


**WE CAN**  
wecansaveenergy.org

Wi\$e Energy by Capital Area Neighbors

**Pilot Program Update**

CEEPC  
November 17, 2010



1



**About WE CAN**

**WHAT:** WE CAN is a web-based AND community-based **home energy challenge**

**WHO:** Challenge is for **households**. Businesses and community groups can also participate

**WHERE: HERE!** Pilot program in 3 Metro DC communities - Greenbelt, Cascades (VA), Brookland (DC)

**WHEN: NOW!** (pilot program through March 2011)

**WHY:** Save Energy! Save Money! Earn Rewards!

**HOW:** Sign-up Online Today!



2




## WE CAN Stats

- Pilot program goal is **150** total sign ups, **50** per community
- Total homes signed up in pilot communities (as of Nov 5) = **162**
  - Brookland = **24**
  - Cascades = **65**
  - Greenbelt = **73**
- Total signed up on Earth Aid in region > **2,000**




3



## WE CAN Stats

- Community Meetings = **22**
- WE CAN material distributed = **1,425**
- Newsletters/Articles = **22**
- Local Access TV = **2**
- Workshop = **2**



4



## WE CAN Outreach Materials

- Website (version 1 available, version 2 under development)
- Twitter
- Monthly E-newsletter
- WE CAN flyers and postcards
- Home energy workshops
- Suggested language for community groups' newsletters, social media and emails
- Federal, state and utility energy tips and information (such as DOE Energy Saver booklet)
- Utility web and email promotion
- Business recruitment materials
- MEA energy booth?



5



## Businesses

**WE CAN SPONSORS:**

Cash or in-kind donations to sponsor pilot program prizes or program promotion

**EARTH AID LOCAL REWARDS PARTNERS:**

Supports sustainability in their local community by offering online discounts or coupons to energy conserving homes



6



## Pilot Award Categories

- 50 participants milestone for each community
- Best Energy Saver in each pilot community
- Best Energy Saver Community
- Outstanding WE CAN supporters



7



[Sign Up](#)  
[Sign In](#)

ABOUT DASHBOARD TIPS/ACTIONS REWARDS COMMUNITY NEWS

**Wise Energy** by Capital Area Neighbors (WE CAN) is a community energy challenge brought to you by the Metropolitan Washington Council of Governments (COG). WE CAN will help you learn how to save energy in your home so that you can save money on your utility bills and earn rewards redeemable at local and national retailers!

[Community Energy Challenge Pilot](#)



### Save Money! Save Energy! Earn Rewards!

Sign up today!

[Households](#)
[WE CAN Challenge Post](#)
[Business](#)
[Energy Kits](#)

★ **Featured Tips & Actions**

**ENERGY STAR Appliances: Refrigerators & Freezers**

Refrigerators use more energy over the course of a year than just about any other household appliance... [\[Read More\]](#)

[View More Tips](#)

**WE CAN on Twitter**

"Come to the WE CAN Home Energy Workshop in Brookland! Tuesday, November 16, 7pm, Turkey Thicket Rec Center, 1100 Michigan Ave NE"

"Check for those vampires in your home this Halloween- it could save 10% of your electricity use... <http://fo.me/EU7PWv>"

[Follow on Twitter](#)

**Community Spotlight**

 "The Brookland True Value Hardware store is proud to be a WE CAN partner and to sponsor sustainability in the Brookland neighborhood." -Howard Politzer, President.

[Brookland True Value Web Site](#)




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