Climate Showcase Communities: Innovative Models of Community-Based Greenhouse Gas Emissions Reductions

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Overview

- Fostering innovation across communities: U.S. EPA’s Climate Showcase Communities Program

- Innovative change within communities: Case studies from our grantees
  - Frederick County, MD
  - Salt Lake City, UT
$20 million in Competitive Grants Awarded to Local Governments and Tribal Nations in FY09 and FY10

Mission
- Create models of cost-effective and persistent GHG mitigation
- Catalyze broader local and tribal government climate actions
- Improve environmental, economic, health, and social conditions

Scope
- Energy Efficiency – Residential, Commercial, Public
- Renewable Energy/Energy Production
- Transportation & Smart Growth
- Waste
- Multijurisdictional Programs
- Cross-cutting-Programs & Outreach

Please note: Funding is limited to 2009 and 2010 grant recipients. EPA does not anticipate issuing additional funding solicitations for the Climate Showcase Communities Program at this time.
50 Climate Showcase Communities Grantees

http://www.epa.gov/statelocalclimate/local/showcase/index.html
Local Climate Action: Multiple Motivators, Multiple Benefits

- Grantees are pursuing and tracking a range of economic, health, social and environmental benefits that align with community priorities and objectives.

- Estimate that by 2014 their projects will:
  - Save nearly **$19 million** per year in energy costs.
  - Create at least **115 jobs** and provide job training to over **450 people**.
  - Avoid more than **350,000 metric tons** of GHG emissions each year, equivalent to the annual emissions from almost **70,000 passenger vehicles** or the energy used by **30,000 homes**.

- Reporting and documentation are essential for demonstrating results and inspiring others.
Roadmap for Energizing Local & Tribal Climate Programs

Showcasing Value…
- Concrete Results
- Compelling Stories
- Effective Models/Practices

Maximizing Impact…
- Collaborating with Other Networks
- Leveraging Related Programs
- Individual & Collective “Brand” Identity

Inspiring Others…
- Peer Leadership
- Compelling Messages
- Key Audiences
- Effective Communications Channels
Innovative Models of Change at the Local Level

- Community Values + Local Action = Sense of Identity + Pride in Community

- Basic Model*
  - Benefits / barriers
  - Commitments to take action
  - Prompts
  - Community norms
  - Effective messages
  - Incentives

- Frederick County, Maryland
- Salt Lake City, Utah

The Green Homes Challenge!

Framework: 3 Challenges; 3 Certifications

Challenge 1: Be a Power Saver
Helps residents reduce energy consumption and utility bills

Challenge 2: Be a Green Leader
Helps residents adopt environmentally-friendly practices

Challenge 3: Be a Renewable Star
Helps residents use renewable energy

Frederick County, Maryland
Behavior Change Objectives

Move people from awareness to action, specifically:

- Get a Watt Watchers home performance/energy audit
- Implement at least 1 recommended energy-saving project
- Keep learning about and taking actions to save energy & adopt environmentally-friendly lifestyles
- Implement 1 renewable energy option

By 2014, engage, educate and motivate 2000 households; certify 1,460
Reduce CO2 emissions by 474,000 lbs/yr
Powerware Parties

• **Liking** (host invites friends)

• **Reciprocity**
  - Token gifts & free Handbook
  - Energy audit drawings

• **Commitment & Consistency**
  - Written pledge cards
  - Follow-up reminder postcards
  - Signatures on registrations & pledge boards
  - Photos posted on web, Facebook

Promoting Behavior Change using Principles of Influence

**Powerware Parties**

- **Social Proofs**
  - Local case studies and videos of success

- **Scarcity**
  - Give Handbook; collect if don’t register
  - Limited number of incentives

- **Reciprocal Concessions**
  - Can’t register? Just make 1 pledge.

- **Food!**
Change Measurement

- Pre-/Post-Survey and comparison of “Green Scores”
- Tracking key action indicators and calculating energy and GHG emissions savings
- Tracking actions and results of Certified households
Implementation Challenges

• Individual follow-up with registered Challenge Takers

• EarthAid redevelopment & antiquated Potomac Edison database undermined original results tracking strategy

• Disconnect between EmPower Maryland state and utility programs and rebates

• Lack of comprehensive database of local retrofit service providers
Results to Date  (January 2011 Launch)

• 455 registered Challenge Takers; 543 engaged households
• 21 Powerware Parties educated 221 participants
• 17 Green Ambassadors serving 13 communities
• 20 community group homes audited and retrofitted
• 7 Certified Power Savers
Sustainable Transportation for a Sustainable Future
Salt Lake City, Utah
Over 50% of air pollution comes from motor vehicles.
Clear the Air Initiatives

turn your key
be idle free

care to clear the air

CLEAR THE AIR CHALLENGE
Drive Down Your Miles
Community Leaders

Resolution: Take TRAX & FrontRunner
Goal: Reduce vehicle trips to just 1-2 a week
Challenges

• Cutting through the noise
• Overcoming the “it’s just me” barrier
• Encouraging concrete action
• Fostering sustained behavior change

http://www.cbsm.com
• Track via ClearTheAirChallenge.org, UDOT traffic counts & UTA ridership numbers.

• All 3 campaigns = reduction of 2,588 metric tons of greenhouse gas emissions to-date.

• Clear the Air Challenge:
  • 3.6 million miles
  • 6.2 million lbs of emissions
  • 116,505 gallons of gas
  • 339,968 vehicle trips
  • $2.1 million total vehicle costs
Conclusion

- The Climate Showcase Communities are developing concrete models of local climate action and achieving real results that make a difference for the quality of life in their communities.

- EPA is committed to learning from their experiences, documenting their stories, and helping other communities replicate their achievements.

- We are seeking feedback from a broad range of stakeholders on how to maximize the impact of the program and translate lessons learned into tools for success.
Questions?

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