



# Together We Save: Milwaukee Neighborhood Efficiency Project

# Focus on Energy

- Wisconsin's statewide energy efficiency and renewable energy program
- Helps implement projects that would not occur otherwise
- ENERGY STAR<sup>®</sup> partner since 2001
  - ✓ Home Performance with ENERGY STAR<sup>®</sup>
  - ✓ Wisconsin ENERGY STAR<sup>®</sup> Homes
  - ✓ ENERGY STAR<sup>®</sup> product promotions

# Energy savings checklist for your home

FACT SHEET

HOME PERFORMANCE WITH ENERGY STAR

YOUR URBLEY BELL BY ASHLAND

How long? 15 min.

Understanding where and how energy is used in your home can help you make smart decisions that will increase comfort, reduce operating costs, boost the value of your home and help protect the environment.

Heating your oil furnace and refrigerator. You can efficiency following reduce of

HEATING  Seal During oil for plum coverings and avoid ice dams

Consider Home Part by contact

For more **Insulate y**  Insulate energy in y winter and transfer. In out noise at insulate completely adding ins

For more **Change You can Sa costs just**

For more information call 800.762.7077 or visit focusenergy.com

# Winter energy tips for apartment and condo residents

FACT SHEET

CHANGE PART WITH ENERGY STAR

Keeping your apartment warm and comfortable this winter doesn't mean spending more on your utility bills. Raising your heating needs and controlling your thermostat temperature settings will help you keep your energy costs down without sacrificing comfort.

**Keep the heat in**  
Spend your money keeping your energy heating the outdoors.

- If you have storm windows completely closed.
- Install plastic weatherstripping on the door.
- Install weatherstripping on the windows.
- If you have a furnace, have it inspected and cleaned.

For more information call 800.762.7077 or visit focusenergy.com

# Energy-efficient home lighting

FACT SHEET

CHANGE PART WITH ENERGY STAR

APARTMENT & CONDO RESIDENTS

ENERGY STAR PRODUCTS

None of the easiest ways to reduce your energy costs is to replace standard incandescent light bulbs with compact fluorescent light bulbs (CFLs). These energy efficient lamps last up to 10 times longer than traditional bulbs and provide the same light output but use up to 75 percent less electricity.



Environmental Protection Agency every home in America compact fluorescent light bulbs with CFL, we would save light more than three million air and reduce pollution by making more than 800,000

measured in lumens. Incandescent bulbs, CFLs use far efficiency to produce the same light. Use the chart below to CFL for your needs.

# Build smarter. Build better. Wisconsin ENERGY STAR® Homes

FACT SHEET

WISCONSIN ENERGY STAR HOMES

Building a new home is a big investment. The Wisconsin ENERGY STAR Homes Program helps you make the most of that investment with a high-performance home that saves energy and money. Our construction partners are trained and certified to help you build a home that's safer, more comfortable and built to last.

**Wisconsin ENERGY STAR Homes are:**

- **Built better.** Proven standards ensure superior insulation, ventilation, combustion safety and moisture control.
- **More energy efficient.** Estimated to be 25 percent more efficient than homes built to the Wisconsin Uniform Dwelling Code.
- **Tested and certified.** Our homes' high performance is verified by third-party consultants.

A Wisconsin ENERGY STAR Home helps to lower your cost of living and improve your quality of life. Plus, certification can increase your home's value at the time of resale.

In addition, buying a Wisconsin ENERGY STAR Home gives you the benefit of knowing you're helping preserve Wisconsin's environment. Less energy used means lower environmental effects on our air, water and land.

**ENERGY EFFICIENT DESIGN**  
A Wisconsin ENERGY STAR Home assures you of quality and efficiency. The standards are nationally recognized. The materials and techniques are proven effective. Consultants partnering with the program are highly experienced and its participating builders and contractors are dedicated. The process is comprehensive.

Participating builders work with third-party professional consultants throughout planning and construction to review building plans, verify component specifications, and document and test the home's performance. This ensures your new home complies with the standards set by the Wisconsin ENERGY STAR Homes Program.

To date, more than 300 builders have partnered with Wisconsin ENERGY STAR Homes to build over 9,000 new high-performance homes across the state. The next one could be yours.

**MAKE A SMART INVESTMENT TODAY**  
To learn more about the Wisconsin ENERGY STAR Homes Program, call Focus on Energy at 800.762.7077, visit us online at focusenergy.com, or contact your builder.

**DETAILS MAKE THE DIFFERENCE**  
With a Wisconsin ENERGY STAR Home, the quality is in the details. Details like the safety of a power-vented water heater. The comfort and energy efficiency of a quiet exhaust fan contributes to the convenience of a quiet installed insulation. And the details that can improve the comfort, safety, durability and energy efficiency of your new home.

**A Wisconsin ENERGY STAR Home gives you:**

- The ability to control indoor air quality by managing indoor moisture and airborne pollutants
- Added safety because furnace, water heater and fireplace combustion by-products are exhausted from inside the home, as well as rain and external moisture, from entering walls and attic spaces
- Greater energy efficiency, reducing monthly costs for electricity, space heating and cooling
- Better resale value potential, with high-performance systems that improve your home's quality and comfort
- Peace of mind from knowing your new home has been tested and certified as a high-performance home

Focus on energy®  
The power is within you.

MINIMUM LIGHT OUTPUT (IN LUMENS)
400
800
1,100
1,600
2,600

# Together We Save

- Goals:
  - ✓ increase the number of “completes” of whole house energy savings by removing existing barriers (cost & time)
  - ✓ test neighbor/neighborhood networking and marketing impacts
  - ✓ utilize face-to-face delivery mechanism (energy advocate) to address plug loads, settings and ENERGY STAR<sup>®</sup> options

# Together We Save

- Why this program design?
  - ✓ homeowners not following through with efficiency recommendations
  - ✓ want to test advocate role
  - ✓ want to take advantage of social networking

# Together We Save Overview

- Introduce Energy Advocate role
- Target two Milwaukee neighborhoods (south side & north side)
- 100 homes complete
- Utilize social networking to achieve deep impact home energy savings

# Energy Advocates

- Educate/assist homeowner on/with basic energy efficiency practices
- Remove hassles/barriers:
  - ✓ paperwork
  - ✓ consultant/contractor selection
  - ✓ financing options
  - ✓ general questions/concerns

# Energy Advocates

- Create lasting energy efficient behavior/decision making process
- Address home electrical usage, including:
  - ✓ home electronics
  - ✓ appliances

by discussing settings, operation and ENERGY STAR<sup>®</sup> options

# ENERGY STAR<sup>®</sup> Electronics

- Use Advocates as information delivery mechanism
- Take advantage of home visit to assess existing equipment and make recommendations
- Make connections to other Focus on Energy efficiency programs  
(e.g., Home Performance with ENERGY STAR<sup>®</sup>)

# Start to Finish Overview

1. Initial walk through audit, including efficient use of home electronics
2. Home assessment by Consultant
3. Review assessment report with Advocate
4. Efficiency improvements by Contractor
5. Final inspection and completion with Advocate and Consultant

# Results to Date

- Over 150 houses signed up
- High participation rate through to completion
- Utility data being analyzed to determine energy savings

# Challenges

- Forms and reporting
- Unique homeowner situations (one size does not fit all)

# Together We Save Future

- Will take lessons learned and apply to other community pilots
- Will look at variations to the Energy Advocate role to determine best fit



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