRAINING ACTIVITIES

Please include a summary of recruitment and training activities performed in the last calendar year. Include number of new contractors, training courses offered and attended, and any other pertinent information.

You may also include number of jobs completed, progress toward your program goals, energy savings, or any other metrics to illustrate your program's current status. Feel free to attach additional pages, as needed.



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QUALITY ASSURANCE ACTIVITIES

Please include a summary of your QA activities for the previous year. Include number of jobs reviewed (in-field and desktop). If you have made any changes to your QA plan, please details those changes here.

MARKETING PRACTICES

Please include a summary of marketing practices from the previous year. Include any marketing training or other resources used.



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MAJOR PROGRAM MODIFICATIONS TO CURRENT OR FUTURE PLANS

Please address any major changes the program is undergoing or plans to undergo in the next year.

Marketing for SMECO EmPOWER Maryland programs

SMECO began the lighting program in fourth quarter 2009.

- Website featured lighting program
- CFL discounts promoted in print ads in local newspapers
- Pull-up banner used at in-store promotions

Featuring the Save Energy. Save Money theme, SMECO launched the Quick Home Energy Check-up, refrigerator and washing machine rebates, refrigerator and freezer recycling, and ENERGY STAR new home program in January 2010. During the first quarter of 2010, SMECO promoted the programs.

- Billboards featured heating and cooling programs
- Radio spots for most programs and general awareness
- Internet banner ads on www.theBayNet.com
- An article on theBayNet.com written by a reporter who had a Quick Home Energy Check-up
- Facebook updates on lighting discounts and demonstrations
- Print ads in local newspapers and the Southern Maryland This is Living magazine promoted several programs
- Homes and Land magazine (real estate guide) ad featured ENERGY STAR new home program
- Monthly customer newsletter featured articles about most programs
- Message On Hold, the recordings customers hear when they call SMECO, featured several programs
- Employee newsletters to 450 SMECO employees promoted the programs

During the second quarter of 2010, SMECO's campaign featured more general awareness advertising. A mix of general awareness and program ads ran during the third quarter.

- Facebook posts appeared weekly
- Internet banner ads continued
- Monthly customer newsletter articles continued
- Message On Hold continued
- Print ads continued
- Radio ads continued
- Employee newsletters
- Billboards featured the Quick Home Energy Check-up program
- Homes and Land magazine ads continued
- Bill inserts to all customers who receive paper bills featured refrigerator recycling in February, the Business Solutions program and saving energy at home in June, and the Quick Home Energy Check-up in September
- E-mail campaign – In July, SMECO promoted the Quick Home Energy Check-up program through an e-mail blast to nearly 9,600 customer-members; 40 percent of recipients opened the e-mail

SMECO's Energy and Technology personnel gave presentations to a variety of groups during the year. Some of them included the following:

- Rotary Club of St. Mary's County
- Chesapeake Cares food pantry
- Small Business Roundtable Meeting
- National Association of Active and Retired Federal Employees, Southern Calvert County division
- Leonardtown's Earth Day Event
- SAIC
- St. Charles neighborhood association meetings
- St. Mary's County Business Showcase
- Calvert County planning and zoning for local builders
- Country Lakes neighborhood
- Calvert Memorial Hospital employees
- Calvert Memorial Hospital Green Team
- Regency Stadium for Green Night with the Blue Crabs

SMECO personnel also promoted EmPOWER Maryland programs at the following events.

- SMECO's Annual Meeting – 1,500 customer-members attended
- Energy Assistance Fairs – limited income customers meet with energy assistance agencies at SMECO offices to expedite enrollment in assistance programs

Posters and brochures are available at local assistance agency offices for limited income customers.