

ENERGY EFFICIENCY PROGRAM

2017 ANNUAL REPORT

THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS DURING CALENDAR YEAR 2017 IN FULFILLMENT OF THE ENERGY EFFICIENCY PROGRAM AGREEMENT OF APRIL 25, 2016.



2017 TOTAL REACH: 331,149 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 3122

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 328,027

ENERGY ASSESSMENTS

The EAC continued the BN Energy Bright Program with low-cost energy audits – resulting in increased energy efficiency literacy and energy savings.

Bloomington-Normal Residents:

- Completed 26 home energy audits - 18 in Bloomington, 8 in Normal
- Implementation of audit report suggestions can amount to an estimated \$650 savings per household based on Department of Energy savings calculators.
- Reached out to 20 past participants to conduct follow-up energy bill analysis to measure energy saved. Respondents have an average of 13% energy use reduction in one year.

Bloomington-Normal Small Businesses:

- Completed 3 small business energy audits
 - YWCA Labyrinth Program (2 spaces): home that serves as office/meeting space and 4-apartment duplex that provides transitional housing for program participants
 - Mid-Central Community Action
 - Magnolia Salon



YWCA Labyrinth Program houses



Mid-Central Community Action

PROGRAM PARTNERSHIPS AND EXPANSION

The EAC continues to leverage its energy efficiency program and expertise to create partnerships that expand services to the community.

Mid-Central Community Action Partnership

- In June, the EAC worked with MCCA to add EAC energy assessment services to MCCA's new Energy Efficiency Pilot Program developed with funding from an Ameren grant. The EAC will conduct 20 home energy assessments for MCCA clients along with comprehensive energy bill analysis.

Equipment Loan Program

- In September, the EAC entered into an agreement with the Illinois Green Economy Network to participate in the Illinois Home Performance Equipment Loan Program. The EAC now houses professional home performance assessment equipment that individuals with Building Performance Institute (BPI) certification, who are currently enrolled in BPI classes, or certified Diagnostic Energy Testers can check out, free of charge, and use for practice or professionally.

Diagnostic Energy Tester Certification

- The EAC Energy Program Coordinator participated in a day-long Diagnostic Energy Tester training course and is now a certified Diagnostic Energy Tester. This certification allows the EAC to utilize the Blower Door and Duct Blaster kits that are available through the Equipment Loan Program.



Blower Door and Duct Blaster Testing

- The EAC added Blower Door tests and Duct Blaster tests to our energy audit registration.

Solar Bloomington-Normal 2.0

- EAC staff engaged in initial conversations with the Midwest Renewable Energy Association to leverage the current energy efficiency program to conduct a second solar group buy program in Bloomington-Normal in 2018.

ENERGY EFFICIENCY MARKETING, OUTREACH, EDUCATION

Throughout 2017, the EAC continued to promote the BN Energy Bright program to increase community awareness about the important benefits of energy efficiency through diverse methods of outreach and promotion.

Advertising and Promotion:

- Radio
 - Radio Bloomington: ran paid spots for 7 different weeks on WJBC and 5 weeks on WBWN. Had an on-air interview with Marc Strauss promoting energy efficiency.
 - WGLT: ran fall underwriter spot promoting energy efficiency.
 - Cities 92.9: Interviewed with "On the House with John Armstrong", a Bloomington-Normal Real Estate podcast.
- Social Media
 - Weekly Facebook #EnergyTipTuesday energy posts throughout the year reaching 42,172 people.
 - Weekly Twitter #EnergyTipTuesday energy posts throughout the year reaching 8,273 people.
 - Facebook paid campaigns: Ran two promotional campaigns in 2017 reaching 35,115 people in the Bloomington-Normal community.
- Website Traffic
 - BNenergyBright.org website received 2,368 visits this year.
- EAC Newsletters
 - 5 articles throughout the year in the EAC electronic newsletter reaching an average of 1,130 recipients per newsletter.
 - 3 articles in the quarterly EAC supporter newsletter reaching 293 recipients per newsletter.



Community Engagement and Outreach

- Organizational Involvement

- Energy Program Coordinator served as an at-large board member at bi-monthly Central Illinois Association of Professional Energy Consultants educational meetings.
- Presentations and Informational Booths
 - Presented to the Association of Professional Energy Consultants about the energy program to members at the February meeting - 10 attendees
 - Presented to an ISU Alternative Spring Break group about all EAC programming, including the energy efficiency program – 60 attendees
 - Presented about home energy efficiency and savings tips to Mid-Central Community Action's Homebuyers Club –15 attendees
 - Presented about home energy efficiency and savings tips to the Family Consumer Science Professionals group – 21 attendees
 - Information booth at the Illinois Sustainable Living and Wellness Expo – 2,250 attendees
 - Unitarian Universalist Church service participation – 67 attendees
 - Global Warming Solutions Group – 15 attendees
 - McLean County Chamber of Commerce Non-Profit Showcase – 27 attendees
 - Information booth at the Sugar Creek Arts Festival – 225 attendees
 - ISU Sustainability Fair Exhibitor Table – 7 visitors
 - Presented to U of I Extension Master Naturalists – 26 attendees
 - Presented to Heartland Community College Renewable Energy and Sustainability class – 13 students
 - Solar Makes Sense presentation with Straight Up Solar at YWCA – 15 attendees
 - Heartland Community College HALO student visit – 15 students
 - Normal Citizens' Academy Presentation – 30 attendees