



## Post Pilot Survey Summary

Prepared for ad hoc energy outreach committee  
July 14, 2011

The WE CAN team developed a survey to gather information about energy efficiency choices and the WE CAN campaign from participants and non-participants. The survey was distributed online and in newsletters. Earth Aid sent the survey to all WE CAN participants twice (March 29 and May 6). The WE CAN team sent the survey in a newsletter in each participating community.

RESPONSES	Brookland (36*)	Cascades (56*)	Greenbelt (62*)	Other	Total (154*)
Registered for WE CAN	15	11	21	4	51
Did not register	1	1	2	3	7
<b>Total</b>	<b>16</b>	<b>12</b>	<b>23</b>	<b>7</b>	<b>58</b>

\*Parentheses indicate total number of participants registered with linked accounts in each pilot community.

### Responses from those Registered for WE CAN:

- Neighborhoods represented: 29% Brookland, 22% Cascades, 41% Greenbelt, 8% other
- Learned of WE CAN from all outreach methods used
- Completed a variety of energy savings actions, including major actions such as HVAC replacement
- 63% completed multiple actions over the course of the campaign
- Most indicated that they linked an account. Only one respondent had privacy issues with linking an account.
- All indicated that they would continue to monitor their energy bills after the pilot
- Monitoring was the most used website feature. Few respondents used social media components.
- Most rated the website as useful, 20% did not use it

### Responses from those not Registered for WE CAN:

- Some knowledge of available energy savings programs

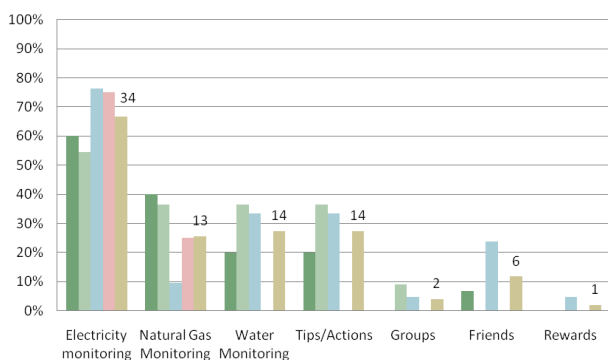
### All Survey Respondents:

- $\frac{3}{4}$  had completed an energy saving action before joining WE CAN or without a program's influence
- Indicated that a variety of assistance options would encourage further energy saving actions
- Reached a variety of home types

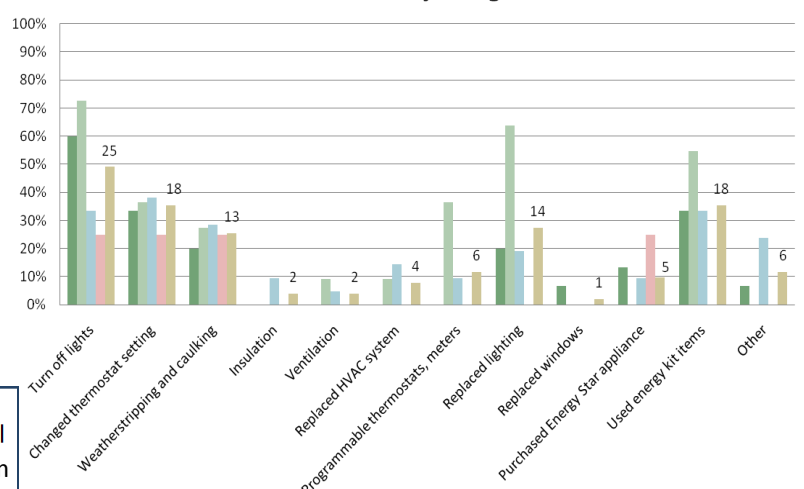
### Comments:

- Steps to take after registration were unclear
- Liked energy kits
- Program should include propane heat
- Want to organize independent community activities
- Confusion with the Earth Aid energy use baseline
- No confirmation email received
- Difficulty keeping account linked
- Would like to see better rewards

Which website features did you use?



Actions taken after joining WE CAN



**Key:**

■ Brookland ■ Cascades ■ Greenbelt ■ Other ■ All  
Number indicates total count for each answer choice from all 58 survey respondents