

# Why Conserve Energy?

## To Protect Our Environment

Most of the nation's energy — 83% of it in 2009 — comes from fossil fuels, which are nonrenewable resources. Using less now means these assets will be available further into the future. Burning fewer fossil fuels also means releasing fewer byproducts into the environment.



In Kentucky, the real price of electricity for all sectors rose by 12.5% from 2002 to 2009



Kentucky's K-12 public schools spent 92% more for energy in '09/'10 than '00/'01

It is time to be proactive in our homes and businesses by implementing conservation practices and using energy-efficient products. You also can help by choosing alternative energy sources, such as Touchstone Energy's EnviroWatts program.

## To Downsize Our Demand

Using energy wisely is cheaper, easier and more environmentally responsible than cranking out more energy. Building new power plants has become very expensive, with few new plants planned.

Kentucky's goal is to offset 18% of the state's energy demand by 2025 with energy efficiency, according to *Intelligent Energy Choices for Kentucky's Future*, the state's strategic plan for energy.

Kentucky's energy demand could stand a good trim, it turns out. Kentuckians tend to consume more energy than other Americans due to our historically low electricity rates — which were the third lowest residential rates in the nation as of June 2011.



Kentucky's total energy consumption per capita was the 8th highest in the nation in 2009

## To Save Your Money

You are paying more for energy these days. From the gas pump to your electric bill, you can feel the pinch of a worldwide increase in energy costs.

What's going on? The sources of our energy — primarily coal, natural gas and petroleum — are more expensive, driven by trends like rising global energy demand. Generating electricity is more expensive, too, with higher fuel, operation and construction costs.

The bottom line? Everyone is paying more for energy, and that is expected to continue.

## To Grow Our Economy

If you spend less on energy at home, you will have more money to save, invest or spend elsewhere. That holds true for businesses, schools and governments, too. It all adds up to a boost to our economy.

When you choose energy efficiency and renewable energy, you are supporting those industries. Their success means more jobs and greater tax revenues.

By conserving, you do your part to hold down prices and keep our electric rates attractive to businesses.

## To Promote Energy Independence

Relying less on foreign energy sources may contribute to the stability of our energy prices and supply, as well as national security. If you want U.S. energy independence, conservation is a good place to start.

## About PRIDE

PRIDE promotes "Personal Responsibility in a Desirable Environment" in Southern and Eastern Kentucky by encouraging and assisting communities to:

- Improve the region's water quality,
- Clean up solid waste problems and
- Advance environmental education.

PRIDE is a nonprofit organization founded in 1997 by Congressman Hal Rogers (KY-5) and General James E. Bickford, who was the Kentucky Environmental Protection Secretary.

To learn about PRIDE in your area, please call your local PRIDE Coordinator. PRIDE Coordinators are listed at [www.kypride.org](http://www.kypride.org).

## PRIDE Service Area

Adair	Harlan	Magoffin	Pulaski
Bath	Jackson	Martin	Rockcastle
Bell	Johnson	McCreary	Rowan
Breathitt	Knott	Menifee	Russell
Casey	Knox	Metcalfe	Taylor
Clay	Laurel	Monroe	Wayne
Clinton	Lawrence	Morgan	Whitley
Cumberland	Lee	Owsley	Wolfe
Floyd	Leslie	Perry	
Green	Letcher	Pike	

## PRIDE Progress, 1997-September 2011

- 360,289 Volunteers
- 1,243,209 Volunteer Hours
- 2,869 Illegal Dumps Eliminated
- 958,278 Old Tires Recovered
- 188,692 Junk Appliances Recycled
- 397 Outdoor Classrooms Built
- 55 School Recycling Projects Launched
- 29,556 Homes Gained Septic Systems or Sewer Access

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PRIDE Re-Energized is sponsored in part by Cumberland Valley Electric and Jackson Energy



# PRIDE Re-Energized

## Conserving Energy & Saving Money in Southern & Eastern Kentucky

Jackson Energy

Working for You

Cumberland Valley Electric, Inc.

A Touchstone Energy Cooperative

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PRIDE@centertech.com  
[www.kypride.org](http://www.kypride.org)

## PRIDE Re-Energized



Southern and Eastern Kentuckians are re-thinking energy with PRIDE. To request a PRIDE Re-Energized presentation or materials — such as the magnet shown to the left — please call PRIDE, toll free, at 888.577.4339 or visit [www.kypride.org](http://www.kypride.org).

*"Because higher energy costs are here to stay, the time has come to develop new energy habits. Using less energy — conserving — is the practical response to current and future price increases. Our challenge now is to re-think energy in terms of PRIDE. Let's work together to become wise energy consumers — not just to save money in the short term, but to preserve our precious resources for the long term."*

— Congressman Hal Rogers (KY-5), PRIDE Co-Founder



# How to Conserve Energy

## At Home

When you look into ways to use energy wisely, you likely will get a sense of how important conservation and efficiency are these days. From utilities to nonprofits to government agencies, programs abound to guide and assist you.

To start, consider the tips below for your home. (Many of these tips also apply to other settings, such as offices.) To go further, explore the resources listed after the tips.

### Tips for Heating and Cooling

- Always run your HVAC fan on auto
- Replace your HVAC filter monthly
- Set your thermostat on 78° F in the summer and 68° F in the winter
- Install and use a programmable thermostat
- Check your heating and cooling systems regularly to ensure proper operation
- Seal air leaks around your doors and windows and in your HVAC duct work

### Tips for Appliances and Lighting

- Turn off unnecessary lighting and devices
- Replace your incandescent light bulbs with compact fluorescent light bulbs (CFLs)
- Unplug devices that drain energy even when not in use (phone chargers, TVs, printers, etc.)
- When appliances need to be replaced, look for the ENERGY STAR label (see [energystar.gov](http://energystar.gov))

### Tips for Water Heating

- Set your water heater temperature no higher than 120°F
- Install a thermal wrap on your water heater per manufacturer's instructions
- Use cold water for most laundry loads



### Tips for Refrigeration

- Set your refrigerator temperature to 34° - 37°F and freezer temperature to 0° - 5°F
- Clean your refrigerator coils annually

### Resources

- [TogetherWeSave.com](http://TogetherWeSave.com): Calculate the energy and dollars you will save based on the changes you are willing to make around your home
- [SimpleSavings.coop](http://SimpleSavings.coop): Download brief how-to guides for easy ways to save money and energy while creating a more comfortable, healthy place to live (also for church, commercial and industrial facilities)
- [EnergySavers.gov](http://EnergySavers.gov): Find quick tips, resources and assistance programs on all aspects of energy conservation for your home and vehicle
- [KentuckyHomePerformance.com](http://KentuckyHomePerformance.com): Apply for rebates or below-market loans to implement energy-efficiency improvements to your home
- **Residential Tax Incentives**: Visit [energy.ky.gov/Programs/Pages/Homeowners.aspx](http://energy.ky.gov/Programs/Pages/Homeowners.aspx)

## At School

Kentucky schools have a wealth of resources available through the following programs.

### SEMP (School Energy Managers Project)

- Administered by the Kentucky School Boards Association
- Pays a portion of the salary for a district-level energy manager, who coordinates the district's energy efficiency and sustainability programs
- Web: [www.ksba.org/energymanagement.aspx](http://www.ksba.org/energymanagement.aspx)

### KEEPS (Kentucky Energy Efficiency Program for Schools)

- Administered by the Kentucky Pollution Prevention Center at the University of Louisville
- Provides technical consulting services to all public school districts, which supports SEMP managers
- Services include conducting school energy assessments, and training and assisting energy managers
- Web: [louisville.edu/kppc/keeps](http://louisville.edu/kppc/keeps)

### Kentucky NEED (National Energy Education Development) Project

- Part of a national nonprofit organization that develops energy curriculum
- Services include energy workshops for teachers, grade-appropriate curriculum materials, kits for classroom energy activities and assisting student energy teams to study school's energy use
- Web: [www.need.org/states/kentucky](http://www.need.org/states/kentucky)

### Kentucky Green and Healthy Schools

- Administered by the Kentucky Environmental Education Council
- An inquiry-based program that uses the entire school complex as a learning laboratory and recognizes students for developing and implementing improvement projects in nine areas
- Web: [www.greenschools.ky.gov](http://www.greenschools.ky.gov)

## In the Workplace

### Tips

- Set the energy-saving feature on computers, monitors, printers, copiers, etc., and then turn off this equipment at day's end
- Minimize energy usage during peak demand hours from 5 a.m. to 9 a.m. and 4 p.m. to 7 p.m.
- Consider timers for outdoor signs so they only run until 1 a.m.



### Resources

- **Your Utilities**: Electric and gas companies typically offer commercial rebates for replacing or retrofitting existing equipment with energy-efficient models
- [EnergySavers.gov/your\\_workplace](http://EnergySavers.gov/your_workplace): The U.S. Department of Energy offers tips and assistance programs for small businesses, offices, commercial buildings, farms and churches
- **Commercial Tax Credit**: Tax deductions are available for improving energy efficiency of existing commercial buildings in Kentucky. Call: 502.564.7192
- **Industrial Technology Program**: This government program leads the effort to increase energy efficiency of U.S. industry through technology. Visit: [energy.ky.gov/Programs/Pages/Industry.aspx](http://energy.ky.gov/Programs/Pages/Industry.aspx)

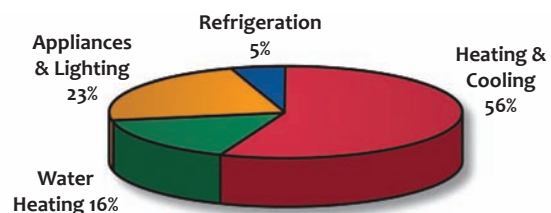
## Step 1: Call Your Utilities



The best place to start is a call to your electric and gas companies. Just say you want to save money, and you likely will be amazed by the amount of assistance available. The programs tend to be free or low cost, and they may even offset your costs for making improvements.

Check your utility bills to find the phone numbers and call today!

## Know How You Use Energy: Home Energy Costs (National Average)



## Re-Energized with SEMP: Jackson County Schools

- District saved 11% (\$46,521) on energy costs in '10/'11
- Actions taken include energy audits at each school, temperature setbacks for heating (68°) and cooling (75°), programmable thermostats, monthly utility bill reviews, rate reviews/adjustments, energy-efficient gym lighting (with that cost offset by utility rebates)
- Formed a District Energy Team and Student Energy Teams at each school

Report by Diane Wombles, SEMP Energy Manager for Clay, Jackson and Leslie County Schools