



Presentation by Dan Curry Clean Energy Durham

Session Title - People Will Talk: Making Energy
Efficiency a Neighborhood Issue

2012 Residential Energy Efficiency Solutions Conference

July 11, 2012

You can save energy and make your refrigerator last longer by doing three simple things:

1. Clean the coils once a year
2. Keep the frig and freezer sections full (use bottles of water to fill empty space)
3. Check the gasket (if a dollar bill can be easily pulled through when the door is closed, the gasket needs replacing)





Background on Clean Energy Durham

- Non-profit corporation since 2007
- Mission is to move America toward cleaner & safer energy by creating organizations of neighbors helping neighbors save energy
- We train volunteers to teach their neighbors
- We compliment the work of other community organizations

Neighborhood energy workshop?

- 41% more likely to come than if city or county sponsored workshop
- 47% more likely to come than if sponsored by the local utility provider



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What Neighbor's Say

“Neighbors are more receptive to hearing about this topic from other neighbors. It reduces mistrust and neighbors are a little more open when they hear that so and so did it and I’m thinking about doing it.”

Deborah Brame, Fisher Heights Neighborhood

“I think it is a good model because when you are put in the position to teach you become more convinced about the subject and you become more comfortable with it.”

Chris Dreps, Lochaven Hills Neighborhood

“When they knew we were neighbors they let their guard down because they knew they weren’t being solicited by salespeople.”

Matthew Todd, Trinity Park Neighborhood

Two Types of Neighborhood Energy Workshops

- Basic Energy Education Workshop (BEE)
(1 hour – anyone can lead)
- Hands-On Workshop (HOW)
(1 and ½ hour – led by a trained Elite Pete™)

Basic Energy Education Workshop



Basic Energy Education Workshop

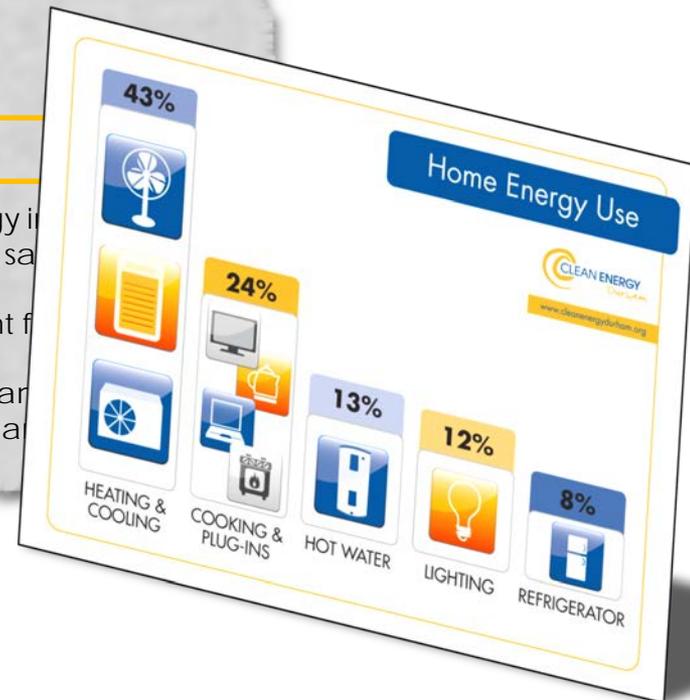
Workshop Talking Points for Leaders

"We will now talk about the 5 areas that represent how energy is used in the home. This chart (point to display board titled "Home Energy Use" or the picture on Attachment 3) shows those 5 areas where we consume energy:

1. Heating and cooling,
2. Cooking and plug-ins,
3. Water heating,
4. Lighting,
5. Refrigerator."

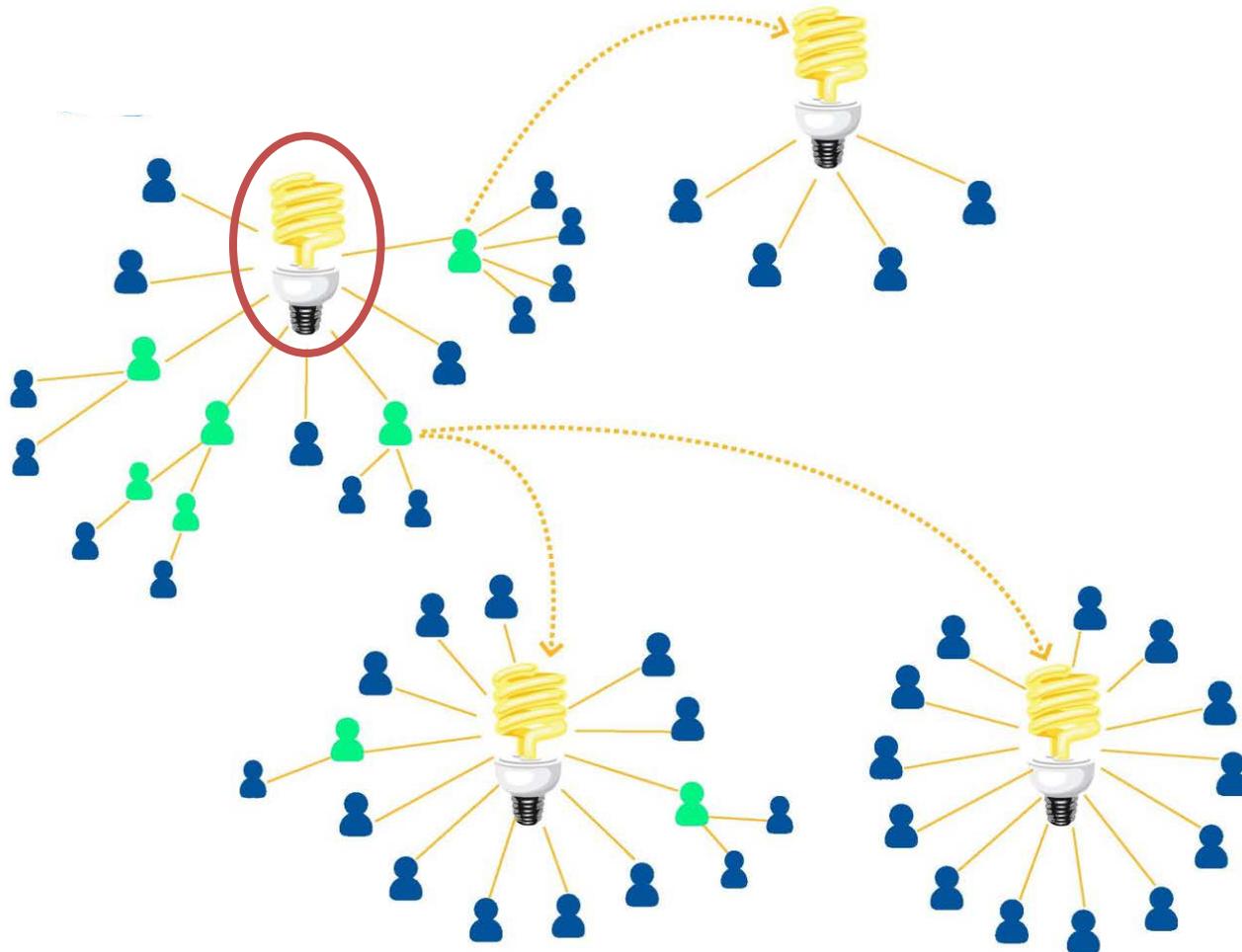
HEATING AND COOLING (NOTE: Point to first bar - 43%)

1. Because heating and cooling together use the most energy in the home, decreasing use will give you the biggest impact on energy savings.
2. Our behavior, or how we each use energy, is one important factor in reducing energy use.
3. For example, adjusting your thermostat to reduce heating and cooling when no one is in the home is an easy way to save money and reduce energy use.





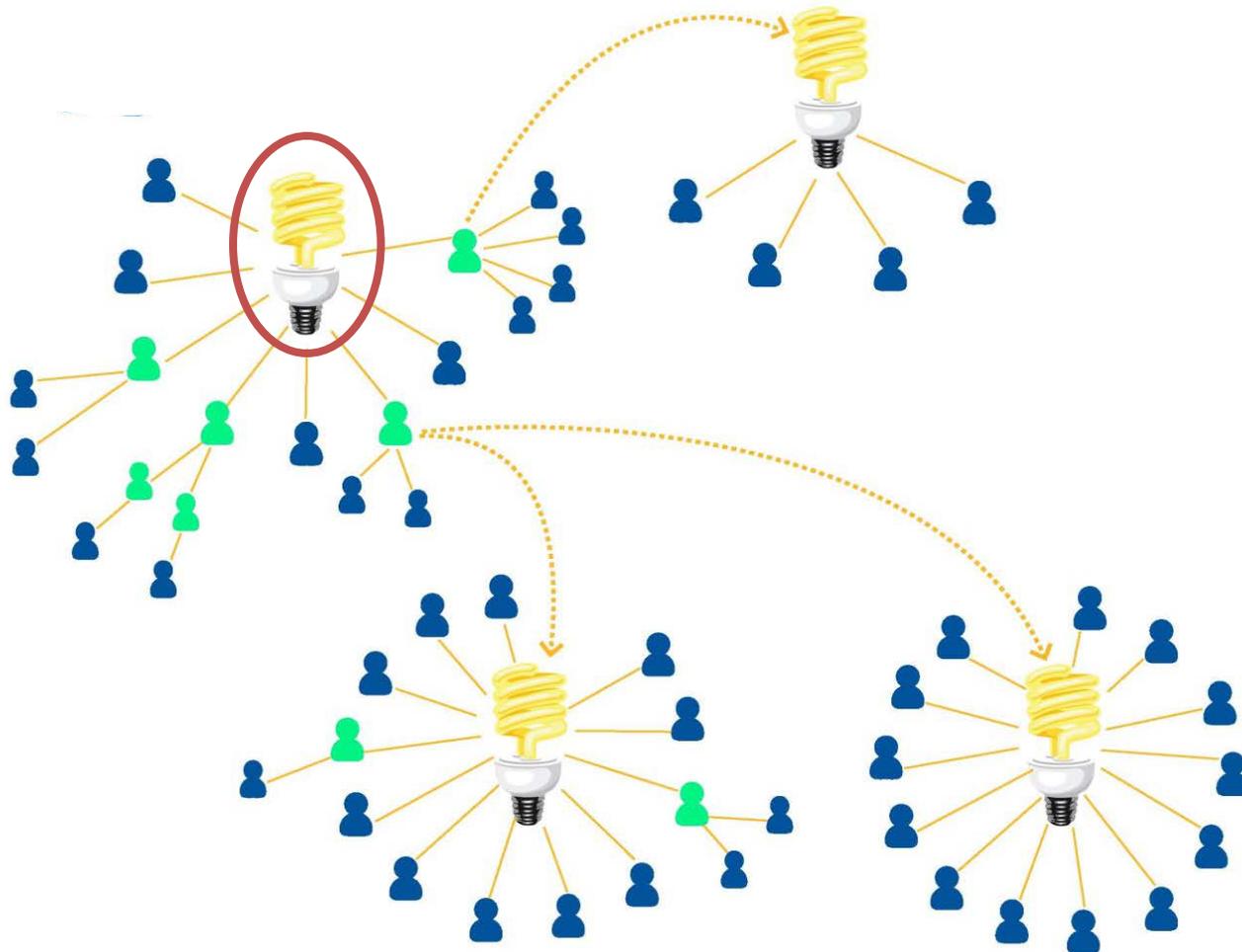
Basic Energy Education Workshop



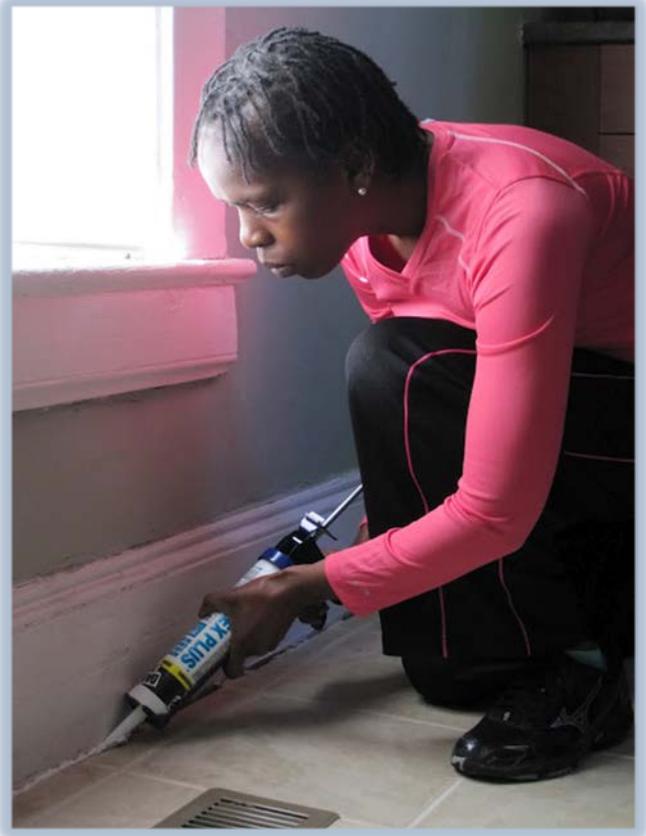


Basic Energy Education Workshop

One BEE workshop with 8 attendees resulted in 52 people learning about simple ways to save energy in their homes



Hands-On Workshops



- Clean refrigerator coils
- Install outlet insulators
- Caulk air leaks
- Install reusable HVAC filter
- Weatherstrip doors
- Clean dryer vent
- Insulate pipes & H/W heater
- Install window film
- Install faucet aerators
- Install programmable thermostat
- Use plug-in power strip & timer

Hands-On Workshops



Results from 13 Hands-On Workshops during Feb & March 2011:

- Follow-up data from 44 of 57 participants
- 39 (89%) did one or more projects they learned
- 32 (73%) reported they changed their behavior as a result of workshop
- 23 (52%) taught another neighbor
- These 23 taught a total of an additional 117 people something they learned from the workshop

PETE STREET™



Where
Neighbors
Get Energy
Savings™



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The Pete Street™ system includes

- Training Manuals

- Community Host Agency Manual
- Elite Pete™ Trainer's Manual
- Hands-On Workshop Manual
- Basic Energy Education Workshop Leader's Guide
- Bicycle Transportation Trainer's Manual
- Available soon – Neighborhood Leader's Guide



The Pete Street™ system includes

- Training and Consulting
 - workshops for community host and partners
 - train-the-trainer training for Elite Pete™ trainers
 - customized training and/or consulting
- Coming Soon: PETE STREET™ ONLINE ACCESS
 - web-based software application
 - neighborhood tracking of energy trainers
 - tracking mechanism for energy savings
 - links to robust incentive and reward system

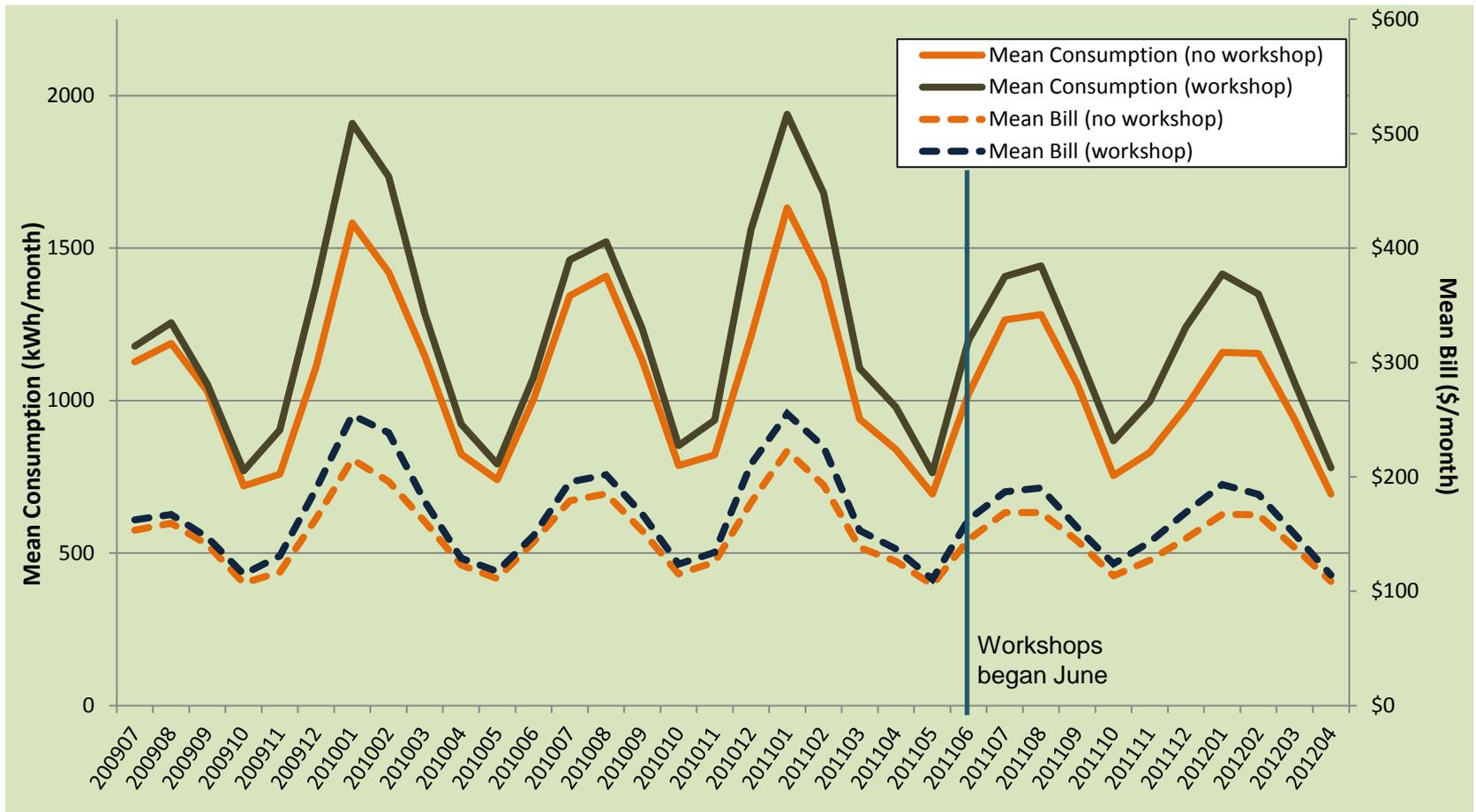
Warren Co. Energy Savings Program

Partnership with

- Halifax EMC
- UNC Environmental Finance Center



Warren Co. Energy Savings Program



Warren Co. Energy Savings Program

What was learned

- Higher energy users are attracted to Neighbor-to-Neighbor learning
- Cooperatives and municipal power agencies are potential strong partners
- Neighbor-to-Neighbor can work in urban and more rural settings
- Households attending the Neighbor-to-Neighbor workshops reduced their electricity bills by **7.5%** on average*

* Results of study by UNC Environmental Finance Center, 2011-12. Results controlling for weather, prices, time trends, and household fixed expenses.

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Thank you