

## 2012 BECC Conference: Poster Presenter Abstracts

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### ***Rossland Energy Diet - How a Town Became More Energy Efficient***

“Rossland residents use 40% more electricity than average household in BC” Rossland, the ‘fattest’ energy town in B.C. jumped into the diet frenzy and lost energy weight. Rossland is a town built on the allure of gold. In its heyday (early 1900s) the town boasted seven newspapers, fifty-seven houses of ill-repute, and to counter balance that, a light opera company. To access the mine on Red Mountain a lift was constructed, which became one of the first ski lifts in Canada. Electricity runs through the town’s blood, so to speak, as the global debate on whether to adapt AC or DC power was concluded here. At the end of the day though, this was a town that lapped up power like a thirsty dog after a long run. To change its energy hog status the Rossland Energy Diet was created. In partnership the City of Rossland and the local credit union, FortisBC PowerSense launched a seven-month, high-impact behaviour change program in mid-2011. By removing barriers (lack of awareness and financial resources) and using the behaviour change and marketing theories of scarcity, reciprocity, community norms, and partnerships, personal contact and commitments, the program encouraged residents and small businesses to make energy efficiency improvements. Twenty-two percent of single-family homeowners (257) registered for energy assessments and qualified for rebates and 34 businesses completed lighting retrofits. Seven months later, 16 percent of the town’s homeowners (185) invested more than \$1 million in energy efficiency improvements and reduced greenhouse gas emissions by 630,000 tonnes. The Energy Diet also included a CFL and Christmas light exchange and gave away 1470 energy efficiency kits to all residents in the community.