



Wi\$e Energy by Capital Area Neighbors

Pilot Program Update

CEEPC

November 17, 2010



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:** **HERE!** Pilot program in 3 Metro DC communities - Greenbelt, Cascades (VA), Brookland (DC)
- WHEN:** **NOW!** (pilot program through March 2011)
- WHY:** Save Energy! Save Money! Earn Rewards!
- HOW:** Sign-up Online Today!



WE CAN Stats

- Pilot program goal is **150** total sign ups, **50** per community
- Total homes signed up in pilot communities (as of Nov 5) = **182**
 - Brookland = **36**
 - Cascades = **69**
 - Greenbelt = **77**
- Total signed up on Earth Aid in region > **2,000**



WE CAN Stats

- Community Meetings = **23**
- WE CAN material distributed = **1,430**
- Newsletters/Articles = **24**
- Local Access TV = **2**
- Workshop = **2**



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



Businesses

WE CAN SPONSORS:

Cash or in-kind donations to sponsor pilot program prizes or program promotion

EARTH AID LOCAL REWARDS PARTNERS:

Supports sustainability in their local community by offering online discounts or coupons to energy conserving homes



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!

**Community Energy
Challenge Pilot**



Sign up today!

Save Money!
Save Energy!
Earn Rewards!

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
wecansaveenergy.org

The logo features the words 'WE' and 'CAN' in large, bold, green, sans-serif capital letters. Between them is a stylized illustration of a house with a green roof and yellow walls, a yellow sun, and a green lightning bolt. Below the main text, the website address 'wecansaveenergy.org' is written in a smaller, bold, black, sans-serif font, following the curve of a green swoosh that also incorporates the lightning bolt graphic.