



Pilot Summary

Prepared for ad hoc energy outreach committee
July 14, 2011

The Metropolitan Washington Council of Governments launched a pilot educational campaign about residential energy efficiency in the Washington region. Three communities (Brookland, DC; Greenbelt, MD; and the Cascades neighborhood in Loudoun County, VA) participated in a pilot program from September 2010 to March 2011.

The WE CAN concept: "Sign up, save energy, get rewarded!"

WE CAN components:

A website – with energy saving tips and access to a platform that allows people who sign up to monitor their energy use online in connection with their online utility accounts. Those who register did not need to provide their utility information to receive tips. COG contracted with Earth Aid to design the campaign website as well as provide the online monitoring tool and reward program.

A reward program—offered by sponsors based on how much energy participants save.

A friendly competition—between individuals and communities for the most energy savings.

Comprehensive Outreach—with materials and communication streams:

- Fliers and postcards
- Federal, state and utility energy tips and information
- Utility web and email promotion
- Business recruitment materials
- Exclusive online newsletters
- Community newsletters and email lists
- Local Access TV spots
- Community Workshops
- 50 FREE energy kits in each community

WE CAN benefits:

- Participation in the program is free.
- Learn how to reduce their energy use.
- Earn rewards based on energy saved.
- The community has an increased awareness and understanding of energy use and energy conservation.

WE CAN goal:

The pilot goal was to have at least 50 households sign up in each community. Over 350 households signed up in the 3 pilot communities through WE CAN and Earth Aid to support the program and view tips. *154 of those households registered and linked at least one linked utility account.

Community	Households* (as of Mar. 21)
Brookland	36
Cascades	56
Greenbelt	62
Total	154

WE CAN Home Energy Challenge News Update
Wise Energy by Capital Area Neighbors February 2011

WE CAN Tip
Maryland's Tax Free Woodstove for Certain Energy Star Products

WE CAN Tip
Reduce Energy Use in Your Home

WE CAN Tip
Find a low-flow showerhead in your free energy savers kit

UPCOMING EVENTS
Prince Georges Green Power Coalition Forum: Building Innovative Green Communities

Contact the WE CAN team

WE CAN save energy
wecansaveenergy.org

Home ABOUT DASHBOARD TIPSFACTORS 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 (MCOG). 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.

Sign up today!

Save Money! Save Energy! Earn Rewards!

WE CAN on Twitter

Community Spotlight

WE CAN save energy
wecansaveenergy.org

Wise Energy by Capital Area Neighbors

Calling all Greenbelt households! Calling all Greenbelt businesses!

Sign up on the website to: Save Energy! Save Money! Earn Rewards!

Sign up on the website to: Sponsor Sustainability in Your Neighborhood!

WE CAN save energy
wecansaveenergy.org

Wise Energy by Capital Area Neighbors

The Metropolitan Washington Council of Governments (MCOG) is launching a home energy challenge in your neighborhood.

Save energy! Save money! Earn rewards!

WE CAN save energy
wecansaveenergy.org

Find the Kill A Watt monitor in your free energy savers kit and explore all of the electronics in your home!

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