Vermont Energy Investment Corporation

Vermont Home Energy Challenge

Paul Markowitz 2013 Behavior Energy and Climate Change Conference



Overview

- Implemented by Efficiency Vermont, in partnership with Vermont Energy and Climate Action Network
- Town-by-town challenge
- Turn-key programs for local partners
- Support for local partners from Efficiency Vermont, VECAN, and regional partners





How It Works

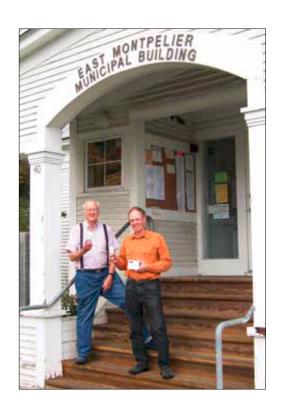


- Each town has target of weatherizing 3% of yearround occupied homes in 2013
- Each town is also challenged to achieve high levels of outreach on the topic of efficiency
- Local partners can tap into outreach programs: home energy visits, door-to-door outreach, and home energy parties
- 79 out of 246 towns participating

Button-up Day in Jericho, Vermont



Awards and Recognition



- All local partners that achieve targets will be recognized
- Awards to towns in each region that achieve highest % of homes weatherized
- Awards to towns in each region that achieve highest % participation
- Awards to be used for public benefit and efficiency

Energy Committee of Bradford, Vermont



Support for Local Partners

Efficiency Vermont and VECAN

- Provide marketing and educational materials
- Conduct workshops and trainings
- Maintain dashboard
- Provide awards and recognition

Local partners

- Develop local plan of action for the year
- Implement outreach projects





Behavior Change Tools Applied

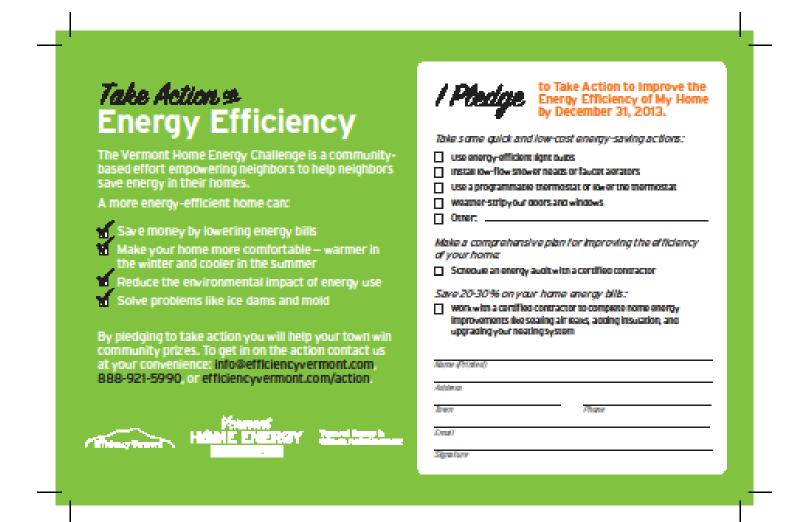
For individuals

- Commitment pledge cards
- Social norming lawn signs
- Social diffusion personal interaction
- Incentives / awards
- Effective messaging
- Reciprocity energy-saving kits
- Feedback dashboard
- Goal setting 3% target



Button-up Day in Weybridge, Vermont HART CHESTY PROPERTY

Pledge Card





Lawn Sign

We're saving money by lowering our energy bills. You can too.

www.efficiencyvermont.com/action







Vermont Energy & Climate Action Network







Results to Date

- More than 200 press hits mostly generated locally
- More than 1,300 pledge cards submitted
- Some communities have increased the number of Home Performance jobs 3 to 5 times the previous levels

Lessons Learned

- Find your local champions
- Sync up your database with your dashboard
- Provide focal activities throughout the year
- A year can be a long time for a volunteer-led effort
- Set realistic goals



Paul Markowitz

Community Energy Program Manager
Vermont Energy Investment
Corporation

pmarkowitz@veic.org

802 540 7608

www.efficiencyvermont.com

Contact Information

