

ENERGY EFFICIENCY PROGRAM

2018 ANNUAL REPORT

THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS DURING CALENDAR YEAR 2018 IN FULFILLMENT OF THE ENERGY EFFICIENCY PROGRAM AGREEMENT OF DECEMBER 11, 2017.



2018 TOTAL REACH: 535,691 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 5,630

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 530,061

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 37 home energy audits - 28 in Bloomington and 7 in Normal, reflecting a 42% increase from calendar year 2017.
 - Two energy audits were conducted in McLean County as part of the Solar Bloomington-Normal program. These were funded through a private sponsorship from First Allied Securities to allow the EAC expand energy audit services beyond the municipalities for the duration of the solar group-buy program in 2018.
 - Five households took advantage of additional blower door air leak testing.
- Implementation of audit report suggestions save \$700 annually on average per household based on Department of Energy estimates. Cumulatively, in 2018 participating households saved as much as \$25,000 in energy savings.

Bloomington-Normal small businesses:

- Completed 4 small business energy audits including
 - Moses Montefiore Temple, which will be installing solar from the Solar Bloomington-Normal program because of audit recommendations
 - Conducted an initial energy bill analysis for the First United Methodist Church, which resulted in a full follow-up energy audit
 - Recycling Furniture for Families
 - West Bloomington Revitalization Project office and upstairs apartment



West Bloomington Revitalization Project



Moses Montefiore Temple



First United Methodist Church

PROGRAM PARTNERSHIPS AND EXPANSION

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

Solar Bloomington-Normal 2.0

- EAC partnered 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.
- Offered energy audits to every program participant. Received additional funding from First Allied Securities to cover the cost of energy audits for participants living in McLean County outside of the Bloomington-Normal energy efficiency program area.
- Program ended with 30 new installations totaling 430.12kW of installations
 - Eleven installations in Bloomington – 8 residential, 2 business, 1 place of worship
 - Ten installations in Normal – 8 residential, 1 business, 1 place of worship
 - Nine in McLean County
- Those installations will result in the following savings for the community and the participants:
 - Total energy production in the first year: 540,407 kWh
 - Energy savings in the first year: \$47,823
 - CO2 offset (in pounds) in the first year: 871,489
- EAC staff led 23 presentations throughout the community about the benefits of solar energy, including details about the group-buy program, pricing, and available incentives. The presentation also informed participants about the BN Energy Bright program and the importance of energy efficiency – 223 total presentation participants.

ENERGY EFFICIENCY MARKETING, OUTREACH, EDUCATION

Throughout 2018, 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
 - Ran paid spots on WJBC, WBNQ, and WBWN for 3 different weeks reaching approximately 200,600 listeners
 - Had an on-air interview with Marc Strauss promoting energy efficiency reaching approximately 1,000 listeners
 - WGLT: ran three underwriter spots promoting energy efficiency, reaching approximately 75,000 listeners
 - Cities 92.9: Ran a paid spot reaching approximately 8,000 listeners
- Pantagraph
 - Two strip ads ran reaching approximately 162,000 readers



Give the Gift of Energy Savings!

Looking for unique gift ideas this holiday season? Give the gift of energy savings, and buy an energy audit from the Ecology Action Center for your friends and family! For just \$20 the helps find identify easy solutions to energy waste issues! All Bloomington-Normal residents and small businesses are eligible. Purchase your gifts at BNenergybright.org/gift or call 309-454-3169



- Social media
 - Weekly Facebook #EnergyTipTuesday energy posts throughout the year reaching 29,936 people
 - Weekly Twitter #EnergyTipTuesday energy posts throughout the year reaching 8,992 people
 - Facebook paid ad about energy reaching 9,708 people in the Bloomington-Normal community
 - Facebook ad about Solar Bloomington-Normal program reaching 32,872 people



- Website traffic
 - BNeenergyBright.org website received 1,953 visits this year

- EAC newsletters
 - Three articles throughout the year in the EAC electronic newsletter reaching an average of 880 recipients per newsletter
 - Two articles in the quarterly EAC supporter newsletter reaching 291 recipients per newsletter

Community engagement and outreach

- Direct Inquires
 - Responded to 44 phone calls, emails and visitor inquiries about energy efficiency and renewable energy issues
- Organizational involvement
 - Energy Program Coordinator served as an at-large board member at bi-monthly Central Illinois Association of Professional Energy Consultants educational meetings
- Energy Efficiency presentations and informational booths
 - Central Catholic High School presentation – 47 attendees
 - Home Energy Efficiency presentation at Slice of Lifelong Learning event at Heartland Community College – 5 attendees
 - Epiphany Jr. High presentation – 30 attendees
 - Energy presentation for Lion Scout Troop – 10 attendees
 - IWU Action Resource Center community non-profit group presentation – 38 attendees
 - IWU Environmental Studies department Vietnamese exchange student group presentation – 15 attendees
 - Heartland Community College Slice of Lifelong Learning information booth – 63 visitors
 - Illinois Sustainable Living & Wellness Expo – 1,500 attendees
 - Advocate BroMenn Earth Day fair information booth – 82 attendees
 - ISU Sustainability Fair information booth – 10 attendees
 - Sugar Creek Arts Festival information booth – 224 visitors
 - Unitarian Universalist Church social justice fair information booth – 21 visitors
 - City of Bloomington Energy Efficiency Day information booth – 25 visitors