SAVING GREEN PROGRAM

A Resident Education and Conservation Program

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BECC Conference 2011, Washington DC
Low-income households pay an average of 14% of their monthly income on energy, compared to 7% for the median household\(^1\)

Changes in usage habits of current home and auto technologies could reduce a household’s energy consumption by nearly 30%\(^2\)
FOUNDATION COMMUNITIES

- Affordable Housing
- Learning Centers
- Community Financial Centers
- Adult Education Programs
FOUNDATION COMMUNITIES

- Green Capital Improvements
  - Weatherization Assistance Program
  - Rainwater harvesting
  - Solar PV and Solar Thermal
  - Low-flow water fixtures
  - High-efficiency appliances and mechanical equipment
  - LEED Platinum Building
FOUNDATION COMMUNITIES

- Behavior matters...

**Family 1**
- 900 SF Apt, 5 occupants
- $42 elec. bill in July 2010
- $356 elec. energy cost in 2010

**Family 2**
- 900 SF, 4 occupants
- $115 elec. bill in July 2010
- $995 elec. energy cost in 2010
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- Planning and Partnership Development
  - City of Austin Water Conservation Program
  - Austin Energy Utility
  - Capital Area Metropolitan Planning Organization
  - American YouthWorks Green Energy Corps
  - University of Texas LBJ School of Public Affairs
  - Community representatives
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Marketing and Outreach
(Weeks 1-3)

Workshop 1
Energy, Water, and Waste
(Week 4)

Workshop 2
Transportation
(Week 5)

Workshop 3
Nutrition
(Week 6)

Follow-up
Energy Saving Contest and Reports
(Week 12 and Week 20)

Home Energy and Water Visits
(Week 4)

Feedback and Results
(Week 20 and after)
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- Marketing and Outreach
  - In-person events
  - Survey and raffle
  - Fliers and newsletter
  - Email/phone call reminders
  - Afterschool program involvement
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- Incentives
  - Advertise potential to save money
  - Food and childcare during the workshops
  - Gift bag of relative products
  - Home Energy and Water Visits
  - Energy Saving Contest
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Marketing and Outreach
(Weeks 1-3)

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(Week 4)

Home Energy and Water Visits
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Workshop 2
Transportation
(Week 5)

Workshop 3
Nutrition
(Week 6)

Feedback and Results
(Week 20 and after)

Follow-up
Energy Saving Contest and Reports
(Week 12 and Week 20)

Follow-up
Energy Saving Contest and Reports
(Week 12 and Week 20)
AVGERAGE ANNUAL EXPENDITURES

- FOOD: $6,887.00
- HOUSING: $17,109.00
- TRANSPOR.: $8,604.00
- PRODUCTS & SERVICES: $2,850.00
- ENTERTAINMENT: $2,835.00
- HEALTHCARE: $2,976.00
- MISC.: $2,577.00

Source: Consumer Expenditures in 2008 Report, US Department of Labor
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Marketing and Outreach (Weeks 1-3)

Feedback and Results (Week 20 and after)

Workshop 1 Energy, Water, and Waste (Week 4)

Follow-up Energy Saving Contest and Reports (Week 12 and Week 20)

Home Energy and Water Visits (Week 4)

Workshop 2 Transportation (Week 5)

Workshop 3 Nutrition (Week 6)
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- Home Energy and Water Visits
  - “Thermostat Talks”
  - Set computer power management
  - Replace incandescent bulbs with CFL
  - Measure phantom loads
  - Perform basic weatherization

![Images of energy-efficient activities]
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Marketing and Outreach (Weeks 1-3)

Feedback and Results (Week 20 and after)

Workshop 1 Energy, Water, and Waste (Week 4)

Home Energy and Water Visits (Week 4)

Workshop 2 Transportation (Week 5)

Workshop 3 Nutrition (Week 6)

Follow-up Energy Saving Contest and Reports (Week 12 and Week 20)

Follow-up Energy Saving Contest and Reports (Week 12 and Week 20)
PARTICIPATING UNITS vs. PROPERTY AVERAGE
(ELECTRICAL ENERGY COSTS)

Buckingham
900-1000 SF

March: $21.06
April: $23.61
May: $39.09
June: $76.04

March: $43.36
April: $60.62
May: $80.97
June: $112.58

March: $45.09
April: $75.94
May: $91.91
June: $116.96
PARTICIPATING UNIT - 2010 vs. 2011
(ELECTRICAL ENERGY COSTS)

<table>
<thead>
<tr>
<th>Month</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>$24.53</td>
<td>$21.06</td>
</tr>
<tr>
<td>April</td>
<td>$37.85</td>
<td>$23.61</td>
</tr>
<tr>
<td>May</td>
<td>$70.41</td>
<td>$39.09</td>
</tr>
<tr>
<td>June</td>
<td>$103.36</td>
<td>$76.04</td>
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</tbody>
</table>

Buckingham Unit B
RESIDENT SURVEY RESULTS

- **Eat out (Percent of meals per week)**:
  - Before: 10%
  - After: 5%

- **Use Natural Ventilation**:
  - Before: 55%
  - After: 94%

- **Recycle**:
  - Before: 38%
  - After: 74%

- **Drink soft drinks**:
  - Before: 67%
  - After: 38%
ELECTRICAL ENERGY SAVING RESULTS

- Participating vs. Non-Participating Units - Compiled

<table>
<thead>
<tr>
<th>Location</th>
<th>Before Program</th>
<th>After Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buckingham</td>
<td>36%</td>
<td>50%</td>
</tr>
<tr>
<td>Cherry Creek</td>
<td>63%</td>
<td>36%</td>
</tr>
<tr>
<td>Crossroads</td>
<td>43%</td>
<td>60%</td>
</tr>
<tr>
<td>Sierra Ridge</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Soutwest Trails</td>
<td>31%</td>
<td>43%</td>
</tr>
<tr>
<td>Trails at the Park</td>
<td>43%</td>
<td>83%</td>
</tr>
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NEXT STEPS

- Conduct the Saving Green Program at the remaining 6 properties and repeat
- Create a Saving Green Program to be part of the after school program
- Shorter version as part of our Money Management classes
- Partnerships with external organizations