



Efficiency Vermont



2013 VERMONT HOME ENERGY CHALLENGE

Implemented in Partnership with the
Vermont Energy and Climate Action Network

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



Vermont
HOME ENERGY
CHALLENGE

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
- Towns in each region that achieve highest % of homes weatherized
- Towns in each region that achieve highest % participation
- Awards to be used for public benefit and efficiency

Durable
Prosperity On A
Finite Planet



Turnkey Programs

- Range of programs that local partners can tap into
- Each local partner develops own unique plan for achieving targets
- **Turnkey programs include:**
 - Home energy visits
 - Door-to-door outreach
 - Energy saving workshops



A Vermont Home Energy Savings Campaign

Turnkey Programs con't

Turnkey programs include:

- Home energy parties
- Phone-a-thons
- Town Meeting Day
- Community - energy contractor partnerships
- Button Up Day



Behavioral Change Tools Applied

- Commitment
- Social norming
- Social diffusion
- Incentives/awards
- Effective messaging
- Reciprocity
- Feedback
- Goal setting
- Prompts

Button-up Day in Weybridge, 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



Results to Date

- Completed jobs (January – October 2013)
 - VHEC towns – 565 completed jobs (includes VT Gas)
 - Total – 810 completed HPwES jobs
- More than 200 press hits – mostly generated locally
- Over 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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