



## WiSe Energy by Capital Area Neighbors (WE CAN)

The Metropolitan Washington Council of Governments is launching a pilot educational campaign about residential energy efficiency in the Washington region. Three communities, including Brookland – DC, have been selected to participate in this pilot program that will run from October 2010 to March 2011. The campaign will be expanded to other communities in 2011-2012.

### The WE CAN concept: “Sign up, save energy, get rewarded!”

#### WE CAN includes:

1. **A website** – *under development* - with energy saving tips and access to a platform that allows people who sign up to monitor their energy use online in connection with their utility accounts.
2. **A reward program** offered by sponsors based on how much energy participants save.
3. **A friendly competition** between individuals and communities for the most energy savings.

MWCOG has partnered with a company called Earth Aid to design the campaign website and provide both the online energy consumption monitoring tool and reward program.

#### Program benefits:

##### For participants:

- Participation in the program is free.
- Learn how to reduce their energy use and save money on their bills.
- Earn rewards based on how much energy they save.

##### For the community:

- Reduce energy use and greenhouse gas emissions.
- Increase awareness and understanding of energy use and energy conservation in the community.

### A pilot program in three communities

Three communities have been selected to participate in the pilot phase from **October 2010 to March 2011**: Brookland-DC, Greenbelt-MD and the Cascades neighborhood in Loudoun County, VA.

Our goal is to recruit at least **50 participants in each community**.

### Timeline

- **September to mid-October**: recruit participants.
- **November to March**: keep people involved through newsletters, emails, bills inserts, participation to local events, energy efficiency workshops
- **Late March**: end of campaign
- **April**: Public recognition of best individuals /community leaders/ most supportive groups on Earth Day (April 22)

### What you can do:

- Sign up on [www.wecansaveenergy.org](http://www.wecansaveenergy.org)
- Spread the word about WE CAN
- Help us recruit new partners in Brookland for the reward program (no fee!)

