

# 10<sup>th</sup> Annual Statewide Energy Efficiency Forum

## Session Block #2 – Energize! A Municipal Residential Energy Efficiency Competition

Barcelona/Casablanca  
Level: All - Track: Implementation

Wednesday, June 26, 2019  
4:15 – 5:30 PM

Notes prepared by *Jose Rojas*, Corpsmember at California Conservation Corps

### Speakers:

*Hal Nelson*, Portland State University  
*Alex Polamero*, Culture Cube

### Session Summary:

Energize! seeks to engage key stakeholders and disadvantaged communities in energy efficiency by using marketing and behavioral strategies to motivate participation in a competition between cities, school districts, and communities to be the best group to increase the energy efficiency of those communities. By appealing to the competitive nature of individuals, Energize! seeks to capitalize on human nature to call these groups into action by creating these competitions and creating further incentives by creating a program that has gaming principles and rewards. Using gathered data and analytics, a benchmarking tool can track progress and compare results of individuals against their peers in the community. Energize! assists the local governments by providing a new way of getting communities involved and further improve existing residential energy efficiency. The program is designed in a manner that seeks to do as much as possible to increasing energy efficiency without sacrificing the livelihood of the participants or adversely impacting them in a negative manner.

Increasing Residential Energy Efficiency through data driven outreach.

Use of Home Energy Benchmarking Tool that scores energy and water efficiency from 1-100

Residents are able to receive Benchmarking Reports that compares energy use scores of self vs others.

### Conservation Recommendations:

- Focused recommendations based on type of energy used.
- Community-Based Social Marketing to have people participate and save money and share knowledge among community (Bottom up Knowledge).
- How do you get people more involved in increasing the energy efficiency of their homes and communities?
- Competition between districts to try to motivate people to increase energy efficiency in their communities.
- Forming partnerships with local stakeholders.
- Tailoring the rewards to the demographic of participants. EJ communities, Schools, Homeowners, Renters, Apartment Complexes, etc.
- Bringing communities together through a common goal.

