



W*i*§e **E**nergy by **C**apital **A**rea **N**eighbors

Presentation to CEEPC
September 16, 2010



A regional energy outreach program: context and background

- **Jan 2010:** CEEPC adopts its work program with energy outreach as a high priority
- **April 2010:** Ad hoc energy outreach workgroup appointed
 - **Mission:** design regional energy outreach program and support implementation by COG
 - **Members:**
 - Chair: Jay Fiset
 - Christina Twomey - MEA
 - Andy Farmer – VA SCC
 - Sharon Cooke - DDOE
 - Melissa Adams – Washington Gas
 - Debbi Jarvis – PEPCO
 - Irene Cimino – Dominion Power
 - Mernie Fitzgerald – Fairfax County



Ad hoc work group

- Researched similar programs in other regions
- Identified drivers for behavior change:
 - access to information (what can I do to save energy?),
 - friendly competition (what are my friends / neighbors doing?),
 - feedback to participants (what is the outcome of my actions?)
- Proposed concept

About WE CAN

- WECAN is a **Home Energy Challenge**
 - Online platform allows participants to monitor their energy use and savings (powered by Earth Aid) + earn rewards
 - Grassroots effort in each community
- Launched in **three pilot communities**
 - Greenbelt (MD),
 - Cascades - Loudon County (VA),
 - Brookland (DC)



About WE CAN

- Running from now through March 2011
 - Recognition of best individuals/ teams around Earth Day 2011
- Targeting primarily households
 - Our goal: **50** sign up in each community by Mid-October
 - Businesses and community groups also encouraged to become partners



Progress to date

- Selected 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 available **October 1**



Progress to date

- *Insert screenshots when available*

Progress to date

- Developed outreach materials

WE CAN
we cansaveenergy.org

Wise Energy by Capital Area Neighbors

Calling all Greenbelt households! Sign up on the website to:

- Save Energy!
- Save Money!
- Earn Rewards!

Calling all Greenbelt businesses! Sign up on the website to:

- Sponsor Sustainability in Your Neighborhood!

The WE Can Challenge is a community energy research program brought to you by the Metropolitan Washington Council of Governments (MWCOC) and the City of Greenbelt.

WE CAN we cansaveenergy.org

Home Energy Workshop

Greenbelt Museum Lecture Series

Learn about energy efficiency in your home and how you can participate in the We Can challenge.

Date: September 21, 2010
Time: 7:30pm

Greenbelt Community Center
15 Crescent Road
Greenbelt, MD 20770

Contact person: Maia Davis, MWCOC
Phone: 202.962.3127
E-mail: mdavis@mwocog.org

CALLING ALL BUSINESSES!

Sponsor sustainability in your neighborhood

Go to www.WeCanSaveEnergy.org and sign up free today to make your exclusive reward available to homes and encourage them to save energy!

Metropolitan Washington Council of Governments

White powered by Earth Aid

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
wecansaveenergy@mwocog.org
202.962.3245

- Participated in first local events



Progress to date

- Secured energy savers kits for first participants
Sponsored by Dominion and Washington Gas

A green-bordered box titled "Your Energy Kit" with the WE CAN logo and website. Below the title, it says "Be sure to check out www.wecansaveenergy.org for more energy saving tips!". Below this is a list of items included in the kit, each with a small image and a description.

Wise Energy by Capital Area Neighbors (WE CAN) is brought to you by the Metropolitan Washington Council of Governments.

What are these items and how can they save on energy costs?

- Kill A Watt Monitor** - Find your appliances and gadgets that use the most power and learn which ones hog electricity even when they're turned off!
- Compact Fluorescent Light Bulbs (CFLs)** - A fluorescent bulb can save money on electric bills over the typical incandescent.
- Weather-stripping** - Cut to size and fold and stick to seal windows. Installs in minutes. No special tools required.
- Switch & Outlet Gaskets** - Eliminate drafts, insulate, and help in energy conservation when used in exterior wall receptacles.
- Window Kits** - Includes plastic sheets that stretch over windows. This enables the plastic to shrink against the glass, creating a tight seal that prevents costly drafts.
- Aerator** - 1.5 gallon/minute aerator reduces water use and is energy efficient.
- Low-flow Showerhead** - This new, low-flow showerhead will help you enjoy a full-force shower while you save water and cut your energy bill.
- Refrigerator/Freezer Thermometer** - check the temperature of your fridge & freezer. Settings that are too cold waste electricity, while too warm may cause food to spoil.
- Furnace Filter Whistle** - The whistle begins to sound when your filter becomes 50% clogged letting you know it will soon need replacing.
- Caulk** - This weather sealing product helps seal out drafts in small gaps around windows.
- Caulk Gun** - This caulk gun allows the easy application of caulk. Perfect for the do-it-yourselfer or professional.



Next steps

- Continue to promote the program in communities:
 - Outreach 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
- Expand network of business partners (reward program and prizes)



Toward regional expansion of WE CAN in 2011

- Pilot program funded by COG
- Expansion to the region will require additional funding
 - Application to EPA Climate Showcase Communities submitted in July - \$450k
 - Other possible funding sources: foundations, private sponsors

