

# Takoma Park Neighborhood Energy Challenge

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# Why is Takoma Park doing an Energy Challenge?

- **Sustainable Energy Action Plan**
  - Finalized in 2014, identifies 17 key strategies for reducing greenhouse gas emissions in TKPK.
  - Top recommendations include a tiered, voluntary residential program, direct installs and residential incentives, and leading by example.
- **Semi-finalists in the Georgetown University Energy Prize**
  - 50 communities competing for 2 years to reduce municipal and residential energy use.
  - \$5 Million Prize!

# Neighborhood Energy Challenge

**April 2015 – March 2016**

- Year long competition
- 18 neighborhood teams
- \$2,000 Grand Prize
  - Awarded for most Green Home Certification Points
- Additional prizes and incentives available to participants
- Single family homes, apartments, and condos all can earn Green Home Certification points
- Multifamily buildings 12 units or more compete against each other for separate \$2,000 prize

# Green Home Certification

- Mechanism for points in Neighborhood Energy Challenge
- Evergreen program, adaptable to future themes
- Tiered & flexible: budgets, barriers to entry, crazy housing stock
  - **Light Green** – change lightbulbs, Free QHEC, thermostat settings, turn off unused items, clear area around vents, use shades/curtains. 10 pts
  - **Medium Green** – energy audit, R49 & air leakage reduction, faucet aerators, filters, behaviors, fridge temps. 40 pts owner / 20 pts renter
  - **Dark Green** -all the above, plus renewable energy, ALL EnergyStar appliances, ceiling fans, motion detectors outdoors, programmable thermostat, etc. 100 pts owner / 40 pts renter
- City enhances EmPOWER MD rebates
  - \$100 audit rebate, 25% up to \$500 for improvements

● 710

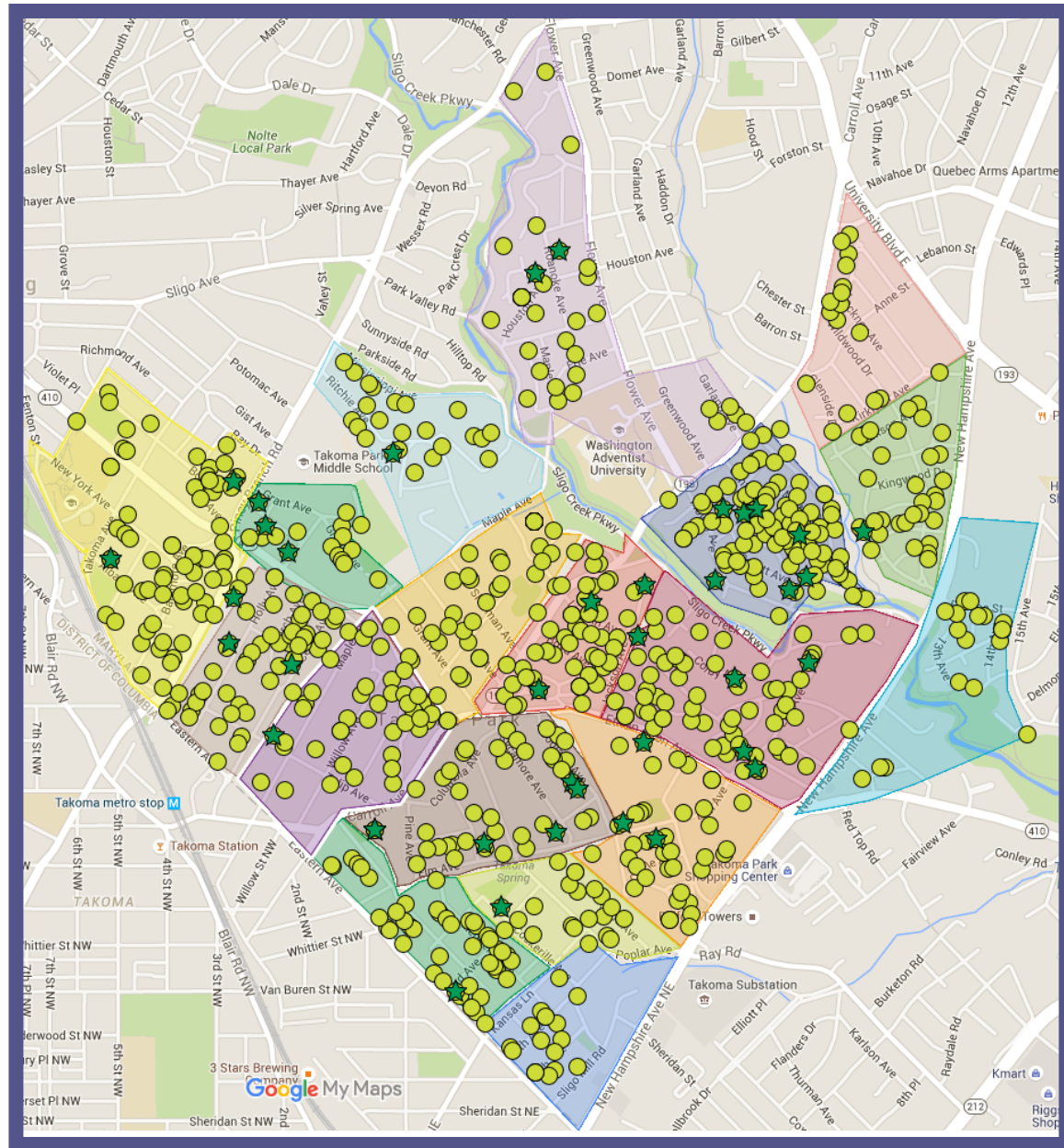
Participating  
households

21% of single family  
homes

11% Total City  
Households

★ 43

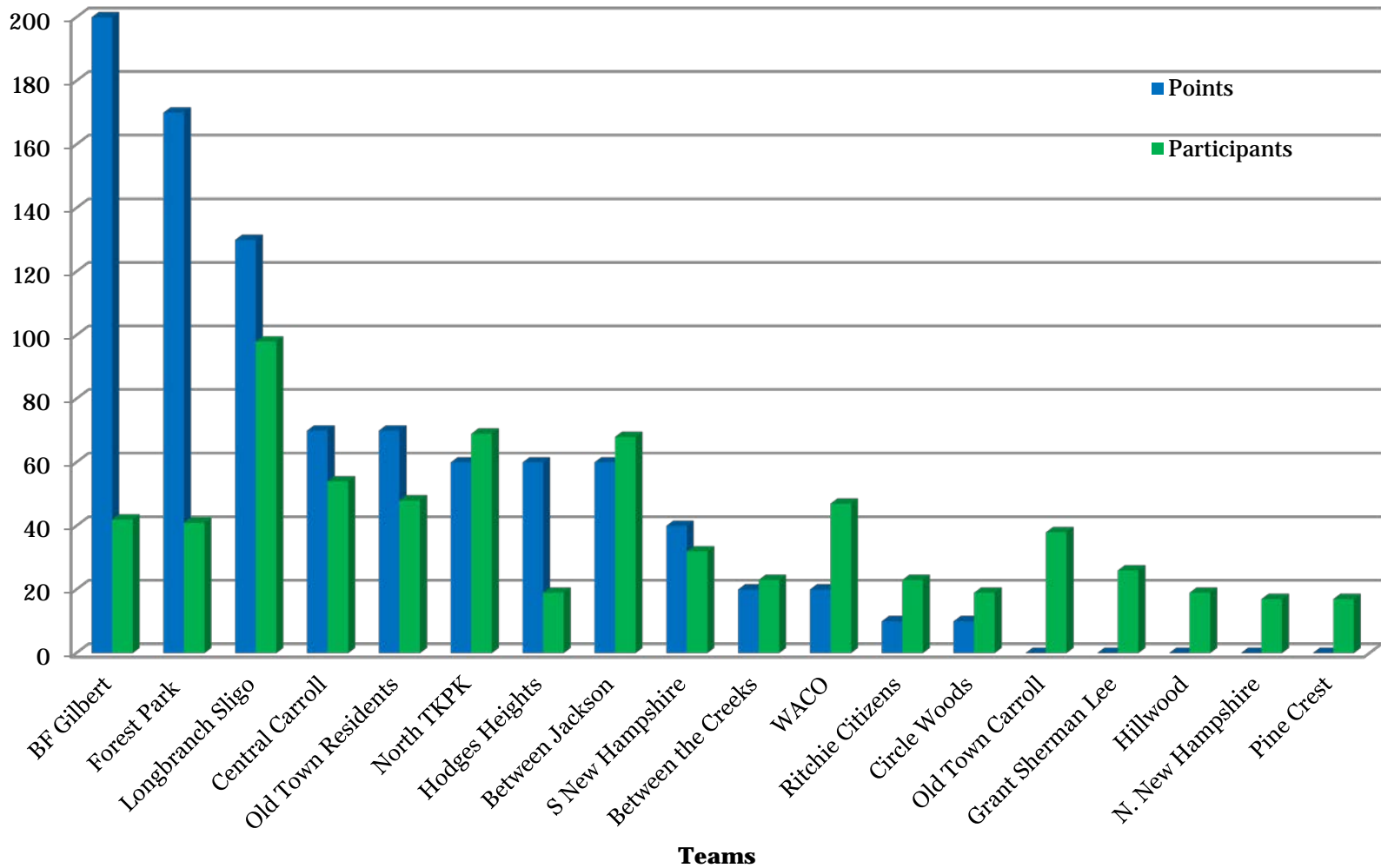
Green Home  
Certifications



# Participation

- Monthly City newsletter
  - Delivered to every mailbox in City AND well-read
- City website, social media
- Public meetings
- Bright yellow yard signs – 300 +
- City TV
- Utilized existing “connectors”, activists, and cheerleaders to be team captains
- Neighborhood meetings, evenings & weekends
- **Canvassing**
  - 2 part-time bilingual interns, 4 months all houses

## Neighborhood Energy Challenge Standings





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<http://takomaparkmd.gov/initiatives/neighborhood-energy-challenge/>