

ENERGY EFFICIENCY PROGRAM

2019 ANNUAL REPORT

THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS DURING CALENDAR YEAR 2019 IN FULFILLMENT OF THE ENERGY EFFICIENCY PROGRAM AGREEMENT OF MAY 1, 2018.



2019 TOTAL REACH: 1,598,877 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 844

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 1,598,033

ENERGY ASSESSMENTS

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

- Completed 32 home energy audits - 19 in Bloomington and 13 in Normal
 - Three households took advantage of additional blower door air leak testing.

Community Impact

- Based on figures from the Department of Energy, if residents implement the majority of the easier to accomplish efficiency recommendations (sealing air leaks, setting thermostat back 7-10° for 8 hours a day, replacing frequently used light fixtures with LED bulbs, lower water heating temperature, insulating hot water pipes and the heater tank) they can save a low estimate of **\$555 annually** on energy costs. Using these figures, participating households cumulatively saved as much as \$15,540 in energy savings in 2019.
- The average Illinois household uses 129 million BTUs of energy per year. Based on the energy equivalents of the monetary savings estimates above, implementing the basic efficiency recommendations means a **savings of 34.6 million BTU per household.**
- This is the equivalent to **removing 3.7 metric tons of greenhouse gas** emissions per household.

PROGRAM PARTNERSHIPS AND EXPANSION

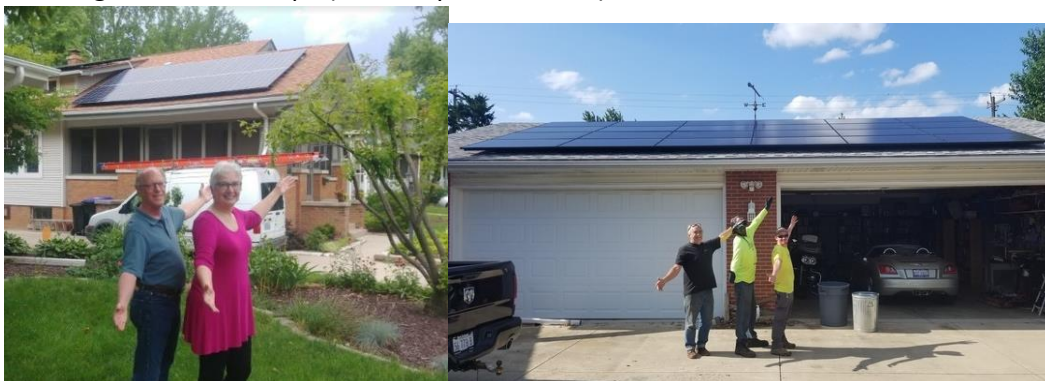
The EAC continues to leverage its energy efficiency program and expertise to create partnerships that expand efficiency and renewable energy services to the community.

- Created a [solar page](#) on the BN Energy Bright website to educate the community about what solar is, its benefits, and the variety of solar options available.

Grow Solar Bloomington-Normal

The EAC partnered with the Midwest Renewable Energy Association to leverage the current energy efficiency program to conduct a third solar group purchasing program in Bloomington-Normal in 2019. The program secured an installer through a competitive bid process, and that installer agrees to offer solar at a reduced rate during the 5-month program. Community members attend educational Solar Power Hours presentations given by the EAC staff to learn about solar and the program.

- EAC staff led 21 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 – 126 total presentation participants.
- The EAC made complimentary energy audits available to every program participant – 6 audits were scheduled through the program.
- Program results:
 - 144kW of new solar on 18 homes – 10 in Bloomington, 6 in Normal, and 2 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
 - Average energy savings in the first year: \$18,358
 - Average CO2 offset (in pounds) in the first year: 284,827



Illinois Solar for All

The Ecology Action Center was selected as one of ten non-profits in the state to be the first cohort of grassroots educators for the Illinois Solar for All program – a

program within the state's Future Energy Jobs Act (FEJA) designed to increase access to solar energy for low-income residents, environmental justice communities, and non-profits and public facilities that serve low-income communities.

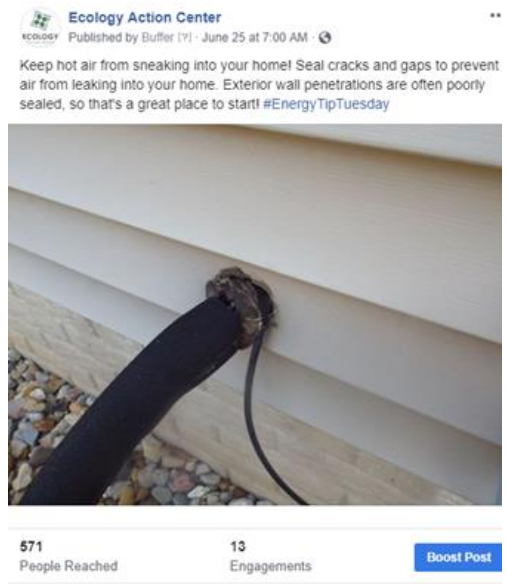
- The Ecology Action Center reached out to Mid-Central Community Action, Habitat for Humanity McLean County, West Bloomington Revitalization Project, and the Normal Township's Activity and Recreation Center. These organizations agreed to help promote the program to their constituents, and serve as host sites for multiple informational presentations.
- The EAC held a total of 12 presentations which cover what solar is, how it works, and how income eligible residents and non-profit and public facilities can access the benefits of the Illinois Solar for All program – 48 attendees.
- Promoted the program through multiple radio ads, print ads in the Pantagraph, and, with the help of several volunteers, distributed 2000 door hangers in West Bloomington neighborhoods.



ENERGY EFFICIENCY MARKETING, OUTREACH, EDUCATION

Throughout 2019, the EAC continued to promote the BN Energy Bright program and related energy programs to increase community awareness about the benefits of energy efficiency through diverse methods of outreach and promotion.

- Social media advertising and promotion
 - Weekly Facebook #EnergyTipTuesday energy posts promoting energy audits and useful Do-It-Yourself energy efficiency tips received 73,085 impressions.
 - Weekly Twitter #EnergyTipTuesday energy posts promoting energy audits and useful Do-It-Yourself energy efficiency tips received 26,183 impressions.



- Multiple paid promotions on Facebook encouraging people to register for a home energy audit received 7790 impressions.
- Multiple paid ads on Facebook promoting the Grow Solar Bloomington-Normal program received 27,216 impressions.
- One paid promotion on Facebook promoting Illinois Solar for All presentation dates received 7566 impressions.
- Radio promotions
 - WGLT
 - Ran two separate advertisements promoting home and small business energy audits reaching 50,000 listeners.
 - Advertised on Earth Day promoting the EAC's energy efficiency services reaching 25,000 listeners.
 - Radio Bloomington – WJBC, WBNQ, WBWN
 - Advertised the Grow Solar Bloomington-Normal program on all three stations reaching 78,900 listeners.
 - Advertised home and small business energy audits on all three stations reaching 78,900 listeners.
 - Advertised Earth Day on all three stations promoting EAC's energy efficiency services reaching 78,900 listeners.
 - Advertised the Illinois Solar for All program and available presentation dates – two separate weeks of advertisements reaching 157,800 listeners.
 - Interviewed with Marc Stauss on WJBC about the polar vortex and preparing one's home for winter weather reaching 1000 listeners.
 - Interviewed with Marc Strauss about home energy efficiency and the importance of air-sealing reaching approximately 1000 listeners.
- Print advertisements
 - Advertised in the Bloomington Pantagraph in January to promote home energy audits reaching 162,000 readers with 23,729 additional online impressions.
 - Advertised in the Bloomington Pantagraph in February promoting home energy audits reaching 81,100 readers with 11,865 additional online impressions.
 - Advertised Earth Day in the Bloomington Pantagraph in April with a full-page ad promoting BN Energy Bright and solar programs reaching 81,000 readers with 35,701 additional online impressions.
 - Advertised in the Bloomington Pantagraph in May promoting Grow Solar Bloomington-Normal reaching 81,000 readers with 20,399 additional online impressions.

- Advertised in the Bloomington Pantagraph in June promoting the Grow Solar Bloomington-Normal program reaching 81,000 readers with 15,195 additional online impressions.
- Advertised in the Bloomington Pantagraph in July promoting Illinois Solar for All reaching 81,000 readers with 17,645 additional online impressions.
- Advertised in the Bloomington Pantagraph in July and August promoting Grow Solar Bloomington-Normal reaching 92,000 readers with 30,489 additional online impressions
- Advertised in the Bloomington Pantagraph in November to promote Illinois Solar for All reaching 81,000 readers with 17,645 additional online impressions
- Sent a direct mail ad through the Pantagraph promoting the Grow Solar Bloomington-Normal program in September mailed to 35,000 recipients

- Website traffic
 - The BNenergyBright.org website pages which contain the energy audit sign-up form, energy efficiency information, and resources for people interested in solar received 6310 visits.
 - Distributed an educational press release on November 3 in response to a large number of direct inquiries about solicitations from third party energy suppliers. Posted the release on our website and Facebook, and it was picked up by WGLT resulting in a total of 328 views on website, 338 on Facebook, and reached WGLT's 25,000 weekly listeners. <https://wp.me/p5QZOA-3q1>. Press release also drew the attention of regional and statewide energy professionals looking for clarification of the issue.
- EAC newsletters
 - The EAC's electronic newsletter is sent out eight times a year. Six newsletters featured articles about energy efficiency, solar, and information about alternative retail energy suppliers reaching 846 recipients per newsletter.

- Two of the EAC's quarterly supporter newsletters featured articles about energy efficiency - 270 recipients per newsletter.

Community engagement and outreach

- Direct Inquires
 - Responded to 68 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
 - Catholic Mothers Morning Coffee – presented about home energy efficiency and promoted energy audit services– 15 attendees
 - Epiphany Jr. High class – presented about energy efficiency and renewable energy – 33 students
 - 21 Grow Solar Bloomington-Normal community Power Hour presentations which include information on the importance of energy efficiency and the EAC's energy audit services – 126 attendees
 - A women's non-profit group visited EAC, presented on home energy efficiency and benefits of solar – 10 attendees
 - ISU Advisors - presentation energy efficiency and solar – 16 attendees
 - Heartland Community College Sustainability and Renewable Energy class – gave a brief overview of the EAC and presented about energy efficiency and solar programs – 9 students
 - 12 presentations about Illinois Solar for All program – 48 attendees
 - Illinois State University Careers Chat – presented on energy efficiency and solar – 24 attendees
 - McLean County Leadership – presented about energy efficiency program, home energy audits, and solar – 27 attendees
 - Heartland Community College environmental class – presented energy efficiency – 27 attendees
 - Information table at Green Top Grocery promoting energy efficiency program and Grow Solar Bloomington-Normal – 15 visitors
 - Information table at McLean County Chamber Twin City Showcase promoted energy audits and the Grow Solar Bloomington-Normal program – 73 visitors
 - Information booth at Sugar Creek Arts Festival promoted energy efficiency and Grow Solar Bloomington-Normal – 272 visitors
 - Information booth at Bloomington Farmer's Market promoting Grow Solar Bloomington-Normal – 22 visitors

- Information booth at Illinois Wesleyan University Career Fair to recruit potential interns to help with energy programs – 12 students
- Information booth at McLean County Chamber Non-profit Showcase promoting small business energy audits and the Illinois Solar for All program – 15 visitors