

Wi\$e Energy by Capital Area Neighbors

Pilot Program Results

CEEPC

March 23, 2011



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

WHEN: September 2010-March 2011

WHY: Save Energy, Save Money, Earn Rewards

HOW: Sign-up Online



WE CAN Participants

- Homeowners who share utility bill information about energy use (“linked accounts”)
- Homeowners who choose not to share their information, but wish to get energy saving tips

Results

➤ Pilot program goal: **150** total sign ups, **50** per community

Community	# households with linked accounts* (as of Mar. 21)	% households saving energy	Total energy saved by houses with decreased energy use (lbs CO ₂ e)
Brookland	36	52.8%	425,324
Cascades	56	62.5%	1,941,084
Greenbelt	62	51.6%	394,107
Total	154		

*Over 200 additional households have signed up in the 3 pilot communities through WE CAN and Earth Aid to support the program and view tips, but have not shared their utility information.

WE CAN Stats

- Community Meetings = **28**
- WE CAN material distributed = **1,430**
- Newsletters/Articles = **28**
- Local Access TV = **2**
- Workshop = **4**



WE CAN Outreach Materials

- Website (version 2 now available)
- 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



Wi\$e 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 Pilot

Business

Energy Kits

★ Featured Tips & Actions



Replace 60W Light Bulbs with 13W CFLs

13W CFLs use over 78% less energy than standard 60W incandescent bulbs. That means you can power ...

[View More Tips](#)

WE CAN on Twitter

"Measuring "MPG" for your home- use the Department of Energy's Home Energy Score to see how your home performs:... <http://fb.me/Lh03zS49>"

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

[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](#)



WE CAN Home Energy Challenge News Update

Wise Energy by Capital Area Neighbors

February 2011

WE CAN Tip

Energy and water efficient shower heads are available that use up to five fewer (5) gallons per minute than older models and will significantly reduce the amount of energy your household uses to heat water. Even if heat and hot water are included in your rent, you're still benefiting the planet by helping to reduce energy demand.

Quick Link:
[Sign Up Now](#)

Maryland's Tax Free Weekend for Certain Energy Star Products

Marylanders will get a break from the state's 8% sales tax on qualifying ENERGY STAR products from Feb. 19-21. During Shop Maryland Energy weekend, the following Energy Star products are tax free:

- Air conditioners
- Clothes washers and dryers
- Furnaces
- Heat pumps
- Boilers
- Solar water heaters (tax-exempt at all times now)
- Standard size refrigerators
- Dehumidifiers
- Programmable thermostats
- Compact fluorescent light bulbs

For more information, visit the [Comptroller of Maryland website](#)

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

Want to save energy and water at the same time? Your low-flow showerhead, faucet aerator awaits! Find these items and much more in your free energy savers kits!

If you haven't created an account on the WE CAN website, sign up at www.WeCanSaveEnergy.org. Just bring your confirmation email to pick up your kit. To find where to pick up your kit go to About WE CAN at www.WeCanSaveEnergy.org.

Limited to one kit per household, while supplies last.



UPCOMING EVENTS

Prince Georges Green Power Coalition Forum: Building Innovative Green Communities

Date: Tuesday, February 22, 2011

Time: 6:45pm - Refreshments, 7 - 9pm - Program

Location: Greenbelt Community Center, Multipurpose Room, 2nd Floor, 15 Crescent Road, Greenbelt, MD 20770

Building Innovative Green Communities will offer practical solutions for creating sustainable neighborhoods, including a green business incubator, a community solar co-op, and the first complete green street in Maryland. Speakers include Dennis Chesnut, Executive Director of Groundwork Anacostia River DC; Lore Rosenthal, Greenbelt Climate Action Network; and, Adam Ortiz, Mayor of Edmonston, MD.

Prince George's Green Power Coalition is comprised of concerned residents, green business leaders, unions, youth and environmental groups plus other community groups who are dedicated to making Prince George's County a better place to live and work by creating a healthier community with a strong sustainable economy.

This Event is sponsored by: Prince George's Green Power Coalition, Green reVisions, Greenbelt Climate Action Network (a project of CHEARS.org), Groundwork Anacostia River DC, Sustainable Maryland Certified, and Coalition for Smarter Growth.

RSVP: Though RSVPs are not required, we would appreciate knowing you plan to join us.

For more information, contact Green Power co-chairs:
Lisa Lincoln, 301-642-3135, lisa.lincoln@gmail.com
Marko Bennett, 301-741-2445, markobennett@gmail.com

Contact the WE CAN team

WeCanSaveEnergy@mw cog.org
202-962-3245

Please help us spread the word about WE CAN!

Please forward this newsletter to your community contacts. Thank you for your continued support.



A friendly energy savings competition—help Cascades!

KILL A WATT MONITORS IN ACTION



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

In just a few quick moments I found that my toaster draws nearly 900 watts of power to make my English muffin crispy in the morning, and it still draws power when it's done toasting but left plugged in.

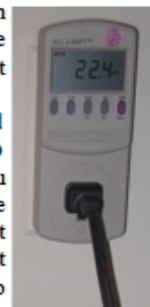
I confirmed that my CFL bulbs drew only about one-third of the power of an equivalent incandescent bulb in the same lamp. I changed the power settings on my computer so that it wouldn't go to sleep while I slept. It drew 0.1 kWh across nine hours. That may only be 3 kWh a month, but I'm thinking about how much it adds up to when I leave other electronics on overnight, too.

Want to find out how much energy your gadgets use? Curious about which of your appliances draw power when you've turned them off, or you're not using them? Your Kill A Watt monitor awaits!

Visit the **Lowes Island Community Center** to pick up your energy savers kit. If you haven't created an account on the WE CAN website, sign up at www.WeCanSaveEnergy.org. Just bring your confirmation email to pick up your kit.

Surprised by your results? Share what you've learned with neighbors by sending your findings to WeCanSaveEnergy@mw cog.org. Checking out the energy use in your household could be an exciting way to help teach your children about electricity use.

Thank you for your support. Contact WE CAN at WeCanSaveEnergy@mw cog.org or (202) 962-3245.



Evaluation (April)

- Send survey to households participating through Earth Aid
- Assess partnership with Earth Aid: address any remaining questions about website and data collection capabilities
- Assess strengths and weaknesses of pilot program

Next Steps

WE CAN pilot

- Final results presented at May CEEPC meeting
- Recognition of participating communities

Regional Expansion

- Consider alternate outreach program structures
- Select strategy for regional expansion of outreach program

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wecansaveenergy.org

