

# Back to School:

## Educating Schoolchildren About Energy Issues



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Customer Outreach

# About Us

- One of the nation's largest investor-owned energy companies
  - Annual revenues of over \$13 billion; over \$46 billion in assets
- 3.4 million direct customers in the New York City area
  - 3.37M electric customers (2.9M residential)
  - 1.1M natural gas customers (943K residential)
  - 1,700 steam customers



# The Question:

Why Educate Schoolchildren About Energy Issues?



It's not just about the kids!

# The Answer:

## Why Educate Schoolchildren About Energy Issues?

- *Children, parents and home energy use:  
Exploring motivations and limits to energy demand  
reduction*
  - 2012 study
  - Findings – “Parents viewed saving energy more positively when framed as educating their child”

# The Answer cont'd:

## Why Educate Schoolchildren About Energy Issues?

- *Spillover Effect on Families Derived from Environmental Education for Children*
  - 2014 study
  - Findings – “The families who increased levels of interest and behavior in regard to global warming issues were impacted both by the fact that they heard about the benefits of energy savings from their children directly, and by changes in their children (an increased interest in global warming, implementation of energy saving behavior)”

# The Power of Green

In-School Program



# Print Program

## Grade Levels:

- K-2
- 3-5

## Distribution:

- 30,000 kits to teachers
- 100 kits to libraries

## Timing:

- Spring – in time for Earth Day
- Fall – back to school



# TEACHER INSTRUCTION

**Activity 1: Building Green**  
In this activity, students will learn about some ways buildings are going green. They will then brainstorm things their families can do at home to save energy or use it more efficiently.

- Start by asking students the following questions:
  - What does being "green" mean? (Explain that green is a term used to describe ways of saving energy or using energy more efficiently or with less waste.)
  - What are some things people do to be green? (shut off lights and appliances when not in use, shop with reusable bags, take shorter showers, buy Energy Star® appliances, unplug phone chargers, etc.)
  - How does being green help the environment? (Explain that some energy sources, such as gas, oil, and wood, are limited, and some can cause pollution, so we want to use them carefully.)
  - Can buildings be green?
- Copy and distribute the student reproducible. Review and discuss the information as a class. Ask students if they know of any other green buildings.
- Remind students that these examples are being done on a large scale for buildings. However, we can all do things at home and in school as individuals, families, and small groups to help save energy.
  - Have students work independently or in groups to brainstorm ways their families can save energy. Once done, ask them to share their ideas.
  - Finish the activity by creating a list of tips your class can do to help save energy at school. Post the list in the classroom as a reminder.
 To learn more about these buildings, check out the following websites:
  - tucsonnewsnow.com/story/30190055/italy-is-home-to-the-worlds-first-vertical-forest
  - archobjects.org/vertical-forest-in-milan-boeri-studio/
  - esbryc.com/esb-sustainability
  - newyork.cbsofcal.com/2013/10/15/top-five-green-buildings-in-new-york-city/

Sponsored by **SCHOLASTIC** Grades 3-5

# THE POWER OF GREEN

CELEBRATE EARTH DAY WITH A GREEN CONTEST!

Students in grades K-5 are invited to enter **The Power of Green 2016 Student Contest** to share how their families save energy at home. Students have the chance to win a grand-prize package that includes a \$500 gift card, a kid's bike and helmet, an adult's bike and helmet, and family board games. Teachers also have the chance to win gift cards and schools can win books!

Inside you will find family take-home letters in English and Spanish with the contest details and an entry form that students can share with their families. The Official Rules and downloadable entry forms can be found at [scholastic.com/powerofgreen/contest.htm](http://scholastic.com/powerofgreen/contest.htm).

**Contest deadline: May 16, 2016**

You'll also find free activities from Con Edison and Scholastic on the back of this guide to help you teach your students about energy conservation this Earth Day (April 22).

**Skills Supporting New York State P-12 Common Core Learning Standards\***

ACTIVITY	SKILLS FOR GRADES 3-5	
Building Green	Vocabulary development	Participating in group discussions
	Reading informational text	Writing informative/explanatory text

Name: \_\_\_\_\_

# GOING GREEN

Think about how much energy buildings and businesses **consume** and homes are going green. They are being built to be more **efficient**—they use less energy and water. They can also be **sustainable**, which means they can last a long time. These changes can help save energy and protect the environment. Check out the examples below.

**Vertical Forest**  
Buildings in Milan, Italy, will have their own forests on each floor. More than 900 trees and shrubs will provide shade and help cool the buildings in the summer. When the trees drop their leaves in the fall, sunlight can help heat the building.

**State Building**  
The New York State Office Building is undergoing changes to make it more energy efficient. The building's 6,500 windows were recently taken out, replaced with special treatments, and replaced. This helps to cool the building more efficiently.

**Trade Center**  
The new One World Trade Center is showing its green too. For example, rainwater is collected to help with cooling the building and watering existing greenery.

There are big ways of going green. But everyone can save energy at home. What are some things your family can do? Make a list on the back of this page.

**WORDS TO KNOW**

- consume** (verb)—use
- efficient** (adjective)—get results without waste
- sustainable** (adjective)—able to last a long time



# Electronic Program

- [Scholastic.com/PowerOfGreen](http://Scholastic.com/PowerOfGreen) microsite updated twice annually
- Additional lesson plans for grades 6-8 and 9-12 posted online
  - 90,000 emails sent to teachers
- Spanish-language versions of print material also available online



Sponsored Content

# THE POWER OF GREEN

Energy-conservation and safety activities for grades K-8 and tips to help families save energy and be safe at home

**CONTEST**  
The Power of Green 2015 Student Contest is now closed.  
[CONTEST DETAILS AND RULES](#)  
NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

**QUIZ**  
What's Your Green IQ?  
[PLAY NOW](#)

**CONED.COM/KIDS**  
Check out the site for additional activities and games.

# Earth Day Contest

- Two winners and two runners up (K-2 & 3-5)
- Prizes:
  - Winners – family tour of NYC + library for their schools
  - Runners up - \$50 gift card to Scholastic Store + \$50 gift card for their teachers



# 2015 Results

## Print:

- 2015 programs reached over 819,000 children and their families

## Digital:

- 1.1 million impressions
- 600+ downloads from [Scholastic.com/PowerOfGreen](http://Scholastic.com/PowerOfGreen)

## Contest:

- 899 entries



# 2015 Results cont'd

- Survey Results:

- Completed by 6,723 respondents
- 96% had sent, or were planning to send, home the family activities included in the print programs
- 87% said they found the Power of Green program useful in educating their students
- 85% had visited, or were planning to visit, the [Scholastic.com/PowerOfGreen](http://Scholastic.com/PowerOfGreen) microsite.



# Con Edison Heroes

Justice League: Gassed

# Background

- Post March 2014 incident in East Harlem
  - Major *Smell Gas. Act Fast.* campaign was rolled out
  - Educational program for schoolchildren in grades K-8 already included gas-safety material
  - Nothing that targeted high school/college students
- DC Comics
  - Partnership dates back to 2002
  - Allows the Company to capitalize on the popularity of the DC characters to communicate important messages

# Con Edison Heroes

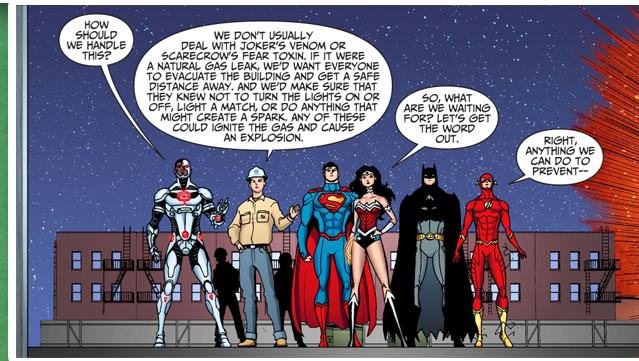
For iOS, Android and Online





# Gas Safety Messaging

Smell Gas? Act Fast!



# Release

Live from Comic Con!

- Released on September 24, 2015
  - The launch of the app was timed to coincide with New York Comic Con
  - Press release issued on October 8, 2015
  - Interview with Be Terrific! – an online media outlet – aired live from Comic Con on October 9<sup>th</sup>
- App Downloads
  - Over 1,000 downloads in the first two weeks

# Reaction In the Media

## New York Power and Light

A consumer-oriented blog about public utilities in and around New York City

HOME ABOUT NYPL WEB AND BLOG ROLL

### Superheroes power up Con Edison gas safety campaign

Posted on October 8, 2015 by Bill Sanderson

Post Zapf West — Zapf probably isn't a good idea, since a Zapf could mean a spark, and we're talking about natural gas safety here.

DC Comics' Justice League characters star in a new Con Edison gas safety campaign unveiled this week at New York's Comic Con.

The app, "Gassed," tells an elaborate story about a nerve gas that makes its victims scream in fear before it kills them. Someone is spreading vials of this gas through Gotham. Who? Why?

Suddenly, Cyborg gets a call. "It's — Con Edison," he tells Superman. He's got a Con Ed field supervisor on the line. "We've tried to follow our protocol on this one, but it's — strange," the supervisor says. It turns out the nerve gas has the same rotten egg smell added to natural gas.

The odor leads Superman to discover the secret factory where the toxin is made. Thanks to Con Edison's evacuation protocols, everyone in the neighborhood gets away safely. "If not for an average woman calling us because she thought she smelled something — well, who knows what might have happened?" says the Con Ed supervisor.

There's a good Poison Ivy subplot too.

Con Edison needs to hear whenever someone smells natural gas. Last year's natural gas explosion in East Harlem, which killed eight people, injured about 70, and leveled two buildings, might have been prevented if people who smelled gas in the area had called Con Ed or 911 sooner.

Con Ed's superhero app is in line with a Public Service Commission order in April requiring utility companies to find better ways to advise people that they need to report natural gas odors. "Recent gas-related events, in which



It's a bird, it's plane, it's Superman—and he's joining Con Edison to teach kids about natural gas safety.

## SUPERHEROES TO THE RESCUE

### DC Comics and Con Edison debut a powerful new safety app

A mysterious gas is wreaking havoc in a fictional New York City, and it's Batman, Wonder Woman and a host of comic book superheroes to the rescue as they investigate the cause, with some help from Consolidated Edison Inc. crews and quick-thinking Con Edison customers.

"The only way that I could see high school kids wanting to download a gas safety app was if they recognized superheroes in it," said Chris Gallo, senior specialist, customer outreach and education at Con Edison, who came up with the comic book approach to teach natural gas safety to kids in eighth grade through high school.

Working with DC Comics for the story and artwork, Con Edison commissioned the mobile app and unveiled it at the New York Comic Con last October.

"We heard comments like, 'This is innovative,' and 'Wow, I didn't expect this from a gas utility.' The story is fairly compelling, considering it's a story about natural gas safety," Gallo told *American Gas*. In its first two months, the mobile app had more than 1,000 downloads.

Sidney Alvarez, Con Edison's media relations manager, noted that the company needs to "be able to communicate the way people are communicating now." The app allows Con Edison to add fresh stories anytime.

"Through the children, we hope to teach the parents. In New York City, there are so many languages spoken. Our story is in English, and the kids pick it up and can teach the parents who may not necessarily speak English," Alvarez said. —Carolyn Kimmel

FEBRUARY 2016 AMERICAN GAS

miércoles, 3 de febrero 2016

Contactanos Media Kit Enlaces

## QueensLatino

FOR EL DESARROLLO DE NUESTRA COMUNIDAD

NOTAS EVENTOS COMUNITARIOS VIDEOS TRANSGITO CLASIFICADOS GRATIS

1 2 3 4 5 6 7 8 9 10

### Con Edison & Justice League Superheroes Team Up for 'Gas' Safety App



story by  
BILLY MOORE  
art by  
LUIGI VECCHIO  
colors by  
THOMAS MASON  
letters by  
SARAH TENDRONTE  
wells by  
JESSICA CHEN and  
KESTY QUINN

Batman created by Bob Kane  
Wonder Woman created by William Moulton Marston  
Superman created by Jerry Siegel and Joe Shuster  
By Special Arrangement with the Jerry Siegel Family

10 DE OCTUBRE 2015

# On the Horizon New for 2016

- New story added to the Heroes app
- New print comic
- Bigger presence at NY Comic Con!



Questions? | Comments? | Thank you!



# DTE Energy<sup>®</sup>

## DEAF COMMUNITY OUTREACH PILOT & COMMERCIALIZATION



This project was made successful from the collaboration of the following teams:



## DISCOVERY PROCESS

Alliance for Deaf Services (ADS) approached DTE Energy to discuss improvements to a direct installation Energy Efficiency (EE) program.



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Alliance for Deaf Services' Mission: We promote communication access and opportunities for persons who have hearing loss/deafness. We are dedicated to breaking down barriers by harnessing technological advancements.

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### Early meetings with ADS explained gaps in our program offerings:

- American Sign Language (ASL) is a different language than English. Printed copy does not necessarily translate.
- The Deaf community is very tight knit. Utilizing a community interpreter has the potential to cause a customer embarrassment surrounding sensitive topics.
- A lack of communication between a service professional and a Deaf customer has the potential to make the customer uncomfortable in their own home.
- Not directly engaging the Deaf community is resulting in little to no participation with DTE's EE programs.



## CURRENT STATE

- DTE currently has no specific method of field capable outreach to the Deaf Community beyond using community interpreters.
- Some videos do have script; but that in and of itself does not address the language gap between ASL and English.
- DTE's programs are currently experiencing low to no engagement or participation from the Deaf community in our EE programs.
- Michigan has roughly 100,000 people who communicate exclusively using American Sign Language (ASL).



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The current state needed to be changed because Video Remote Interpretation allows for easy access to on demand, qualified interpreters creating a new pathway for DTE Energy to communicate with their customers

Every situation, customer, and market segment may be different, but Design Thinking can help ensure successful program implementation.



# DEVELOPING THE OFFERING



# FIELD CREW TRAINING



# STAGE 1: FIELD TEST & APPLIED LEARNINGS

## SUCCESSFUL FIELD TEST:

The process of conducting a HEC for a Deaf customer was tested from sign up to completion of the HEC visit.

## LEARNINGS:

- Dedicated tablets with mobile wireless connectivity should be used to mitigate against service interruption.
- Direct communication is paramount whether or not someone else offers to or can interpret within a customer's home.
- Backup videos will be developed for use in extremely rural areas.
- In a service industry understanding customer voice is of paramount importance when designing a product, program or outreach event.


**DTE Energy**  
 Know Your Own Power®
   
  
**SCHEDULE YOUR APPOINTMENT TODAY!**  
 Please provide your contact information.
   
  

Name:	
Address:	
City:	ZIP Code:
Email:	
Telephone:	Cell Phone:
Would you like to receive an appointment reminder via text? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you need a Video Remote Interpreter (VRI)? <input type="checkbox"/> Yes <input type="checkbox"/> No	
What day and time is best for us to visit your home?	<input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> 8 a.m. - Noon <input type="checkbox"/> 1 p.m. - 5 p.m.
<b>For Administrative Use Only:</b>	
Event Date:	
Event Location:	
Date Contacted:	Date Scheduled:

### CREATING BRAND LOYALTY

- First impressions are instrumental for a company to demonstrate passion behind their commitment to build a customer relationship.
- Small, but significant changes such as eliminating the third party liaison greatly enhance customer inclusiveness.
- Accessible means to communicate affect customer service experience and act to build trustworthiness and brand loyalty.

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### EMPOWERING RESULTS

- Having VRI available empowers customers who are Deaf to become aware of their energy consumption and become an energy friendly home owner.



## STAGE 2: PILOT & TOWNHALL

### TOWN HALL PILOT:

Small scale town hall meeting with 100 households prior to full commercialization in order to improve the offering and mitigate against any customer dissatisfaction that may have been overlooked

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### An outreach and operational framework was developed through:

- Targeted media channels
- Collaborating with a community liaison ensured our programs and field crews were:
  - Well informed about the Deaf community.
  - Marketed from a trusted source.
  - Communicated an effective message that was sensitive to the needs of the community.
  - Avoided potential operational pitfalls.

# STAGE 3: COMMERCIALIZATION



## HEC COMMERCIALIZATION

- Focused on 1,000 homes
- Continuation of feedback loop
- Larger scale program learnings



## MARKETING

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- Even with the same program offering, communications need to be customized because not one size fits all for program marketing.

## PROCESS

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- Despite having the same service needs and wants, the process behind program implementation must stay flexible in order to accommodate all possible end use customers.

## CUSTOMER VOICE

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- Early involvement of the customer voice will help mitigate against potential project blind spots and ensure that the initial launch will be well received.

## DESIGN THINKING

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- Every situation may be different, but utilizing Design Thinking can help ensure successful programs.

## CUSTOMER FOCUSED

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- Programs need to be continually looked at with customer centric lenses in order to see if they are as effective as possible.

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**BUT... what is MOST important is remembering that DTE Services Everyone. So complete service to every market segment is critically important.**

# FINAL THOUGHTS

## CUSTOMER SERVICE REQUIREMENTS

- Systematic barriers do not diminish our pursuit of the “American Dream.”
- Access to effective communication is vital to high quality customer service.
- The Ability to converse freely is enlightening and empowering.
- Positive customer experience will open participation pathways to other programs and services.

## SERVICE PROVIDER TAKEAWAY

- Systematic design taught the Deaf to accommodate others due to their inexperience with interacting with Deaf people.
- VRI enables people without experience the ability to interact with customers who are Deaf.

**“Now I don’t have to accommodate the crew, the crew accommodates me. That is the main difference”**

## CONTACT INFORMATION



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# Questions?