

ENERGY EFFICIENCY PROGRAM

2025 ANNUAL REPORT

THE ECOLOGY ACTION CENTER COMPLETED THE FOLLOWING ITEMS DURING CALENDAR YEAR 2025 IN FULFILLMENT OF THE ENERGY EFFICIENCY PROGRAM AGREEMENT OF MAY 1, 2022 – APRIL 30, 2025, AS WELL AS MAY 1, 2025-APRIL 30, 2028



2025 TOTAL REACH: 242,091 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 523

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 241,568

ENERGY ASSESSMENTS

The EAC continued the BN Energy Bright Program with low-cost energy audits – resulting in increased energy efficiency literacy and energy savings. The EAC’s Building Performance Institute Certified staff provides energy audits with diagnostic testing for Bloomington-Normal residents and small businesses.

- Conducted 20 energy consultations for Bloomington and Normal residents; 7 in Normal and 13 in Bloomington.
- Conducted 20 energy bill analyses.

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, adding insulation to the attic and basement, using programmable thermostats, installing LED fixtures, sealing ductwork, etc.) they can save a low estimate of **\$605 annually** on energy costs. Using these figures, participating households will cumulatively save at least **\$12,100 in the first year** after implementing recommended energy saving measures.
- According to data from the U.S. Energy Information Administration, Illinois households use an average of 8,736 kWh of energy each per year, with an average total cost of \$1,340.16 per household. Based on the energy equivalents of the monetary savings estimates above, implementing the basic efficiency recommendations means a **savings of 3,781.25 kWh per household**.
- This is the equivalent to **avoiding 5.5 metric tons of carbon dioxide** emissions per household.

ENERGY EFFICIENCY MARKETING, OUTREACH, EDUCATION

Throughout 2025, the EAC promoted 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 and Instagram #EnergyTipTuesday energy posts promoting energy audits and useful energy efficiency tips received 131,639 impressions.
- 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 11,034 visits.
- Ecology Action Center Newsletters
 - The EAC June Member Newsletter was sent to 268 households and featured a graphic about the Grow Solar BN 2025 Program.
 - The EAC July e-newsletter was sent to 2,290 households and featured a graphic promoting the Grow Solar BN 2025
 - The EAC September Member Newsletter was sent to 264 residents and promoted the Grow Solar BN 2025 program
 - The EAC December Member Newsletter was sent to 248 residents and featured an article about natural gas safety tips during the winter season

Community Engagement and Outreach

- Direct Inquires
 - Responded to 39 phone calls, emails and visitor inquiries about energy efficiency and renewable energy issues.
- Energy Efficiency Presentations and Informational Booths
 - Talked to 81 people at the City of Bloomington Employee Wellness Fair about energy efficiency
 - Talked to 54 people at the Bloomington Housing Association Job and Resource Fair about energy efficiency
 - Talked to 45 people at the Juneteenth Community Celebration at Miller Park about energy efficiency
 - Presented to 5 residents at the Normal Public Library about energy efficiency and solar/renewable energy
 - Presented to 10 residents at Green Top Grocery about the Grow Solar BN program
 - Presented to 7 residents at the Bloomington Farmer's Market about solar and energy efficiency

- Presented to 5 residents at the McLean County History Museum about community solar and the Grow Solar BN program
- Presented to 23 residents at Keg Grove Brewery about community solar and the Grow Solar BN program

PROGRAM PARTNERSHIPS

The EAC continues to leverage its energy efficiency program and energy expertise to promote energy efficiency through other programs, and expand renewable energy adoption in the county.

- Midwest Renewable Energy Association
 - The EAC partnered with the Midwest Renewable Energy Association to offer the Grow Solar BN group solar program for 2025
 - The program reached 65 residents through Power Hour presentations and an open house
 - There were 20 total installations which added 201.5 kW of solar capacity to Bloomington-Normal.
- PureSky Energy
 - The EAC partnered with PureSky Energy to promote a community solar program for Bloomington-Normal residents.
 - The program received 19 sign-ups and added 224.56 kW of solar capacity to Bloomington-Normal.
- Nicor-Ameren Pilot Program
 - The EAC continues to provide community outreach to promote the Ameren-Nicor pilot program which aims to provide free energy efficiency upgrades, full home energy audits, and weatherization upgrades to low-income (80% AMI) households in Bloomington-Normal.
 - During 2025, the EAC connected two residents to this program to receive energy efficiency retrofits with added insulation and air-sealing.