


LOSE -A-WATT ENERGY PRIZE

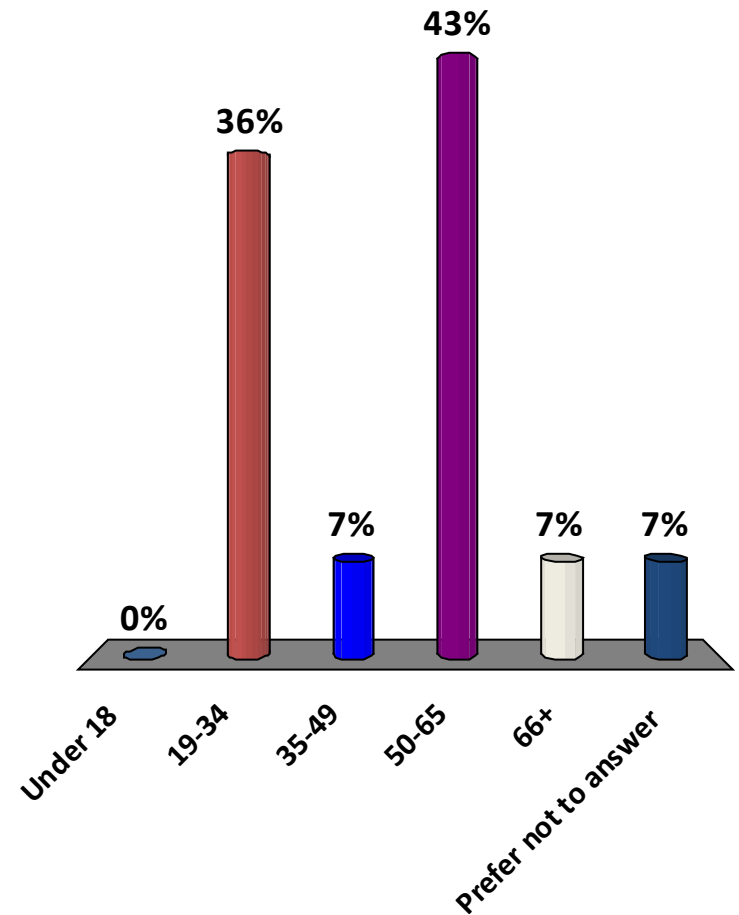


City of
Fort Collins



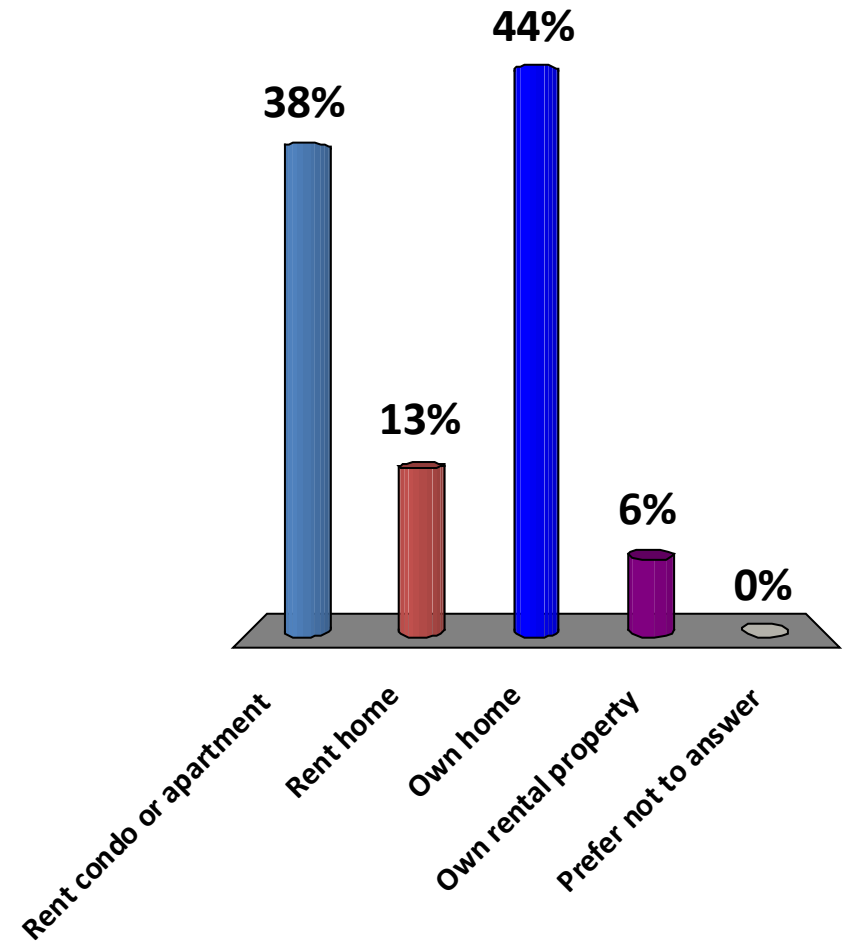
In what age range are you?

- A. Under 18
- B. 19-34
- C. 35-49
- D. 50-65
- E. 66+
- F. Prefer not to answer



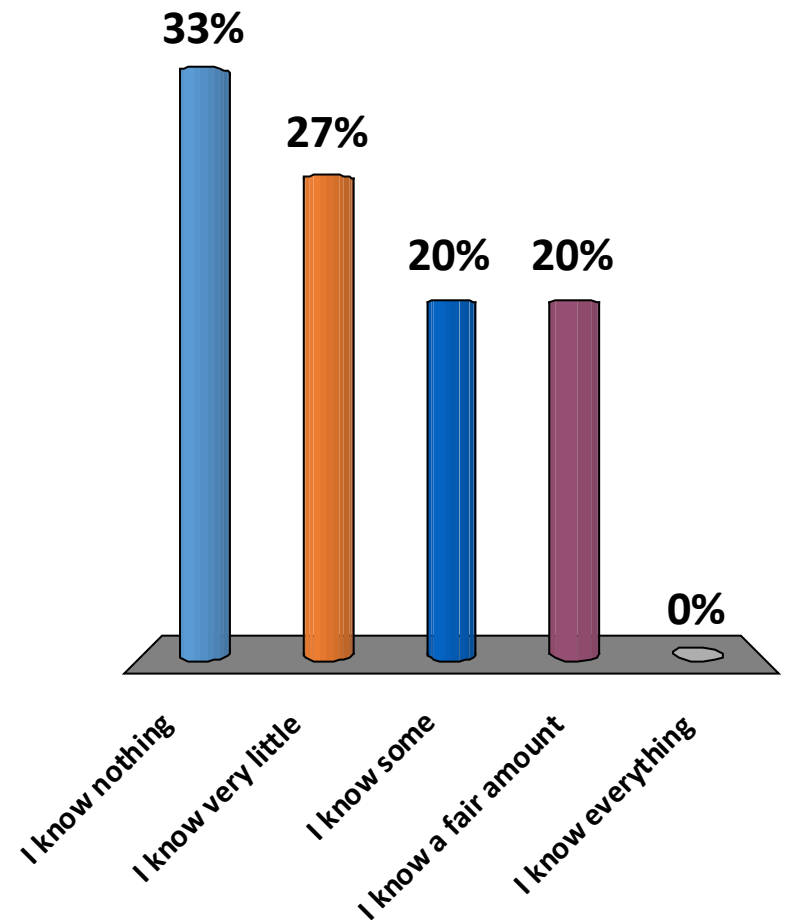
Do you rent or own your home?

- A. Rent condo or apartment
- B. Rent home
- C. Own home
- D. Own rental property
- E. Prefer not to answer



On a scale of 1-5, how much do you know about Lose-A-Watt energy prize?

1. I know nothing
2. I know very little
3. I know some
4. I know a fair amount
5. I know everything





Agenda

- What
- Why
- How
- Your Involvement
- Table Top Discussions

Residential Environmental Program Series

March 11, 2015

Katy Bigner

Michelle Finchum





What?

- Hosted by Georgetown University www.guep.org
- \$5 million competition
- Inspire communities to achieve energy efficiency gains
- Natural Gas and electric utilities to residents, municipal operations and K-12 buildings
- Semi final round lasts 2015 and 2016





Why Energy Efficiency?

- Energy Efficiency (EE) is the cleanest source of energy we have
- Enormous potential for saving significant amounts
- Benefits include cost savings, resource conservation, GHG reductions, more comfort...
 - *Could save \$1,000/year (net) per household in energy costs
- With returns that often exceed 25-30%, few people take action
 - How do you solve this 'stuck problem'?

*Source: Commission on National Energy Efficiency Policy

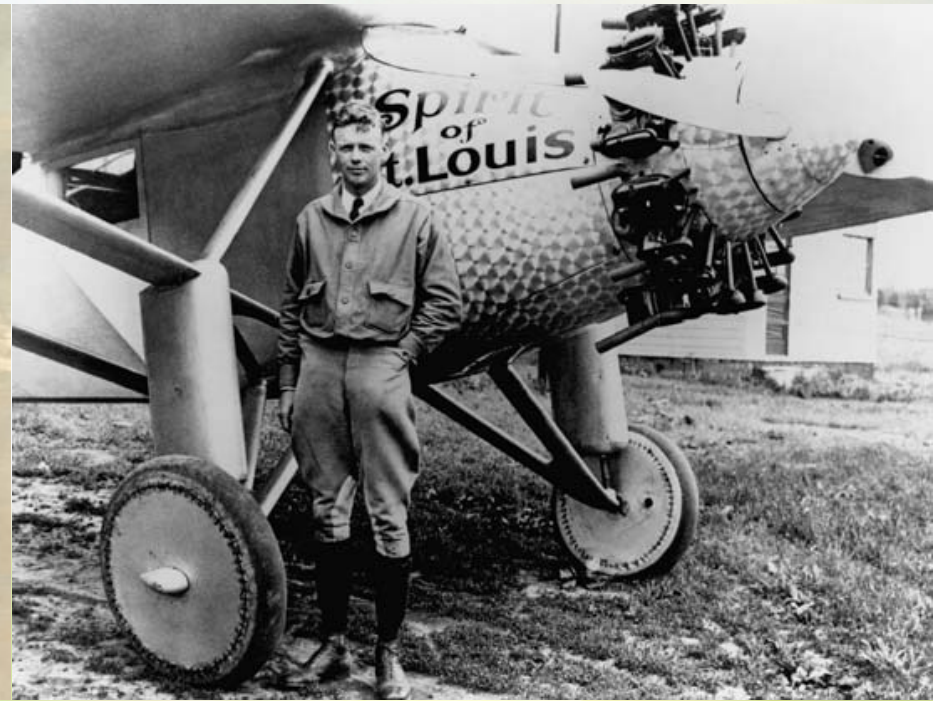


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ENERGY PRIZE

Why a Prize Competition?

Historically, prizes have spurred innovation





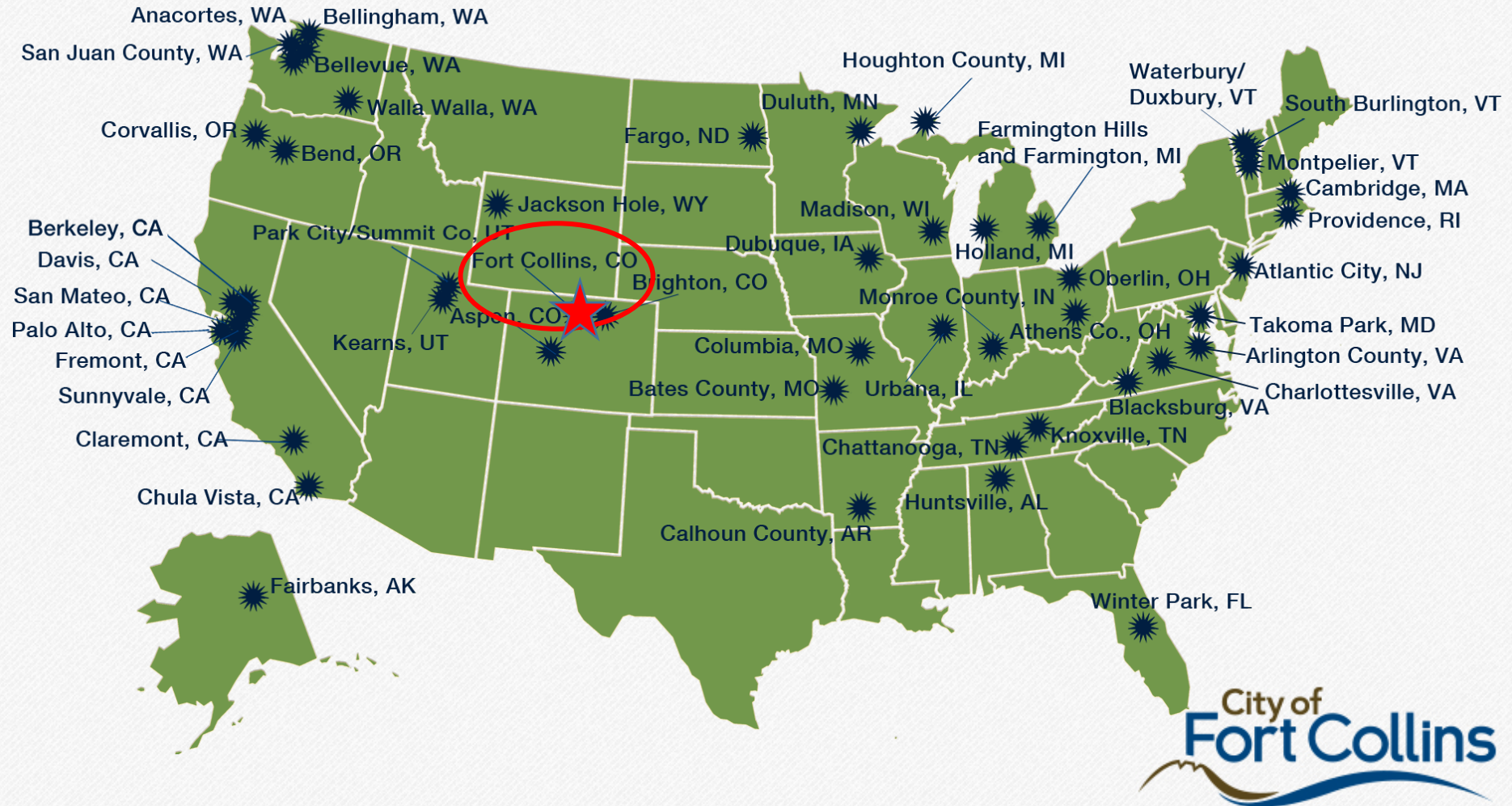
Guess what other cities are competing?

- 50 communities
- Population between 5 – 250,000

LOSE-A-WATT

ENERGY PRIZE

LEADING THE WAY IN ENERGY EFFICIENCY





Why?

- Did anyone say \$5 million??
- Well positioned to win
- Process valuable
- Alignment with policies (i.e. Climate Action Plan)
- Opportunity to re-engage community as a FortZED project

FORT
ZED





How?

- Top performance on energy reduction
- Monthly overall energy use aggregated
- Baseline 2013-2014
- Normalized for weather
- Community engagement





Next steps

- ↓Gas and electricity, finalist round (aprox 10 cities)
- Judging criteria changes
 - Innovation
 - Replicability
 - Community engagement
- Baseline 2013-2014
- Community engagement





What if we win \$5 million?

- Community benefit specific to energy efficiency only
- Promote continued energy efficiency in all sectors

You can help determine the outcome and the use
(Discussions at tables)





Activity

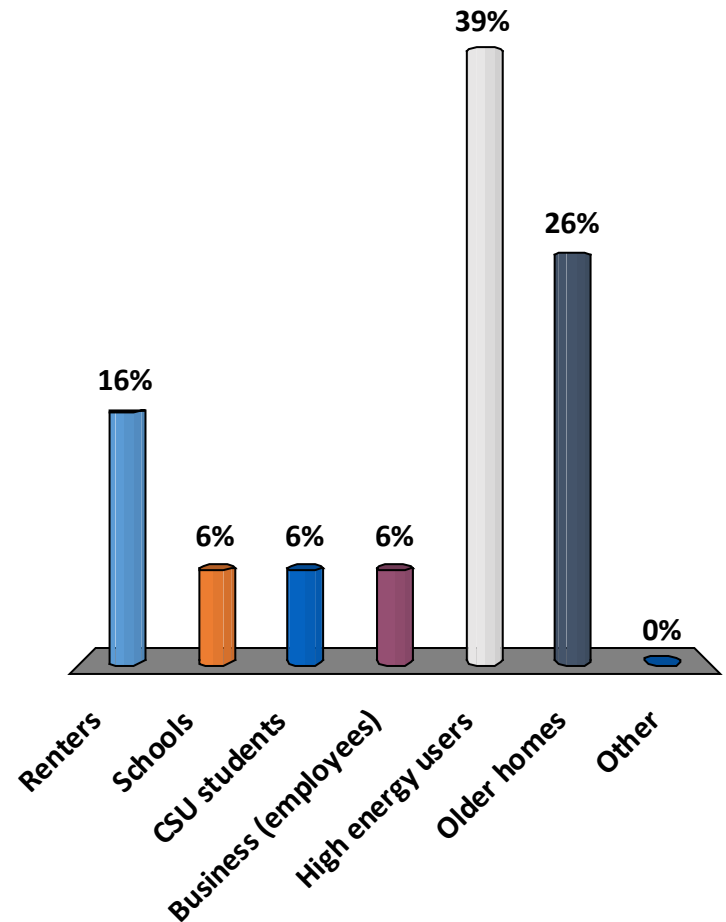
- Describe two things you now know about the Lose-a-Watt energy prize to the person next to you.
- Describe what excites you most about this competition.

www.lose-a-watt.com



Which audiences should be reached as a priority (choose two)?

- A. Renters
- B. Schools
- C. CSU students
- D. Business (employees)
- E. High energy users
- F. Older homes
- G. Other





Your Involvement

- Register for Monitor My Use (www.fcgov.com/utilities)
- Free Energy Assessment (www.larimerworkforce.org/energy)
- Participate in rebates from FC Utilities and Xcel
- Find energy saving tips at (www.lose-a-watt.com)
- Tell your family, friends or neighbors





www.lose-a-watt.com

Home - Lose-A-WattLose-A-Watt - Windows Internet Explorer
http://lose-a-watt.com/

File Edit View Favorites Tools Help
Favorites Suggested Sites City of Fort Collins Emplo...

Home - Lose-A-WattLo... Climate Action Plan Sket...

Watt will it take to WIN
\$5,000,000?

It's easier than you think! Fort Collins is participating in a two-year energy efficiency competition with a **\$5 million prize**. Every home counts in the Georgetown University Energy Prize contest, and the goal is to double our energy savings in 2015 and 2016!

Save Money Participate in Fort Collins Utilities' rebates and incentives programs!

Take Action Learn what you can do at home to save energy, and money!

Tell Your Friends Share and encourage your friends to join the Lose-A-Watt cause!

LOSE-A-WATT ENERGY PRIZE

Register here to compete and WIN!

Sign up to receive updates and be entered to win a free energy audit or LED lighting package:

Email

First Name

Last Name

What would you do to win \$5M for Fort Collins?

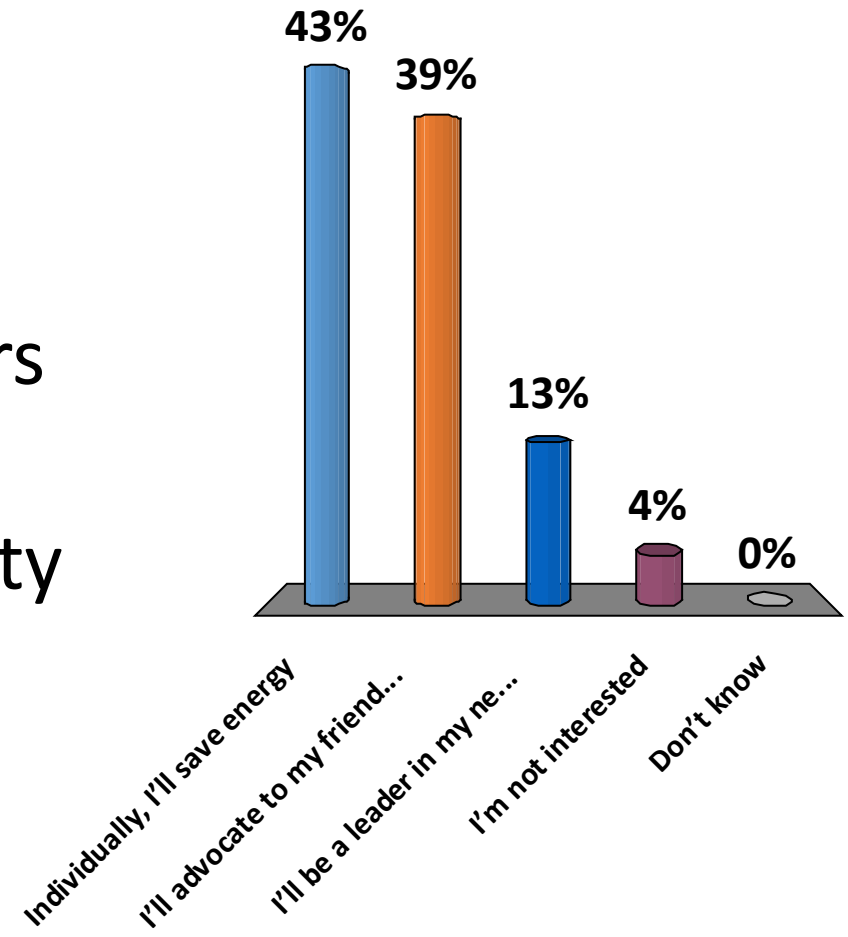
Submit

Menu

How You Can Help

What level of involvement are you interested in? (choose all that apply)

- A. Individually, I'll save energy
- B. I'll advocate to my friends/family/co-workers
- C. I'll be a leader in my neighborhood/community
- D. I'm not interested
- E. Don't know





We're looking for a few good partners

- Host neighborhood discussions
- Create workplace challenge
- Be an Eco Leader – host competition
- Talk to friends and family
- Mobilize your neighborhood or school
- Utilize Social media (#LoseAWatt)
- Report what you do.

www.lose-a-watt.com



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ENERGY PRIZE

Your Ideas, Please



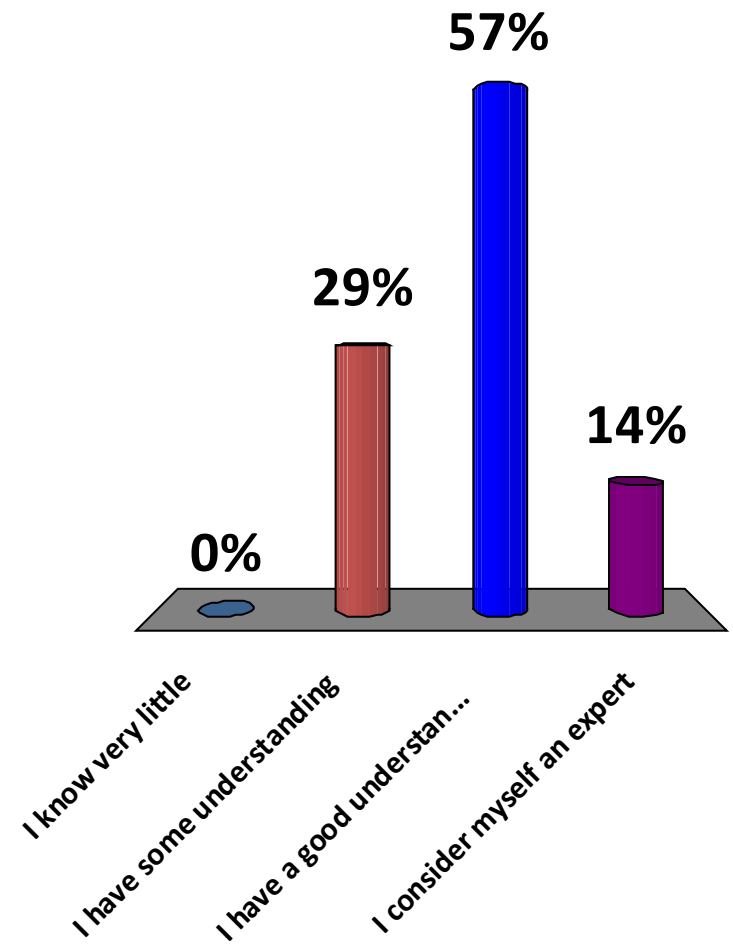
- Introductions
- How will you take this campaign and 'own it'?
- What ideas do you have for promoting energy conservation?
- What challenges do you see?
- How should we spend the \$5 million?

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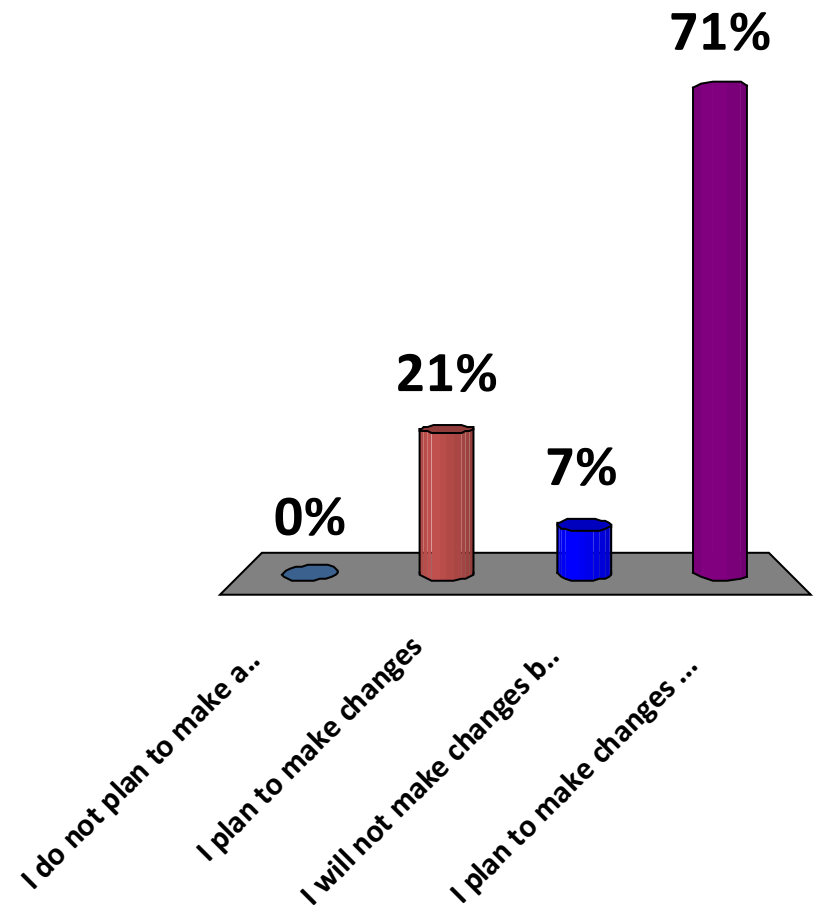
How familiar are you with the presentation topic?

- A. I know very little
- B. I have some understanding
- C. I have a good understanding
- D. I consider myself an expert



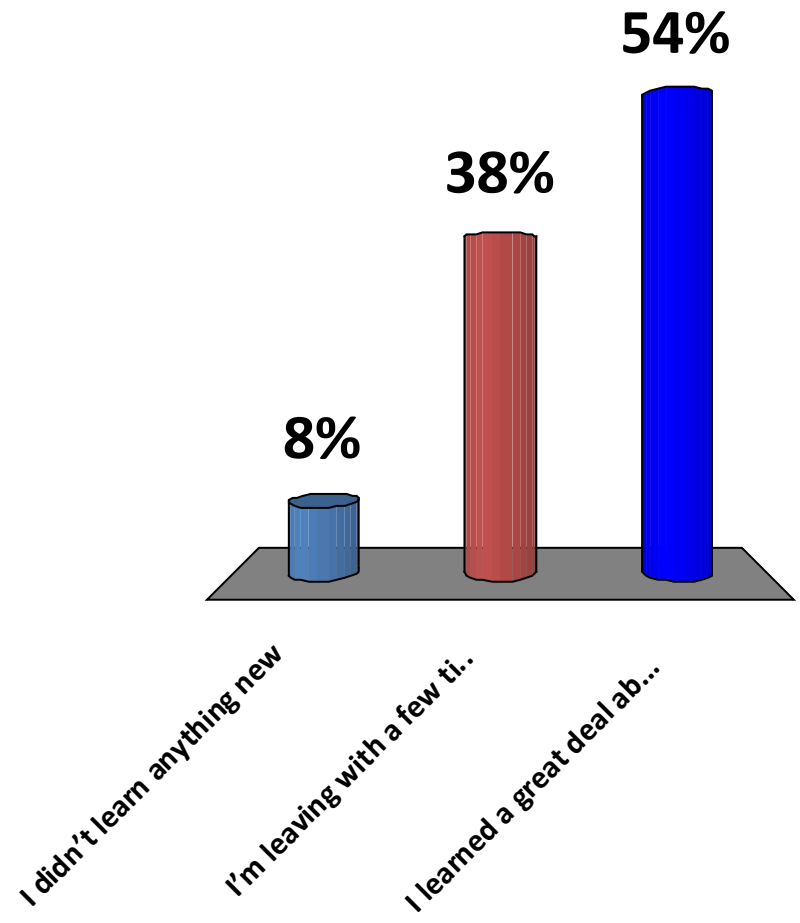
What is your intention to make changes or share information from the presentation?

- A. I do not plan to make any changes
- B. I plan to make changes
- C. I will not make changes but will share what I learned
- D. I plan to make changes and share what I learned



How much did you learn from the presentation?

- A. I didn't learn anything new
- B. I'm leaving with a few tips and tools
- C. I learned a great deal about the topic





When you head out

- Energy Efficient prize
- Turn in your clickers
- Turn in suggestions
- Fill out evaluation – email coming in morning

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Thank You

- Katy Bigner – Project Manager – kbigner@fcgov.com
- Michelle Finchum – Community Engagement - mfinchum@fcgov.com

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2015 REPS Programs

Climate Protection: Every Action Counts

March 4, Prairie Sage Rooms 1 & 2

\$5 Million and Change

March 11, Prairie Sage Rooms 1 & 2

Be Air Aware

March 25, Twinberry Auditorium

Go Solar

April 1, Twinberry Auditorium

Wildscaping: Beyond the Basics

April 8, Prairie Sage Rooms 1 & 2

A Cooler Future: Easy Like Water

April 15, Twinberry Auditorium

Unwatered Landscapes and Crevice Gardening

April 22, Twinberry Auditorium

The Art and Science of Composting

May 6, Prairie Sage Rooms 1 & 2

The Year in the Life of a Dry Garden

May 13, Twinberry Auditorium

Your Home Energy Roadmap

May 20, Prairie Sage Rooms 1 & 2