



Wi\$e Energy by Capital Area Neighbors

A pilot program brought to you by MWCOCG



WE CAN

- Pilot home energy challenge
- 3 communities participate in the program from now until March 2011
- **WE CAN** is a web-based AND community-based campaign
 - Online platform allows participants to monitor their energy use and savings (powered by Earth Aid)
 - Community outreach to encourage people to sign up.
 - Our goal: recruit **50** households per community by Mid-October



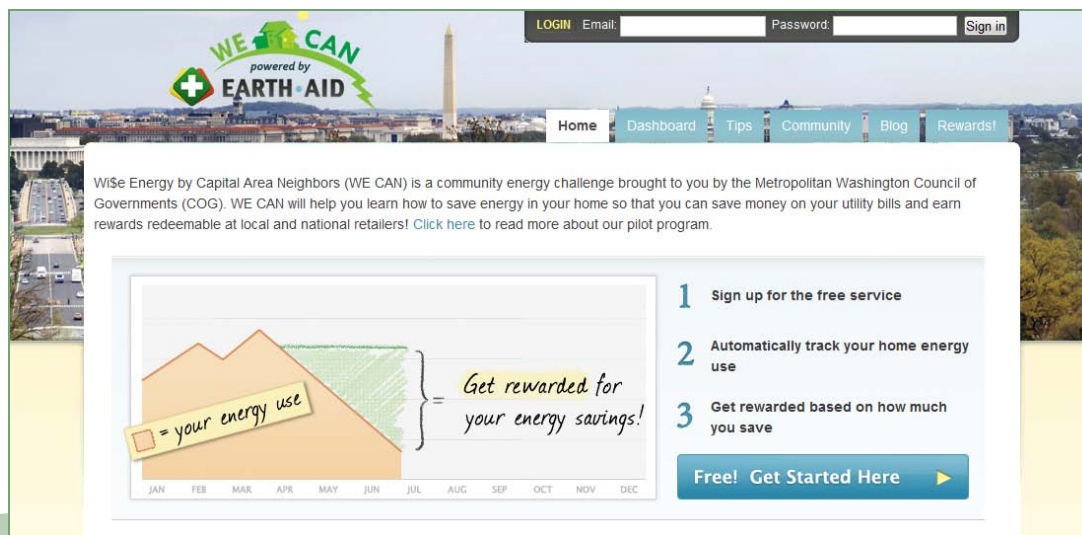
Why should I join WE CAN?

- Track **all your utility bills in one place**
- Learn how your home performs compared to your **neighbors**
- Learn how to **save money** on your utility bills by saving energy
- **Earn prizes** based on how much energy you save
- ...**PLUS**: a **FREE energy kit** to help you get started (limited supply – first come, first served!)



How can I join WE CAN?

1. Set up an online account with your energy utility
2. Sign up on www.WeCanSaveEnergy.org
3. Earn points by conserving energy and exchange for discounts and coupons of your choice



The screenshot shows the WE CAN website interface. At the top, there is a navigation bar with a 'LOGIN' section containing 'Email:' and 'Password:' input fields, and a 'Sign in' button. Below the navigation bar is a main menu with links for 'Home', 'Dashboard', 'Tips', 'Community', 'Blog', and 'Rewards!'. The main content area features a banner for 'WE CAN powered by EARTH AID' with a background image of the Washington Monument. Below the banner is a text block explaining the program: '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! Click here to read more about our pilot program.' Below this text is a graphic showing a house with a line graph representing energy use over a 12-month period (JAN to DEC). A callout box says '= your energy use'. To the right, a text box says 'Get rewarded for your energy savings!'. Below the graphic is a list of three steps: 1. Sign up for the free service, 2. Automatically track your home energy use, and 3. Get rewarded based on how much you save. At the bottom right of the graphic is a blue button that says 'Free! Get Started Here' with a right-pointing arrow.



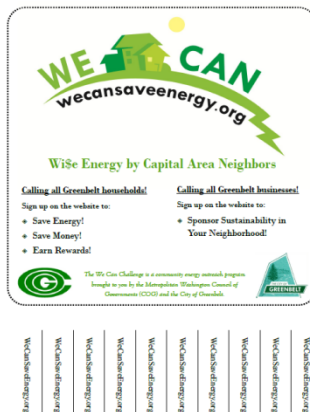
Progress to date



- Partnered with Earth Aid (RFP) for website development and reward program
- Selected campaign name and designed logo
- Developed website – www.WeCanSaveEnergy.org
 - Version 1.0 is online
 - Version 2.0 will be online **October 1**




Progress to date (cont'd)

- Developed outreach materials



<p>Home Energy Workshop</p> <p>Greenbelt Museum Lecture Series</p> <p>Learn about energy efficiency in your home and how you can participate in the We Can challenge.</p> <p>Date: September 21, 2010 Time: 7:30pm</p> <p>Greenbelt Community Center 15 Crescent Road Greenbelt, MD 20770</p> <p>Contact person: Maia Davis, MWCOC Phone: 202.962.3227 E-mail: mdavis@mwocog.org</p>	<p>CALLING ALL BUSINESSES!</p> <p>Sponsor sustainability in your neighborhood</p> <p>Go to www.WeCanSaveEnergy.org and sign up free today to make your exclusive reward available to homes and encourage them to save energy!</p> <div style="display: flex; justify-content: space-around;">   </div> <p>Metropolitan Washington Council of Governments</p> <p><small>White powered by Earth Aid</small></p>
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Wise Energy by Capital Area Neighbors



Save energy! Save money! Earn rewards!


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

To participate:

1. Set up an online account with your energy utilities
2. Sign up on www.WeCanSaveEnergy.org
3. Earn points by conserving energy and exchange for discounts and coupons of your choice

Help us promote WE CAN in Brookland!

Contact:
Anne Mariani and Leah Boggs
we cansaveenergy@mwocog.org
202.962.3245



- Participated in first local events



Next steps

- Continue to promote the program in communities:
 - Reach out to schools, faith-based organizations, HOAs, community groups
 - Participation in public meetings and local events
 - Newsletters, email updates, social media, bill inserts
 - Home energy workshops

Next steps (cont'd)

- Expand network of business partners
 - Engage local businesses in the reward program
 - Recruit sponsors for recognition of best groups/individuals at the end of the campaign