

# Electrify Everything



## Energy Action Month 2022: Electrify Everything

### What is Energy Action Month?

- Energy Action Month is celebrated during the month of October to promote ways to learn how to lower your utility costs and keep money in your pocket.
- Since September 1991, President George H.W. Bush declared October as National Energy Awareness Month, government and organizations have been working to raise awareness of the importance of sustainably managing the nation's energy resources.
- This month-long celebration has now become an opportunity for us to encourage residents to take proactive steps to lower their energy usage and their utility bills.

### 2022 Theme: Electrify Everything

Montgomery County has been a national leader in responding to the challenge of climate change. Setting aggressive GHG emissions reduction targets, the County aims to reduce GHG emissions 80% by 2027 and 100% by 2035. The only way to tackle the impacts of climate change is to: **Electrify Everything.**

Montgomery Energy Connection will host in-person events throughout the month and promoting an online 'Pledge to Electrify' to encourage the public to participate in-person as well as virtually.

### Events and online promotion will be celebrated with different themes each week:

Electrify Your Ride - Week of October 3 - 9, 2022

Electrify Your Home - Week of October 10 - 16, 2022

Electrify Your Kitchen - Week of October 17 - 23, 2022

Electrify Your Lawn - Week of October 24 - 30, 2022

### How can you help spread the word?

We encourage you to share the suggested copy and images (linked below) through your social media accounts, websites, and newsletters to help spread the word about Energy Action Month 2022!

**Social Media Hashtag:** #EnergyActionMonth

**Social Media Handle for Tagging and Following:** @mcenergyconnection

**Website:** <https://mygreenmontgomery.org/2022/electrify-everything/>

**Images for Posts:** [https://drive.google.com/drive/folders/1atZLXUModXaB7x\\_mwmdjolbY8YcC5H-0?usp=sharing](https://drive.google.com/drive/folders/1atZLXUModXaB7x_mwmdjolbY8YcC5H-0?usp=sharing)

**Significant Campaign Dates:** Promotion will run from October 1, 2022 – October 31, 2022

## Suggested Social Media Posts

### Electrify Your Ride - Week of October 3 - 9, 2022

Image: [Electrify Your Ride](#)

**Suggested Copy:** This #EnergyActionMonth, why not consider electrifying ⚡ your ride? Electric vehicles 🚗 are powered by electric motors that use energy stored in batteries 🔋. They also have lower fuel costs, tax incentives, reduced maintenance, and environmental benefits!

Image: [EV Pledge](#)

**Copy:** I've made the pledge to go electric! Are you ready to #ElectrifyYourRide? Join me and over 1,000 others in signing up for the EV Purchasing Co-op: <https://forms.office.com/g/Eu1QhxcxZC>

Image: [EV Savings](#)

**Copy:** Did you know? With an electric vehicle, you can save up to \$10,000 on fuel and maintenance costs over 5 years! Charge at home and end reliance on volatile gas prices!

Image: [Sustainable Future](#)

**Copy:** Looking for ways to contribute to a more sustainable future? With electric vehicles, you can breathe easy with no tailpipe emissions and less climate warming CO2! #electricvehicles #breatheeasy #sustainable

Image: [Skip the Trip](#)

**Copy:** Skip the trip to the gas station with an electric vehicle! Charging at home is one of the biggest benefits of owning an EV. Most EV owners charge at night and wake up with a full battery! There's also over 500 public charging stations in Montgomery County!

Image: [Why Wait](#)

**Copy:** Why wait to get an EV? Electric vehicle batteries can last 10-20 years OR up to 300,000 miles! Pro Tip: To prolong battery life and maintain battery performance, keep your battery between 20-80% charge, and avoid frequent DC Fast Charging when possible!

Image: [Zero Emissions](#)

**Copy:** Want to learn more about Zero-Emission Vehicles? Visit <https://www.montgomerycountymd.gov/green/zev/index.html> to hear about an online education hub, find resources to empower consumers about EVs, local savings opportunities, and other spotlight features around the community!

### Electrify Your Home - Week of October 10 - 16, 2022

Image: [Electrify Your Home](#)

**Suggested Copy:** According to the U.S. Department of Energy, about 18% of all energy ⚡ used in a home goes to heating water 💧, making it the second largest source of energy usage! This #EnergyActionMonth, find your water heater and plan to replace it if it's over 10 years old.

### Electrify Your Kitchen - Week of October 17 - 23, 2022

Image: [Electrify Your Kitchen](#)

**Suggested Copy:** Did you know you can reduce up to 50% off your average cook times with induction cooking? 🔍 This #EnergyActionMonth, electrify your kitchen with induction cooking! You'll lower levels of pollutants in your home, lower your carbon footprint, and fight climate change! 🌍

### Electrify Your Lawn - Week of October 24 - 30, 2022

Image: [Electrify Your Lawn](#)

**Suggested Copy:** In the market for a new lawn mower? This #EnergyActionMonth, electrify ⚡ your lawn with an electric lawn mower! Electric mowers are a quieter and cleaner alternative to gas mowers and have no harmful fumes to breathe in while you're working! 🗣️

## Energy Action Month Calendar of Events

### Electrify Everything Webinar - October 6 @ 7:00 pm - 8:00 pm

October is Energy Action Month and this year's theme is "Electrify Everything." Join Montgomery County Residential Energy Program Manager Larissa Johnson as she shares four things you can do right now to electrify your home. Once you make these changes, your home will be more comfortable, your indoor and outdoor air quality will be healthier, your monthly bills will be lower, and you will keep more money in your pockets. Fun giveaways will be mailed to those who attend. Register at [bit.ly/ElectrifyEverything2022](https://bit.ly/ElectrifyEverything2022).

### Ask An EV Owner – October 7 @ 7:30 – 8:30 pm

On the 1st Wednesday of the every month join EVADC for our on-line Ask An EV Owner event. Are you shopping for an EV? Do you have questions about your new EV? Or are you just curious about EVs? If you can answer yes to any of these questions then this event is for you. Register here: <https://evadc.wildapricot.org/Ask>

### Potomac Edison Appliance Recycling Drop Off Event – October 8 @ 9:00 am – 1:00 pm

Drop off your old AC, dehumidifier or mini-fridge and receive \$25 from Potomac Edison! All appliances will be responsibly recycled. Stop by the parking lot of the Frederick Home Depot at 5517 Urbana Pike on Saturday, October 8th between 9:00am – 1:00pm for drop off. Must be a Potomac Edison electric customer to participate. This event is first come, first served and space may be limited.

### Heat Pump 101 with an Expert – October 15 @ 11:00 am – 12:00 pm

As part of Energy Action Month, Electrify Everything, we will be focusing every week on a different topic. For Electrify Your Home week, Jim Conlon from Elysian Energy will be answering all your questions about electric heat pumps. Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZMvcOmqjgqHNy6PFggZYrT60FDPTH39qS>

### Food Demonstration – October 19 @ 10:30 am

In celebration of Energy Action Month and Food Recovery Week, Robin Hernandez with Crossroads Community Food Network will provide a food demonstration with recovered food from the Crossroads Farmers' Market using an induction cooktop. After the food demonstration, Montgomery Energy Connection will be providing one participant with their very own induction cooktop and pan.

Crossroads Farmers' Market: Anne St. @, University Blvd E, Takoma Park, MD 20912

<https://www.crossroadscommunityfoodnetwork.org/farmers-market/>

### Lightbulb Exchange Events

10/4/2022	Active Aging Week Pop Up Event	10:00 AM - 12:00 PM	North Potomac Senior Center	North Potomac Senior Center, 13850 Travilah Road, Rockville
10/5/2022	Active Aging Week Pop Up Event	12:00 - 2:00 PM	Montgomery Public Library	Maggie Nightingale Library, 19633 Fisher Ave, Poolesville, MD 20837
10/6/2022	Active Aging Week Pop Up Event	3:00 - 6:00 PM	Montgomery Public Library	Wheaton Library, 11701 Georgia Ave, Silver Spring, MD 20902

10/7/2022	Active Aging Week Pop Up Event	10:00 AM - 12:00 PM	Benjamin Gaither Center	80-A Bureau Dr, Gaithersburg MD, 20878
10/8/2022	Trash and Treasures Event	10:00 am - 2:00 pm	Town of Chevy Chase	Lawton center, 4301 Willow Lane Chevy Chase, MD
10/9/2022	Oktoberfest	12:00 - 5:00 PM	City of Gaithersburg	Kentlands Market Square, 40 Market St, Gaithersburg, MD 20878
10/15/2022	Festival familiar de otono	2:00 - 5:00 PM	IMPACT Silver Spring	Hughes United Methodist Church at 10700 Georgia Avenue, Silver Spring, MD 20902
10/28/2022	Energy Action Month	10:00 AM - 1:00 PM	Montgomery Public Library	Aspen Hill Library, 4407 Aspen Hill Rd, Rockville, MD 20853
10/29/2022	Energy Action Month	10:00 AM - 1:00 PM	Montgomery Public Library	Quince Orchard Library, 15831 Quince Orchard Rd, Gaithersburg, MD 20878
10/30/2022	Beacon Senior Expo	12:00 - 4:00 PM	Beacon Senior Expo	Margaret Schweinhaut Senior Center
10/31/2022	Energy Action Month	3:00 - 6:00 PM	Montgomery Public Library	Davis Library, 6400 Democracy Blvd, Bethesda, MD 20817