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## 'Know Your Own Power': Plug into energy efficiency

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*Photo provided by Multimedia Resources.*

DTE Energy puts a spotlight on energy efficiency to help customers and employees save energy and money. Two of the four "Know Your Own Power" TV ads our company launched last week focus on this topic. Our company offers employees an array of resources and tips.

Since our company wants our customers to save energy, we need to lead by example and demonstrate best practices.

### Take the Challenge 2012

The Take the Challenge Energy Savings competition will soon return for a second year and it's been revamped after employees gave feedback in an After Action Review:

- Last year, the internal program ran for six months. This year, it's reduced to three months - Sept. 19 to Dec. 14.
- Last year, the Challenge was limited to the Service Building, the General Offices Building and the Walker Cisler Building. This year, three more locations have been added: Macomb Center, and two Ann Arbor locations, Ashley Mews and AA Edison Center.
- Last year, it was a floor-by-floor competition. This year, employees will compete building-by-building.

What hasn't changed is the goal of the Challenge: Helping employees increase energy efficiency awareness and educating employees on how to save energy. Take the Challenge 2012 is designed to promote and sustain energy savings primarily in the workplace; however, energy saving tips and strategies for the home will also be provided so that all the useful tips learned in the Challenge can be applied at home.

The energy savings results from last year can be viewed at <https://wap.load-watch.com/apps/challenge>.

**Nancy Holz**, principal marketing analyst, Energy Optimization Education and Awareness, is looking for volunteers at all locations to become their floor's Energy Efficiency Coach. Interested in joining the coaching team? [Click here](#) for a brief Coach Interest Survey. For questions, call 313.235.4674, or email [holzn](mailto:holzn).

## A good place to start

**Manish Rukadikar**, Energy Optimization, played the role of an energy advisor in this scenario: He was asked, "What are the first DTE Energy resources you'd recommend to a friend who just purchased his or her first home and needs to become educated about energy efficiency?"

Rukadikar said the first step would be for his friend to complete a free online home energy assessment, [MyEnergy Analyzer](#).

MyEnergy Analyzer is an interactive tool that helps customers easily evaluate how they use energy at home and where they can save. After completing the assessment, the friend would receive a free energy efficiency kit valued at \$25.

While some customers appreciate the online approach, others want to work with an expert who visits homes in person. For a more personalized approach, Rukadikar would advise his friend in this scenario to call 866.796.0512 to sign up for a free [Home Energy Consultation](#) (HEC) where an energy consultant visits a home to provide an energy assessment. The expert inspects the property and makes energy savings recommendations to lower energy costs. *(Note to viewers of the new "Know Your Own Power" ads: **Jason Kupser**, who appears in the new energy efficiency ads, is the HEC program lead.)*

While conducting an HEC, the energy consultant will install the following, which are also free. The items installed reflect whether the customer is a gas, electric or combo customer:

- Compact fluorescent light bulbs
- Water-saving faucet aerators for kitchen and bath
- Water-saving showerheads
- Water heater pipe wrap.

## Online resources

Visit [dteenergy.com](http://dteenergy.com) for a jackpot of energy efficiency resources. Click "Save Energy" under Residential Utility Customers to see these offerings, among others:

- Use an online [calculator](#) to compute the savings on your energy bill after making various energy efficiency improvements.
- View several "[how to](#)" videos advising how to save money and energy.
- Sign up to receive [eConnections](#), our monthly free newsletter.
- Learn about offers and [rebates](#) available to those making energy efficiency improvements.

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