



Being a Community Messenger for Energy Efficiency and Climate Change

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Overview

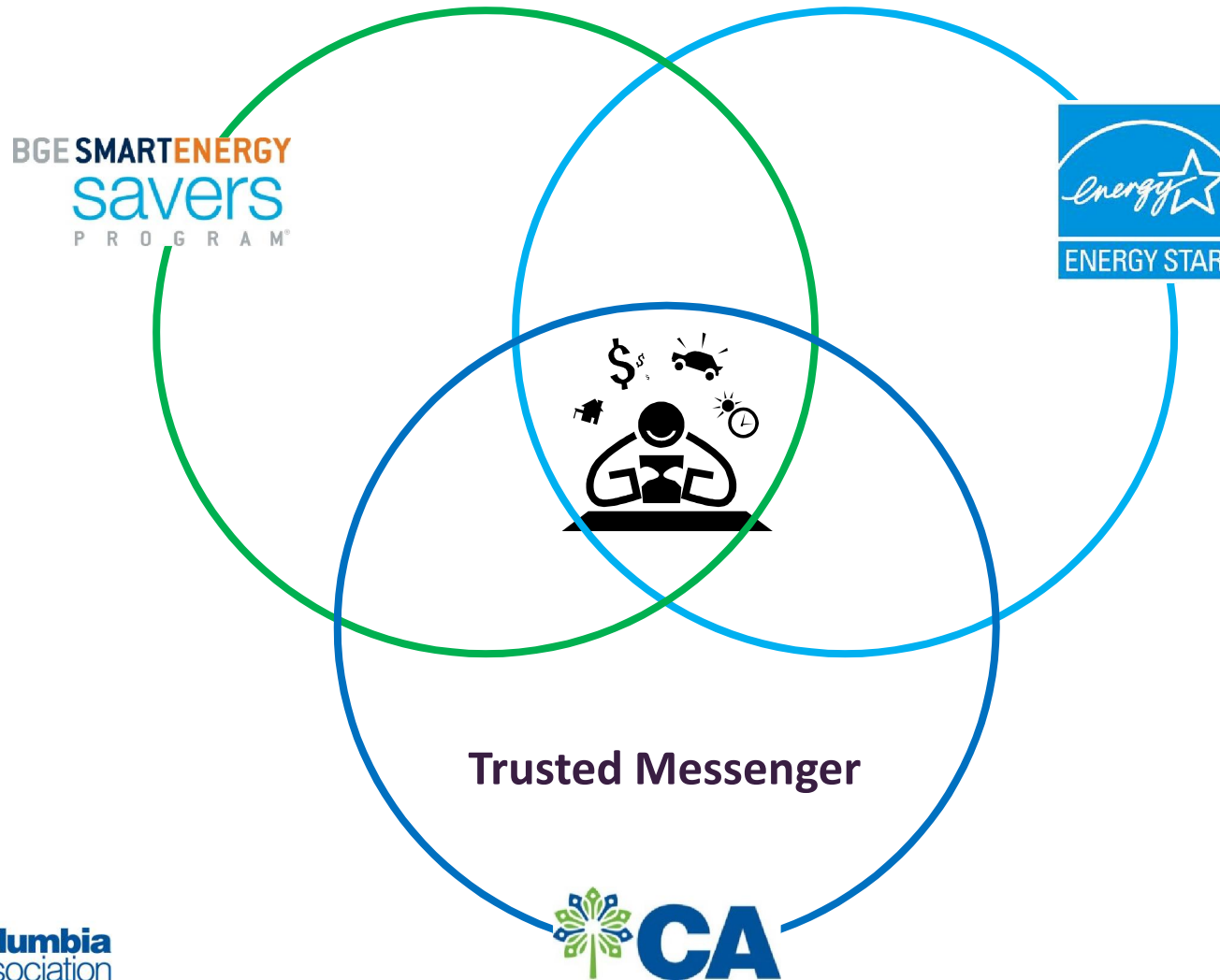
- What is the Columbia Association
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What is the Columbia Association

The Columbia Association (CA) is a nonprofit homeowners association dedicated to providing the highest level of service and amenities to the 100,000 residents of Columbia, Maryland. CA offers recreational, cultural, and community services including fitness facilities, an ice rink, golf courses, more than 20 neighborhood and community centers, dozens of pools, and 3,500 acres of open space.



Efforts to Promote EE and CC



Efforts to Promote EE and CC

ENERGY STAR in General

Broad communications and engagement effort to promote ENERGY STAR products and programs in the community

CA Monthly
A PUBLICATION OF COLUMBIA ASSOCIATION | DEC 2014

CA Makes Major Solar Energy Pact Here Comes the Sun!

By Tracy Lurie

Here in the heart of a quiet city, one of a handful of houses at sunset. But a light glows from the windows. It's not the sun, it's solar panels. At Columbia Association's new solar farm, the sun's rays are captured and converted into electricity. It's a major step toward a greener future. The new agreement means that Columbia Association will provide a number of solar panels to the community, who benefit by enjoying the use of the renewable energy source. Columbia Association has agreed to lease solar panels to the community. The new agreement means that Columbia Association will provide a number of solar panels to the community, who benefit by enjoying the use of the renewable energy source. Columbia Association has agreed to lease solar panels to the community. The new agreement means that Columbia Association will provide a number of solar panels to the community, who benefit by enjoying the use of the renewable energy source.

Join the Conversation!
ColumbiaAssociation.org | Facebook.com/ColumbiaAssoc | @ColumbiaAssoc



Get rebates from \$25-\$500 on ENERGY STAR® certified appliances.

Visit BGESmartEnergy.com or call 877.685.7377.

BGE
Smart Energy Savers

Jeremy Scharfenberg
CA Energy Manager



Efforts to Promote EE and CC

Home Performance with ENERGY STAR

Cooperative leveraging BGE's HPwES Program to:

- Increase the number of audits conducted in the community
- Increase the “conversion rate” of identified upgrades
- Achieve economies of scale – additional 15% cost savings

Columbia Home Energy Efficiency Upgrade Co-op
ENERGY MEETING
Thursday, February 20th, 8:00pm to 9:00pm
Rahbir Hall, 5740 Old Tucker Rd
Learn about the additional rebate exclusively for the Columbia Energy Co-op

YOUR HOME IS LEAKING ENERGY

Easy
- Free step-by-step guidance from your personal Energy Advocate.
- A one-time basement-to-rafters Home L...
- Assessment from a contractor pro services...
- and vetted by Retrofit Baltimore

Affordable
- Home Energy Assessment discounted at \$450 to \$250.
- Take advantage of a 50% off rebate of cost of your work from BGE up to \$1.5.
- Lower your utility bills by an average of 14%.
- Inclusive rebate for the Columbia Home Efficiency Upgrade Co-op up to an additional \$1,000.

Comfortable
- Better drafts and hot/cold rooms.
- Peace of mind knowing mold and carbon monoxide issues have been addressed.
- Confidence of working with a trusted organization advocating on your behalf.

RETROFIT BALTIMORE
A Civic Works Project

energy efficiency CERTIFICATE

Congratulations!
Your home will now save 14% on utility costs annually because of the investment you have made in energy-efficiency improvements.

14% Annual Utility Cost Savings

Home Address: 11033 Wood Elves Way
Contractor: Efficient Home
Program Provider: Baltimore Gas and Electric (BGE)
Work Completed on House: Air sealing to reduce leakage by 24%. Attic insulated to R-49. Passive attic ventilation and baffles installed.

MILTON W. MATTHEWS, Columbia Association President/CEO

RETROFIT BALTIMORE
Columbia Association

Impacts

ENERGY STAR in General

- Significant amplification of ENERGY STAR and BGE rebate program awareness throughout the community – save energy, reduce costs, protect the climate
- Saturation of action step recommendations with CA efforts leading by example – our HOT5s and community CFLs

Home Performance with ENERGY STAR

- Fifty energy audits completed to date
- Cooperative cost savings of 14% and 11% (on top of BGE 50%)
- Measure conversion rate of 93% - well above average

Lessons Learned & Findings

ENERGY STAR In General

- Opportunity for significant active reinforcement of messaging to the general public
 - HOAs, local governments, religious institutions
 - Evolution of traditional EPA and utility sponsor framework
- Meaning of ENERGY STAR at the product or program level is an opportunity for continued education
- Trusted Messenger must lead by example for real effectiveness – “this is what we are doing and here is what you can do”



Lessons Learned & Findings

Home Performance with ENERGY STAR

- Cooperative savings moderately successful in generating neighbor recruitment for greater participation
- Yard signage and newsletter story successful in generating audit sign ups
- High conversion rate in the Cooperative – energy advocate
- Villages with leaders at Board level had high participation
- Weather (utility costs) correlated with audit sign ups
- Traditional “home improvement” marketing efforts create uncertainty and lack of trust
- Free quick home check-ups impact HPwES participation
- Difficult to compete with granite

Closing

While CA is unique in its nature as a very large HOA, our efforts indicate that there is an opportunity for more robust promotion and programming on energy efficiency to reinforce national (ENERGY STAR) and utility programs to increase awareness and participation at the community level

- Every point at which a municipality or NGO interfaces with the public is a EE/CC messaging opportunity
- Municipality or NGOs at the community level are well suited for catalyst program management (green revolving funds, cooperative aggregation)

Closing

