



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 year-round 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



Pledge Card

Take Action *99* Energy Efficiency

The Vermont Home Energy Challenge is a community-based effort empowering neighbors to help neighbors save energy in their homes.

A more energy-efficient home can:

- ✔ Save money by lowering energy bills
- ✔ Make your home more comfortable – warmer in the winter and cooler in the summer
- ✔ Reduce the environmental impact of energy use
- ✔ Solve problems like ice dams and mold

By pledging to take action you will help your town win community prizes. To get in on the action contact us at your convenience: info@efficiencyvermont.com, 888-921-5990, or efficiencyvermont.com/action.



I Pledge

to Take Action to Improve the Energy Efficiency of My Home by December 31, 2013.

Take some quick and low-cost energy-saving actions:

- Use energy-efficient light bulbs
- Install low-flow shower heads or faucet aerators
- Use a programmable thermostat or lower the thermostat
- Weather-strip your doors and windows
- Other: _____

Make a comprehensive plan for improving the efficiency of your home:

- Schedule an energy audit with a certified contractor

Save 20-30% on your home energy bills:

- Work with a certified contractor to complete home energy improvements like sealing air leaks, adding insulation, and upgrading your heating system

Name (Printed) _____

Address _____

Street _____

Phone _____

Email _____

Signature _____

Lawn Sign

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

www.encyvermont.com/action



Vermont Energy &
Climate Action Network



DIY Training



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



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