

Annual Report 2005-2006



**Powerful  
Choices**  
for the environment



**PUGET SOUND ENERGY**

*The Energy To Do Great Things*

# A MESSAGE FROM THE VICE PRESIDENT



*“Powerful Choices for the Environment* fulfills one of Puget Sound Energy’s (PSE’s) key corporate goals of being a good neighbor. Through this program, we are demonstrating to our communities that we take a leading role in the effort to make our region more sustainable. *Powerful Choices* helps our young customers become aware of actions they can take to make a difference and to show stewardship of our natural resources. Thank you, especially to our cooperating partners who help bring this program to more than 13,000 students a year in the Puget Sound region. We look forward to continuing to inspire young people to conserve resources.”

-Cal Shirley, vice president of Energy Efficiency Services

## PROGRAM DESCRIPTION

*Powerful Choices for the Environment* is an education program that is changing how middle school students and their families in Washington state think about and use natural resources in their daily lives. Environmental education professionals trained in science education and local resource use deliver this hands-on, four-day program in the classroom. Students answer the question, “What are the connections between my personal choices and the health of the Puget Sound ecosystem?” through a series of inquiry-based activities that focus on local air quality, waste reduction, and energy and water use. The program is designed to empower sixth through eighth grade students across the region with the knowledge that their everyday choices do make a difference.

## YEAR IN REVIEW

The *Powerful Choices for the Environment* program enjoyed another successful school year. More than 13,000 junior high and middle school students from Puyallup to Lynden participated in the program. The partnering Puget Sound area teachers granted our facilitators an average overall satisfaction rating of 4.5 out of 5. Application of the *Powerful Choices* curriculum accounted for a savings of 897,735-kilowatts, 5,661-therms, and 66,125 gallons of water. In order to inform the community about our program and its facilitators, PSE has created a new program web site at [www.pse.com/community/powerfulChoices.aspx](http://www.pse.com/community/powerfulChoices.aspx). It is our hope that this web site will broaden our outreach and make this school year even more successful.

# OUR SPONSORS

Puget Sound Energy works with more than 20 utilities, city governments, and agencies responsible for energy, water, and waste management programs. We extend our thanks to these groups for their ongoing support of *Powerful Choices for the Environment*.

City of Anacortes	City of Kirkland
Auburn Public Works	Kitsap County Department of Public Works
City of Bellevue	Northeast Sammamish Water and Sewer District
City of Black Diamond	Puget Sound Clean Air Agency
City of Bremerton	City of Redmond
Covington Water District	Sammamish Plateau Water and Sewer District
City of Enumclaw	Seattle City Light
Highline Water District	Seattle Public Utilities
City of Issaquah	Skagit County Public Works
City of Kent	Snohomish County Public Works



*Students play a simulation board game that demonstrates the relationship between their transportation choices and air quality, challenging them to think about how they use different forms of transportation in their daily lives.*

# SCHOOLS VISITED

Junior High and Middle Schools in PSE's natural gas and/or electric service areas in King, Snohomish, Thurston, Kittitas, Kitsap, Whatcom, Skagit and Island counties participate in *Powerful Choices for the Environment*. In the year 2005-2006, PSE visited the following schools:

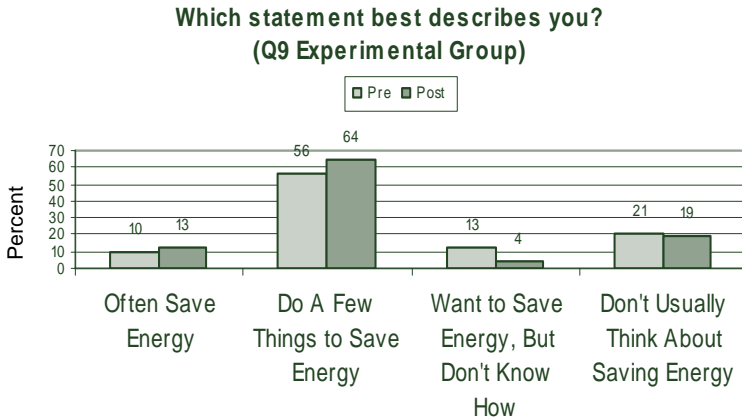
Anacortes M.S.	Highland M.S.	North Lake M.S.
Aylen J.H.	International School	Northwood M.S.
Ballou J.H.	John Sedgwick J.H.	Odle M.S.
Cascade M.S.	Issaquah M.S.	Olympic M.S.
Cedarcrest M.S.	Jewish Day School	Pacific M.S.
Cedar Heights M.S.	Kalles J.H.	Poulsbo J.H.
Chinook Bellevue M.S.	Kamaikin J.H.	Redmond J.H.
Chinook Highline M.S.	Lake Stevens M.S.	Sequoia M.S.
Coupeville M.S.	Langley M.S.	Sakai Intermediate School
Denny M.S.	Leota J.H.	Stahl J.H.
Dimmitt M.S.	Lynden M.S.	Thunder Mountain M.S.
Edgemont J.H.	Lynden Christian M.S.	Tillicum M.S.
Einstein M.S.	Madison M.S.	Timbercrest J.H.
Eisenhower M.S.	Mattson M.S.	Tyee M.S.
Explorer M.S.	Meadowdale M.S.	Washington M.S.
Ferrucci J.H.	Meeker M.S.	Whitman M.S.
Glacier M.S.	Mill Creek M.S. (Kent)	White River M.S.
Hamilton M.S.	Mountain View M.S.	
Harbour Pointe M.S.	Mt. Baker M.S.	

***"I COULD DRIVE LESS AND WALK MORE AND ALSO NOT BUY SO MANY THINGS NEW. THIS WILL SAVE RESOURCES AND NOT POLLUTE THE AIR."***

***- Student after participating in the  
Powerful Choices for the Environment***

# 2005-2006 PROGRAM EVALUATION

An evaluation of *Powerful Choices for the Environment* during the 2005-2006 year measured the impact of the program on knowledge, attitudes, and behavior of participants. An experimental group of students received a survey both before and after the program, and a control group of students received the survey twice without having participated in *Powerful Choices for the Environment*. Results of the study show that the program is indeed having a significant impact on the resource conservation knowledge, attitude, and behavior of middle-school students who participate.



There was an 11 percent increase in the number of students who said they, “do a few things to save energy” for a total of 77 percent of students conserving resources often or sometimes. (See Figure.)

Students who participated in *Powerful Choices for the Environment*:

- demonstrated significant water savings. On average, students cut back their shower times by two minutes.
- chose better transportation alternatives. Seven percent fewer students would ask a parent for a ride when they could walk instead.
- decreased their habit of buying new items such as sporting goods (- 8 percent) and CDs/videos (-14percent).

Results indicate that the general resource conservation message that *Powerful Choices for the Environment* communicates is successful at inspiring students to conserve resources in a variety of ways.

# 2006-2007 PROGRAM VISION

We are excited about the 2006-2007 school year! To promote stewardship of our natural resources in the Puget Sound area, we will continue to be dedicated to our goal of being a good neighbor by delivering this quality program to middle and junior high students in our service community.



Our goal for the 2006-2007 school year is to deliver *Powerful Choices for the Environment* to more than 13,000 students across the PSE service area. In addition, we will update program and scheduling information on our web site to make it more accessible to our sponsors. We also are strongly committed to reducing the carbon emissions related to *Powerful Choices for the Environment* and will explore options such as obtaining hybrid vehicles and continued staff carpooling to meet that goal.

***“THE POWERFUL CHOICES FOR THE ENVIRONMENT PROGRAM IS EXCELLENT, THE STUDENTS LOVED THEM [THE FACILITATORS]. IT IS VERY INTERACTIVE, WHICH HELPED THE STUDENTS STAY ON TASK.”***

*- Teacher after participating in  
Powerful Choices for the Environment*

# CONTACT INFORMATION

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**Web Site**

[www.pse.com/community/powerfulChoices.aspx](http://www.pse.com/community/powerfulChoices.aspx)





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