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

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

www.efficiencyvermont.com/action
Pledge Card

Take Action to Improve 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 or efficiencyvermont.com/action.

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Markowitz: Vermont Home Energy Challenge
Lawn Sign

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

www.efficiencyvermont.com/action
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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