

**Considerations for discussion of 15 Climate Change Advisory Committee  
Recommendations  
Environmental Quality Council  
Draft April 2008**

The information below is a summary of key points from the Montana Climate Change Action Plan and the associated appendices. The legislative and administrative options prepared by staff and participating agencies do not include an economic analysis.

**RCII-6**

**Consumer Education Programs**

**(54% of participating EQC members voting 4 or 5 and 58% of the public voting 4 or 5)**

✓ Educate consumers and children to make informed decisions to reduce energy use, improve efficiency, and reduce environmental consequences. Educate professionals working in energy efficiency to better inform consumers.

**Conservation Considerations:**

- Pages F-27 through F-30 Appendices

**What's Being Done:**

- DEQ participating in home shows, answering consumer questions, and distributing print materials. (Information on Montana tax credits and general energy savings information most often requested).
- DEQ conducts training for builders and building code officials.
- Public Service Announcements through Governor's Office air on television.
- Montana Energy Education Council (MEEC) provides training for teachers and students on energy.
- Many existing, nonprofit organizations, such as AERO, provide information on conservation.

**Potential Actions:**

\* Legislative or EQC options (not complete, intended to be starting point for discussion):

- Provide resources to expand existing programs. For example, dovetail consumer education related to energy efficiency with public broadcasting media.
- Direct the Montana Office of Public Instruction and others to develop and implement curricular for primary and secondary schools that educate students on consumption choices.
- Implement and enhance professional education and certification programs for educators and others involved in providing products and services related to energy use. Train professionals, for example, architects, engineers, and builders, to advise the public on energy choices. Provide follow-up surveys to gauge effectiveness of programs.
- Design programs to discourage use of excessive lights.
- Provide funding for advertising of existing programs or expanded programs.
- Incentives. Offer incentives or vouchers (for energy efficient products) for consumers who undertake consumer education and/or change consumption patterns.

\* Resolution or recommendation of intent

\* No action

\* Administrative options: