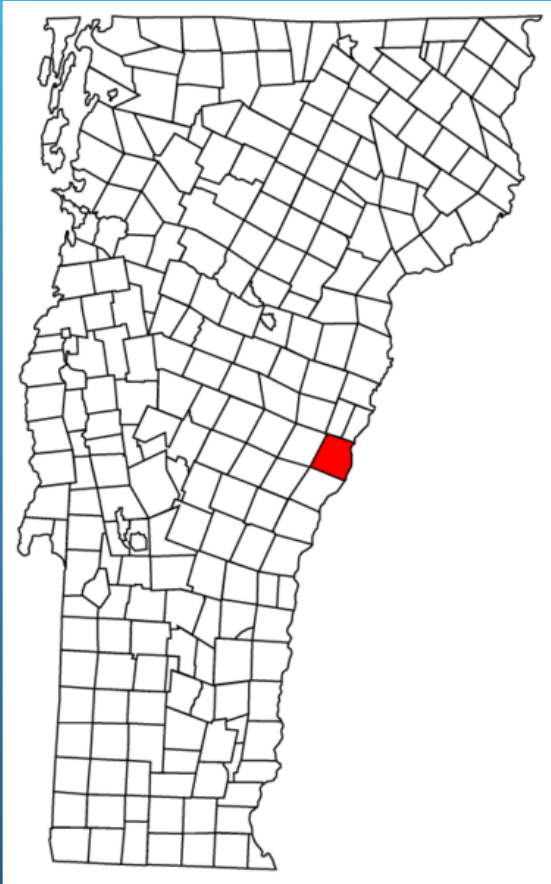


# THETFORD WEATHERIZATION OUTREACH CAMPAIGN



2011 Vermont Community Energy and Climate Action Conference  
December 3, 2011

# Project Goals:



- Triple the # of weatherization jobs every year in Thetford to 36 using Community Based Social Marketing techniques
- Identify how effective various CBSM measures have been at stimulating action

# Campaign Overview

- Organizing and Outreach Stages
- 5 Initiatives
- Ongoing Education and Tracking Results
- Project Time and Funding

# Stage 1: Identify and Partner with Local Project Champion - Thetford Energy Committee



- TEC - official town energy committee, formed in 2002 and well known, respected in town
- Successful track record of local energy projects

# Stage 2: Expand Organizing Team



- Individual outreach
- Invitations to participate and information to local organizations and groups
- Ended up with 50 volunteers

# Stage 3: Local Branding

- Thetford HEAT (Home Energy Action Team) chosen to make it easily identifiable and develop a sense of community effort



# Stage 4: Publicity Resources

- Letter to every home in town
- Town listserv notices
- Thetford Elementary School and Thetford Academy newsletters
- Town Newsletter
- Emails to SERG, TEC and project sponsor lists
- Flyers/Posters
- Letters, News Article, Transaction Ad and Calendar Announcements in Valley News

# Initiative #1: Thetford Home Weatherization Incentive Program (THWIP)

- \$24,000 Federal Stimulus grant to provide financial incentives matching the up to \$2,500 per home from Efficiency Vermont for home weatherization
- Launched in July, to date have 14 participants that have reserved about \$16,000 in incentives and another 10 have expressed interest
- See [www.thetfordvermont.us/weatherization-incentives/](http://www.thetfordvermont.us/weatherization-incentives/) for complete details on program



# Initiative #2: Door2Door Outreach



- Goal to deliver weatherization information and resources to all 1,100 Thetford homes
- Materials included simple messaging: “Save Energy - Save Money - Increase Home Comfort”

# Case Studies

- Biddle Home - Participated in Efficiency Vermont's DIY Program in 2010, reduced air leakage by 50% and cut fuel use by 40%, Should recoup investment in about 5 years
- Toth Home - Hired Building Energy in 2010, reduced air leakage by 22%, total cost was \$4,442 and received \$1,379 in incentives as well as saved \$1,072 in fuel last year alone, used 6% line of credit from Wells River Savings Bank to pay for work

## The Toth Home: Saving Money, Staying Warm

*"We were thrilled with the Home Performance insulation and air sealing work – the program was easy and worthwhile. We found some relatively inexpensive improvements that made a big difference. Last winter we used even less heating oil than we expected, and our wood stove now heats the space of our entire house – something we couldn't claim before the project. With oil prices so high, and our cash rebate from Efficiency Vermont, the return on our project investment will be just three winters."*

– Brent Toth, Post Mills



Brent and Aimee Toth's 1840's Cape in Post Mills, was drafty and hard to keep warm. They figured they had plenty of opportunities for savings, so they hired Building Energy, a participating Home Performance with ENERGY STAR® contractor in 2010 who air-sealed and insulated the attic, reducing the home's air leakage by 22%.

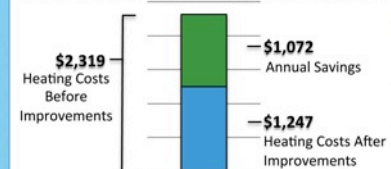
The total cost of the project was \$4,442. The Toths received \$1,379 in incentives from Efficiency Vermont and \$400 in other incentives. In addition the Toths saved about \$1,072 on fuel bills last year alone. The Toths paid for the work through a 6% line of credit from Wells River Savings Bank, so they are saving energy and saving money, while staying more comfortable.



Take advantage of up to \$2,500 in incentives when you complete energy efficiency improvements through a participating Home Performance with ENERGY STAR contractor.

To get started, call a Customer Support Specialist at 888-921-5990 or visit [www.efficiencyvermont.com/homeperformance](http://www.efficiencyvermont.com/homeperformance)

### Summary of Annual Heating Energy Cost and Savings



### Relative Energy Efficiency of the Home:

Before- 70,531 BTU/sq ft      After- 45,840 BTU/sq ft



Thetford Case Studies compiled by Sustainable Energy Resource Group  
For more information on Thetford HEAT or other SERG programs contact  
802.785.4126 • [SERG@valley.net](mailto:SERG@valley.net) • [www.SERG-info.org](http://www.SERG-info.org)



# Initiative # 2: Door2Door Results

- 650 Homes visited (60% of Thetford homes)
- Info packets mailed to remaining homes
- 240 home energy use surveys returned, 134 included BTU/sq ft (our simple measure of relative home efficiency)
- 158 CFLs installed, 31 Refrigerator coupons, 37 Washing machine coupons, and 49 Energy Star coupons given out - courtesy of Efficiency Vermont
- 125 email addresses collected for easy ongoing contact





# Initiative #3: Thetford Home Energy Expo



SAVE ENERGY • SAVE MONEY • INCREASE COMFORT

9 AM TO 2 PM  
SATURDAY, NOV. 5TH  
THETFORD ACADEMY GYM

9am - 10am	registration, door prizes, & resource tables	<b>FREE ENTRY OPEN TO ALL</b>
10am - 11am	main presentations, skits, & drawing for free home energy assessment worth \$450	
11am - 2pm	workshops, demonstrations, & resource tables	

Free Door Prizes To The First 50 Attendees  
Meet And Talk With Weatherization & Renewable Dealers  
Attend A Button Up Home Energy-Saving Workshop  
See Demonstrations Of Spray Foam, Blown Cellulose,  
Window/Door Weatherizing, & More  
Learn From The Parish Players Why "Weatherization Is Sexy!"  
Pedal Stationary Bikes That Generate Light And Blend Smoothies

FOR MORE INFORMATION CONTACT SERG  
AT 802-785-4126 OR SERG@VALLEY.NET



- 150 Attendees
- 16 vendors
- Weatherization Skits
- Demonstrations
- Door Prizes including free home energy assessment

# Initiative #3: Thetford Home Energy Expo - Skits

- Parish Players, local theatre group performed three skits



Couple Getting Comfortable



The Weatherstrippers



The Rating Game

# Initiative #4: Weatherization Skillshop

## WEATHERIZATION SKILLSHOP

- A day-long hands-on training in Do-It-Yourself home weatherization produced by and available through Central Vermont Community Action Council
- 11 attendees





# Initiative #5: Open Home Tour

Join Efficiency Vermont for a  
**Home Performance with ENERGY STAR® Open Home**  
Saturday, November 19 - 10am - 2pm  
*Organized by Thetford HEAT & Sustainable Energy Resource Group*

Join us at Brent & Aimee Toth's home at  
**139 VT Route 244 in Post Mills**

*Fun Activities for Kids & Adults!*

*Refreshments!*

*See first-hand how an energy audit and energy improvements work!*

*You can also tour Rick & Jody Biddle's home at:  
1849 Gove Hill Rd.  
in Thetford Center!*

*Enter to win Raffle Prizes!*

**Come In! WE'RE OPEN**

- Open community visits to 2 homes that had gone through the Home Performance and DIY programs open to public for viewing
- About 2 dozen homeowners participated
- Produced by and available through Efficiency Vermont

# Ongoing Education and Tracking Results

- Homeowner information collected entered into database
- Will continue to provide energy-saving information and opportunities to homeowners and ask them to report on weatherization improvements installed, energy savings attained and what measures made them take action



# Project Time and Funding

- More than 500 SERG organizing hours - would most likely be reduced in future
- More than 500 volunteer hours
- \$26,300 in grants, including \$5,500 in local business sponsorships
- SERG would like to thank High Meadows Fund, Efficiency Vermont, Granite United Way, VECAN, Clean Air-Cool Planet and Ben & Jerry's Foundation for their support as well as all the Thetford HEAT volunteers and sponsors for their generous contributions of time and money!

Thank you!



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