



Hawaiian Electric Company

HAWAIIAN ELECTRIC HOME ENERGY CHALLENGE 2011-2012 RULES

I. PROGRAM DESCRIPTION & OBJECTIVES:

The Hawaiian Electric *Home Energy Challenge* is designed to teach Oahu students and their families how to lower their home energy use and to create an overall awareness for the need to reduce energy use at home and at school. Hawaiian Electric Company (HAWAIIAN ELECTRIC) will provide specific energy-saving tips and offer schools diverse materials and tools focusing on the importance of energy conservation.

One segment of the Challenge, called the *Home Energy Challenge* focuses directly on the students' home energy use and the second segment, which is an optional activity is called the *Energy Conservation Project*.

First, in the *Home Energy Challenge*, families will compare their 6-month energy use from October 2011 – March 2012 to the same 6-month period of the previous year, October 2010 – March 2011. Their goal is to reduce their electrical use during the current 6-month period as a result of learning about energy conservation.

Through a friendly challenge among a maximum of 25 public elementary schools, the 3 schools with the highest percentage of energy conserved will win monetary prizes.

Second, in the optional *Energy Conservation Project*, students (and supporters) will create an energy conservation project, activity, program or event to teach others how to reduce energy use at home. Four schools will win monetary prizes.

II. HOME CHALLENGE DEFINITIONS:

A. **Pre-Challenge Period** = October 2010 to March 2011

B. **Challenge Period** = October 2011 to March 2012

C. **Participant** = A student who (1) is living at the same address with a Hawaiian Electric residential account number during the Pre-Challenge and Challenge Periods, (2) is currently enrolled in an Oahu Department of Education public elementary school, and (3) is enrolled in the Home Energy Challenge. Multiple

siblings living at the same address will be counted as individual participants. (See III.A and III.B).

- D. **Minimum Participation Level** = Number of participants equal to 20% of the total student population or a minimum of 50 participants, whichever is larger.
- E. **Baseline Participation Total** = The total number of qualified participants whose accumulated total average household daily kwh usage for the Pre-Challenge period will be used as a baseline to measure against the final total average household daily kwh usage for the Challenge period.
- F. **Baseline Average** = The sum of the school's participating household's average daily kwh usage during the Pre-Challenge period.
- G. **Final Average** = The sum of the school's participating household's average daily kwh usage during the Challenge Period.
- H. **Determination Calculation** =
Based on the account numbers provided on the Participant Entry Roster, Hawaiian Electric Company will extract the daily average kwh information from its customer data base. Percentage change will be calculated by:
 $(\text{Final Average}/\text{Baseline Average})-1 = \% \text{ change}$
- I. **kwh** = kilowatt hour
- J. **Average Daily kwh** = The average daily kwh energy consumption per household as indicated on the residential electric bill.

III. HOME ENERGY CHALLENGE ELIGIBILITY:

A. School Eligibility

1. This program is open to Department of Education K-6 or K-5 public elementary schools on Oahu. Participating students must be enrolled in a program of compulsory school attendance.
2. The first 25 elementary schools to submit their Letter of Intent to Participate by August 12, 2011 will be eligible to enroll.
3. To qualify for the Home Energy Challenge, schools must have participants equal to at least 20% of the total school student population or a minimum of 50 participating students, whichever is larger.
4. Schools must submit their Participant Entry Roster form (which becomes the Baseline Participation Total) by email to Hawaiian Electric Company by September 19, 2011
5. Participants who drop out of the Challenge will be removed from the Baseline Participation Total and the Baseline and Final Averages. (Schools must maintain the Minimum Participation Level at the end of the Challenge to remain eligible for awards.)

B. Student Eligibility

1. **Student siblings attending the same elementary school and sharing the same Hawaiian Electric Company residential account will be counted as separate and individual participants.**
2. Students must maintain the same HECO account number throughout the Pre-Challenge and Challenge periods.
3. Only those participants who are listed on the Participant Entry Roster will be included in the Baseline Participation Total.
4. Students who move residence, change account numbers/account holder names, leave the school or do not provide the required information will be removed from the Baseline Participation Total and Baseline Average.
5. Students who reside in homes that are not individually metered are not eligible to be counted as participants (see #6).
6. Students who are not eligible to be Participants in the Challenge may still benefit from program activities and information.
7. No additional participants may be added to the school's Participant Entry Roster after formal acceptance into the program.

IV. ENERGY CONSERVATION PROJECT (optional)

- A. As an additional and optional program, Home Energy Challenge schools may participate in the *Energy Conservation Project*. Schools are encouraged to design and implement an event, program or activity that educates the students about the conservation of electricity. In order to increase student participation and energy education throughout the school, any student can help in organizing the *Energy Conservation Project*, it does not have to be the students signed up for the *Home Energy Challenge*. Criteria for choosing the winners of the *Energy Conservation Project* will include factors such as, but not limited to:
 1. Amount of students organizing the Project
 2. Amount of people reached through the Project and level of participation
 3. Results/lessons learned
 4. The strength of the message
 5. Creativity
 6. Media used to disseminate information
 7. Deliverables (samples of material created or used)

V. ROLES and RESPONSIBILITIES:

- A. **School Coordinator** – This person will (1) be the contact between the school and the Hawaiian Electric Program Administrator, (2) will help gain participation with the teachers and parents (3) disseminate information, (4) assure the Participant Entry Roster is completed on the provided Excel spreadsheet and submitted to Hawaiian Electric electronically by email, (5) assure all deadlines are met.

- B. **Hawaiian Electric Company Program Administrator** – This person will be the School Coordinators’ main contact and will administer materials and handle inquiries.

VI. APPEALS/DECISIONS:

- A. Appeals or concerns should be submitted in writing within 10 days of occurrence to the *Home Energy Challenge* Executive Committee, who will review and adjudicate all challenges and appeals. (Written documentation should be submitted to the Hawaiian Electric Company Program Administrator.) All schools who enroll in the *Home Energy Challenge* agree to accept the decisions of the Executive Committee as final.

VII. AWARDS:

A. Home Energy Challenge

- 1. Awards will be given to schools with the highest percentage decrease of household energy usage.

Awards to be presented:

1st Place - \$10,000

2nd Place - \$6,000

3rd Place - \$3,000

- 2. Schools whose participation level falls below the minimum requirement during the program (due to attrition) will be ineligible for prize awards.

B. Energy Conservation Project (optional):

- 1. As an optional program, *Home Energy Challenge* schools can create and implement an energy conservation event, activity or program. Four winning schools will be awarded \$1,000 each.
- 2. Schools winning the *Home Energy Challenge* may also win an *Energy Conservation Project* prize.
- 3. Schools who are disqualified before the end of the program due to attrition may still qualify for the Energy Conservation Project prize awards.

VIII. FORMS

- A. **Letter of Intent to Participate** (Due to Hawaiian Electric by August 12, 2011)
The school principal must fill out and sign the Letter of Intent indicating the School's intention to participate in the Home Energy Challenge.
- B. **Participant Entry Roster** – (Due to Hawaiian Electric by September 19, 2011)
The Participant Entry Roster form will be supplied to all School Coordinators via email as an Excel Spreadsheet and must be returned to Hawaiian Electric via email. All the required information on the Participant Entry Roster must be accurately provided for each participant. The compiled information on this roster becomes the Baseline Participation Total.
- C. **Energy Conservation Project**
1. **Preliminary Report** (Due to Hawaiian Electric on or before October 24, 2011). This report is meant for the school to communicate their plans to Hawaiian Electric.
 2. **Final Report** (Due to Hawaiian Electric by April 13, 2012)
 3. The final report will detail the aspects of the *Energy Conservation Project* and should include additional documentation or deliverables, such as photos or videos of activities or material, copies or samples of material.
- D. **Evaluations**
Evaluation forms will be distributed to all participants to provide feedback about the program.

IX. RECOMMENDATIONS:

- A. It is strongly recommended to have at least one school representative attend the Kickoff Meeting on Saturday, August 27, 2011 to pick up program material and receive information on program implementation and ask any questions. (Meeting location follows.)
- B. Hawaiian Electric will provide schools with additional educational material upon request. Please call 543-7511.

((More))

X TIME LINE:

August 12, 2011	Letter of Intent Due to HECO
August 27, 2011	Kick Off Meeting Registration 8:30am Meeting 9:00am Completed by 11:00am Held at Hawaiian Electric Classrooms by Honolulu Club 932 Ward Ave; corner of King and Ward ground level (near old TGI Fridays)
School impose deadline	Students Return Entry Forms
School impose deadline	Teachers Submit Entry Forms to Coordinators
September 19, 2011	Participant Entry Roster Due to HECO
Week of Oct 3, 2011	Letter of Acceptance Sent to Schools via Email
October 14, 2011	Slogans due (Voluntary)
October 15, 2011	Clean Energy Fair@ Pearlridge Center, Uptown
October 24, 2011	Energy Conservation Project Preliminary Report Due
November 14 December 5 December 12 December 16	New Year's Resolution Drawing Contest (Voluntary) Commit To Participate Entries Mailed Announce Winners Parents Send Signed Releases
April 13, 2012	Energy Conservation Project Final Report Due
Oct 2011–March 2012	Challenge Period

Winning schools announced after calculations are completed.