



N A R U C
National Association of Regulatory Utility Commissioners

David C. Coen, *President*
Vermont Public Service Board

Tony Clark, *First Vice President*
North Dakota Public Service Commission

Susan D. Parker, *Second Vice President*
Alabama Public Service Commission

Charles E. Box, *Treasurer*
Illinois Commerce Commission

Charles D. Gray, *Executive Director*
Washington, DC Office

January 12, 2010

Dear fellow NARUC Members:

Almost one year ago we launched the *Anybody Can Serve, So Let's Conserve* energy efficiency campaign. We had a rousing start to the campaign with our kick-off event last year at the National Press Club. The event embodied the spirit of the campaign by bringing together groups from all walks of life—groups as broad and diverse as AARP, the National Association of State Utility Consumer Advocates, the National Black Caucus of State Legislators, the Council of State Governments, and many more—along with musicians and artists, all devoted to making the Martin Luther King, Jr., Holiday a Day of Utility Service. Your efforts in spreading the word made the event a success, and I appreciate the hard work from all our members.

As we approach the start of the second year of our campaign, I am reaching out to you again. The *Anybody Can Serve, So Let's Conserve* campaign, ably chaired by Commissioner Colette Honorable of Arkansas, is launching the *Anybody Can Serve 30-60-90 Day Challenge*, where we will identify one low-middle income family (with a household income no greater than \$50,000) from each State to participate in an energy conservation challenge. All participating families will be asked to submit their utility bills from April, May and June of 2009 to establish a baseline cost for their utility services. The selected families will then compete against each other during the months of April, May and June of 2010 in an effort to become the family that conserves the most energy during the three month challenge.

Each family will be equipped with an Energy Efficiency Toolkit which will include items such as energy efficient light bulbs, a heater insulation blanket, weatherstripping tape and caulking, and we will also provide webcams so that families will be able to document their conservation efforts through video blogs that will be posted on the Anybody Can Serve website. The winning family will receive payment of their electric bill for three consecutive months.

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We need your help, as a State Commissioner, in identifying a qualifying family from your State. The chairs of the various commissions will be contacted soon to follow up on the identification of families in your respective States. We have already identified and registered 15 families on our Website, so we are well on our way to our goal. We are also asking you to advertise our *Anybody Can Serve* 30-60-90 Day Challenge (www.anybodycanserve.org) on your State website.

If we all work together, this initiative can make a difference with our energy conservation in the United States. The *Anybody Can Serve, So Let's Conserve* campaign serves as a reminder that we must Keep our Focus on Serving the Public Interest in Changing Times. Thank you in advance for your help and cooperation in making this challenge a success.

Sincerely,

A handwritten signature in cursive script that reads "David C. Coen".

David C. Coen
NARUC President
Commissioner, Vermont Public Service Board