

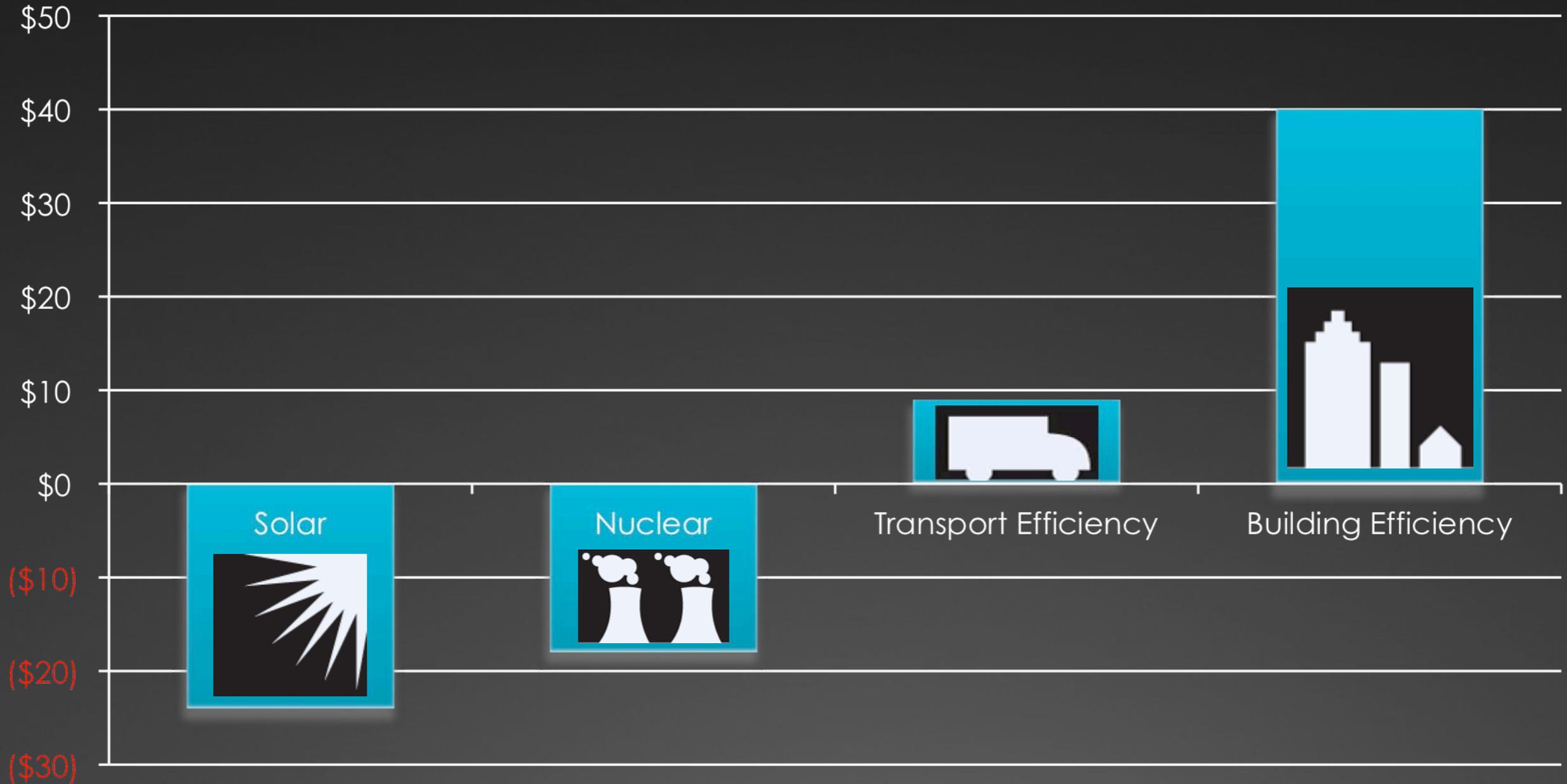
Repower@HomeTM

Growing the Climate Movement
At Home

CONFIDENTIAL – NOT FOR DISTRIBUTION

Building Efficiency: Save \$ and Less Carbon

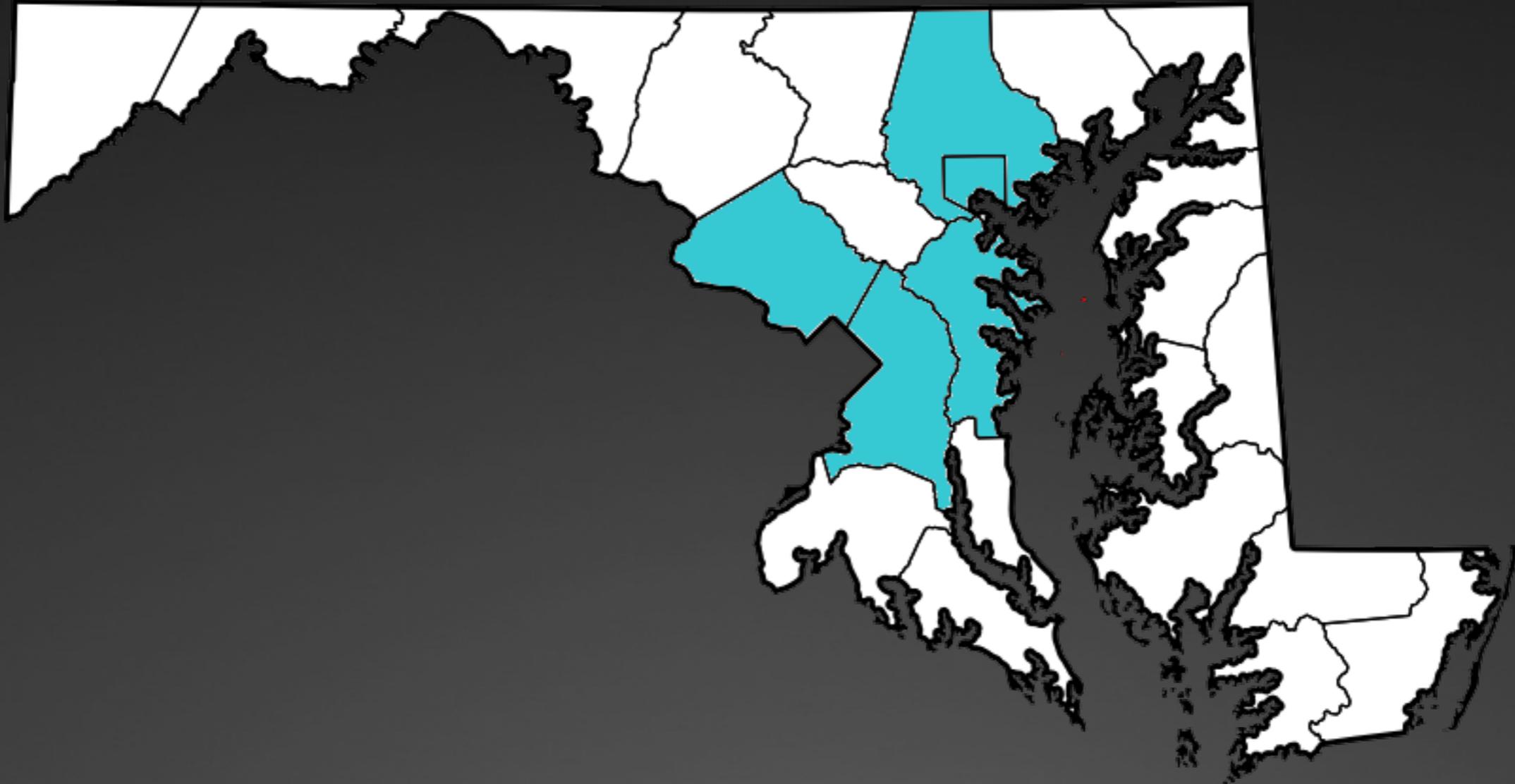
Dollars Saved (per ton CO₂ averted)



Repower@Home Objectives

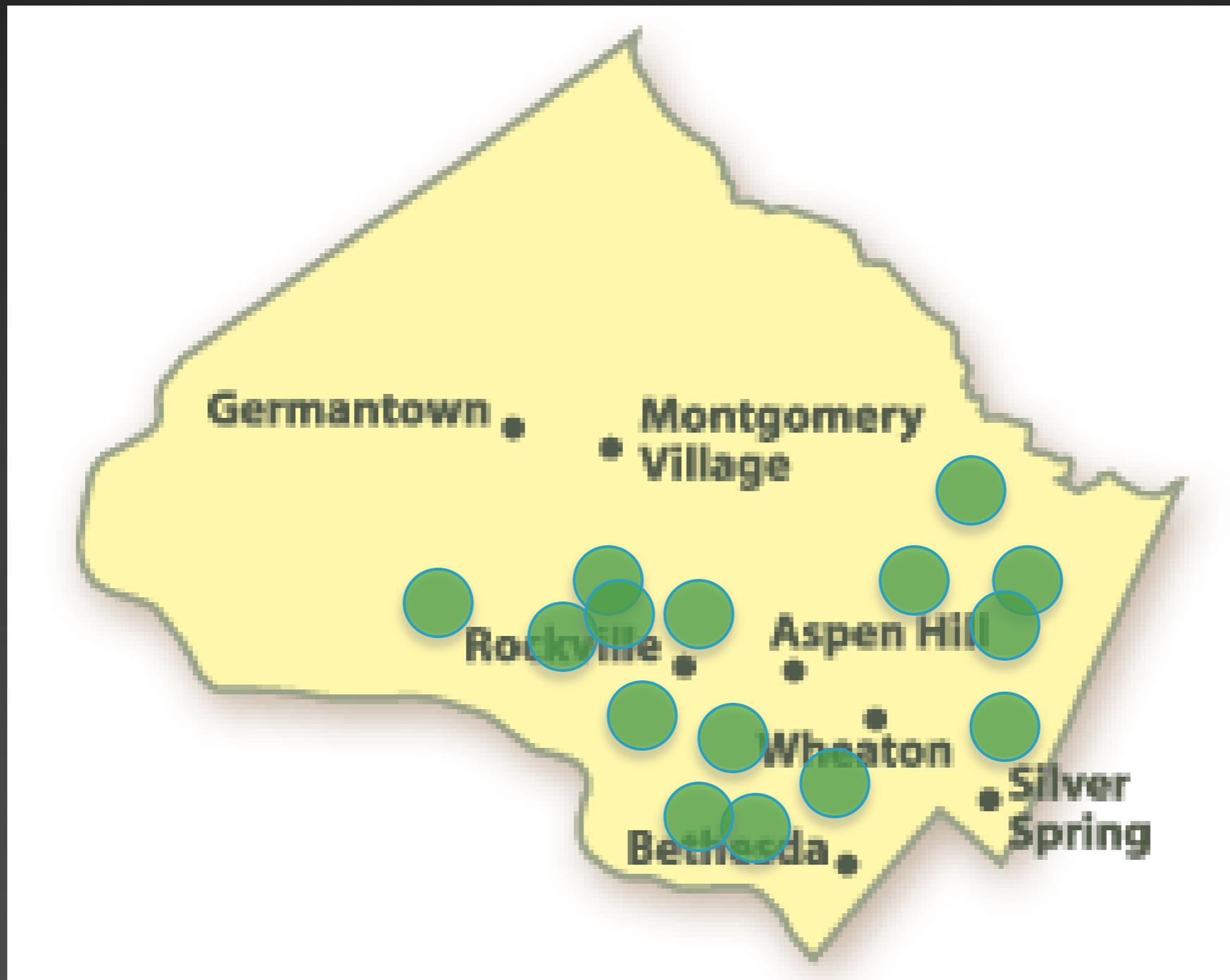
- * Engage new supporters in the climate fight by starting at home – a place of emotional and financial resonance
- * Use organizing strategies to help individuals overcome barriers to improve home energy efficiency;
- * Individual actions become a social movement through online technology and on-the-ground organizing;

The Maryland Pilot

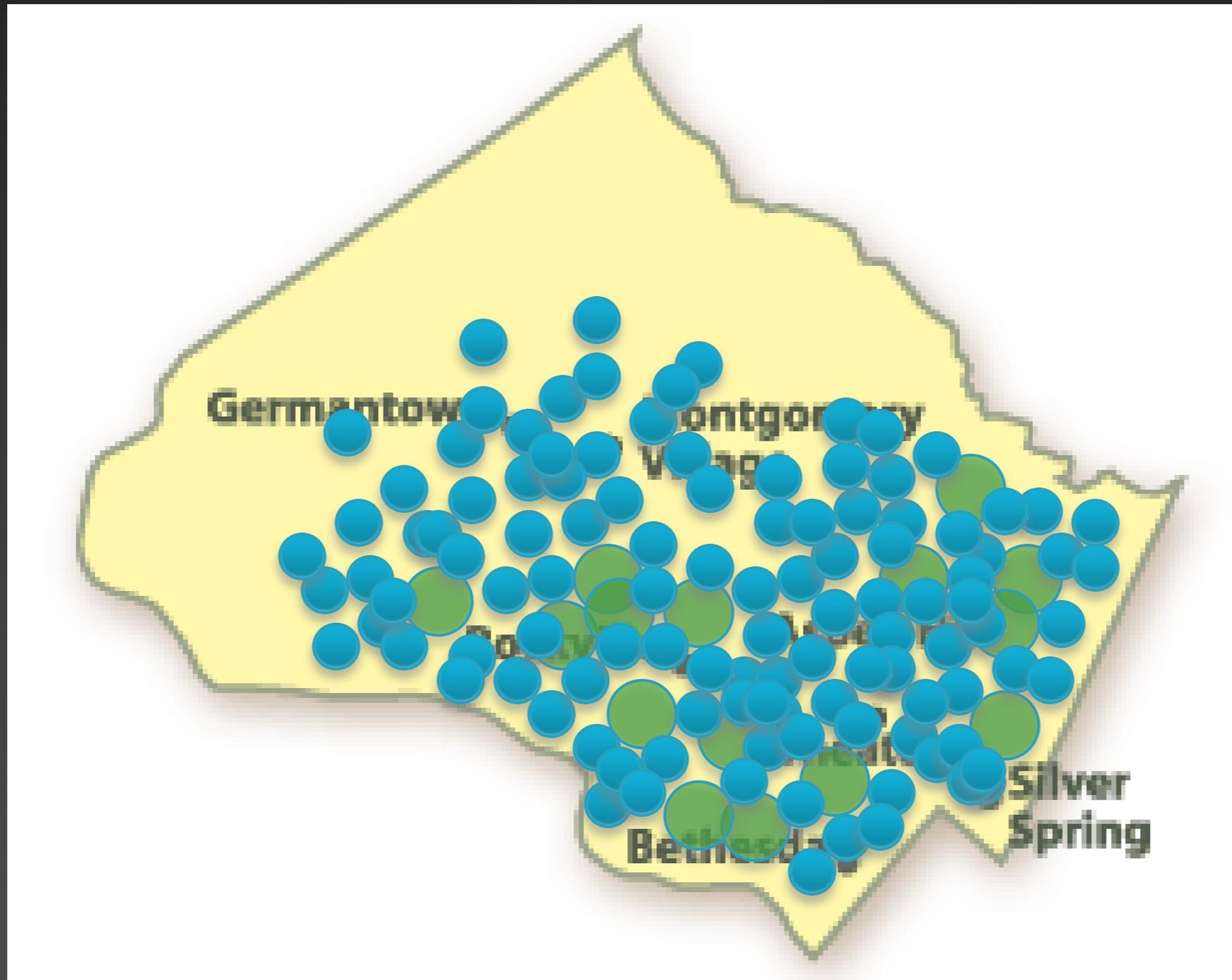


January – March: 2 organizers, 40 House parties
Since Dec. 1: 43 Hosts Found

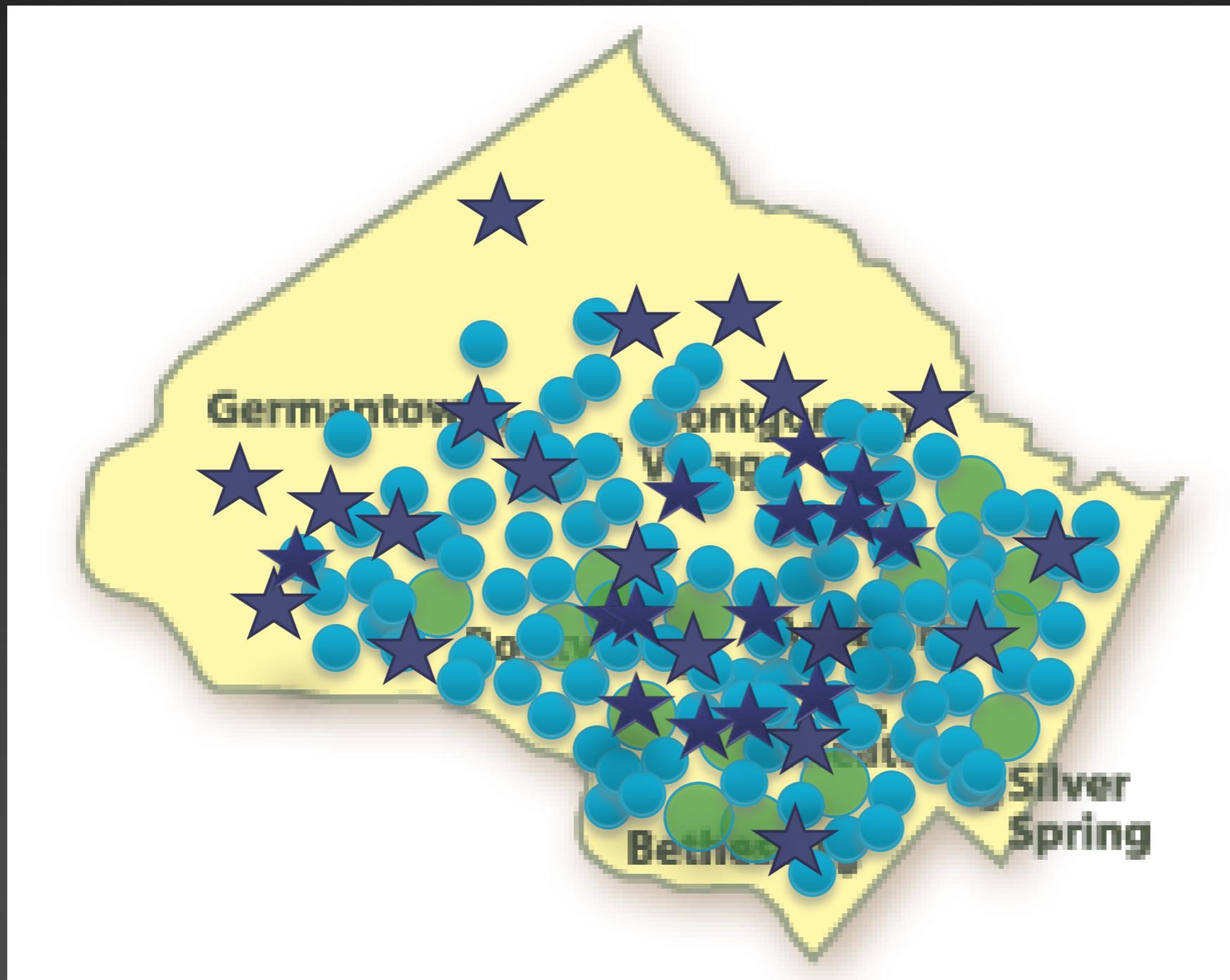
Example: Montgomery County 15 House Party Hosts So Far



Goal: 225 Inspired Supporters



Goal: 30 New House Party Hosts



House Party Structure

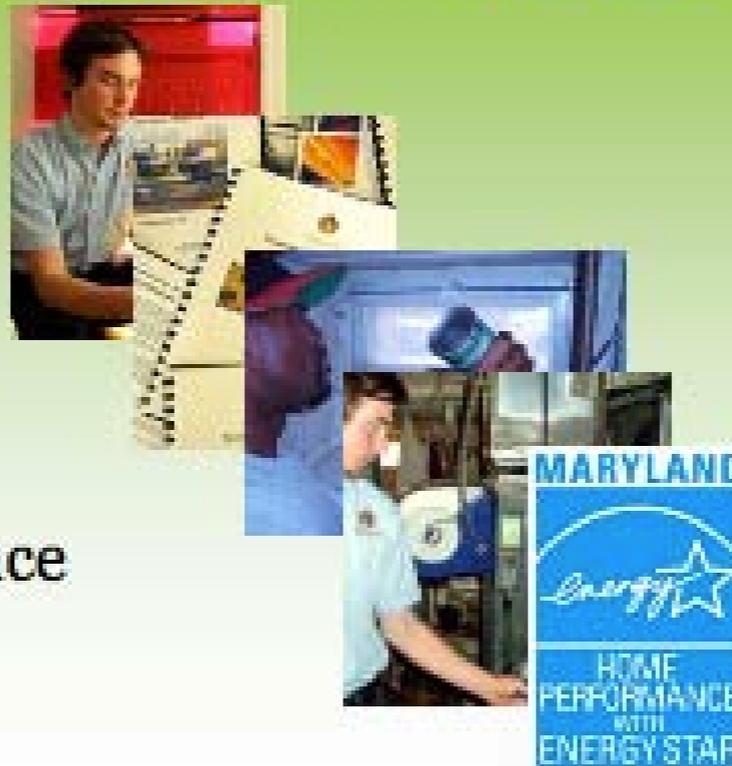
- * Conversation about shared goals on home energy efficiency
- * Trivia game & Product Demonstrations
- * Home Upgrade Walkthrough
- * Commit to Actions and Group Accountability

Working with Efficiency First



What Is the Home Performance Process?

- Audit
- Plan
- Improvements
- Test-out
- Quality Assurance



Commitment: Individual AND Group

Repo**wer**@Home

I commit to take the following actions by _____ :

1) Biggest Impacts

- Hosting a house party.....1,000 points
- Having a home inspection.....1,000 points
- Programming my thermostat to turn down when no one is home or when I am asleep.....300 points
- Setting my water heater to 120°F.....200 points

2) Smart Upgrades

- Installing a water heater blanket.....100 points
- Installing a low-flow shower head.....100 points
- Using a smart power strip.....50 points
- Replacing a light bulb with a CFL.....25 points x ____ light bulb(s)

3) Next Steps

- Washing my clothes in cold water.....25 points
- Replacing my HVAC filter.....10 points
- Running full loads in the dishwasher.....10 points
- Setting my computer to "sleep" automatically after ten minutes of inactivity.....10 points

Now add up your pledged points!

Name:

Phone:

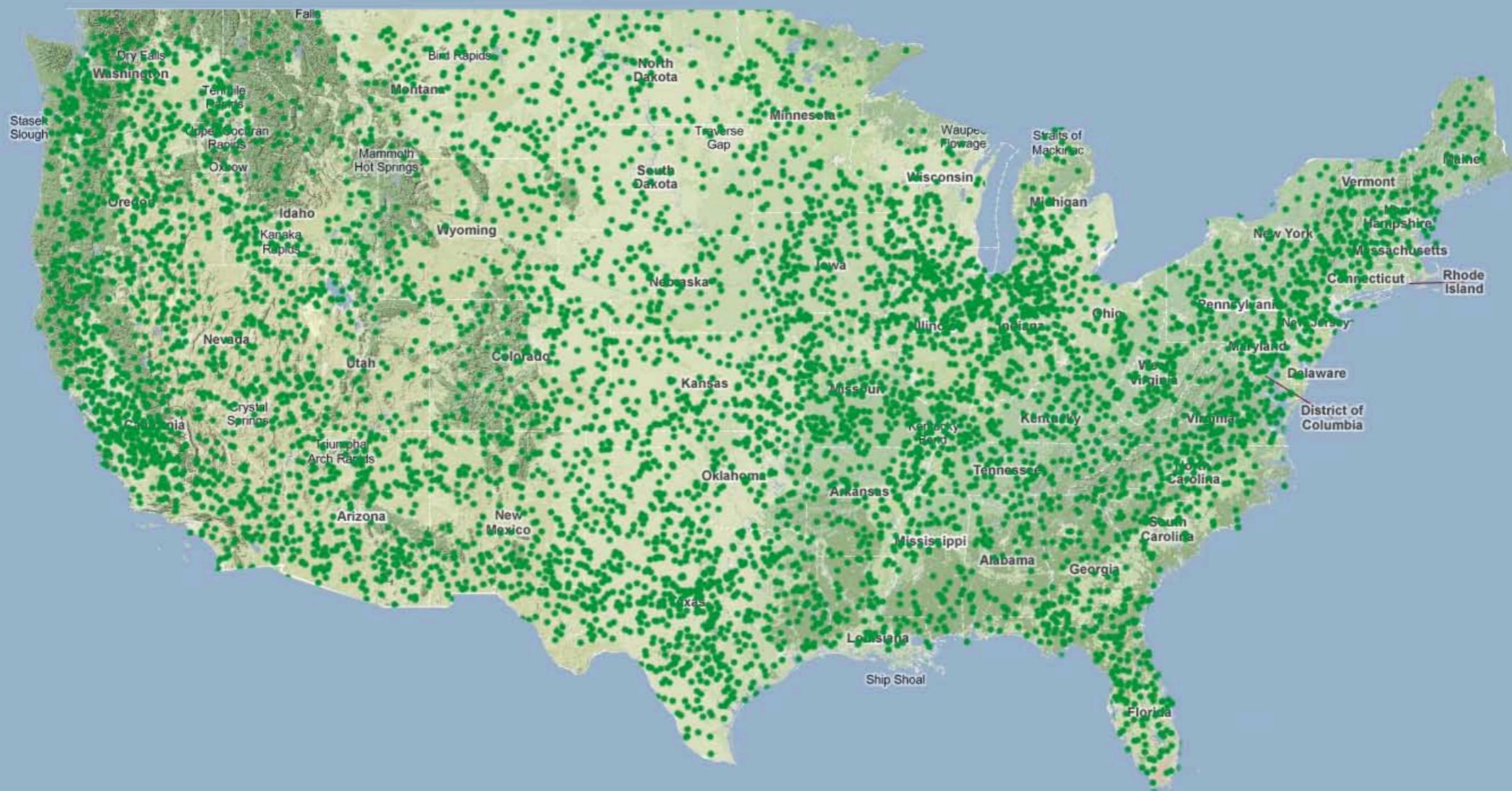
Email:

House Party Team:

Points pledged:

Points earned (field organizer use):

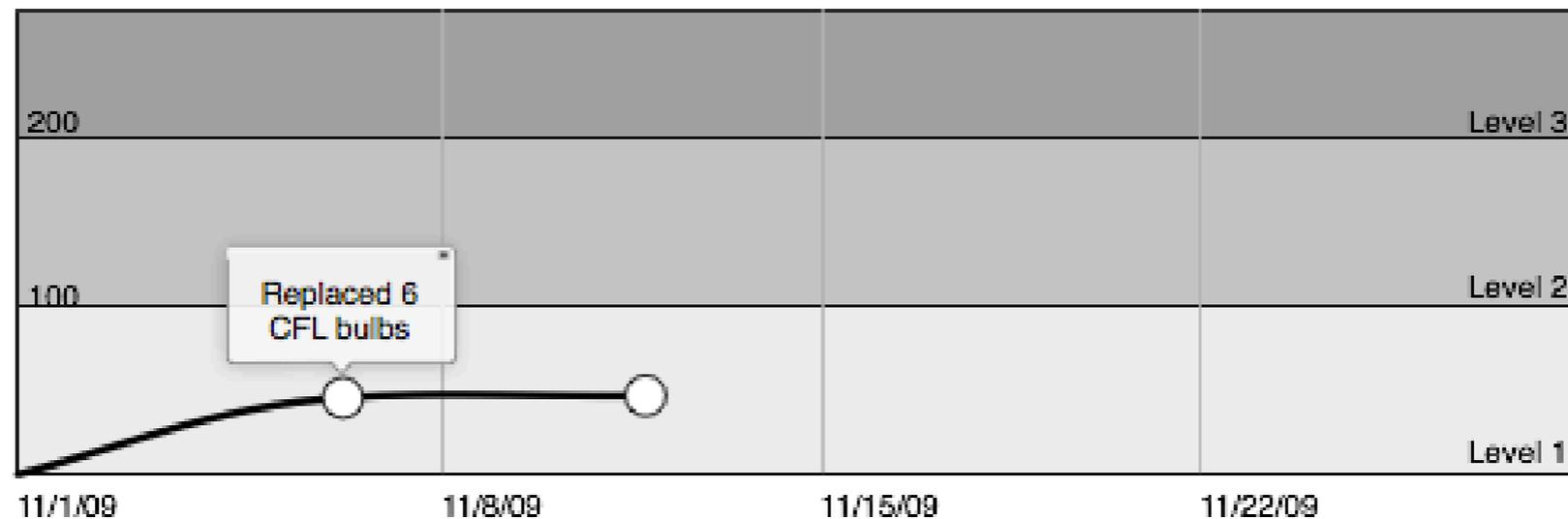
How do you scale this?



Engage Individuals in Household Efficiency Online

Repower@Home™

Efficiency Commitment: Level 2



Help Your Home

[What I've Done](#) | [More ways to help](#)

Replace old light bulbs 10★

CFL bulbs can save 70% compared to traditional light bulbs.

[Learn more](#)

Status ▾

Magnify Your Impact

[What I've Done](#) | [More ways to magnify](#)

Host a house party 90★

House parties are a great way to meet people in your community.

Find a party

Encourage Individuals to Organize into Groups

Keith Goodman

MY PROFILE

Edit Profile

Location: Washington, DC

[View Full Profile »](#)

South Orange Neighborhood Team

Add Member

Art Williams	1900 Elm Drive	500 Points
Sarah Foster	2664 Shrewsbury Lane	1760 Points
Michael Kingsley	210 West Broadway	100 Points
Martin Syetoslavoy	550 Connealy Ave.	325 Points
Natalie Smith	18 Kenyon Street	1850 Points

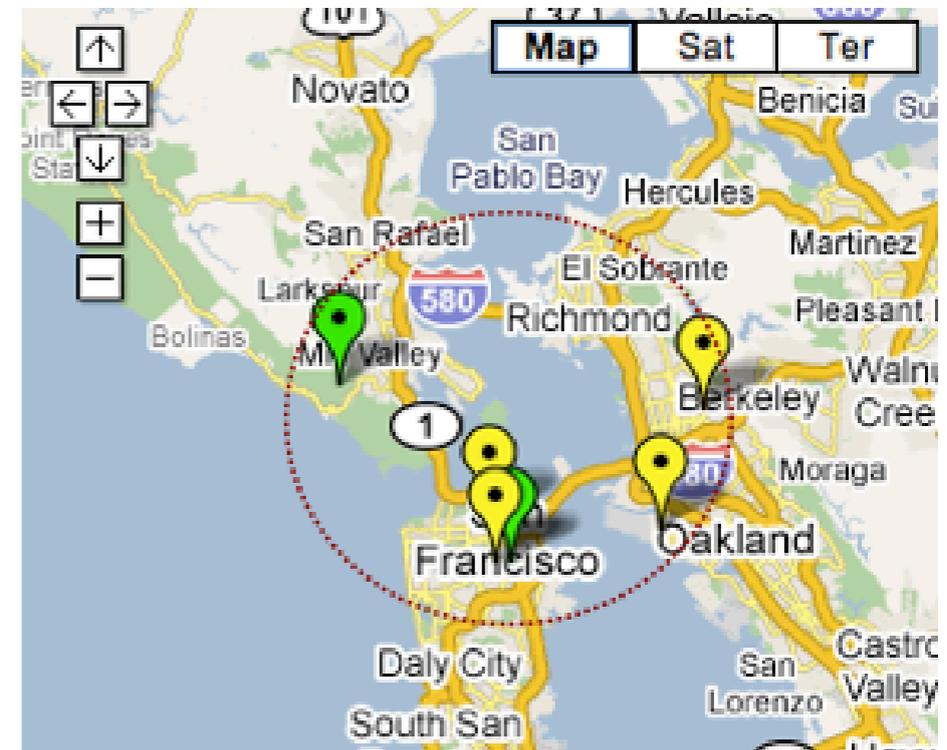
MY BLOG

Manage Blog

[My Change to Compact Florescent Bulbs](#)

By: [Keith Goodman](#) 10/31/08 @ 1:36pm

Last month I decided to take the plunge and replace all the bulbs in my house with compact fluorescents. Spent \$64...



My Groups

- ★ South Orange Neighborhood Team 7900 Points
- Catholics for a Greener Planet 325 Points

Training and Materials



About Home Performance



[Home Solar Guide](#)

To Succeed, All Homeowner Obstacles Must Be Addressed

***Financial:** How will I pay for it?



Home Star (Cash for Caulkers)



PACE Bonds (Property Tax Financing)

Repower@Home Addresses 4 Obstacles

- ✓ **Informational:** Where can I find reliable information?
- ✓ **Follow-Through:** Ready to act but busy and distracted.
- ✓ **Accountability:** How do I find a qualified, reputable contractor?
- ✓ **Psychological:** Are my friends or neighbors doing this?

Information

Recommendations for Susan

Repower@Home™

Low-cost and easy

Buy



Use Power-Strips with Timers

Many appliances such as televisions, DVRs, and stereos draw electricity even when turned off. Use a timed power strip to keep your dollars from leaving while you sleep.

35% US tax credit
Major energy savings

Get Consultation



Weatherize Your Home

Sealing leaks and ducts, adding insulation, and making sure your HVAC is running well can save you hundreds of dollars every year. The government will even pay part of the cost!

Free and easy

Take Action



Wash your Clothes in Cold Water

90% of the energy used to wash clothes in hot water is used to heat the water. Washing in cold water can save major energy costs.



Follow-Through

Repower@Home™

Efficiency Commitment: Level 2

Date	Efficiency Score	Notes
11/1/09	~50	
11/8/09	~100	Replaced 6 CFL bulbs
11/15/09	~100	

Help Your Home

[What I've Done](#) | [More ways to help](#)

Replace old light bulbs 10*

CFL bulbs can save 70% compared to traditional light bulbs.

[Learn more](#) [Status ▾](#)

Magnify Your Impact

[What I've Done](#) | [More ways to help](#)

Host a house party

House parties are a great way to connect with people in your community.

[Find a party](#)



Accountability

Performance Contractors Serving Your Area (Zip Code 49301)



IMPACT
CONSTRUCTION AND CONSULTING, LLC

★★★★☆ based on 105 reviews

BPI Certified
 Home Performance with Energy Star

Request Consultation



TERRALOGOS
ENERGY GROUP

★★★★☆ based on 71 reviews

BPI Certified
 Home Performance with Energy Star

Request Consultation



ecobeco

★★★★★ based on 9 reviews

BPI Certified
 Home Performance with Energy Star

Request Consultation



Psychological: Social Proof

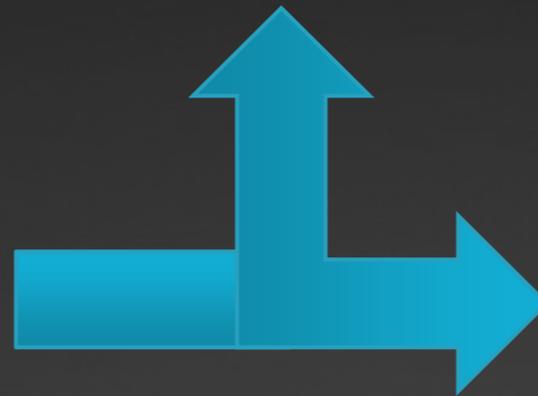


Nick Moraitis Making my home better with CFLs
3 hours ago via [Facebook for iPhone](#) · [Comment](#) · [Like](#)

Congratulations! You finished the energy inspection.

Publish to Facebook & Twitter (1 point)

No thanks



twitter

What's happening?

Just got a home energy inspection. Looking forward to saving \$\$\$!

I am
Repowering
@Home
Join Me

Weather proofing your windows

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

Who's doing this?



Steve Smith (Detroit, MI)
In Progress



Steve Smith (Washington, DC)
Completed!

Importance of Design



Importance of Design



Ahead in 2010

- * **Expand Repower@Home** to more states
- * **Launch our website** and learn from our users to create the most engaging and meaningful climate related experience on the Internet
- * **Create an organizing infrastructure that is self-perpetuating** – so that a small number of staff can direct a massive movement of people organizing their own social networks