

## Innovative New Website Delivers Energy Saving Tips to Help Consumers Conserve

Conserver Joe's Family is getting the word out on electricity conservation with a message that appeals not only to school aged children, but adults as well. The Conserver Family is a cartoon adaptation of a family who offers up the latest tips and advice on electricity conservation.

The concept was conceived and developed in 2005 as part of the collective conservation and demand management activities of the Niagara Erie Public Power Alliance, or NEPPA. Members include: Brant County Power; Brantford Power; Canadian Niagara Power Inc.; Grimsby Power; Haldimand County Hydro; Niagara Falls Hydro; Niagara-on-the-Lake Hydro; Norfolk Power; St. Catharines Hydro; Peninsula West Utilities; and, Welland Hydro.

The concept is an example of electricity distributors working together, sharing resources and developing programs that have wider, consistent coverage within their regions.

The Conserver Family customer education and information program includes an introductory booklet, energy saving bill inserts, radio scripts and a website for Conserver Family energy tips. The website for the Conserver Family links directly to participating distributors' sites - [www.conserverjoe.com](http://www.conserverjoe.com).

The Conserver Family provides season-by-season tips on making residential homes more energy efficient, including how to save on energy while on vacation. They

also provide comprehensive information on appliances, lighting and electronics, conservation information resources, and an appliance usage chart.

Each season of the year is represented with its own specific energy saving tips. There's a checklist that provides practical measures that can be taken to conserve and save money on energy bills. For instance in the Fall, the checklist contains seven practical tips, such as:

"Save on your water heating bill by insulating at least the first two metres (six feet) of the hot water pipe and the first metre (three feet) of the cold water pipe that extends from your hot water tank. You can also wrap an insulating blanket around your water heater."

The Appliance section of the website provides specific energy saving tips when using microwaves, refrigerators, stoves, dishwashers, and clothes washers and dryers. It also encourages consumers to use the government's EnerGuide Program and ENERGY STAR energy efficiency rating when purchasing new or replacing old appliances.

Approximately 6% of total electricity costs can be attributed to lighting in consumers' homes. The Conserver Family encourages residents to replace regular light bulbs with compact fluorescent light bulbs (CFLs) that last up to 10 times longer and use up to 75% less electricity.

The Checklists can also provide little known

facts about energy consumption. For instance, the Electronics Checklist points out that most electronic equipment continues to draw power even when it is switched off. Nearly 20% of the electricity used by electronic equipment is lost while it is sitting in 'standby' mode.

The Conserver Joe Family website was recently recognized with a nomination for an e-niagara web award in the Portal Sites category.





# Electricity

## The Conserver Family's Top Ten Ways to Save Energy & Reduce Your Electricity Bill

1. Use Compact Fluorescent Light (CFL) Bulbs
2. Install a Programmable Thermostat
3. Replace old refrigerators
4. Look for the ENERGY STAR name and labels on appliances.
5. Prevent air leaks.
6. Install motion sensor switches and timers
7. Use LED Christmas lighting
8. Install insulation
9. Check your windows
10. Wash your laundry in cold water

Each family member has their own area of expertise that is a reflection of their individual personality types.

**Conserver Joe** (the father) is commonly referred to as the "Action Man." He's the type of guy who does everything he can to help make his house as conserver-friendly as possible.



**Conserver Jane** (the mother) is the brains behind the Conserver Family. They depend on her research skills to help them find the most effective ways to conserve energy.

**Conserver Jordan** (the son) is the electronics and technical conserver. Whether it relates to computers or home entertainment systems, Jordan has the knowledge to help you conserver better.



**Conserver Meghan** (the daughter) is the environmentally-friendly conserver. She's always on top of the most recent and environmentally safe ways to conserve energy.