



**East End
Community
Association**
a first parish movement



- Have a targeted outcome for specific time periods.
- More timely data collection would be ideal.
- Work with assessment provider to create a more streamlined scheduling and reporting strategy.
- Boots and constant messaging on the ground are critical. [create urgency]
- Create accountability for action.
- A large marketing budget is helpful for persistence.
 - Be willing to evolve.



- generally, the cheapest electricity source
- reduces demand on the grid
- reduces emissions
- agreeable approach



Who are key volunteers - block captains!

every block must have a block captain responsible for communicating information between the ed Steering Committee & participating residents

Block captains will also be responsible for sending monthly reminders regarding data collection

60-90 minute commitment per month

Block captains will be entered into a drawing to receive a free full weatherstation audit one of Mabel's Building services

current block captain count: 32 (with 7 blocks with multiple)



**East End
Community
Association**
a front porch community

How does participation work?

1. Sign up for AppleShare Power's HomeSMART Energy Assessment.
2. Receive results -> display behavior changes and recommended savings.
3. Save energy.
4. Report data online.
5. Win prize (is given).

gridSMART
 AppleShare Power

ge U
near

So how do residents learn how to improve energy efficiency in their homes?

Jefferson of E&M&S says

any other incentives besides saving energy & money?

prizes will be awarded in 3 categories: blocks, homeworks & papers

Block:

- 1000 points

- Most were not at the Republican Party (2nd time)
- Most were not at the Black Party (Bubalg)

Reminders:

- They were in charge of the Justice
- They were with a local celebrity

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How do I sign up for an assessment and how do report data?

1. Sign up and participate in the competition through www.ezenergy.com.
2. Sign up for the [EPA HomeSMART energy assessment](http://www.epa.com/ENERGY) (www.epa.gov/energy) or www.energystar.gov (888-446-7715).
3. Obtain past 12 months energy usage from gas utility (800-834-3330) or electric company (800-582-4237) and input data on the EPA website form. Input data on the form available through the competition website.

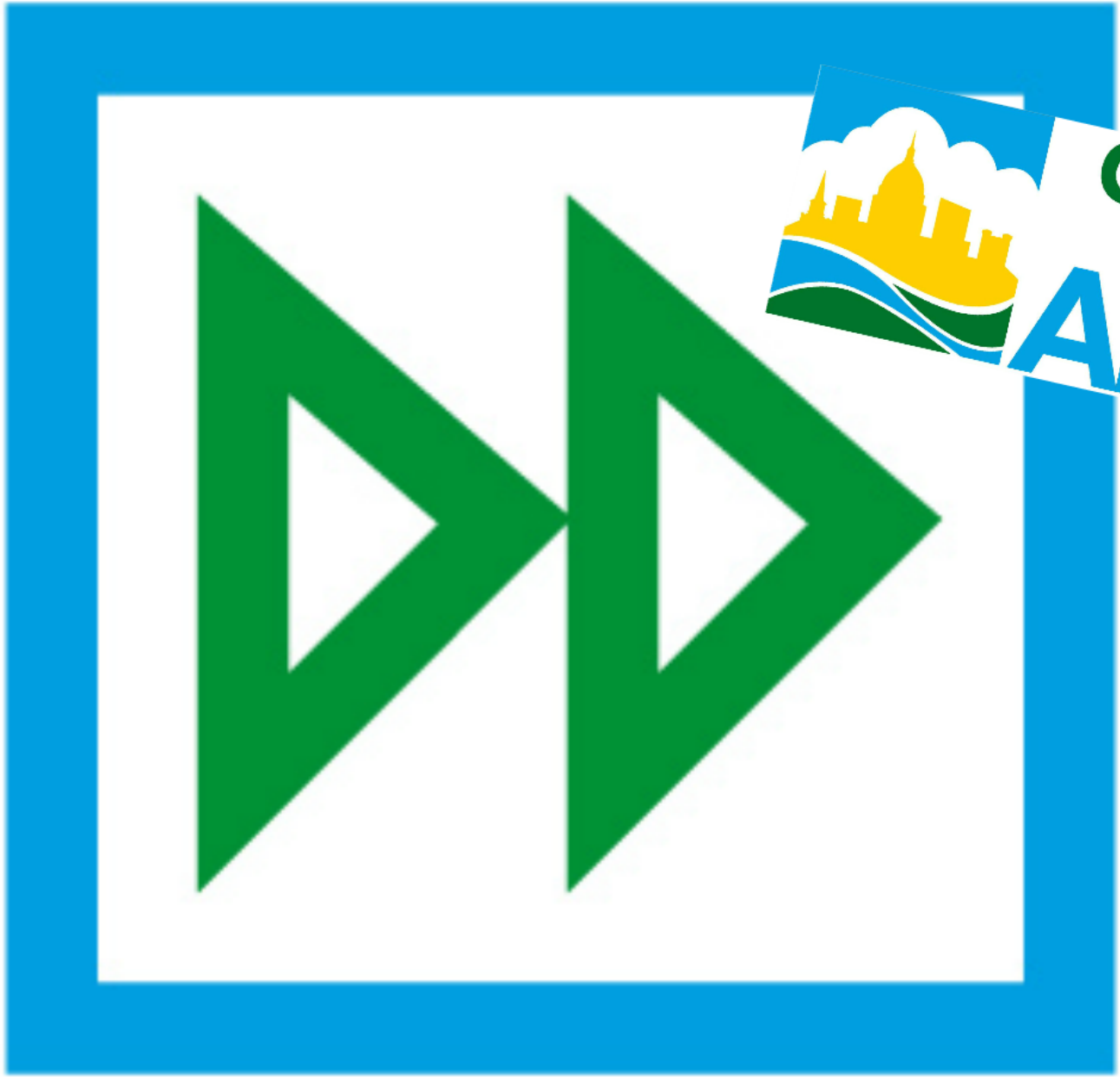




Energy Efficiency in the **East** **End**

A program of the Charleston Area Alliance

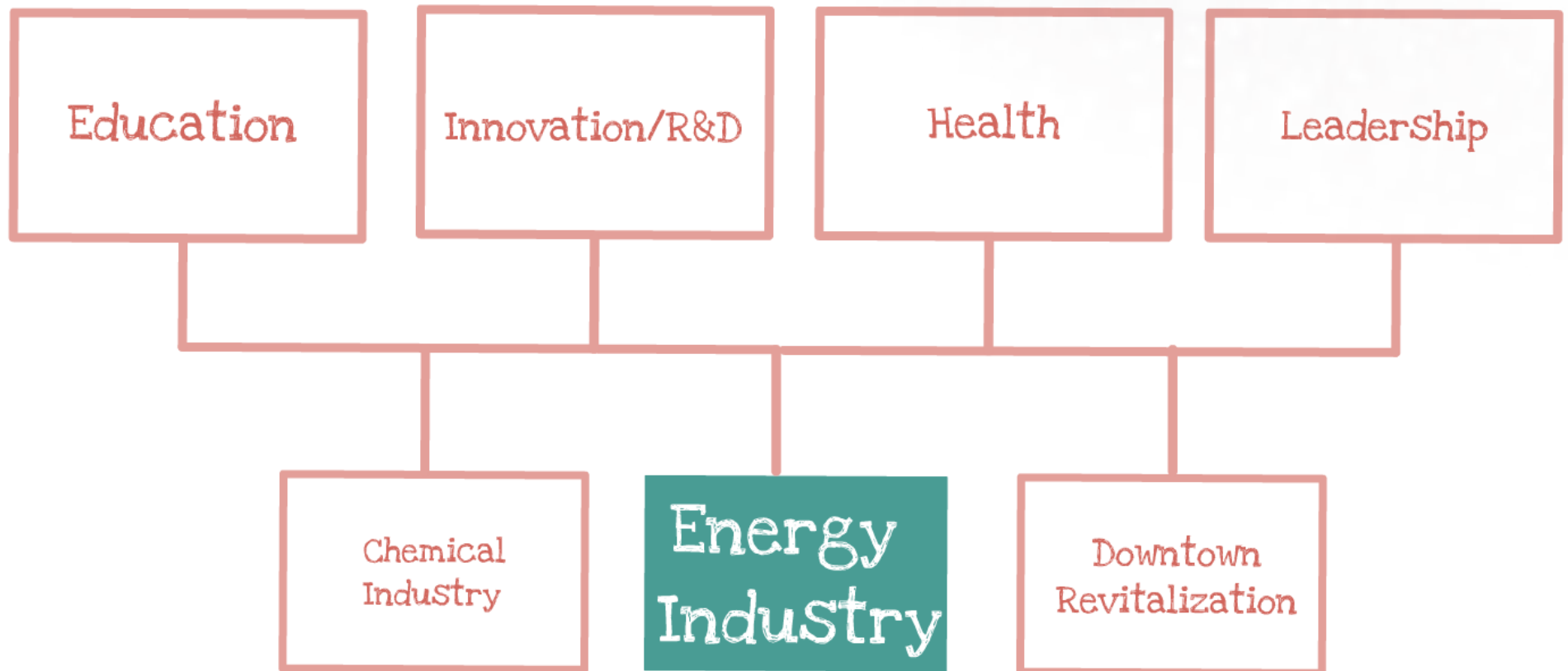
VISION 2030



Charles
Johanna
Alliant
Foundation

forward to the future.

ViSion 2030



Vision 2030 Energy Driver

"In 2030, the Kanawha Valley is nationally recognized for developing and commercializing innovative energy technologies and creating a culture of conservation."

Areas of Focus:

- Education
- Energy & Economics
- Innovation/R&D
- Energy Culture

energy efficiency

the first step towards a diversified energy portfolio

- generally, the cheapest electricity source
- reduces demand on the grid; reduces emissions
- agreeable approach!

goal: "creating a culture of conservation"

Deploy

1. Building a m
2. "Driving Dem

Key Findings:

- Make it ea
- Rebates, fi
- matter.
- A well qual
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- Persistenc

COMPE

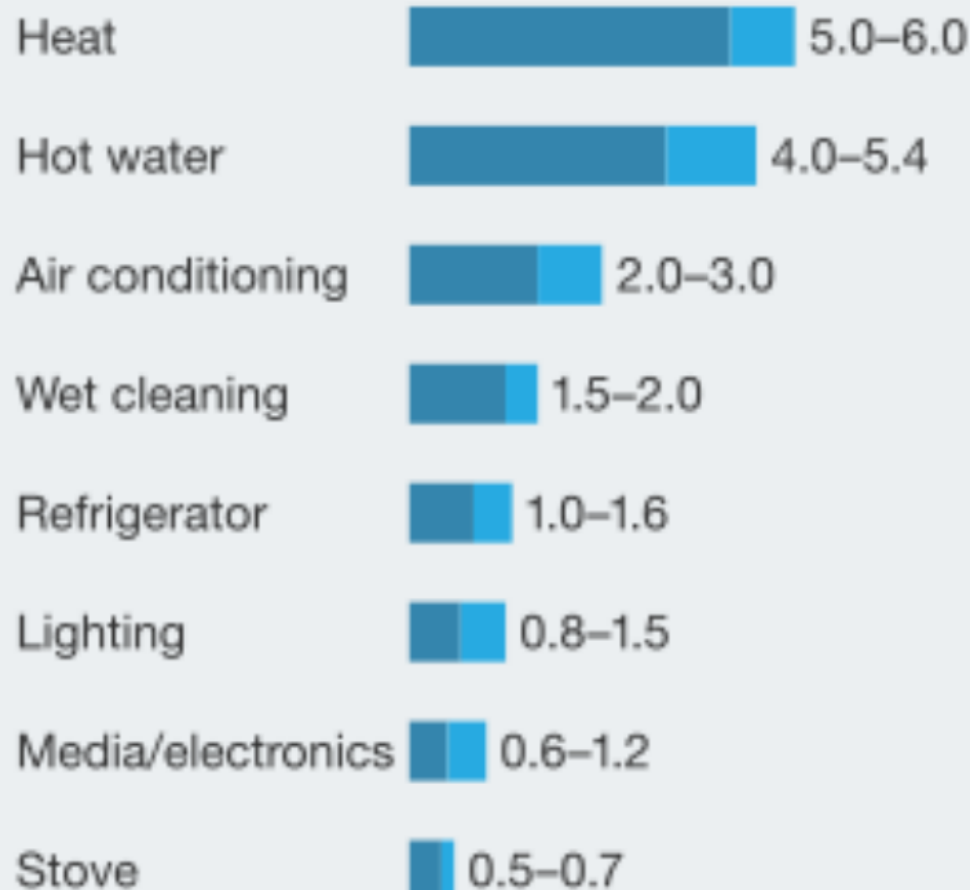
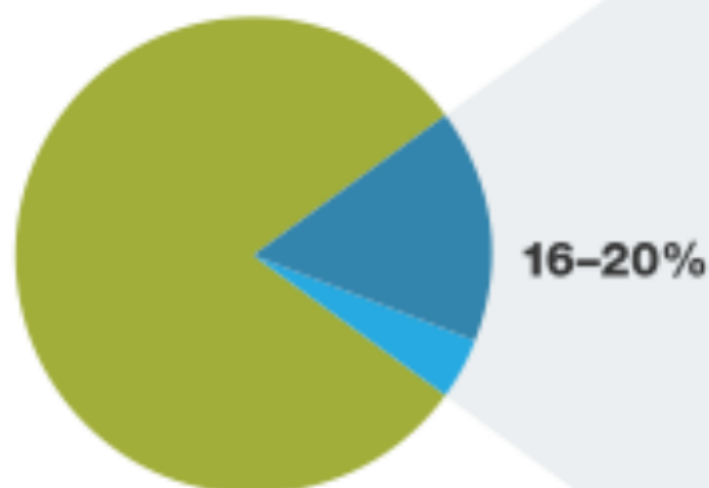
onally
mercializing
creating a

hics

% of US annual residential-energy use (excluding transportation)¹

Total savings potential

100% = 11.09 quadrillion British thermal units (BTUs)



¹Figures do not sum to total, because of rounding.

Source: California Energy Commission; Lawrence Berkeley National Laboratory; National Renewable Energy Laboratory; US Department of Energy Residential Energy Consumption Survey; US Energy Information Administration *Annual Energy Outlook*; 2011 McKinsey survey on energy efficiency in the United States

Deploying Energy Efficiency?!

1. Building a market for commercial energy audits.
2. "Driving Demand for Home Energy Improvements"
- Lawrence Berkeley National Lab

Key Findings:

- Make it easy, make it fast.
- Rebates, financing and other incentives do matter.
- A well qualified workforce and trustworthy work are vital.
- Persistence & consistency are valuable.

COMPETITION WORKS!

e4: energy efficiency in the east end

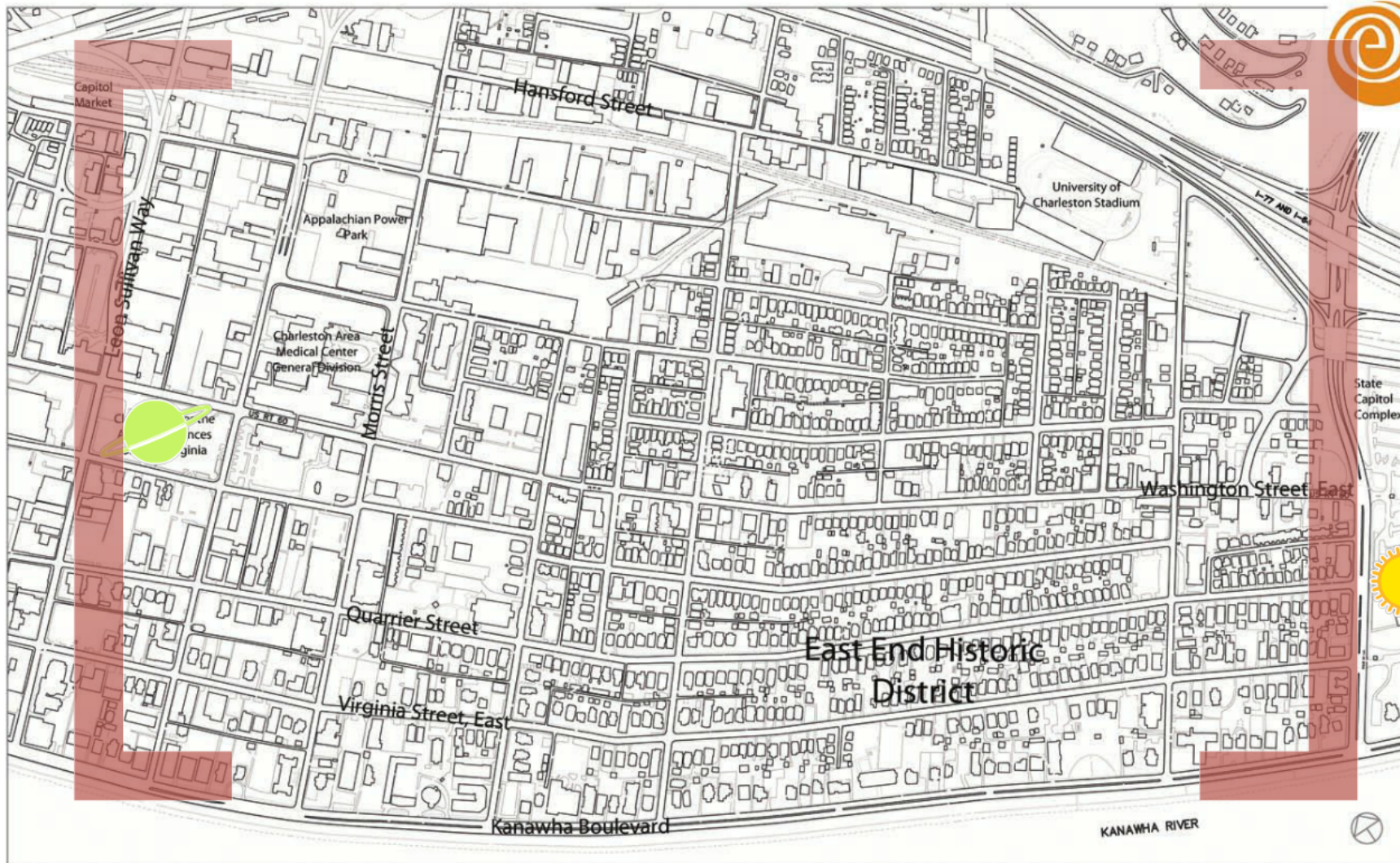
a competition amongst blocks in the East End of Charleston to compete for the largest reduction in energy consumption

why the east end?

Collaboration, Collaboration, Collaboration!

- Existing partnerships with neighborhood organizations to play off of.

Existing community fabric.



www.eastende4.com



WV Division of
Energy



How does participation work?

1. Sign up for Appalachian Power's HomeSMART Energy Assessment.
2. Acquire results -> deploy behavior changes and recommended retrofits.
3. Save energy.
4. Report data online.
5. Win pride & prizes!

gridSMART[®]

From **AEP APPALACHIAN
POWER[®]**

So how do residents learn how to improve energy efficiency in their homes?

Jeff Barrie of KiloWatt Ours & energy guru will be here to kickoff e4!

HomeSMART auditors will provide practical suggestions to retrofit your home and change your energy consuming behavior.

Monthly "Conversations about Conservation" will provide practical tips about how to improve the energy efficiency of your home.

Streamlined process to match historical district requirement with energy efficiency upgrades.



Showing
...with Dollar Bill!
...Power of the Restore
...CEWV - ...



any other incentives besides saving energy & money?

prizes will be awarded in 3 categories: blocks, homeowners & renters.

Blocks:

- Most # of Audits: party at the Appalachian Power Park (June)
- Most energy reduced: block party (February)

Homeowners:

- Renewable energy infrastructure
- Dinner with a Local Celebrity

Renters:

- Discover Clay Family Membership (Clay Center)
- Contemporary Galleries gift certificate
- iPad

Current Stats

www.eastende4.com

- \$9,400 grant from WV Division of Energy received
- 6 "Conversations about Conservation" held
- 1 energy efficiency all-day workshop held with Jeff Barrie
- Mass mailing to all landlords completed.
- 101 Total Households signed up
- 53 audits completed
- 88 "likes" on Facebook

e4 Energy Efficiency East End <small>A program of the WV Division of Energy</small>	
Technical Service Provider	
Good Cents - APCo	Travis Paxton
Bridgemont CTC	Leigh Crystal
Jeff Barrie, Kilowatt Durs	
Energy Efficient WV	Stacy Glass
Good Cents	Travis Paxton
Ernie Barger	
Appalachian Power Co. (APCo)	Alan Bragg
Bridgemont CTC	Leigh Crystal
DOE Appliance Rebate Program	Kelly Bragg
Mountaineer Solar	Lisa Mitchell
Energy Efficient WV	Stacy Glass
Ernie Barger - Good Cents	Travis Paxton
Bridgemont CTC	Leigh Crystal

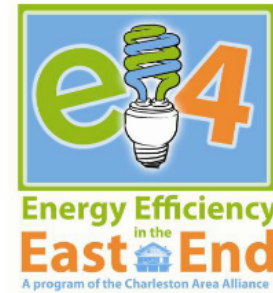


Conversations about Conservation

Workshops that provide actionable instruction in improving the energy efficiency of your home!

Location: Charleston Area Alliance
1116 Smith Street, Parking Available onsite

All workshops 60 minutes! (unless otherwise noted)
EVERYONE IS WELCOME, EVEN IF YOU DO NOT LIVE IN THE EAST END!



Month & Time	Topic	Technical Service Provider
January 29, 5:30pm	Caulking windows + Air Sealing ApCo Rebates	Good Cents + ApCo Travis Paxton
February 12 th , 5:30pm	The ABCs of Insulation and Installation	Bridgemont CTC Leigh Crystal
February 23 rd , 10am-4pm	A primer in Energy Efficiency All Day Workshop <i>Stay for as long as you are able!</i>	Jeff Barrie, Kilowatt Ours
March 19 th , 5:30pm	Low Hanging Energy Efficiency Fruit <ul style="list-style-type: none"> Thermostat Controls 	Energy Efficient WV Stacy Glass
April 16 th , 5:30	Home Cooling 101: HVAC Maintenance <ul style="list-style-type: none"> How they work Change Filters Insulation and Sealing Ducts 	Good Cents Travis Paxton Ernie Barger
May 8 th , 5:30pm	What you need to know as a utility customer <ul style="list-style-type: none"> Reading your meter Online Options Basics of Electricity 	Appalachian Power Co. (ApCo) Alan Bragg
June 11 th , 5:30pm	Intersection of Water and Energy <ul style="list-style-type: none"> Low-Flow Water/Energy Efficient Appliances Solar Water Heater 	Bridgemont CTC Leigh Crystal
July 9 th , 12pm-1pm	EnergySTAR Appliances	DOE Appliance Rebate Program Kelly Bragg
August	Solar Workshop	Mountainview Solar Lisa Mitchell
September	Youth Energy Efficiency	Energy Efficient WV Stacy Glass
October 16 th , 5:30	Home Heating 101: <ul style="list-style-type: none"> How they work Change Filters Insulation and Sealing Ducts 	Ernie Barger – Good Cents Travis Paxton
November 12 th , 5:30pm	Home Lighting <ul style="list-style-type: none"> Holiday Lighting Incandescent vs. CFL vs. LEDs 	Bridgemont CTC Leigh Crystal

For dates and times go to www.eastende4.com

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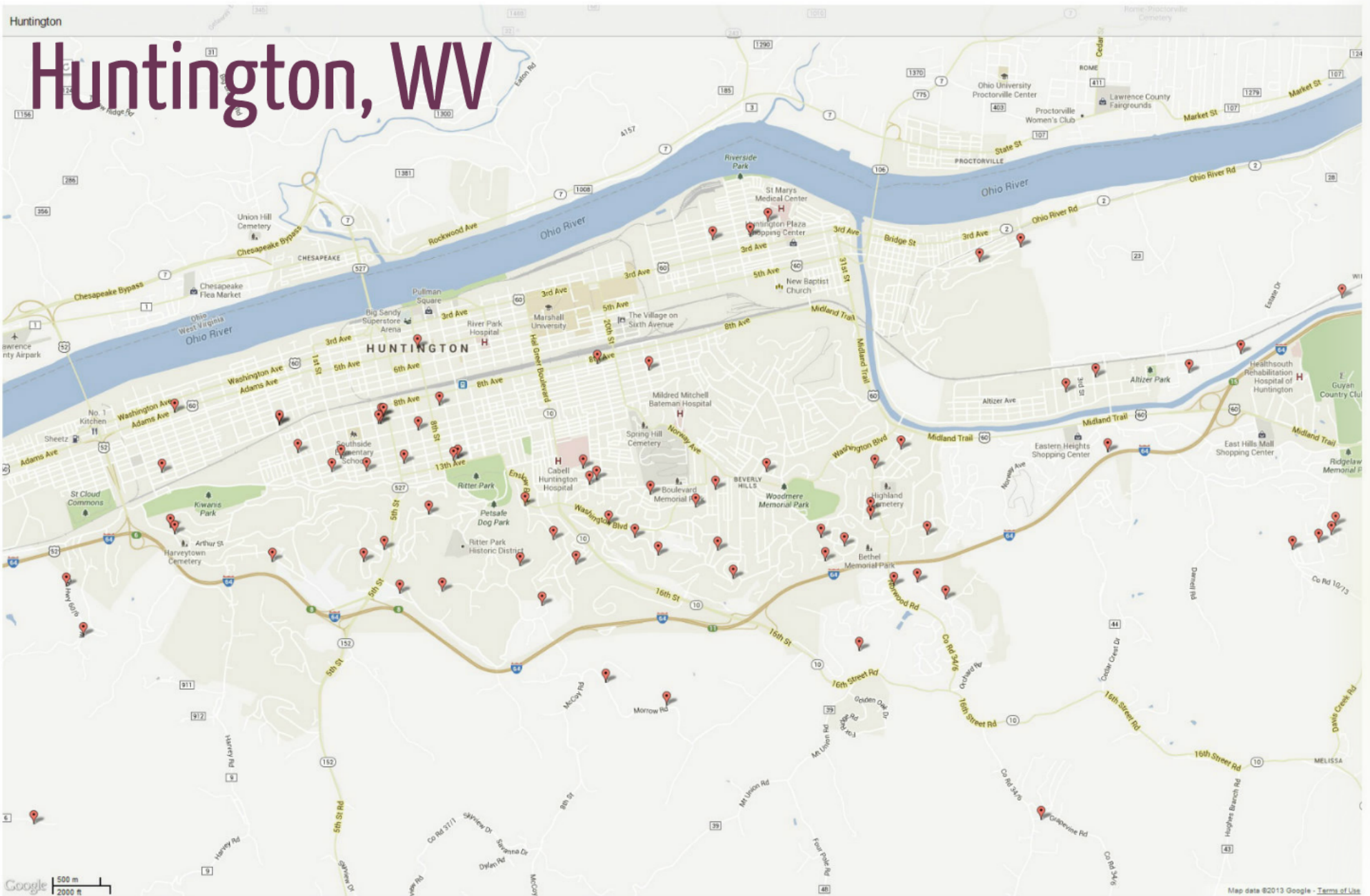
Current Stats

www.eastende4.com

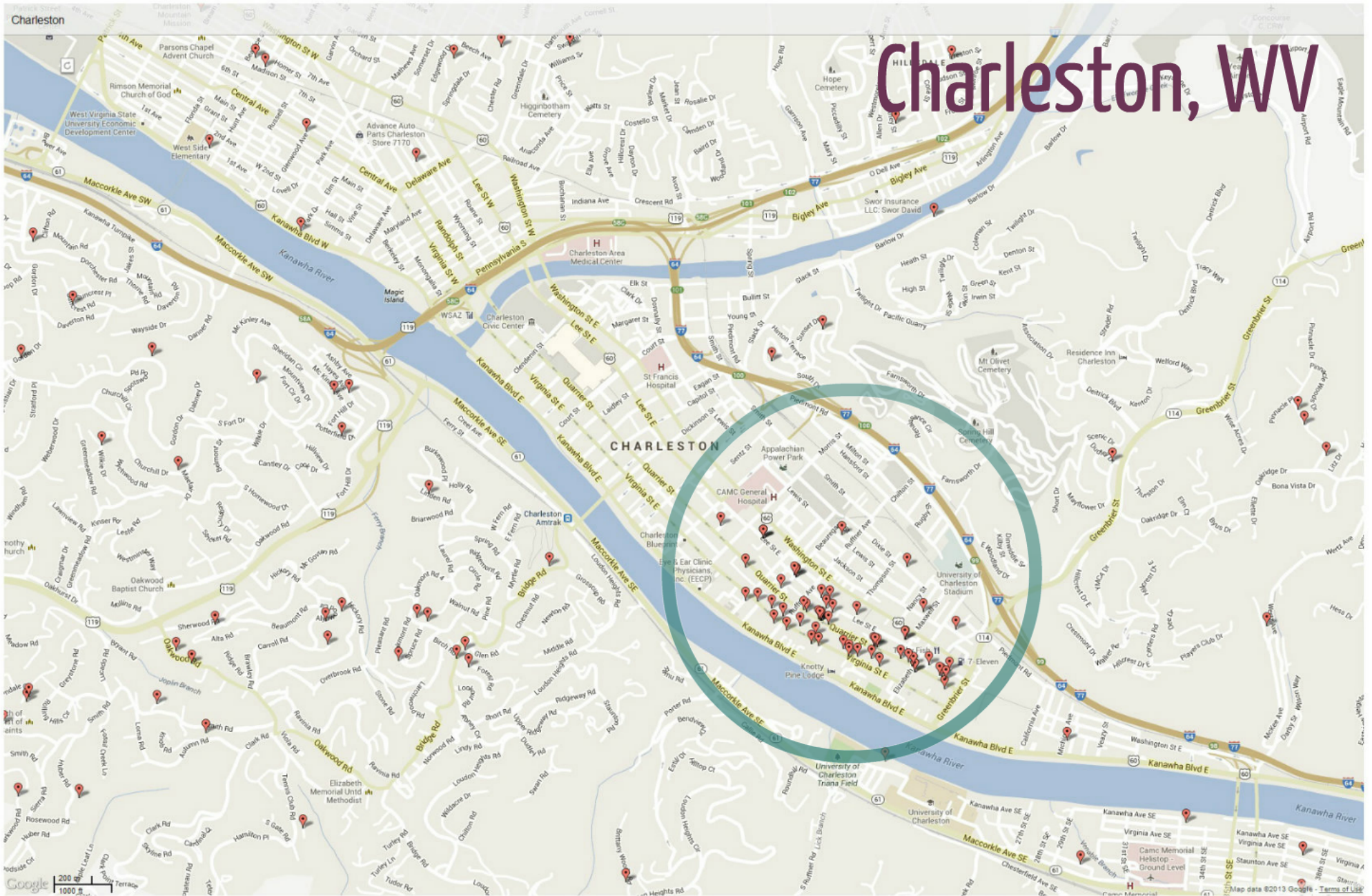
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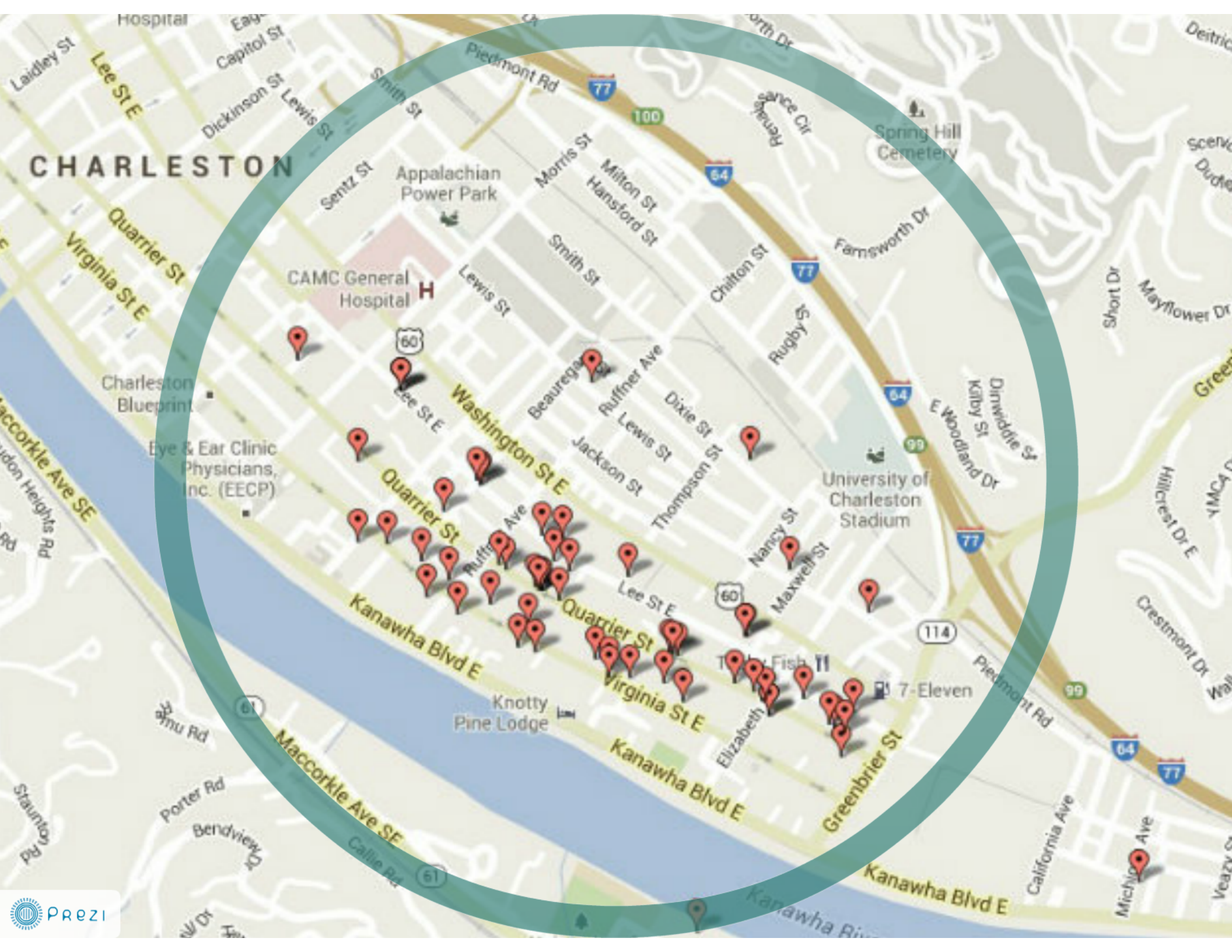
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Energy Savings

2012 vs. 2013

January - October

Average Household Savings:

- 408 kWh
- \$38.39 (total)
- \$3.80/month

Total e4 Savings:

- 26,891 kWh
- \$2,528
- The equivalent of powering 22 homes for one month!

Highest Average Household Savings by Block

1. 1533-1565 Virginia (\$150.55)
2. 1400 Lee (\$137.29)
3. 1600 Quarrier (\$90.15)
4. 1533-1565 Dixie (\$88.13)
5. 1500-1532 Lee (\$85.56)

Highest Total Savings by Block

1. 1500-1532 Lee (\$855.59)
2. 1500-1533 Quarrier (\$727.75)
3. 1533-1565 Virginia (\$602.19)
4. 1566-1599 Virginia (\$405.16)
5. 1600 Quarrier (\$360.58)

12 out of the 14 blocks had decreased energy consumption in April & May 2013
-> Behavior Change

what we've learned....

- Winter is a tough time to canvas.
- Make it simple, stupid.
 - Give one message & call-to-action at a time.
 - Making data collection & reporting EASY.
 - Take the middle man out of the steps.
- Energy Efficiency just isn't sexy.
- Competition does work.
- PERSISTENCE. PERSISTENCE. PERSISTENCE.

Recommendations

- Have a targeted outcome for specific time periods.
- More timely data collection would be ideal.
- Work with assessment provider to create a more streamlined scheduling and reporting strategy.
- Boots and constant messaging on the ground are critical. [create urgency]
- Create accountability for action.
- A large marketing budget is helpful for persistence.
 - Be willing to evolve.

Questions | Comments | Looking to run your own competition?

Be in touch:

Cnaumoff@charlestonareaalliance.org
304.340.4253 (o)



Cullen Naumoff



e4: Energy Efficiency in the East End --> Like us!



CMNaumoff

Why energy efficiency for WV?

- WV has 11th lowest electric rates, but 27 states have lower bills

http://www.eia.gov/electricity/monthly/epm_table_grapher.cfm?t=epmt_5_6_a

- EE is opportunity to reduce waste, keep our electric bills down
- Energy efficiency can create local jobs

And





Insert McKinsey Picture from email