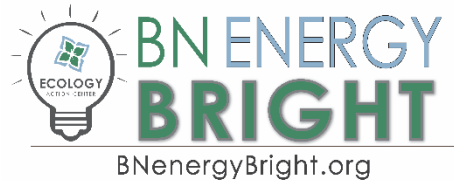


# ENERGY EFFICIENCY PROGRAM

## 2016 ANNUAL REPORT

### ECOLOGY ACTION CENTER



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

#### ENERGY ASSESSMENTS

**The EAC energy staff works to expand and increase exposure of low cost energy audits in Bloomington-Normal.**

- Home Energy Assessments:
  - Contacted 324 new residents for home energy audits.
  - Completed 71 home energy audits – 44 in Bloomington, 27 in Normal – with an estimated savings of over \$300 per household.
- Small Business Energy Assessments:
  - Contacted 550 businesses enrolled in the municipal aggregation program, followed-up on thirteen positive responses.
  - Completed five business energy audits:
    - Hile Group
    - Project Oz
    - Hoffman Attorneys
    - Connect Transit
    - Habitat for Humanity ReStore



Hile Group



Hoffman Attorneys

- Broadened efficiency measures menu to 35 total energy cost reduction measures considered during site audits, including:
  - Interior and exterior lighting: three measures
  - Envelope (roof, walls, windows and doors): twelve measures
  - HVAC: eleven measures
  - Water heating: five measures
  - Plug loads: four measures
  - Renewable Energy Generation (mainly as a business option)
- Trained new staff member on home and business audit procedures, savings measures, and report writing.

## ENERGY EDUCATION AND OUTREACH

**In 2016, the Energy Efficiency Program continued to grow, increasing community awareness about importance of energy efficiency through diverse promotional and outreach methods.**

- Energy Assessment advertising and promotion:
  - Multiple Pantagraph paper and online advertisements and e-blasts totaling over 400,000 views from readers and online impressions.



- Quarterly WGLT underwriter campaigns with around 125,000 listener impressions.
- Four different commercial campaigns on WJBC throughout the year with a total of 240,000 listener impressions.
- Four energy audit advertising campaigns on Facebook, resulting in 98,938 impressions from Bloomington and Normal residents.
- Posted weekly #EnergyTipTuesday informational and educational posts to Facebook and Twitter to increase program visibility resulting in over 80,000 views on Facebook and reaching over 17,500 Twitter followers regularly.
- The BNenergybright.org website, promoting energy efficiency through listings of service providers, weatherization information, and energy saving tips, received 13,398 visitors.
- Shared energy related articles regularly in EAC e-news and membership newsletter reaching approximately 1200 subscribers on a repeated basis.
- Community Outreach and Engagement:
  - Staffed information booths at the following local events, reaching 3,814 individuals and 92 organizations:
    - Home, Lawn and Garden Day
    - State Farm Earth Day
    - The Illinois Sustainable Living and Wellness Expo
    - The Illinois State University Wellness Fair

- The Sugar Creek Arts Festival
  - The Sweet Corn and Blues Festival
  - Light the Night Bicycle Light Give-away
  - The ISU Horticulture Center Autumnal Festival
  - Chamber of Commerce Non-profit Showcase
- Gave multiple presentations to local organizations including the St. John's Lutheran Church Kaffeehuset club, Money Smart Week attendees, Westside Bloomington Revitalization Board, Normal Rotary Club, Girl Scout Troop #1090 and Unit 5 High School class.
- Collaborated with organizations like Elevate Energy, the Bloomington Housing Authority and Mid-Central Community Action to provide efficiency information and technical support to low-income residents.
- Participated in stakeholders committee to provide organizational input on the Clean Energy Incentive Program as part of the State of Illinois Clean Power Plan.
- Professional development and education participation by EAC staff:
  - Participated as an at-large board member at the bi-monthly Central Illinois Association of Professional Energy Consultants educational meetings.
  - Attended Illinois Renewable Energy Conference held at Illinois State University. Learned about new energy policy and legislation, including energy efficiency.

## SOLAR BLOOMINGTON-NORMAL

**The EAC leveraged our existing energy program to partner with and receive funding from the Midwest Renewable Energy Association to collaborate in a solar bulk-purchasing program for the community called Solar Bloomington-Normal.**

- Gave free informational presentations called Solar Power Hours to over 270 attendees at 25 different locations throughout the community to educate people about the importance of solar energy and the benefits and low-pricing associated with the unique bulk-purchasing program.
  - Presentations also highlighted the importance of energy efficiency and promoted BN Energy Bright to encourage people to take efficiency steps along with pursuing solar energy.
- Solar Bloomington-Normal resulted in 432kW of new solar capacity at 29 homes and businesses throughout McLean County.

