



# **Take Charge!**

CHALLENGE <sup>SM</sup>

**Changing Efficiency from Sacrifice to WE WIN!**

**2012 BECC**

# PILOT PROGRAM

- March 2009-April 2010



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Charge!**  
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## Three Principles:

- Make it local (leadership teams)
- Make it easy (low barrier to participation)
- Make it fun (energy efficiency is boring)



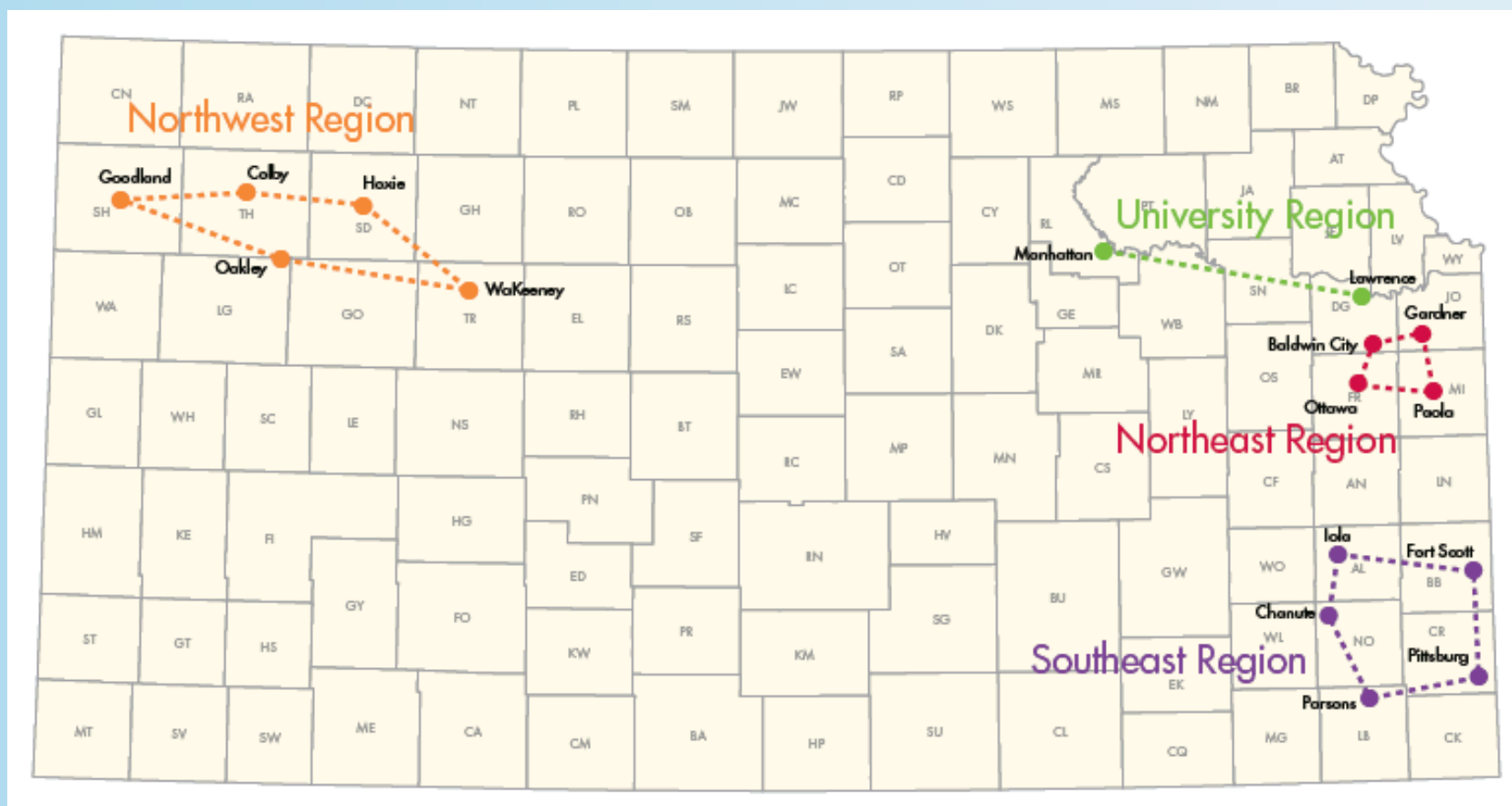
## THE Results

- 6 million KWH Saved
- 52,000 CFLS Switched
- 900 Energy Saving Power – Strips
  - 400 Weatherization Kits
- 200 Energy Star Appliances Rebated
  - 80 Whole House Retrofits
  - 65 Community Events
- 2,600 Hours of Volunteer Time





# Take Charge 2.0



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## Energy-Saving Metrics

- Category 1 :Efficiency Kansas whole house audits and retrofits
- Category 2: Energy Efficiency measures; CFL switches, programmable thermostats, other verifiable retrofits
- Category 3: Community participation







## Take Charge 2.0 Results

- 110 Billion BTUS of Energy Saved
- 309,000 CFLS Switched
- 5000 Programmable Thermostats
- 1000 Energy Audits
- 1,000 Community Events
- 5,000 Hours of Volunteer Time



# The Heartland Take Charge Challenge



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## The Results Model

EDUCATION

STRATEGY

CULTURE

IMPLEMENTATION



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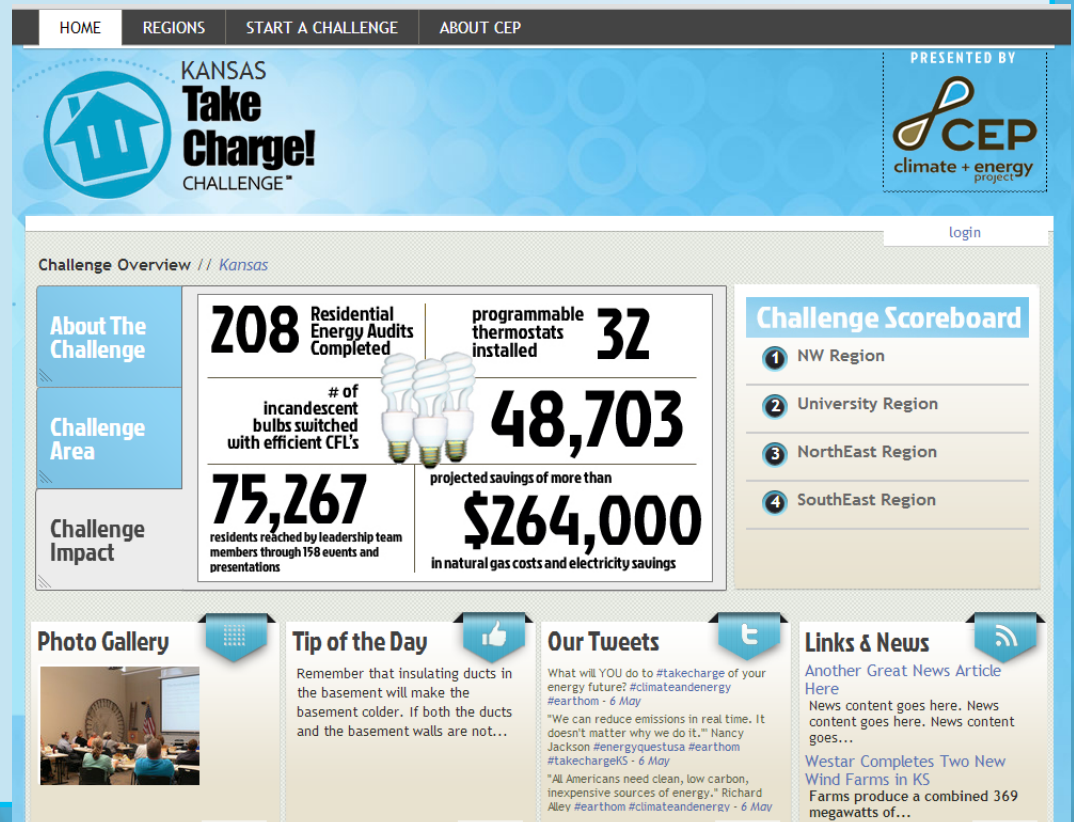
The Results Model consists of four elements which create the framework for participants to utilize resources information and tools.

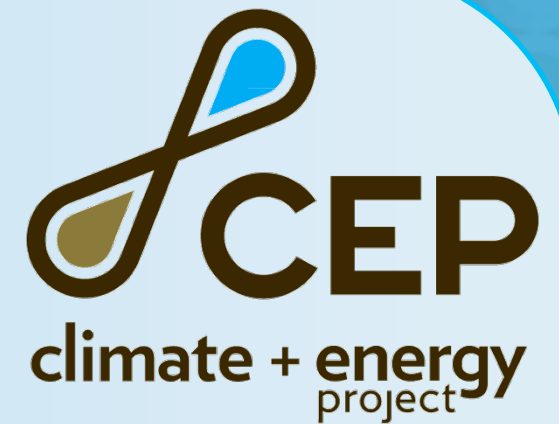
When linked together, the elements turn concept into action!



# EXPERIENCE YOUR OWN SUCCESS!

- Challenge implementation guide
- Informative participant guide
- Access to TakeChargeChallenge.com





Dorothy Barnett – 785.424.0444  
barnett@climateandenergy.org

