

# New Models for Consumer Education

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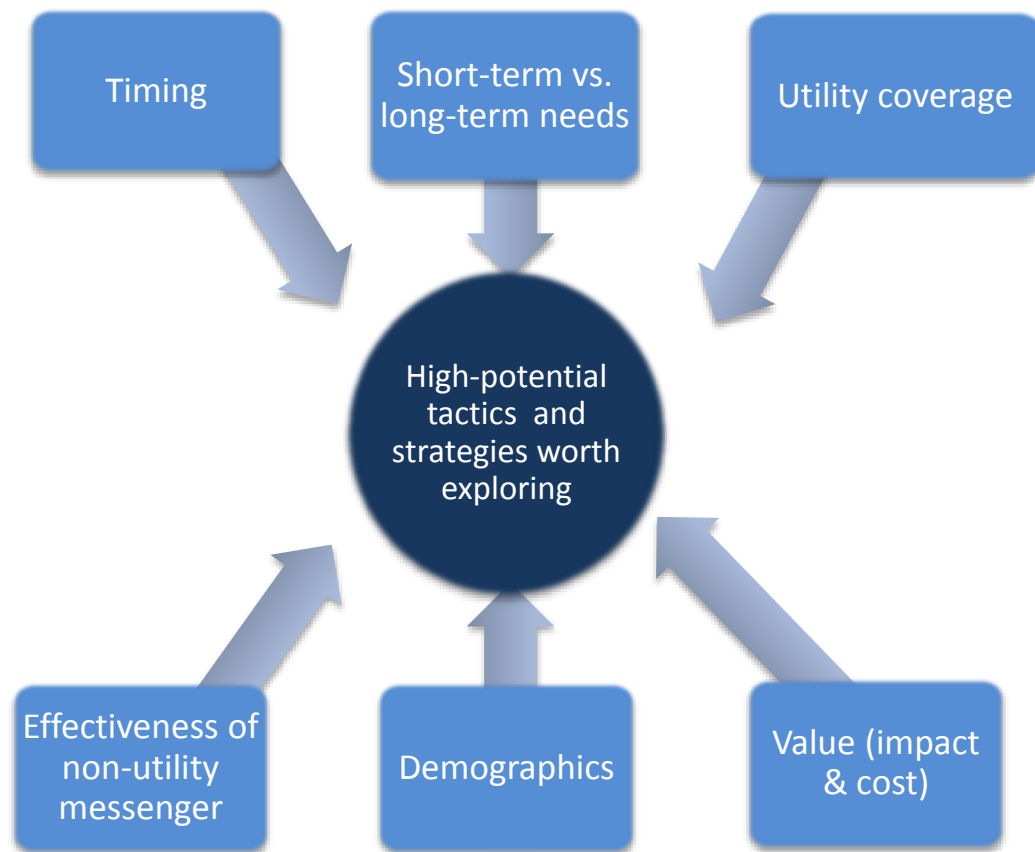
Program Director

Illinois Science and Energy Innovation Foundation



## Our evaluation was framed by six main filters

- Where is there utility coverage, and where are there gaps?
- Where is additional coverage from non-utilities useful?
- Are approaches for low-income / seniors sufficiently considered?
- What is the value or effectiveness of an approach, recognizing certain tactics scale up or down
  - Assessments were based on qualitative interview feedback, precedents in analogous sector, and data and metrics where available



# Areas of Interest for RFQ

- Energy Programs
- Geographical
- Consumer Research
- Marketing/Messaging
- Demographic
- Consumer-Facing Technology
- Other

# RFQ Model

- RFQ will be available on or around September 30, 2013
- Applications sought will emphasize ability to reach to the gaps of utility education
- First year is viewed as an experimental year
- Applications will be due on October 28, 2013

# For more information

- Visit ISEIF.org
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