

ENERGY EFFICIENCY PROGRAM 2015 ANNUAL REPORT



ECOLOGY ACTION CENTER

THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS DURING CALENDAR YEAR 2015 IN FULFILLMENT OF THE ENERGY EFFICIENCY PROGRAM AGREEMENT OF APRIL 1, 2014.

ENERGY ASSESSMENTS

During 2015, EAC energy staff worked to continue increasing exposure of the Home Energy Assessment Program and worked to develop and market a new Small Business Energy Assessment Program.

- Home Energy Assessment Program:
 - Contacted 80 new residents for home energy audits
 - Completed 61 home energy audits – 31 in Bloomington, 30 in Normal – with an estimated savings of over \$400 per household
- Small Business Energy Assessment Program:
 - Contacted 150 businesses enrolled in the municipal aggregation program, followed up on thirteen positive responses
 - Completed five business energy audits
 - Epiphany Farms/Anju Above
 - YWCA McLean County
 - Normal Public Library
 - Senator Bill Brady/Brady Realty
 - Montessori Children’s Centre



Normal Public Library



Epiphany Farms/Anju Above

- Expanded and streamlined administrative system
 - Expanded online registration to business program
 - Instituted online tracking of 108 past and present clients
- Broadened the menu to 24 energy cost reduction measures considered during site audits
 - Interior and exterior lighting: two measures
 - Envelope (roof, walls, windows and doors): seven measures
 - HVAC: six measures
 - Water heating: five measures
 - Plug loads: two measures
- Trained staff on home and business audit procedures, savings measures, and report writing
 - Refined assessment report to include priority and maintenance measures
 - Every measure includes some Do-It-Yourself opportunity, potential savings and cost implementation information



Checking door seal and threshold.



Checking attic insulation levels.

ENERGY EDUCATION AND OUTREACH

During 2015, the Energy Program built on its previous successes by capitalizing on proven communication modes while expanding to different traditional and electronic platforms to take advantage of social media’s increasingly important role in outreach, education, and advertising. The two main priorities this year were gaining public exposure for the Energy Assessment Programs and building networks for outreach and education opportunities.

- Energy Assessment Program and energy audit promotion:
 - Four advertising campaigns on Facebook, resulting in 220,706 impressions of energy efficiency messages by local residents.
 - Two email *Pantagraph* “E-Blasts,” reaching 40,000 readers
 - *Pantagraph* newspaper advertisement, reaching 25,000 readers

- To boost exposure, the energy program offered a discount during the early winter, resulting in tripled contacts and completed assessments:
 - WJBC and B104 radio underwriting spots, reaching 56,400 listeners
 - Online *Pantagraph* advertisement, reaching 50,000 online subscribers
 - Two sets of WGLT radio underwriting spots, reaching 30,000 listeners
 - *Pantagraph* “E-Blast,” reaching 20,000 readers
- Initiated mass-transit vehicle advertising, reaching hundreds of thousands of McLean County viewers over a two-month period
- Contacted 70 community organizations to offer presentations on the Energy Assessment Program, energy efficiency, and do-it-yourself energy audits; received positive responses resulting in presentations booked for 2016.
- Interviewed Ameren ActOnEnergy and CornBelt Energy personnel to learn their energy conservation and efficiency programs, rebates, and other resources. Disseminated information in newsletter article and BNEnergyBright.org website.
- Began collaborating with Mid-Central Community Action with plans to provide energy conservation and efficiency education and home energy audits to MCCA clients.
- Ongoing updates of BNEnergyBright.org website with relevant and current energy efficiency information.
- Promoted energy efficiency through three WGLT and two WJBC underwriting spots, reaching approximately 85,200 listeners.
- Received 28,493 impressions on the EAC Facebook page in response to 30 energy-themed posts.
 - Continued *#EnergyTipTuesday*, a social media weekly post that features energy tips, resources, and information on how to sign up for home energy check-ups.
 - Initiated *#SaveEnergySaturday*, a social media weekly post that focuses on do-it-yourself tips and more complex ways to save energy.
- Sponsored Earth Day promotions on WBNQ covering energy and recycling, reaching an estimated 25,000 listeners.
- EAC staff interviewed on WBNQ radio, reaching an estimated 5,000 listeners.



- EAC staff interviewed on WGLT radio program covering green business issues including energy, reaching an estimated 5,000 listeners.
- Received 4,791 unique views on the BNEnergyBright.org website and 317 unique views of up to 27 different energy-related pages on the Ecology Action Center website.
- Staffed informational tables, reaching 3,107 participants and 26 organizations with BNEnergyBright Program information. Events would include a raffle for a complimentary Energy Assessment for a home or business:
 - Illinois Sustainable Living & Wellness Expo
 - McLean County Non-Profit Showcase
 - Illinois State University Wellness Fair
 - Sugar Creek Arts Festival
 - Internal Revenue Service’s National Distribution Center’s Health and Safety Fair
 - State Farm Insurance event
- Promoted energy savings in articles published in two of the periodic EAC Action News email newsletters (2,000 subscribed readers).
- Reached over 650 different followers through Twitter with six energy-themed posts.
- Promoted energy savings in articles published in the 4 quarterly EAC membership newsletters, (270 members).
- Presented Energy Bike Program at the following schools, reaching 135 students:
 - Illinois Wesleyan University “Young Scholars Camp” – 3rd, 4th and 5th graders from throughout McLean County
 - Prairie Christian School
- Staffed activity table with the Energy Bike, reaching 46 children and their parents with information on the BNEnergyBright Program, and energy conservation and efficiency:
 - YWCA’s “Lights On After School” children’s event (right)
 - Town of Normal’s “Light the Night” bicycle event
- Answered 29 energy-related inquiries over telephone and email.



- Co-sponsored the “Path to Zero Energy” workshop at Normal Public Library with EverGreen Home Energy Consulting and Hawk Energy Solutions, reaching 15 participants with information on the BNEnergyBright program, energy conservation and efficiency, and renewable energy options.
- Coordinated monthly Green Drinks networking event; topic was “Solar Cars.”
- Brought MiEV electric car to Illinois State University car show
- Professional development and education participation by EAC staff:
 - Completed two-day certification in Building Science Principles for education and technical skills on residential energy conservation and efficiency.
 - “Energy in Illinois and the Clean Power Plan” conference sponsored by the ISU Institute for Regulatory Policy Studies, learning how to maximize benefits by participating in the shaping of the Illinois Clean Power Plan.
 - Illinois Renewable Energy Conference held at ISU, learning ongoing activities in wind and solar energy development and legislation.
 - Participated in bi-monthly Central Illinois Association of Professional Energy Consultants educational meetings. Staff member elected as an At-Large Board Member.
- Began working with the Illinois Sustainable Technology Center (ISTC) to act as lead organizer for the 2016 Green Office Challenge in Bloomington-Normal, a statewide competition among businesses to identify those that are practicing sustainable management of energy, water and waste resources. Also promoted and participated in the 2015 Green Office Challenge.

Path to Zero Energy:
Energy Efficiency & Renewable Energy for Homes & Buildings

Wednesday, September 23rd,
6:30 PM to 8:00 PM,
Peoria Public Library - North Branch,
3001 W. Grand Parkway, Peoria, IL 61614

Tuesday, September 29th,
6:30 PM to 8:00 PM,
Washington District Library,
380 N. Winsor Rd, Washington, IL

Wednesday, October 7th,
6:30 PM to 8:00 PM,
Normal Public Library,
206 W. College Ave, Normal, IL

Description: How far can energy efficiency and renewable energy take us? Can we bring energy usage down to a point where it can easily be offset by on-site renewable energy? The concept of “zero energy” or “net zero” is growing throughout the United States and describes the point where energy efficiency is low enough that on-site renewable