

GET ENERGIZED



Iowa!

Community is Key:

Community-wide Energy
Efficiency
Works!

Jack Yates,
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Behavior DOES Matter



- Equally desirable lifestyles consume different amounts of energy
- Lifestyles dictate behaviors
- Let's change behaviors!

Website



www.getenergizediowa.org

“Secret Strategies”

- Community
 - Used to deploy **social psychology** principles
 - Local control
- Explicit attention to **cognitive** factors
 - Addressing specific behaviors
 - Removing barriers
- Competition

Critical Secret Weapon: Local Partners

- What they did:
 - Responsible for encouraging community participation
 - Educated community about the project
 - Fostered competition with other communities
 - Action plans, worked w/ existing events, press



Social Factors

Community

- Make a public commitment
- Social norms
- Social approval
- Collaboration and cooperation
- Social comparison
- Public recognition
- Conformity
- Testimonials
- Peer to peer communication/credibility

Cognitive Factors

- Reminders
- Self-image
- Barrier removal
- Make a specific plan
- Autonomy: choices of information and actions
- Be specific about needed behavior change

Community Engagement

- Remove barriers
- Social norms
- Peer-to-peer communication
- Make a public commitment
- Credibility of community



Grump Days in Readlyn, Iowa

- Collaboration and Cooperation
- Social Norms
- Social Approval

Grumps Gone Green



You Can't Get Any Greener



Making the invisible **VISIBLE**

- Barrier removal
- Public recognition
- Social norms
- Reminders
- Testimonials

Weatherized by



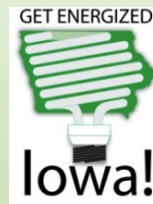
www.greeniowaamericorps.org



***GET
ENERGIZED
IOWA!***

**A Community Competition to
Reduce Energy Use**

www.getenergizediowa.org



Get Energized, Iowa! challenges you to earn points for your community and WIN the energy saving competition.

Try these 25 Steps Under \$25. Put a check mark by the things you already do and an X by the steps you want to take. Then, use the Plan of Action ½ sheet to help you decide what, when, and how to take additional steps to reduce electric use. When you've got a score of 75 on this sheet, **return it to your Utility/City Clerk to earn points for your community.**

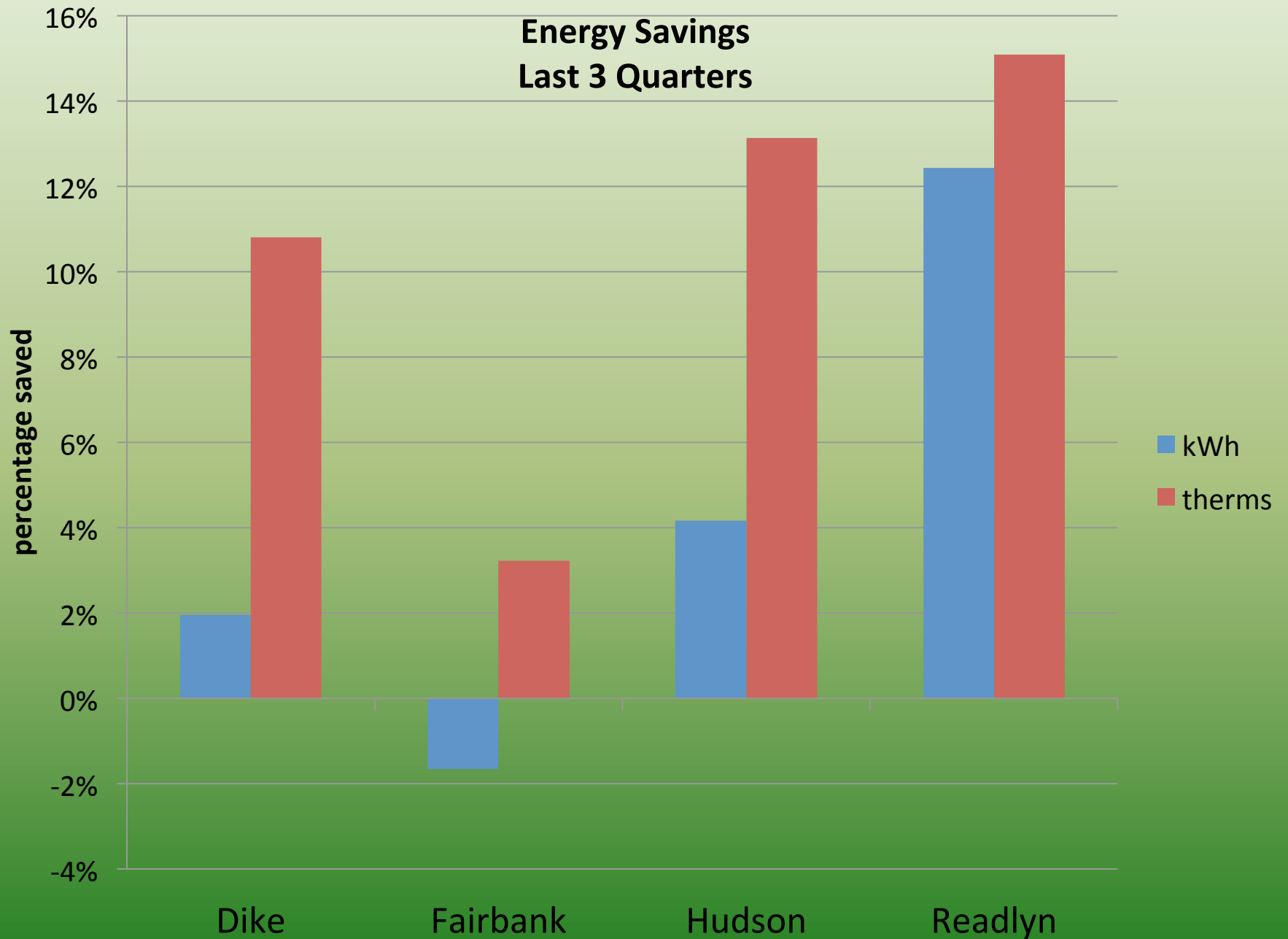
Name _____ Address _____ Community _____

Phone _____ Email _____

- Self image
- Autonomy...Make individual choices
- Make a plan

LIGHTING		SCORE
<input type="checkbox"/>	1. Turn off the lights in unused rooms.	5
<input type="checkbox"/>	2. Use natural daylighting when possible.	5
<input type="checkbox"/>	3. Buy energy-efficient compact fluorescent bulbs for the lights you use most. They cost about \$2 per bulb.	5 / bulb
<input type="checkbox"/>	4. Replace a halogen bulb with a compact fluorescent one.	5
<input type="checkbox"/>	5. Light your Christmas tree with LED lights rather than regular (incandescent) bulbs.	3
HOME APPLIANCES & GADGETS		
<input type="checkbox"/>	6. Unplug and recycle an old, extra refrigerator.	30
<input type="checkbox"/>	7. Hang your clothes to dry rather than using the dryer.	Score 1 for every dryer load reduced per week; 20 for the entire summer of line drying clothes.
<input type="checkbox"/>	8. Use a drying rack in winter to dry clothes.	20
<input type="checkbox"/>	9. Turn off your computer screen saver. Using a screen saver uses more energy than not using one, and your computer's power-down (sleep mode) feature may not work if you have a screen saver activated.	10
<input type="checkbox"/>	10. Put computer in sleep mode after 15 mins. of non-use.	10
<input type="checkbox"/>	11. Cut your phantom electric loads in half by installing surge protectors or Smart Strips for your TV/stereo and home office equipment. Then turn off surge protectors when not in use. Phantom loads account for 6% of our nation's electrical use.	15

Energy Savings Last 3 Quarters



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Thanks!



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Sponsors:

- Iowa Power Fund
 - Iowa Energy Center
 - Fred & Charlotte Hubbell Foundation
 - Cole-Belin Foundation
 - Leighty Foundation
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Final Scores and Winner



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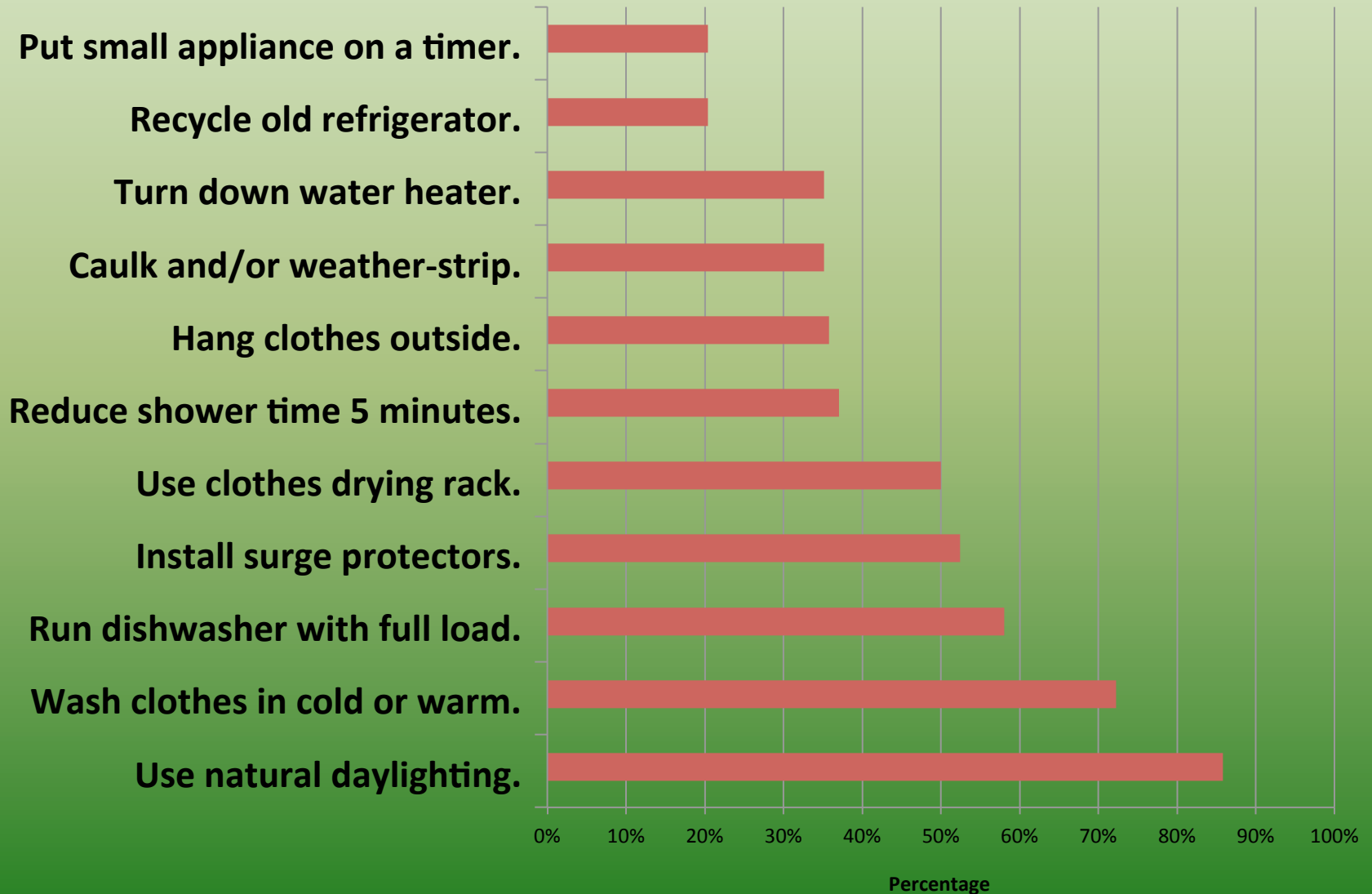
Dike

**Wapsie
Valley**

Hudson

Surveys filled out (pre & post)	184	330	120
CFLs given away	36	613	386
AmeriCorps audit	29	72	21
Weatherizations done	9	36	1
25 Steps under \$25 returned	38	60	44
Plans of Action developed	23	35	42
Items on Plan achieved	132	102	60
1% comm-wide reduction	25	32	15
1% per res kWh reduction	134	585	
Green Bike Tour participants	6	38	6
Total Score	2,133	2,242	1,226

NEW Actions Taken (%)





Action Plan - 5 Steps to Saving Energy + \$! (worth 5 pts. & MORE when items done)

Choose 5 things that you marked with an “X” from the 25 Steps sheet to help you further reduce electric use. Use those 5 things to fill in the chart below to **make a plan of action**. Then put your contact info on the back and **return** to a community drop site. **Someone will contact you** to see how your plan is going. Help win the *Get Energized, Iowa!* challenge.

Action	Barriers to Overcome	My Strategy	When?	Who is going to help me?	✓ Done
Example: Change 5 lights to CFLs	I don't know what replacement bulbs to buy.	Take my old bulbs to store to get replacements to match my needs.	3/30/12	Ask Joe to remove old bulb.	

- Make a specific plan
- Be specific about needed behavior changes
- Reminders

Developed by Cool Congregations