



# 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® partner since 2001
  - ✓ Home Performance with ENERGY STAR®
  - ✓ Wisconsin ENERGY STAR® Homes
  - ✓ ENERGY STAR® product promotions

# Energy savings checklist for your home

## FACT SHEET

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 conditioner refrigerator

You can efficiency following reduce on

**HEATING** Seal during cold for plum coverings and avoid ice dams

Consider Home Part by contact

For more information call 800.762.7077 or visit [focusenergy.com](http://focusenergy.com)

Windy percent of Wisconsin homes have at least one energy efficiency measure that cost effective would be cost savings within ten years.

YOUR UTILITY BILL BY ADDRESS

View today! 11/11

11/11/11

# Winter energy tips for apartment and condo residents

## FACT SHEET

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

**WINTER ENERGY COSTS**

Heating your apartment or condo is your biggest energy cost during the winter. Paying attention to a few details help you manage these costs—and be more comfortable.

**Keep the heat in**

Save your money keeping your energy heating the outdoors.

- If you have storm windows completely closed.
- Install plastic or foam weatherstripping on the door.
- Lay or roll out a rug in the living room.
- Install ceiling fans.
- If you have a fireplace, make sure the chimney is properly sealed.

For more information call 800.762.7077 or visit [focusenergy.com](http://focusenergy.com)

# Energy-efficient home lighting

## FACT SHEET

One 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 (EPA) estimates that if every home in America replaced its incandescent light bulbs with CFLs, we would save more than three million barrels of oil and reduce pollution by making more than 800,000 barrels of oil.

measured in lumens. Incandescent bulbs, CFLs use far less electricity to produce the same amount of light. Use the chart below to help you choose the right CFL for your needs.

MINIMUM LIGHT OUTPUT (IN LUMENS)
450
800
1,100
1,600
2,600

focus on energy™  
The power is within you.

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

## FACT SHEET

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 fewer 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 5,000 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](http://focusenergy.com), or contact your builder.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy provides information, resources and financial assistance to implement projects that otherwise would not be completed or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses reduce energy costs, generate income, improve environmental and economic development, protect the environment and control the state's growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit [focusenergy.com](http://focusenergy.com).

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# 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® 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
  - ✓ appliancesby discussing settings, operation and ENERGY STAR® options



# ENERGY STAR® 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®)

# 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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